

From: Vaughan African Canadian Association [<mailto:vaca@rogers.com>]
Sent: Thursday, April 10, 2014 10:01 AM
To: Kelly, Denis
Cc: sandi@carifestival.com <sandi@carifestival.com>
Subject: Re: Recognition of August 2013 as Caribbean Cultural Month

Dear Regional Chair Bill Fisch, Mayors and Regional Councillors
Municipality of York Region

On behalf of the Vaughan African Canadian Association and Carifestival Association, we would like to sincerely thank the Regional Municipality of York for approving our request last year to recognize August 2013 as Caribbean Cultural Month across the Region.

We would like to formally present another request to Regional Council to recognize August, 2014 as Caribbean Cultural Month and every August thereafter. Please see attached presentation for details on the importance of this recognition and our plans for August, 2014.

Whereas, the Caribbean community is a vibrant community that has contributed significantly in all areas of life; including politics, sport, education, law, business, the arts, social service and education;

Whereas, the Caribbean community celebrates many cultural celebrations during the month of August including, CariVaughan Festival, Jambana, Jamaica Day, Jerk Fest, Chutney in the Park, Bob Marley Day in Muskoka, Scotiabank Caribbean Festival and Socafest;

Whereas, a formal recognition of August as Caribbean Cultural Month will institutionalize and legitimize the month of August as a month to celebrate the Caribbean and educate residents on the vast history and cultural significance of the Caribbean, while promoting the region through tourism and economic development;

We ask that our request be approved recognizing August as Caribbean Cultural Month in the Region Municipality of York.

*Respectively submitted by:
Shernett Martin & Sandi Folkes
Co-Founders & Co-Chairs
Caribbean Cultural Month*

Caribbean Cultural Month Deputation

Respectfully presented by:

Shernett Martin, Executive Director Vaughan African Canadian Association

Co-Founder, Executive Director, CariVaughan Festival

Sandi Folkes, Co-Founder, Executive Director, CariFestival Association

CANADA'S BLACK POPULATION

- Third largest visible minority group in 2006
- Could double in size by 2031
- The black population is 73,795. The 3rd highest after Chinese and South Asian populations
- Canada's black community makes up 8.4% of the visible minority community after Chinese and South Asian populations
- Jamaicans make up the largest population of all the Caribbean Islands, followed by Haitians, Guyanese, and Trinidadians

Source: Stats Canada 2006 Census on population

CANADA'S BLACK POPULATION

- Over the next 25 years, it is anticipated that all area municipalities will continue to experience population growth. Most of the projected growth (approximately 70%) will occur in the Region's southern area municipalities of Markham, Vaughan, and Richmond Hill.
- Between 1993-2000, immigrant arrivals from the Caribbean and Africa accounted for 20% of the Region's population.

Source: Citizen and Immigration Canada and Catholic Community Services

Source: Region of York Planning and Development Services

CARIBBEAN CULTURAL MONTH

PREAMBLE:

The Caribbean is a hot tropical climate with a warm social atmosphere. It includes 27 countries, from Cuba, Haiti, and Dominica to Jamaica, Aruba, and Puerto Rico.

The Caribbean is an amalgamation of various cultures including, Indian, Jewish, African, English, South American, Chinese, Dutch, European and Aboriginal.

CARIBBEAN CULTURAL MONTH MANDATE:

To honour the cultural, linguistic, ethnic and social diversity of the Caribbean through the dynamic celebration of the arts; including music, theatre, dance, visual arts, culinary arts, and fashion arts.

WHY A CARIBBEAN CULTURAL MONTH IN AUGUST?

Case Study: Black history month

In 1978, the Ontario Black history society petitioned the City of Toronto to formally proclaim February as Black history month.

The OBS successfully lobbied the Federal government and in 1995, Parliament officially recognized February as Black History Month following a motion by the first black Canadian woman elected to Parliament, the Honourable Jean Augustine.

WHY A CARIBBEAN CULTURAL MONTH IN AUGUST?

Case Study: Black history month

Since 1978, Black history month has become engrained in the vernacular of Canadians. Schools across the country pay tribute to the history and legacy of African civilization and historic leaders. Communities raise flags and hold commemorative programs.

Black history month has educated en masse a population of people who knew very little about African Civilization

WHY A CARIBBEAN CULTURAL MONTH IN AUGUST?

Present Festivals:

August already plays host to Vaughan's own Caribbean festival, CariVaughan, the Scotiabank Caribbean Carnival (Caribana), Jambana, JerkFest, Jamaica Day, Chutney in the Park, Muskoka's Reggae Festival, Montreal's Caribana parade, Barrie's Carifest, Hamilton's Caribbean Day, and many other Caribbean-inspired festivals and events

-With a formal declaration, we feel Caribbean Cultural Month has the ability to provide cultural and historical awareness for the Caribbean, as Black history month has for Africa and the diaspora.

DECLARATION THE UNITED STATES

June 2, 2009, President Barack Obama declared the month of June, **National Caribbean-American month**. Four years later, members of Congress and prominent African Americans sit on the organization committee and plan events throughout the United States to recognize Caribbean-American month.

REGIONAL IMPACT

Caribbean Cultural Month will increase tourism to the region, attract overnight and overseas visitors, increase hotel occupancy, support key industry sectors in the city, and increase the economic development in industries such as, hospitality, tourism, transportation, and the arts, with a coordinated effort towards long-term community development, civic engagement and cultural diversity.

CARIBBEAN CULTURAL MONTH (CCM)

LONG TERM GOALS:

- To have Caribbean Cultural Month recognized in the Region, Province and across the Country
- Leverage CariFestival as a Caribbean Arts Group that provides management, consulting, organizational and planning support for municipalities, regions and groups planning Caribbean cultural celebrations.
- To liaise with stakeholders to foster partnerships and support for our month-long events

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
					Opening Ceremony With Caribbean consulates	Beleeny;s Lounge Cocktail Party With musical guests
3	4	5	6	7	8	9
		Steel pan teaching circle (learn to play steel pan)	Caribbean cooking day		Cultural Fridayz Youth events	Caribbean Sports Day (beach volleyball soccer, basketball, dominoes)
10	11	12	13	14	15	16
Taste of the Islands Rum & Rhythms @ TBD						Caribbean Gospel Showcase
17	18	19	20	21	22	23
Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Caribbean Art Exhibit @ McMichael Art Gallery	Cultural Fridayz Youth events	Youth Talent Showcase (Caribbean Idol & Fashion Show)
24	25	26	27	28	29	30
Savour the Caribbean Jerk Fest	French/Spanish Caribbean Cultural Event	“Folklore & Frolic” Anansi Storytelling Literacy Festival	A Caribbean tribute to First Nations peoples	Caribbean Movies & Documentaries “Carifilms”		Caribbean Cultural Month Closing Ceremony Awards show
31						
Caribbean Cultural Month Wrap up party @ TBD						

REGIONAL SUPPORT

REQUESTS RE: REGIONAL STAFF SUPPORT:

- Marketing & Promotional assistance
- Letters of support to accompany our funding applications to Regional, Provincial and Federal granting agencies.
- Staff & Regional support on CCM organizational committee
- Regional support for our annual CariVaughan parade which will be the main event for CCM.

Thank you Regional Chair, Bill Fisch
and members of York Region Council.