

# Groundstory

Addressing the roots of gentrification  
one brick, one story, at a time

**WHAT** **Groundstory** is a collective impact initiative with a mandate to uncover and address the adverse ripple effects of gentrification, including increasing income inequality and the displacement of lower income households, artists, and arts organizations in Toronto, Hamilton, and other communities across Ontario.

Since the 1960s, artists from around the world have been commonly implicated in traditional debates around the facilitation of gentrification and displacement. However, recent research indicates that the “standard arts-led gentrification narrative is too generalized or simply no longer applicable to contemporary arts-gentrification processes.” (Grodach, Foster & Murdoch, 2016).

**Groundstory** will detail, and respond to, these evolving narratives. Major questions include:

- Mapping drivers and impacts of the arts in contemporary gentrification and displacement
- Pressure-testing effectiveness of multilateral taxation and zoning policies, municipal cultural planning, social housing, low or universal income assistance, and other responses to gentrification
- Connecting independent and siloed stakeholders toward a collective approach.

**HOW** With pending funding from Ontario Trillium Foundation, the first stage of **Groundstory** will invite cross-sectoral leaders from the arts, business, non-profit, and government sectors to come together to cultivate consensus and urgency to move forward with a multi-year collaboration. Spanning Winter 2018 to Spring 2019, major activities for stage one include:

- Convene cross-sectoral stakeholders, and identify who else needs to be involved
- Define the Leadership Committee and its role
- Develop a common agenda
- Establish a theory of change and shared measurement approach
- Map the system/landscape and build a strong case for change
- Identify what data (and what gaps in data) exists
- Community outreach and engagement to attract participation.

**WHO** **Groundstory** is initiated by ArtsPond/Étang d’Arts (Toronto). Founded in 2014 and incorporated as a non-profit in 2016, the mandate of ArtsPond/Étang d’Arts is to incite positive systemic change in Canada’s arts and culture sector through innovative collaborations on-the-ground and in-the-cloud.

**INFO** Jessa Agilo, President & CEO, ArtsPond/Étang d’Arts | [CEO@artspond.com](mailto:CEO@artspond.com) | 647 920 6187