



Sarnia Artwalk TD Multicultural Village



2015 Outcomes Report

Acknowledgements



We would sincerely like to thank:



- ◆ TD Bank for sponsoring the Multicultural Village for a third year in a row and recognizing the importance of celebrating the community's cultural diversity.
- ◆ Sarnia Artwalk for hosting and co-organizing the TD Multicultural Village and ensuring its success at their annual weekend event.
- ◆ All the participants - food vendors, cultural groups and entertainers - without whom the Village would not have been a success.
- ◆ All those who visited the TD Multicultural Village, in particular those whose comments and thoughts contributed to the writing of this report.

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The Sarnia-Lambton Local Immigration Partnership (LIP) is a multi-sector council of local organizations working together to enhance services that support the social and economic integration of immigrants and newcomers and to spearhead initiatives that create a welcoming and diverse community. It is funded by Citizenship and Immigration Canada and led by the County of Lambton. For more information visit www.sarnialambtonlip.ca.



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Introduction

Since 2013, the TD Multicultural Village has been an integral part of Sarnia Artwalk, an annual two-day arts and culture festival in downtown Sarnia. A collaboration with the Sarnia-Lambton LIP and solely sponsored by TD Bank, the objective of the TD Multicultural Village is to celebrate and learn about the community's growing cultural diversity. It is an opportunity for groups to share their cultures and traditions with the public in order to promote broader participation in the celebration of diversity and to increase the community's understanding locally.

As a result of a significant increase in sponsorship funding, the Village was expanded in 2015 and included:

Booths

Beryl African Designs
Catholic Hispanic Community of Sarnia-Lambton
Royal Golden Grass
Sarnia-Lambton LIP
Sarnia-Lambton Native Friendship Centre
Sarnia Muslim Association
YMCA Newcomer Settlement Services
Passport Offices from Nigeria, Brazil & India¹

Food Vendors

At One Noodles
Dolly's Jerk Joint
Sitara Indian Cuisine
Spice N Ice

Entertainment

First Nations Dancers
Brazilian Band
Korean Drummer
Maraca Tall Stilt Drumming Troupe
Mixed Indian Cultural Dance
Nigerian Dancers
Orlando Valencia Pachanga Latin Dance Band
Titanium Martial Arts Demo Team
Sarnia Taoist Tai Chi Society



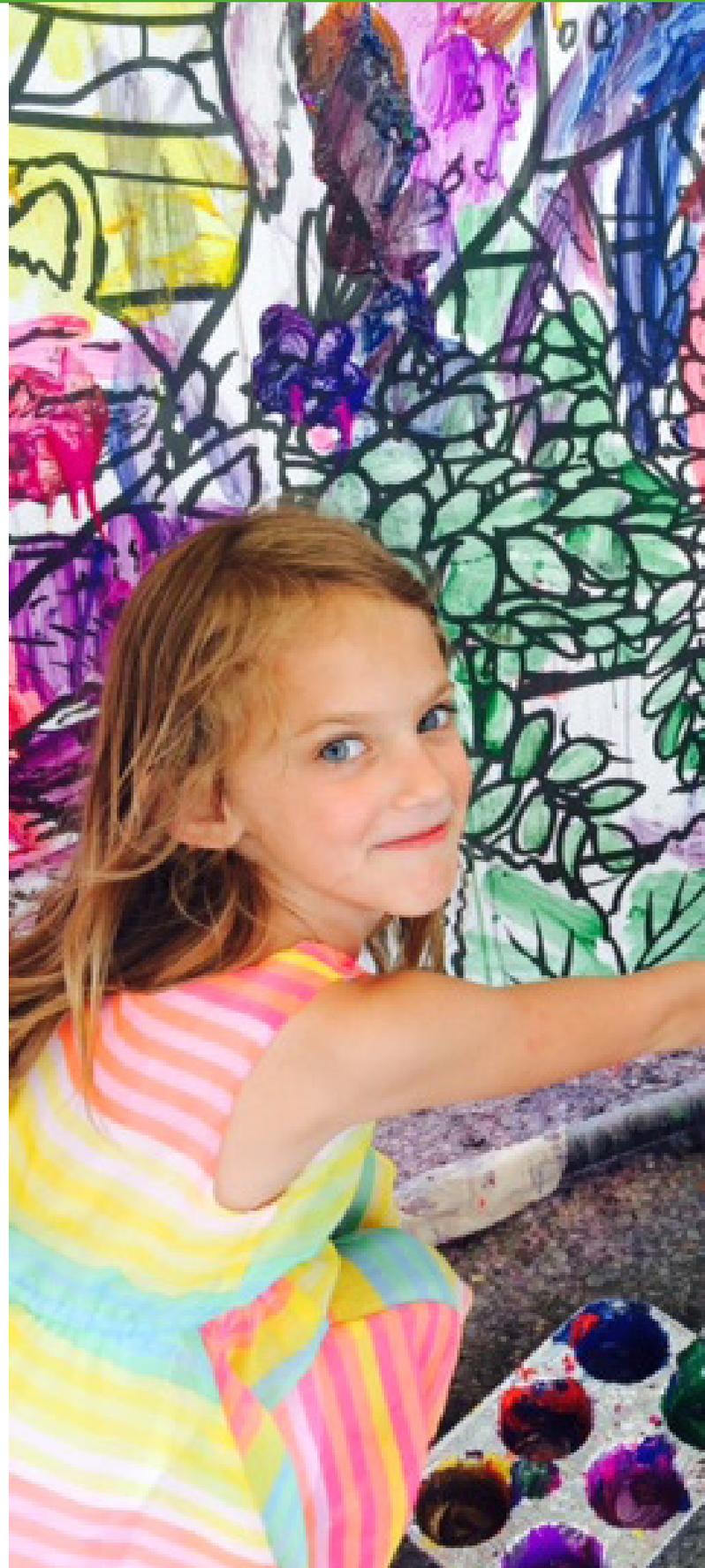
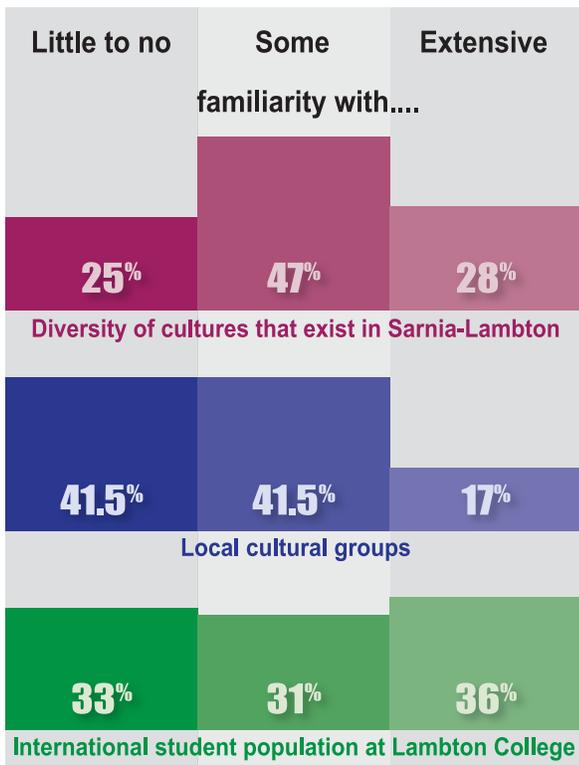
¹ These booths were part of Artwalk's first ever passport for children and were hosted by Lambton College's international students. They included activities that reflected the culture of the students' home countries. Four other passport offices were spread throughout the larger event.

Impact of the TD Multicultural Village

The Sarnia-Lambton Local Immigration Partnership has collaborated on a number of initiatives that showcase local diversity so that members of the community can increase their knowledge and their understanding of immigrants, newcomers and Sarnia-Lambton's culturally diverse residents. This, in turn, will help to create a more welcoming community, an overarching goal of the LIP. To measure the impact of the TD Multicultural Village, the Sarnia-Lambton LIP surveyed the public as they exited the Village. A total of 72 individuals completed the survey.

Prior Knowledge of 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, visitors to the TD Multicultural Village were asked to rate their familiarity with: 1. The diversity of cultures that exist locally; 2. Local cultural groups; and 3. The international student population at Lambton College. The majority of respondents rated themselves as having some knowledge of all three.





Knowledge Gained By Visiting the Village

From the survey results, it is clear that visiting the Village positively impacted respondents' knowledge of the diversity of cultures in Sarnia-Lambton and of local cultural groups.

My understanding of the diversity of cultures in Sarnia-Lambton has....

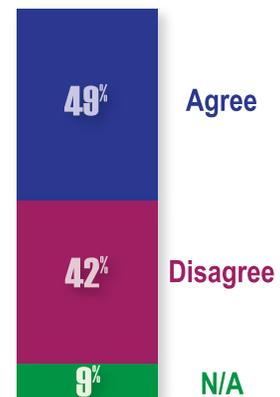


My knowledge of local cultural groups has....



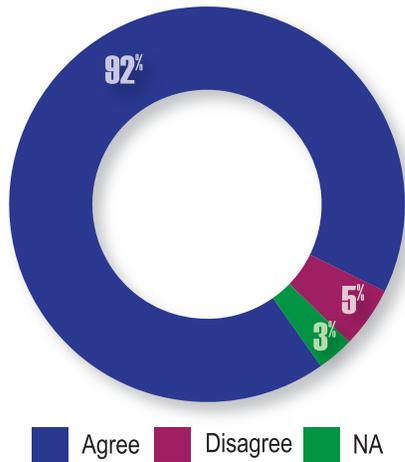
The majority of respondents also agreed that they had become more familiar with the various cultures within the international student population.

I have become more familiar with the various cultures within the international student population.



Despite most of the respondents rating their familiarity with Sarnia-Lambton's diversity as 'some' or 'extensive' almost all of the respondents agreed that they had learned something new after visiting the TD Multicultural Village.

I learned something new about the various cultures that exist in the community.



This increased knowledge due to a visit to the Village is the first step in creating a welcoming community, the ultimate outcome for the Sarnia-Lambton LIP.

Vendor Feedback

Those who participated in the TD Multicultural Village were also surveyed about their experiences and the feedback was similarly positive:

100% agreed that

Artwalk enriches the community by encouraging, inspiring and celebrating arts and culture in Sarnia-Lambton

The TD Multicultural Village is an effective way to showcase and promote their business or organization

The only suggestion for improvement shared by many vendors was to increase foot traffic into the Village by making it more visible within the festival, either through clearer promotion or by changing its location to a more high profile area. Nevertheless,

100% said they would

**participate in the TD Multicultural Village again
recommend the event to peers and colleagues.**

This indicates the positive impact the Village had on those who participated in it.

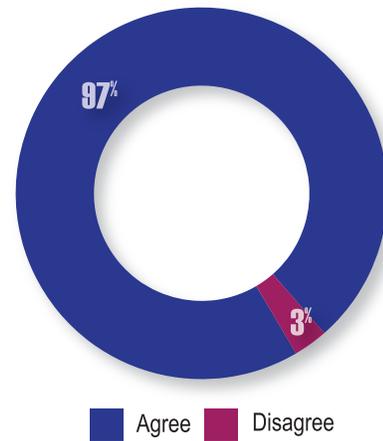


Impact of the Sarnia-Lambton LIP



As the main collaborator with Sarnia Artwalk on the TD Multicultural Village, respondents were also asked about the 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 and newcomers.

The LIP initiative is relevant to creating a more welcoming community for immigrants and newcomers in Sarnia-Lambton.



Furthermore, 20% of respondents requested to be added to LIP emailing list which regularly sends out information on cultural and community events as well as local and regional workshops and training opportunities. This marks a 4% increase in subscribers.

Conclusion



2015 survey results indicate that the Artwalk TD Multicultural Village continued to bring awareness to Sarnia-Lambton's cultural diversity and positively impacted all those who are involved. For visitors, the Village increased their knowledge of local diversity. For vendors, participating in the Village was an effective way to share their culture and promote their organization. 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.

MULTICULTURAL VILLAGE



Proud to sponsor
the Samia Artwalk.

We are working together
with Artwalk organizers
to make a difference
in our communities.

