# Parks and Culture Senior Management Team Update

Presented by: Martha Wilson, Senior Manager, Business Services



#### Parks and Culture – Priorities

#### Black Creek Strategic Plan Update

- Focus on four key areas:
  - Telling the Story of the Toronto Region
  - 2. Engaging with Communities
  - 3. Enhancing the Visitor Experience
  - 4. Building Partnerships & New Business Models







### Parks and Culture – Challenges

Being inclusive of diverse user groups and promoting inclusion, access and equitable participation for all

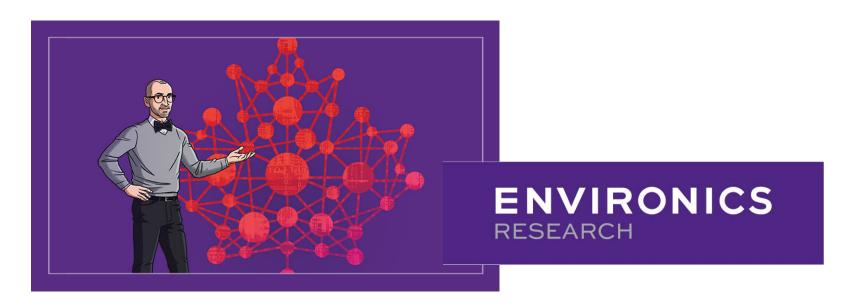
- Accessible, Family, and Gender-Neutral Restrooms
- Have taken steps toward adaptation of existing facilities
- All current facilities will be updated to have at least one Gender Neutral Restroom by year end





## Parks and Culture – Required Cooperation

- Utilizing Environics software to influence marketing
- Partnership with IT, GIS and Marketing teams
- Influence Tourism strategies, adapt program planning and increase visitor engagement across various demographics



#### Parks and Culture – Heads Up

Outdoor Smoke-Free Policy Development

- Include tobacco, cannabis and vaping devices
- Reduce sustained close contact second-hand smoke exposure to patrons
- Align with our mission, i.e. health and wellness

Ensure compliance with municipal bylaws



## Thank you!

