

2017

TD Artwalk Multicultural Village Outcomes Report



Led by:



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- Sarnia Artwalk for hosting and organizing the Village and supporting the Sarnia-Lambton Local Immigration Partnership. A special thanks to Artwalk Board Members:
 - Katelyn Ashton, *TD Bank*
 - Nathan Colquhoun, President, Artwalk Board
- All Village participants, including cultural groups, community organizations, entertainers and food vendors
- Everyone who visited the TD Multicultural Village, and those who took the time to fill out feedback surveys

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Introduction

In 2013, the first TD Multicultural Village was held at Artwalk and since then, it has been an integral part of the popular arts and culture festival held annually in downtown Sarnia. 2017 marked the fifth year for the Village, which is supported by the Sarnia-Lambton Local Immigration Partnership (LIP) and fully funded by TD Bank. The aim of the Village is to celebrate and raise awareness of Sarnia-Lambton's ethnic diversity by showcasing local cultural and religious groups and their beliefs, customs and cultures.

The Village also promotes Sarnia-Lambton LIP's goal of ensuring that Sarnia-Lambton is a Welcoming Community for all residents, including immigrants, newcomers and refugees, and an important component of the 2017 Artwalk Multicultural Village was the launch of LIP's community wide anti-racism campaign.

The 2017 TD Multicultural Village featured a wide range of vendors from local cultural and Indigenous groups and service providers:

Booths

- YMCA Settlement Services
- Sarnia-Lambton Local Immigration Partnership (LIP)
- Native Friendship Centre
- Latin Village, Catholic Hispanic Community Sarnia-Lambton
- Sarnia Muslim Association
- Three Fires Ti-Pi Lights
- Haitian Art Booth & Student Outreach
- Bisi Alawode
Photography

Multicultural Food Vendors

- Sitara Indian Cuisine
- Spice N Ice

Multicultural Entertainers

- MaracaTALL Stilt
Drumming Troupe
- Aamjiwnaang Dance
Group (two
performances)
- House of David Gang
- Artwalk Gospel Session
- Brandon Soloman





Measuring the Impact of the TD Artwalk Multicultural Village

Every year, Sarnia-Lambton LIP and County of Lambton staff members distribute surveys in order to measure the impact and outcomes of the TD Multicultural Village at Artwalk. This year, a record number of 110 visitors filled out these surveys, and the results overwhelmingly that are handed out to collect visitor feedback and this year a record number (110) were filled out.

Visitors to the TD Multicultural Village were asked about their familiarity with local cultural groups and diversity, the services offered by the YMCA Newcomer, Immigrant and Refugee Centre and their perceptions of Sarnia-Lambton LIPs Anti-Racism Campaign. Visitor feedback showed that overwhelmingly, the TD Multicultural Village was successful in increasing knowledge, awareness and positive attitudes around diversity and the need for an anti-racism campaign.

Showcasing Local Cultural Diversity

For five years now, the TD Artwalk Multicultural Village has highlighted and celebrated cultural, ethnic and religious diversity in Sarnia-Lambton, and every year, outcomes have demonstrated that it has had a positive impact on visitors' perceptions and knowledge of newcomers, diversity and inclusion.

Due to funding from TD, Artwalk organizers made ten free tables available to local religious and cultural groups. LIP staff invited a wide range of groups and organizations to participate in the Village in 2017.

The cultural groups who participated were:

- Latin Village, Catholic Hispanic Community Sarnia-Lambton
- Sarnia Muslim Association
- Three Fires Ti-Pi Lights
- Haitian Art Booth & Student Outreach
- Bisi Alawode Photography
- Sarnia Canada Day Committee
- YMCA Newcomer, Immigrant & Refugee Centre

The vendors and organizations featured in the TD Multicultural Village presented a variety of engaging and informative information and activities for visitors. Visitors to the Village could get henna 'tattoos', learn about local newcomers, buy a Canada Day 150 t-shirt to help raise money for local Canada Day celebrations, and could also purchase lights shaped like ti-pis, and Haitian arts, crafts and jewelry to contribute funds to vital humanitarian work in Haiti.

Highlighting local Indigenous groups and culture

As in previous years, efforts were also made to highlight local First Nations groups. This is particularly important as Sarnia has a large and vibrant Indigenous community and is home to the Aamjiwnaang First Nation, and Lambton County includes Kettle & Stony Point First Nation and Walpole Island First Nation. Furthermore, although they are the original peoples of Canada, Indigenous Canadians unfortunately face ongoing and systemic racism, discrimination and misconceptions! LIP Staff reached out to all of these communities to invite them to provide both entertainment and to participate in the Village. As a result, the Aamjiwnaang Dance Group performed twice over the weekend, showcasing traditional dances and clothing. Furthermore, Three Fires Ti-Pi Lights, a business and cultural education initiative run by a Walpole Island couple once again had a display in the Village, selling their unique homemade Ti-Pi lights and promoting their educational workshops and lessons. The Native Friendship Centre also reached out to Sarnia-Lambton LIP in early 2017 with an interest in participating in the TD Multicultural Village and a table was reserved for them. However, they were unfortunately unable to participate in the Village.

YMCA Newcomer, Immigrant & Refugee Centre

The YMCA Newcomer, Immigrant and Refugee Centre is Sarnia-Lambton's English Language direct settlement service provider for all newcomers to the region. The Sarnia-Lambton LIP has a close working partnership with the centre, which offers a number of services to local newcomers, immigrants and refugees, as well as international students and others who are new to the area. These services include government (provincial and federal) funded English language classes, children's camps and day programs, social and recreational activities, field trips to local



attractions, conversation circles and more.

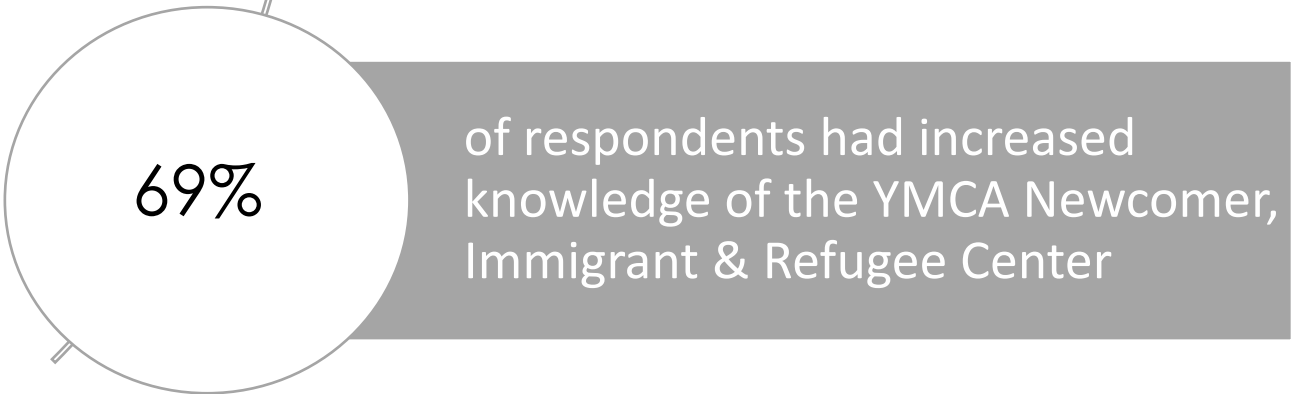
The YMCA plays a crucial role in the local resettlement and integration of newcomers, yet many local residents, particularly those who aren't newcomers, are not aware of what the Centre does, or even of its existence. Thus, the Centre had the largest booth in the TD Multicultural Village, which allowed them to offer an interactive display highlighting their work and the impact it has in the community.

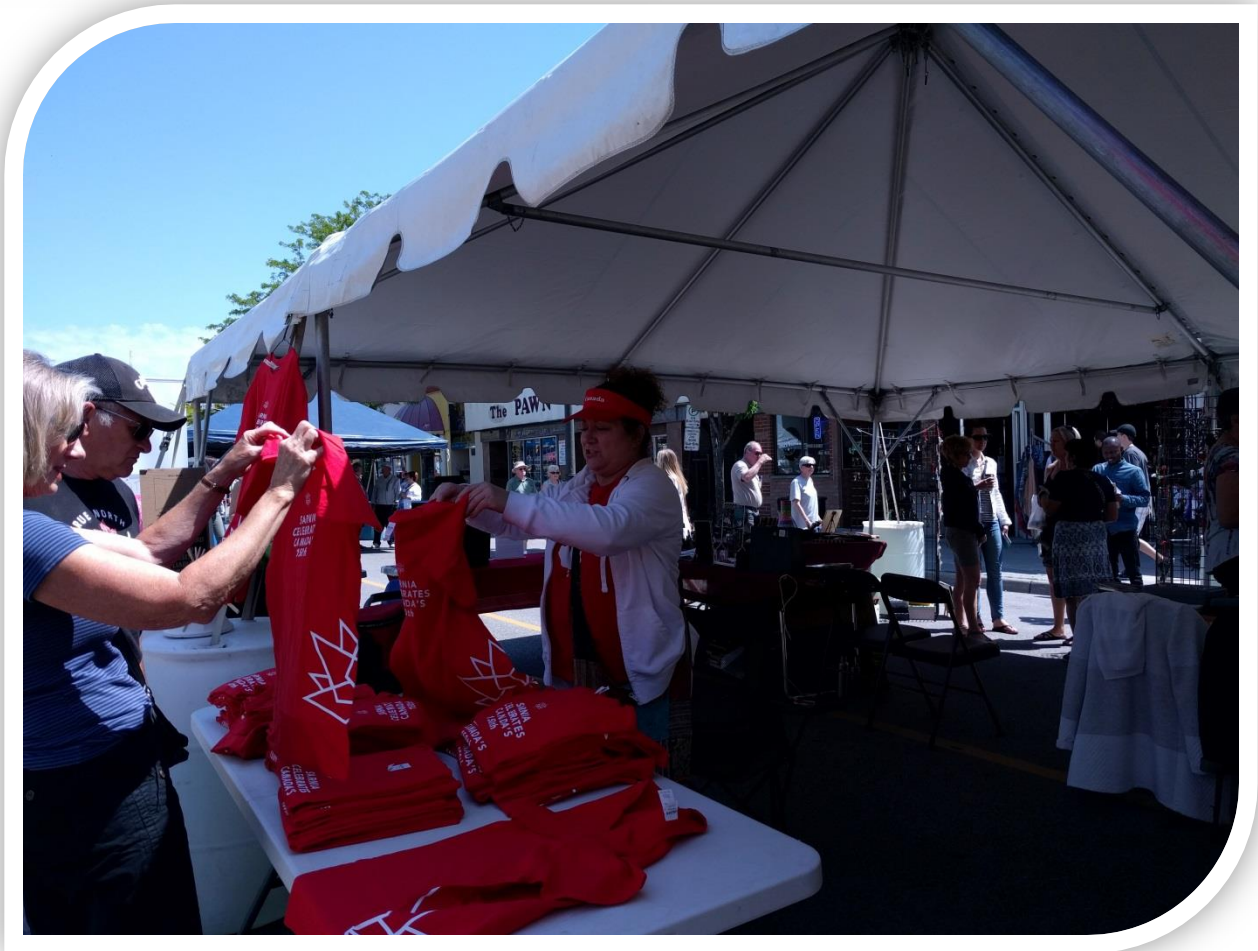
More importantly, the Centre also invites their newcomer clients to create displays about their cultures, countries of origin and their experiences at the YMCA for the Village, and many newcomers also volunteer at and attend the event. Again, this provides a valuable opportunity for cross-cultural exchange, and for Sarnia-Lambton residents to meet newcomers, particularly Syrian refugees, who they may have heard about, but otherwise never have interacted with.

The majority of respondents reported that after visiting the TD Multicultural Village, they had an increased knowledge of the YMCA Newcomer, Immigrant and Refugee Centre. In fact many who filled out the survey remarked that they hadn't known about the Centre or its' services before visiting the Village.



Familiarity with and increased knowledge of local cultural diversity







LIP Anti-Racism Campaign Launch

In 2017, LIP staff decided to launch a community-wide anti-racism campaign, which was officially launched in October, 2017. Leading up to the official launch, County of Lambton and LIP staff raised public awareness of the upcoming campaign and the need for it by promoting it at public events. The TD Artwalk Multicultural Village in particular was selected for a 'soft launch' of the campaign.

A major objective of the TD Multicultural Village in 2017 was to promote and raise awareness of this campaign, and to let local residents know how they could get involved. This was spearheaded by the Sarnia-Lambton Local Immigration

Partnership, and many visitors engaged in conversation, feedback and interactive displays.

Members of the public were highly engaged and some highlights included:

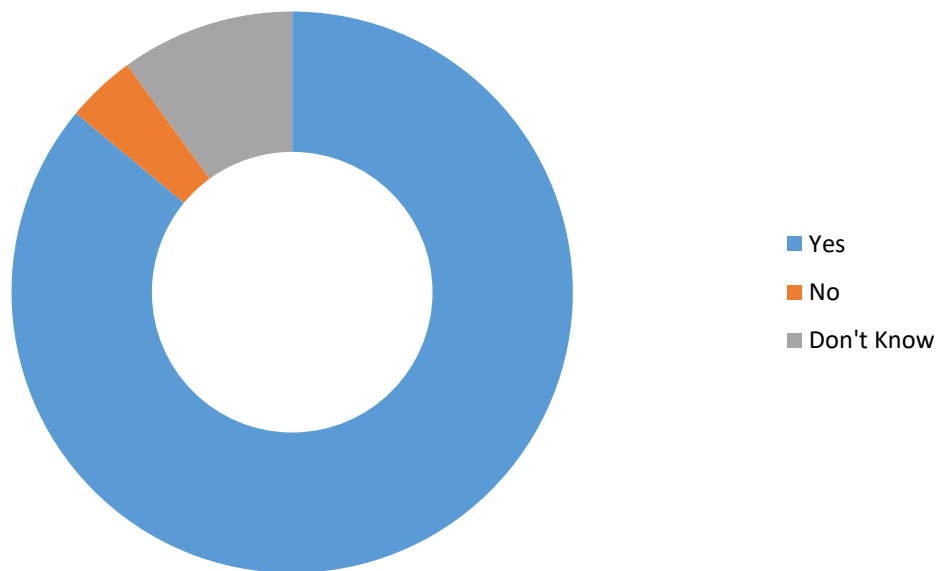
- Visitors to the Multicultural Village were invited to write messages against racism and discrimination, and/or in support of inclusion and diversity. Dozens of individuals of all ages participated, leaving messages and sharing their experiences and views with others.
- LIP Staff also handed out over 100 cards with information about the the key components of the campaign, as well as LIP's social media and website contact information. As a result, traffic to LIP's social media pages increased in June, after Artwalk took place.
- County of Lambton and LIP Staff spoke to visitors about the campaign and many signed up to learn more about volunteer opportunities. 50 people also signed up for up for LIP's email list and/or to learn more about the anti-racism campaign.



According to an overwhelming majority of survey respondents, the Sarnia-Lambton LIP's efforts to raise awareness of and support for the upcoming anti-racism campaign were highly successful:

Since attending the village, 86% of visitors saw the value of launching an anti-racism campaign in Sarnia-Lambton:

Since visiting the TD Multicultural Village, do you see the value of launching an anti-racism campaign in Sarnia-Lambton?



Creating Opportunities for Young People

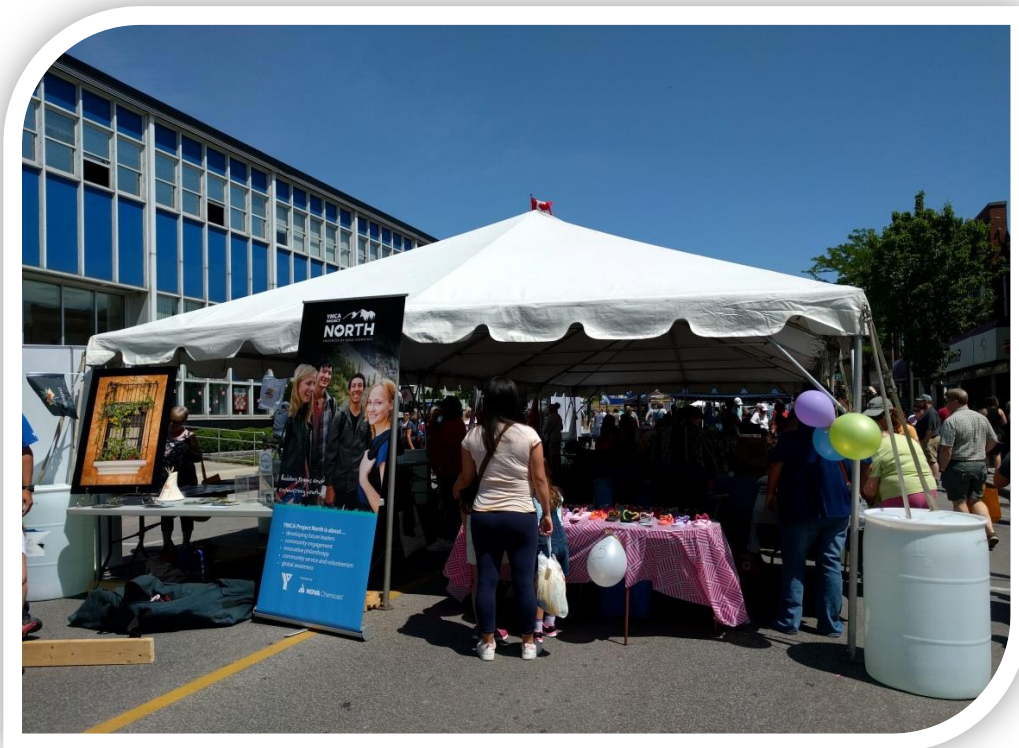
Every year, a key aim of the TD Multicultural Village is to engage youth and provide them with opportunities to participate in and learn more about their community.

At the 2017 Village, there were a number of activities and elements that appealed to youth, including henna tattoos, the popular ti-pi lights, and the entertainment, particularly the Aamjiwnaang Dance Group and MaracaTALL Stilt Drumming Troupe.

The main draws however, were the ant-racism and diversity display at the Sarnia-Lambton LIP booth, and the interactive challenge presented by the YMCAs of Southwestern Ontario.

YMCA Project North

This physical challenge was a mini obstacle course that dozens of youth participated in over the weekend. This challenge, and the accompanying booth and display, were promoting and raising funds for Project North. Project North is a unique and empowering leadership camp that took place in Northern Alberta in August 2017. The aim of this camp is to instill an appreciation of nature, community engagement, leadership and philanthropy. A dozen local youth participated in the camp, and it was a diverse group which included a number of Indigenous youth from the three area First Nation communities.



Giving Youth a Platform to Speak Out About Diversity and Anti-Racism

Youth also played a very important role in the anti-racism component of the TD Multicultural Village. As noted, the Sarnia-Lambton LIP display featured a display board where visitors could leave messages about racism, discrimination and diversity. A significant number of these messages were left by children and youth, and it provided them with a platform and an opportunity to speak about their experiences, those of their friends, or about the need to challenge discrimination. Some youth shared that they or their friends had been subject to racial discrimination, while older youth in their teens asked how they and their friends could get involved. A number of youth also left more than one message, and some returned to the display throughout the weekend to contribute more.

The display was also a wonderful opportunity for children, youth and their families to engage in a discussion about racism and discrimination, often a difficult topic to broach. One young girl opened up to her mother about what she had heard and seen at school, and a number of parents and guardians used it as a platform to teach their children more about these issues and what they could do if they experienced or witnessed discrimination.

Vendor Feedback

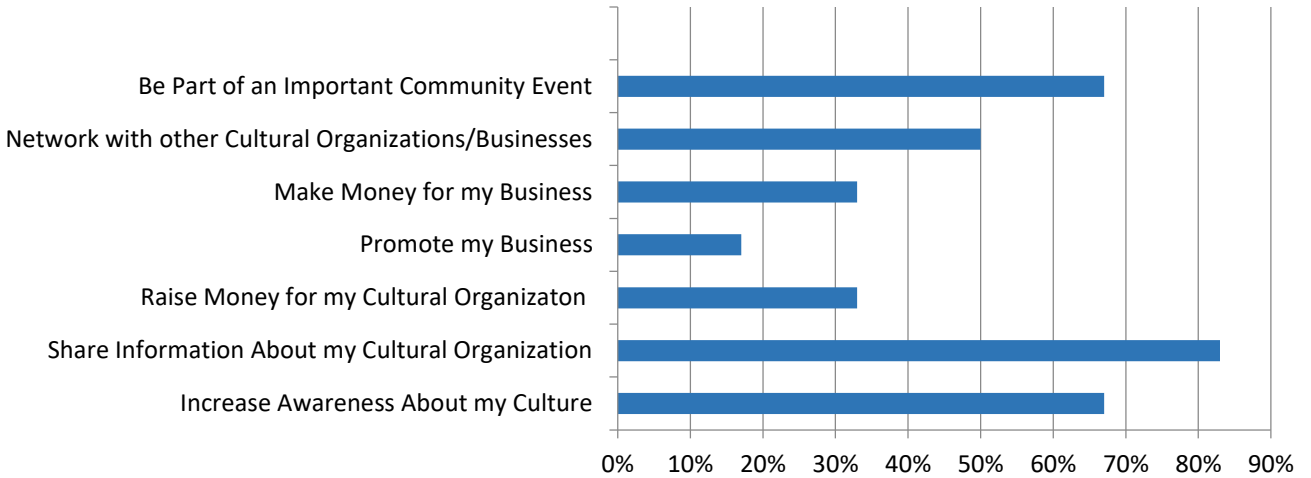
All of the vendors who participated in the TD Artwalk Multicultural Village were invited to fill out a feedback survey about their experience. Vendors were asked about their reasons for wanting to participate, what they gained from taking part in the Village, and their feedback on the experience and whether they would take part again.

As the following responses indicate, participating in the Village was a beneficial and positive experience for all vendors who took part:

Reasons for Participating:

Vendors were asked to select all of the reasons why they chose to participate in the TD Multicultural Village:

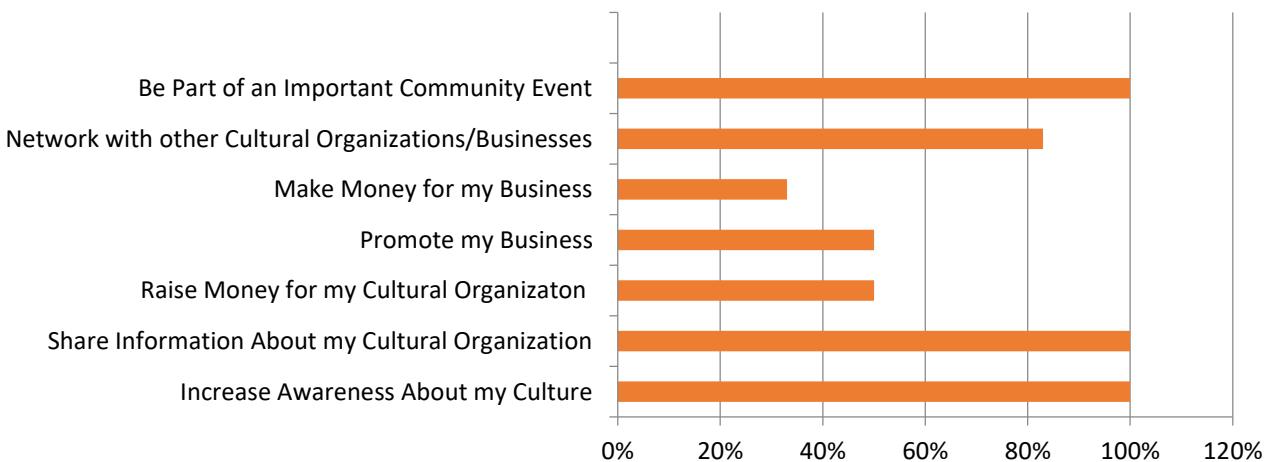
Reasons for Participating in TD Multicultural Village



As the graph indicates, the majority of vendors and cultural groups took part in order to raise awareness of and share information about their cultural organizations, and to participate in an important community event. The Village was also a valuable opportunity for cultural groups in the community to network with one another.

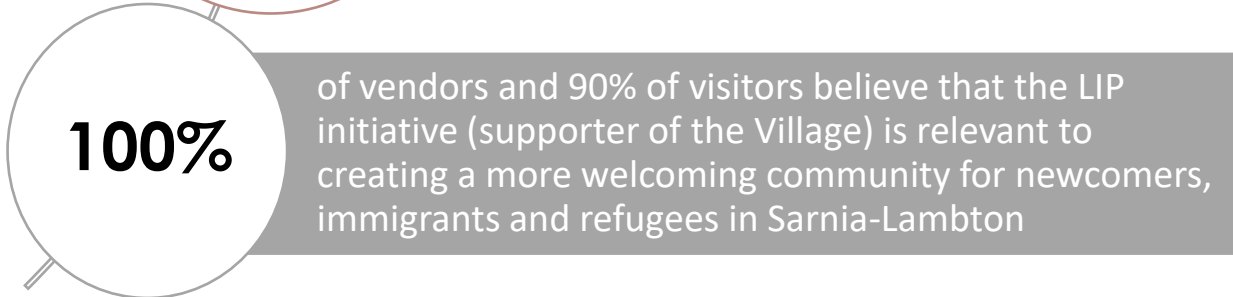
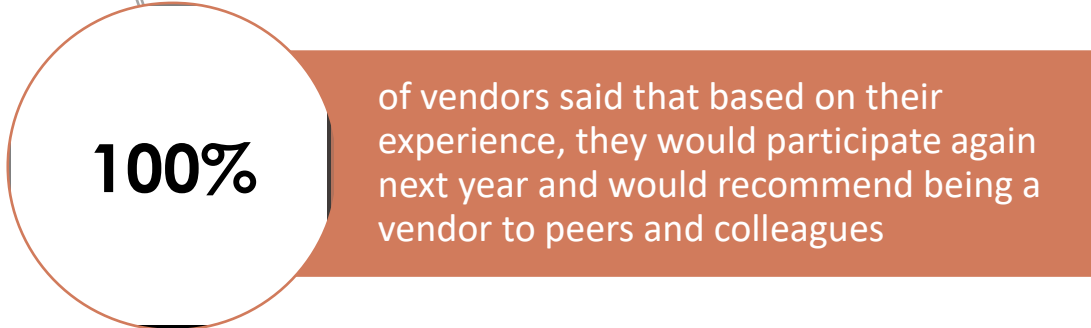
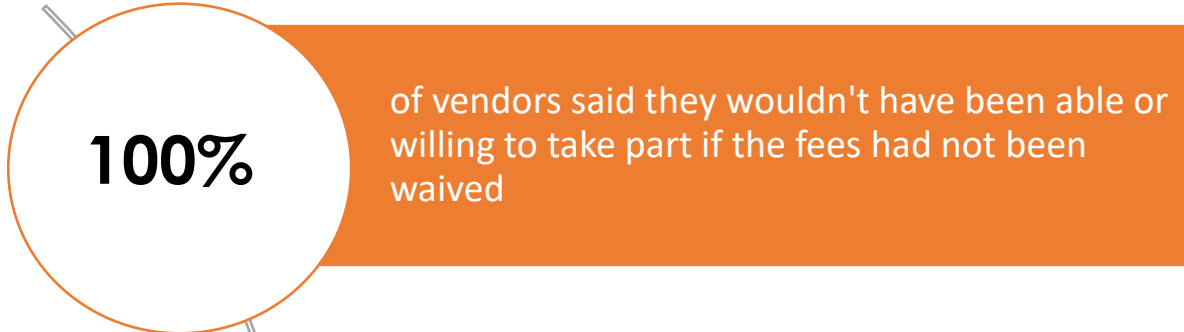
Vendors reported that their experience participating in the Village not only met, but exceeded their expectations, with **100%** of vendors reporting that they were able to increase awareness about their culture, share information about their organizations, and participate in an important community event:

By participating in the TD Multicultural Village, I was able to...



Vendor feedback showed that vendors initially signed up primarily to celebrate and share their culture, participation in the Village led to many additional benefits, including networking and promoting and raising money for their businesses and non-profit organizations.

For many of these vendors, the ability to participate in the Village, particularly free of charge, was an unparalleled opportunity, particularly at an event as large and as popular as Artwalk.





Conclusion

The 2017 survey results indicate that the Artwalk TD Multicultural Village has an ongoing positive impact in the community, increasing knowledge and awareness of local cultural diversity, cultural groups and First Nations. Furthermore, the Sarnia-Lambton LIP's Anti-Racism Campaign was very well received and dozens of local residents were engaged and committed to learning more about and even joining the campaign. Vendors also greatly benefit from participating in the Village, and once again results indicate that they had an extremely positive experience and wouldn't hesitate to participate again and encourage others to do the same.

TD Bank's sponsorship makes this celebration of local cultural diversity and the opportunity for cultural groups and local residents to connect possible. Youth also were provided with opportunities to engage in their community and with one another. As a result of these funds, it was once again possible to celebrate multiculturalism and increase goodwill towards local cultural diversity at the Sarnia Artwalk.

