

St. James Town's 2019 Festival Report Executive Summary



This report was prepared by the Festival Committee members for the general public and can be shared as part of promotional material for the Festival (e.g. sponsorship packages and invitations). For further details, please visit www.stjamestown.org or contact: info@stjamestown.org.

St. James Town 2019 Festival Overview

The 9th annual St James Town Festival (SJT) took place this year in the heart of St James Town! The 2019 SJT festival was celebrated on the 7th of September. Highlighting the resilience and community cohesiveness demonstrated in the neighborhood, this year's theme was *Stronger Together and Resilient*.

The festival hosted 16 musical and dance performances on two different stages this year- a Cabbagetown Festival tent as well as the St. James Town Festival! This year's festival boasted 11

local food vendors serving diverse food, and about 25 community partners showcasing their services or engaging residents in interactive activities. 3 St. James Town residents were the Master of Ceremonies for the day.

This festival is a grassroots initiative, planned by the [St. James Town Service Providers' Network and a group of residents](#). The festival survey revealed that people expressed a very strong sense of belonging at the Festival. The day of is only made possible by the hard work of over 52 volunteers – mostly local community members. Overall, the majority of respondents, 65%, indicated that they were very satisfied, and 20% indicated that they were somewhat satisfied – demonstrating a 5% increase in each category from last year. This year's festival date was shared with the Cabbagetown Festival, with the intention of showcasing and profiling St. James Town to a much wider audience.



Festival Feedback

53.2% of survey respondents indicated feeling a strong sense of belonging to the local community (feeling connected and accepted)



Highlights of Community Partners & Sponsors at the Festival

The Festival is only made possible by the contributions of community partners and stakeholders, from local business sponsors, to planning committee members, and various agencies pitching in to contribute in kind support during the festival, whether that is lending equipment like tents and tables, staffing tables and providing interactive services on the day of, or organizing volunteers for the event. The following groups were involved in the 2019 St. James Town Festival by way of either planning or participation:

Toronto Public Health, Sickkids Centre for Community Mental Health- Growing Together, Alliance for South Asian Aids Prevention, The Alzheimer's Society, Sherbourne Health's Urban Health Team, One Campaign, The Neighbourhood Group-Central Neighbourhood House, Youth United, Peacebuilders, Art City, Dixon Hall, Health Access St. James Town, Wellesley Community Centre, Hospice Toronto- Creating Caring Communities, The Steps Initiative, The Neighbourhood Organization, Woodgreen Community Services, Our Lady of Lourdes Parish, Trinity Life Church, Fred Victor, Progress Place, The Corner, Sherbourne Health, Office of MP Bill Morneau



Dixon Hall – The Rooming House Project at the Health Access St James Town Tent



The Urban Health Team from Sherbourne Health provides Naloxone Training at the Festival



Member of SickKids Growing Together Team provides information on prenatal programming to a festival volunteer

Festival Sponsors and Small Business Donations

**Domino's Pizza
Lemay Hair Salon
Phillipine Variety Store
St. James Town Dry Cleaners
Medallion Corporation
Greenwin Property Management
Wellesley Parliament Square
Mandy's Restaurant**

Resource Contribution/Budget	
Reserve (2018)	\$5115
Total Incoming Revenue 2019	\$5040
Total incoming revenue in Gift Cards etc.	\$1328
Total Expenses 2019* (NOT including gift card expenditure)	\$5613
Total Gift Card Expenditure	\$854
Difference (2020 Reserve)	\$5036



Diverse Food Showcasing Local Flavours from Our Neighbours

Local Food Vendors

Each year the call out for Festival participation, for performers and volunteers, also includes local food vendors. They work with the Community Dietician at Sherbourne Health, to provide safe and culturally tasty dishes at the festival for a fee. Each food vendor attended a one-hour training in August. The 2019 SJT festival hosted 11 food vendors this year (see chart below). The vendors served food from 2-4pm. This year the St. James Town Catering Collective representative also helped to coordinate the vendors.

<i>Pani Puri, Kachori & Chutney, Smoothies</i>
<i>Kabuli Palaw & Tandoori Chicken, Bolani & Chutney, Basbousa</i>
<i>Chicken Biryani, Potato Burger & Chutney</i>
<i>Trifle cups (assorted flavors), Brownie Cups, Pineapple Pastries</i>
<i>Chili Paneer & Rice, Matar Chat</i>
<i>Vegetarian Samosa, Dahi Vada, Kochari</i>
<i>Veggie Puff, Eff Puff</i>
<i>Vadai, Onion Bajji</i>
<i>Chicken Biryani</i>
<i>Mango Lassi, Veggie Cutlet, Stuffed Parathas</i>
<i>Fried Chicken, Jerk Chicken, Pepper Steak, Curry Goat, Rice & Peas, Plain Rice, Steam Veggies, Coleslaw</i>



Activities, local craft vendors & more

The Festival committee organized special activities this year for kids such as free face-painting, a henna booth, interactive science activities, a bouncy castle, children's and toddler's games as well as Joon's Balloons who provided nonstop balloon making!



We also had 6 local artists who showcased homemade arts and crafts at the Festival!

St. James Town Community Awards

The St. James Town Community Awards were created in order to recognize exceptional contribution by community members and groups that have created positive changes in St. James Town Community.

St. James Town Festival 2019 awards committee recognized the contributions made over the past year (June 2018 – June 2019) in the community. The following table outlines winners and the categories they won under.

Category		Award Winner
SJT Change Makers Award Given to individuals' who live in SJT and has made outstanding contributions to the community	<i>Youth (24 or under)</i>	Sachintha Fernando
	<i>Seniors (55+)</i>	Femie Prudente
	<i>Newcomers (5 years or less in Canada)</i>	Maheswari Kannan
	<i>Women (25+)</i>	Peta Francis
	<i>Men (25+)</i>	Milan Slavkovic
	<i>LGBTQ+</i>	Danielle I. Szlawieniec-Haw
SJT Group Award	<i>Big Business</i>	Bell Canada
	<i>Grassroots Organization</i>	Repair Cafe
SJT Scholarship	<i>Community Engagement/Leadership</i>	Wannason Sinnathurai
	<i>Creative/Artistic Contribution</i>	Jason Jang
SJT Champion Supporter	<i>Community Leadership selected by service providers</i>	Maryam Rahimi Mohamad Fakih Jack De Klerk Shahin Oudji



Volunteer Appreciation & Recognition



The festival is only possible with the help of Volunteers. About 50 volunteers participated in this year's festival. They were oriented through orientation sessions and/or orientation material that they reviewed in advance. Throughout the day, a room was set up at The Corner to welcome and appreciate staff and volunteers for their hard work, with breakfast, lunch and treats throughout the day. Food donations were picked up from Mandy and Domino's Pizza, and the Corner catered to salad, fruit, hot dogs and hamburgers.

Promotion & Performances

The St. Jamestown festival hosted a total of 16 community performances this year. The performers consisted of both adults and children who performed different songs and dance. Overall the performances represented the community well and were able to run throughout the duration of the whole festival.

The MCs for the day were all residents of St. James Town; Kyle, Danielle and Peta. The list of performers and their acts are included below.

Name	Type of Performance
Wendy Belcourt	Singing
Om Kar	Singing
Youngsil Cho	Singing
Xian Yao Tang	Dance
Ernest Hum	Band
Rahul Ramani	Singing
Sumedha Mongia	Dance
Megha	Dance
Bhuvaneswari	Dance
Amit Sharma	Singing
Virgil & Kamal	Guitar & Traditional Drums
Reaching Out Through Music	St. James Town Children's Choir
David	Band
Priya & Arti	Dance
Thrish & Adya	Dance
Kids Fashion Show (Ruby)	Fashion Show



Planning & Collaboration

The following agencies and groups participated in the planning committees of the festival:

- Fred Victor
- Health Access St. James Town
- Trinity Life Church
- Our Lady of Lourdes Parish
- Sherbourne Health
- The Corner
- The Neighbourhood Office
- Hospice Toronto
- Sickkids Centre for Community Mental Health
- Woodgreen Community Services
- Wellesley Community Centre
- St. James Town Catering Collective

How can you support us or get involved?

- **Sponsor local performers** - performances are at the heart of the Festival are provided with a small honorarium as a token of appreciation for their time. This honorarium goes a long way.
- **Sponsor the volunteer lunch** - our festival runs on the hard work of 50 volunteers who work anywhere from 4 - 8 hour shifts for the festival, and we ensure that we have refreshments throughout the day and a warm lunch or dinner
- **Sponsor the Free Barbecue** - historically the St. James Town Festival includes a free barbecue
- **Lend equipment**- tables, tents, chairs
- **Outreach and promotions**- help recruit local talent, vendors, promote scholarships to St. James Town youth- we need all the help we can get!
- **Send someone from your organization to join and/ or lead a planning committee**
- **Promote the event**- share flyers and social media postings with your networks and community members

For more information, please visit www.stjamestown.org or email: info@stjamestown.org and someone will get back to you!