

Graffiti Transformation Investment Program – 2007 Allocations

Date:	April 23, 2007
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	All
Reference Number:	

SUMMARY

The Graffiti Transformation Investment Program (GT) is an annual funding program within the Community Partnership and Investment Program (CPIP) budget. The program addresses youth unemployment and neighbourhood beautification by enabling local organisations to hire youth to remove graffiti and resurface walls with attractive murals. This report provides an overview of the GT Program, including its purpose, past results and funding, and makes recommendations for 2007 allocations.

RECOMMENDATIONS

The Executive Director, Social Development, Finance and Administration recommends that:

1. Graffiti Transformation Investment Program funding totalling \$309,330.00 be allocated to 19 community organisations as outlined in Appendix “A” of this report;
2. recommendations for allocation of the remaining \$30,900.00 of the 2007 budget be the subject of a further report based on a call for applicants targeted to those serving the inner suburbs with demonstrated capacity in youth programming and employment; and

3. the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There is no financial impact beyond what has been approved in the 2007 Approved Operating Budget.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

Applicants must re-apply each year for support under the Graffiti Transformation Investment Program. Staff review applicants for eligibility and assess program performance. Recommendations for allocations are provided to Community Development and Recreation Committee based on the approved 2007 Community Partnership and Investment Program budget.

ISSUE BACKGROUND

Toronto is justifiably proud of its clean, safe and vibrant neighbourhoods. However, a community suffers when areas previously enjoyed by everyone are perceived to be taken over by graffiti writers, and residents feel uncomfortable about using the space. People begin to avoid areas when "tagging" becomes common. The lack of people in an area makes it feel unsafe, since there is none of the informal surveillance provided by those relaxing on park benches or moving through the laneway after parking their car. In turn, this absence of community participation encourages more graffiti, creating a vicious cycle.

The Graffiti Transformation Investment Program provides funding to local community organisations to create training and business experience for youth in the field of graffiti removal and creating outdoor murals. The activities create public spaces that attract participation, creating safer spaces and an opportunity for community building. The program activities serve to inform the youth participants about graffiti's adverse effects on retail and residential neighbourhoods, and projects are able to divert some young people to producing public art that is welcomed and protected. In the process of removing unwanted graffiti and negotiating for community space and murals, youth participants learn valuable skills in remediation methods, commercial art, team work, business practice and community relations.

The activities undertaken through GT funding support the city's Community Safety Plan, with its emphasis on youth employment, as well as the graffiti eradication and neighbourhood beautification initiatives coordinated through the Clean and Beautiful Secretariat.

COMMENTS

Program Results

Since the program's inception in 1996, almost 15,000 individual tags have been removed, over 300 sites have been cleaned and 543 murals have been created. An estimated 1,625 youth have received paying work as well as business skills and training in the technical aspects of graffiti removal, outdoor art.

Beyond the remediation of graffiti, GT's objective is to create opportunities in this field for the youth employed under the program, and the ingenuity of the participating organizations in pursuing and developing opportunities is notable. For example, two groups developed back lane identity programs (street numbers in laneways to assist emergency vehicles in locating addresses). As skill levels increase, some groups are finding a niche market in commissioned art, such as paintings, indoor murals, banners for street festivals, posters and panels for use on stage and in festival settings and t-shirts. The "Lonely Planet" tourist guidebook to Toronto chose a photograph of a mural executed by one of the groups for its 2001 edition cover and recommends mural tours as a highlight for visitors to Toronto. In 2004, the program was featured in a German publication focused on youth called "Spoton". Two murals prepared through the GT program have received awards from the City of Toronto Clean and Beautiful Secretariat. This recognition is an impressive acknowledgement of the GT program's achievements and the youth participants' contributions to the City's positive image both at home and abroad.

Youth participants also receive attention and recognition for their community contribution through a variety of expressions of community interest: donations and sales, kind words from neighbours, assistance from unexpected sources, public applause, and peer recognition. For many youth, participation offers not only skills and artistic opportunities but the experience of being drawn into the fabric of the community in a way many may not have previously known.

2006 Program results

In 2006, funding was provided to nineteen local community agencies which, in turn, provided short term employment for 188 youth. Program results included:

- removal of 3551 individual 'tags', often from street installations such as benches and newspaper boxes (the actual number removed is higher because when a whole wall is comprehensively treated, the number of tags removed or covered is not counted),
- cleaning of over 8227 square feet of walls,
- repair work on 3 earlier murals,

- creation of 61 murals.

Repair work is a recent feature. Since the program's inception 11 years ago, some of the murals have deteriorated due to weather and other factors. The groups have undertaken to monitor their work and refurbish the murals as required. In addition to murals, some groups have applied their art to clothing, paintings and fashion design, furthering the skill sets and employment options for the youth.

Programs funded through 2006 GT raised about 32 per cent of their total budgets through fundraising, sales and donations. Although this leveraged amount varies from year to year due to local fundraising capacity, the programs continued to perform well in this area, averaging 28 per cent of their budgets from outside sources over the last 11 years.

2007 Budget and Allocation recommendations

The 2007 Approved Budget for the Community Partnership and Investment Program includes \$340,330.00 for the Graffiti Transformation Investment Program. This represents an increase of \$30,900.00 over the 2006 base budget amount of \$309,330.00. This increased amount will provide GT funding to 2 or 3 additional organizations. Returning applicants are recommended for funding in this report in order to enable them to meet the required timelines to employ youth over the summer months. A targeted outreach will be done to new applicants, with a focus on organisations that work in the inner suburbs and demonstrate capacity in youth programming and youth employment activities. Recommendations for allocation of the remaining budget amount of \$30,900.00 will be the subject of a report to Community Development and Recreation committee.

This report recommends funding of \$309,330.00 for 19 groups. The recommended recipients are listed in Appendix "A". An overview of the applicants and their service areas is provided in Appendix "B".

In making these recommendations, staff assessed the proposals based upon the following factors:

- experience working with youth;
- training to be provided to youth;
- number of youth to be employed; and
- anticipated impacts on neighbourhood enhancement.

The recommended funding amount for each group is based on factors such as:

- experience and ability to raise funds from other sources;
- age of and disadvantages faced by the youth to be employed (this can result in higher supervision requirements); and
- overall funding requirements to permit the program to operate efficiently.

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SIGNATURE

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ATTACHMENTS

Appendix "A" - 2006 Recommended Allocations
Appendix "B" - Applicant Summary Sheet

Appendix A
Graffiti Transformation Investment Program
2007 Recommended Allocations

Organization	2006 Allocation	2007 Request	2007 Recommended Allocation
Art Starts	\$13,700	\$16,000	\$13,700
Christie Ossington Neighbourhood Centre	\$20,640	\$26,324	\$20,640
Community Centre 55	\$20,640	\$20,640	\$20,640
Davenport Perth Neighbourhood Centre	\$20,640	\$20,640	\$20,640
Delisle Youth Services	\$6,000	\$ 6,000	\$6,000
Dixon Hall Neighbourhood Centre	\$17,000	\$17,000	\$17,000
Flemingdon Neighbourhood Services	\$12,500	\$12,500	\$12,500
Harbourfront Community Centre (in partnership Cecil Community Centre)	\$20,640	\$24,257	\$20,640
Jane Finch Family & Community Centre	\$13,500	\$13,500	\$13,500
Lakeshore Area Multi Service Project	\$21,140	\$21,140	\$21,140
Mural Routes	\$8,000	\$10,000	\$8,640
Native Child & Family Services of Toronto	\$20,640	\$20,000	\$20,000
Pape Adolescent Resource Centre	\$20,640	\$31,950	\$20,640
Ralph Thornton Centre	\$13,835	\$17,475	\$13,835
Rexdale Community Health Centre	\$11,440	\$18,414	\$11,440
Scadding Court Comm. Centre	\$12,000	\$15,000	\$12,000
St. Christopher House	\$13,235	\$13,798	\$13,235
Urban Arts Community Arts Council	\$22,500	\$23,500	\$22,500
West Scarborough Neighbourhood Community Centre	\$20,640	\$22,640	\$20,640
Total	\$309,330	\$350,778	\$309,330

Appendix B

Graffiti Transformation Investment Program

Overview of Applicants and GT programs

Groups engaged in the Graffiti Transformation Investment Program address youth unemployment and training as well as neighbourhood improvement and beautification issues. Youth are employed by local groups in activities related to graffiti removal and mural creation. The following are recommended for participation in 2007.

Art Starts Neighbourhood Cultural Centre

1746 Eglinton Ave. W.

Toronto

Ward 15

Community Arts Organization

Service Area: City-wide

Amount Requested: \$16,000

Amount Recommended: \$13,700

Christie Ossington Neighbourhood Centre

854 Bloor St. W.

Toronto

Ward 19

Organization Type: Community Centre

Service Area: Local (Bathurst St., Lansdowne Ave., Davenport Rd., College St.)

Amount Requested: \$26,324

Amount Recommended: \$20,640

Community Centre 55

97 Main St.

Toronto

Ward 32

Organization Type: Community Centre

Service Area: Local (Danforth Ave, Lakeshore, Coxwell Ave, Victoria Park Ave.)

Amount Requested: \$20,640

Amount Recommended: \$20,640

Davenport Perth Neighbourhood Centre

1900 Davenport Rd.

Toronto

Ward 17

Community Centre

Service Area: Local (Bloor St.W., Ossington/Alberta Ave., Keele St./Old Weston Rd.,)

St. Clair W./Rogers Rd.
Amount Requested: \$20,640
Amount Recommended: \$20,640

Delisle Youth Services
255-40 Orchard View Blvd.
Toronto
Ward 16
Organization Type: Youth and Family Agency
Service Area: Local (Yonge-Lawrence Village)
Amount Requested: \$6,000
Amount Recommended: \$6,000

Dixon Hall
58 Sumach St.
Toronto
Ward 28
Organization Type: Community Centre
Service Area: Local (Jarvis St., Gerrard St., Don River, Lake Ontario.)
Amount Requested: \$17,000
Amount Recommended: \$17,000

Flemingdon Neighbourhood Services
10 Gateway Blvd. Suite 104
Toronto
Organization Type: Neighbourhood Service Centre
Ward 26
Service Area: Local (Eglinton Ave. E., Don Mills Rd., Don Valley Parkway.)
Amount Requested: \$12,500
Amount Recommended: \$12,500

Harbourfront Community Centre with Cecil Community Centre
627 Queens Quay W.
Toronto
Ward 20
Organization Type: Community Centre
Service Area: Local (University Ave., Bathurst St., Bloor St., Queen St. W.)
Amount Requested: \$24,257
Amount Recommended: \$20,640

Jane/Finch Community and Family Centre
1400 Jane Street, Suite 108,
North York
Ward: 8
Organization Type: Community Centre

Service Area: Local (Steeles Avenue, Dufferin Street, Wilson Avenue and Humber River.)

Amount Requested: \$13,500

Amount Recommended: \$13,500

Lakeshore Area Multi-Service Project (LAMP)

185 5th St.

Etobicoke

Ward 6

Organization Type: Community Health Centre

Service Area: Local (Queensway, Lake Ontario, Humber River, Etobicoke Creek.)

Amount Requested: \$21,140

Amount Recommended: \$21,140

Mural Routes

1859 Kingston Rd.

Toronto

Ward 36

Organization Type: Community Arts Organization

Service Area: Local (Former Scarborough)

Amount Requested: \$10,000

Amount Recommended: \$ 8,640

Native Child and Family Services of Toronto

295 College St.

Toronto

Ward 27

Organization Type: Child Welfare Agency

Service Area: City-wide

Amount Requested: \$20,000

Amount Recommended: \$20,000

Pape Adolescent Resource Centre with Eastview Community Neighbourhood Centre

469 Pape Avenue

Toronto

Ward 30

Organization Type: Youth in care agency and Community Centre

Service Area: Local (South Riverdale)

Amount Requested: \$31,950

Amount Recommended: \$20,640

Ralph Thornton Centre

765 Queen St. E.

Toronto

Ward 30

Organization Type: Community Centre

Service Area: Local (Don River, Coxwell Avenue, Danforth Avenue, Eastern Ave.)
Amount Requested: \$17,475
Amount Recommended: \$13,835

Rexdale Community Health Centre with Elmbank Community Centre
8 Taber Rd.,
Etobicoke
Ward 2
Organization Type: Community Health Centre
Service Area: Local (Humber River, Highway 427, Steeles Ave., Burnamthorpe Rd.)
Amount Requested: \$18,414
Amount Recommended: \$11,440

Scadding Court Community Centre
707 Dundas St. W.
Toronto
Ward 20
Organization Type: Community Centre
Service Area: Local (Euclid St., Spadina Ave., College St., Front St.)
Amount Requested: \$15,000
Amount Recommended: \$12,000

St. Christopher House
588 Queen St. West
Toronto
Ward 19
Organization Type: Multi-Service Social Service Provider
Service Area: Local (Bloor St. W., Lake Ontario, Bathurst St., Roncesvalles Ave.)
Amount Requested: \$13,798
Amount Recommended: \$13,235

Urban Arts Community Arts Council
19 John St.
Toronto
Ward 11
Organization Type: Community Arts Council
Service Area: Local (Allen Expressway, Humber River, Steeles Ave., Davenport Road.)
Amount Requested: \$23,500
Amount Recommended: \$22,500

West Scarborough Neighbourhood Community Centre
313 Pharmacy Ave.
Scarborough
Ward 35
Organization Type: Community Centre
Service Area: Local (Main St., Kennedy Rd., Lawrence Ave. E., Gerrard St.)

Amount Requested: \$22,640
Amount Recommended: \$20,640