



Sarnia Artwalk TD Multicultural Village 2016 Outcomes Report

Led by:  **COUNTY OF LAMBTON**
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Discoveries That Matter
SARNIA - LAMBTON

Acknowledgements

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- Sarnia Artwalk for hosting & organizing the Village. A special thanks to Artwalk Board Members:
 - Katelyn Ashton, *TD Bank*
 - Jill Joseph, *Tecumseh Community Development Corporation*
- All Village participants including food vendors, cultural groups and entertainers
- All those who visited the TD Multicultural Village



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Introduction

Since 2013, the TD Multicultural Village has been an integral part of Sarnia Artwalk, a two-day arts and culture festival in downtown Sarnia. Supported by the Sarnia-Lambton Local Immigration Partnership (LIP) and fully sponsored by TD Bank, the objective of the TD Multicultural Village is to celebrate and learn about the community's growing cultural diversity by providing local groups with an opportunity to share their culture and tradition with the public. By increasing knowledge and awareness, the TD Multicultural Village fosters broad support for and celebration of cultural diversity in Sarnia-Lambton.

As a result of increased sponsorship funding, the TD Multicultural Village was able to expand in 2016 to include significant participation from local First Nations vendors as well as newly arrived Syrian families. Participating vendors included:

BOOTHS

- Sarnia Lambton LIP
- Sarnia Lambton Native Friendship Centre
- YMCA Settlement Services
- Sarnia Muslim Association
- Lambton College International Department
- Beryl African Designs
- Royal Golden Grass
- Haiti Student Outreach
- Lambton County Library
- Catholic Hispanic Community Sarnia-Lambton
- The Art of Moses
- Montana Adams, *Artist*
- John Williams, *Artist*
- Walpole Island Heritage
- Aamjiwnaang Heritage & Culture Club
- Three Fires Tipi Night Lights

FOOD VENDORS

- First Nations Cuisine
- Street Greek
- Hope for St. Joseph Shelter
- Dante Club
- MexiVeit
- Sitara Indian Cuisine

ENTERTAINMENT

- Silver Bullet Dance Troupe
- Lambton College International Department
- Blackthorne
- Maraca Tall Stilt Drumming Troupe
- Rambling Fever
- Filipino Dancers



Impact of the TD Multicultural Village - Visitor Feedback

The goal of Sarnia-Lambton LIP is to build Sarnia and Lambton's capacity to be a welcoming community for immigrants and newcomers. Two key components of a welcoming community are positive attitudes towards cultural diversity and opportunities for social engagement. Therefore, the Sarnia-Lambton Local Immigration Partnership collaborates with local partners to showcase local diversity and decrease barriers to community involvement for immigrants and newcomers.

To measure the impact of the TD Multicultural Village on public awareness, knowledge and attitudes towards cultural diversity, the Sarnia-Lambton LIP surveyed the public as they exited the Village. A total of 74 individuals completed the survey.



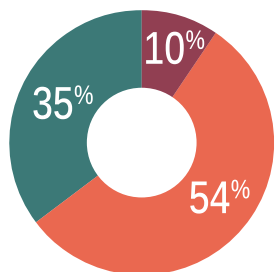
Prior Familiarity with Cultural Diversity

In order to fully comprehend the impacts of events that seek to increase understanding of cultural diversity it is important to gauge the level of knowledge that exists in the community prior to taking part in them. For this reason, before exploring the TD Multicultural Village, visitors were asked to rate their familiarity with:

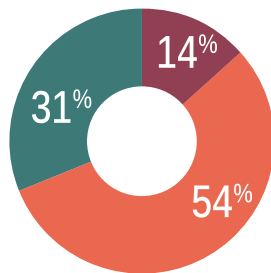
- The diversity of cultures that exist in Sarnia-Lambton
- Local cultural groups
- The international student population at Lambton College
- Local First Nations (Ojibwa) culture

The vast majority of respondents rated themselves as having at least some prior familiarity with all four.

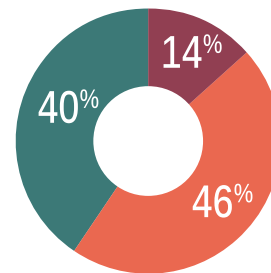
The diversity of cultures that exist in Sarnia-Lambton



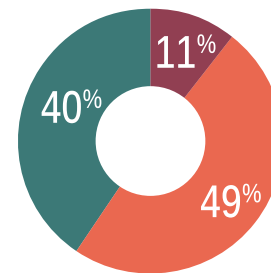
Local cultural groups



International student pop. at Lambton College



Local First Nations (Ojibwa) culture

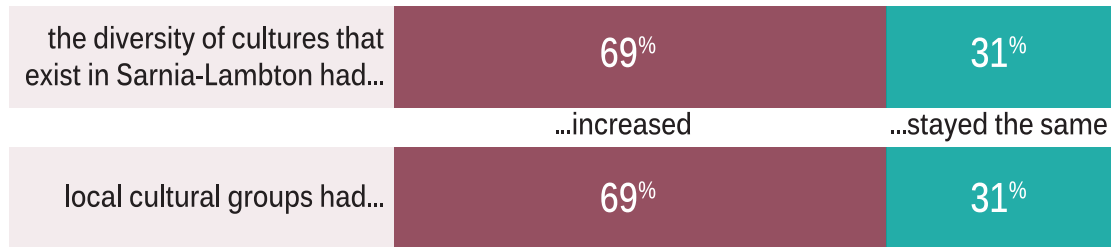


- Little to no familiarity
- Some familiarity
- Extensive familiarity

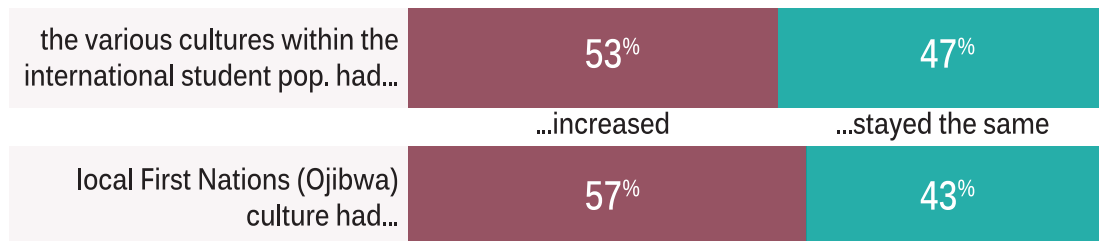


Knowledge & Awareness Gained by Visiting the Village

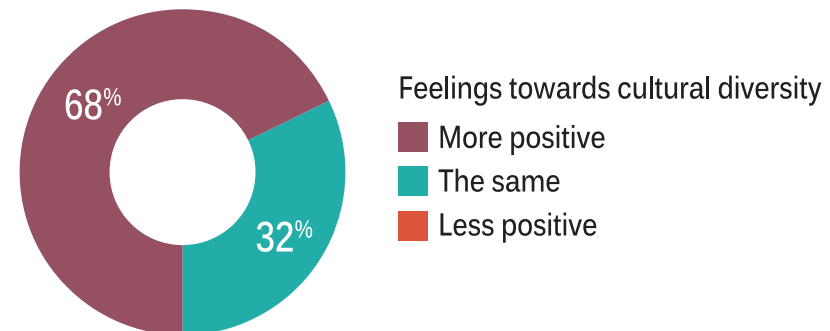
Based on the survey results, it is clear that visiting the Village positively impacted respondents' awareness of the diversity of cultures in Sarnia-Lambton and their knowledge of local cultural groups. Since visiting the Village, visitors' understanding of...



The majority of respondents also increased their knowledge of the various cultures within the international student population and local First Nations (Ojibwa) culture. After the Village, visitors' knowledge of...

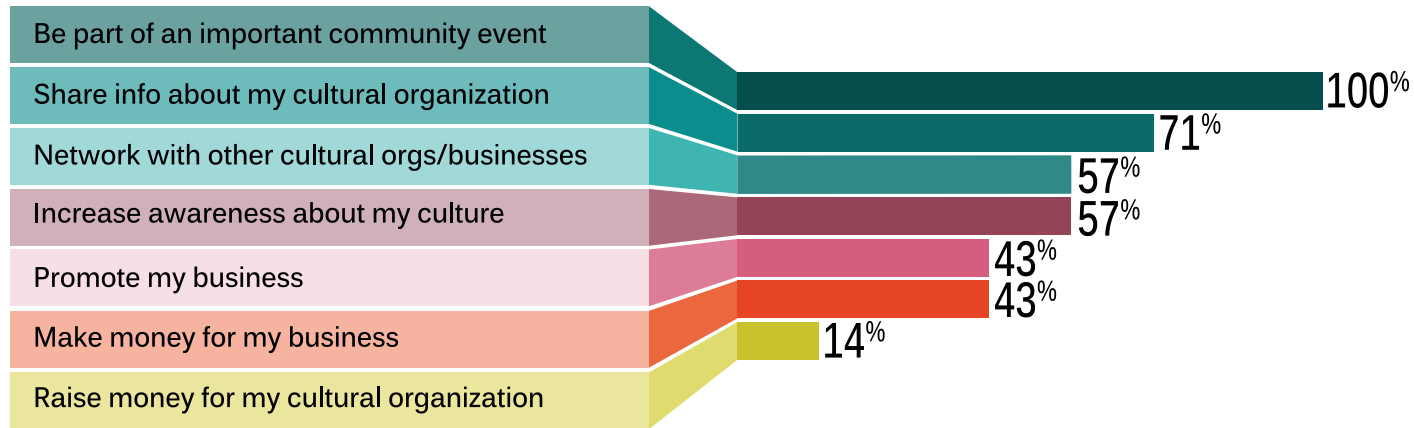


Despite respondents' high familiarity with cultural diversity prior to attending the event, the majority (two-thirds) of respondents stated their feelings towards cultural diversity were more positive since attending the Village.

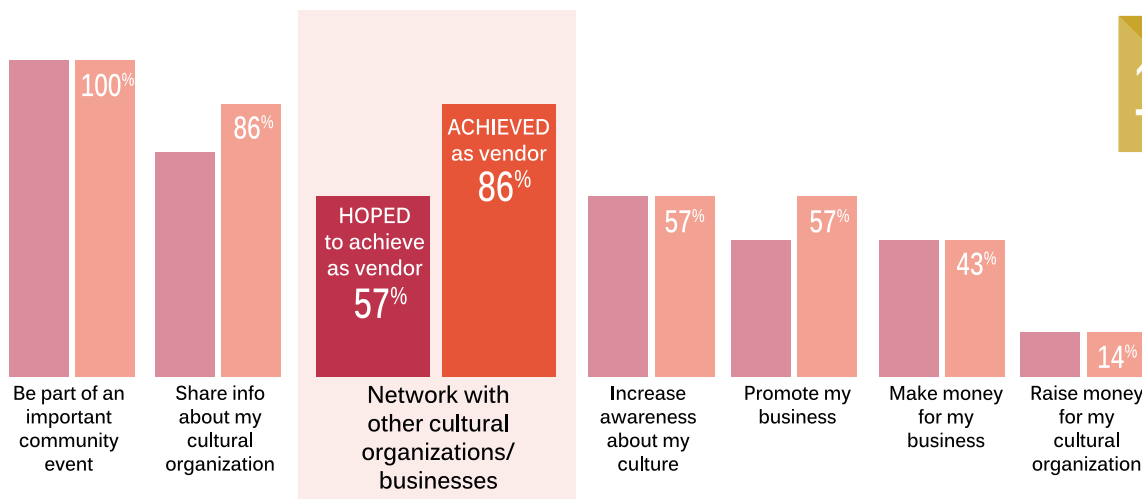


Impact of the TD Multicultural Village - Vendor Feedback

In order to measure the impact of their involvement in the TD Multicultural Village, we further surveyed seven booth and food vendors after the event. Their feedback was similarly positive and in line with research on positive newcomer integration.¹ Vendors were asked to identify the various reasons they chose to participate in the Village.



While nearly all vendor respondents achieved what they hoped by participating in the Village, survey results suggest that vendors experienced networking with other cultural organizations/businesses as an unexpected positive outcome.



100% of vendor respondents said they would take part in the Village again next year.

83% said they would recommend being a vendor to peers and colleagues.

100% of vendor respondents agreed that the TD Multicultural Village is an effective way to promote diversity, cultural sensitivity, & inclusiveness within our community.

¹ Esses, V, Hamilton, L.K., Bennett-AbuAyyash, C., & Burstein, M. 2010. *Characteristics of a Welcoming Community*. Welcoming Community Initiative.



Impact of the Sarnia-Lambton LIP

TD Multicultural Village visitor and vendor respondents were also asked about Sarnia-Lambton LIP and its role in the community. In order to ensure that the LIP remains relevant, gauging its impact locally is vital. From the survey results it is clear that the work of the LIP is achieving its goal of creating a more welcoming community for immigrants, newcomers and refugees.

100%

of vendor and visitor respondents agreed that the Local Immigration Partnership is relevant to creating a more welcoming community for newcomers, immigrants and refugees in Sarnia-Lambton.



Conclusion

The 2016 survey results indicate that the Artwalk TD Multicultural Village continues to bring awareness to Sarnia-Lambton's cultural diversity and positively impacts all who are involved. For visitors, the Village increased their awareness, knowledge and positive feelings towards local diversity. For cultural vendors, participating in the village was an effective way to make connections with the larger community and to each other, two essential elements that support inclusion and integration.

TD Bank's sponsorship provided a means by which Sarnia-Lambton residents could celebrate and learn about the community's cultural diversity, once again illustrating the importance of continuing to include multiculturalism within Sarnia Artwalk.

