

## **Graffiti Transformation Investment Program – Additional 2007 Allocations**

<b>Date:</b>	June 11, 2007
<b>To:</b>	Community Development and Recreation Committee
<b>From:</b>	Executive Director, Social Development, Finance and Administration
<b>Wards:</b>	All
<b>Reference Number:</b>	

### **SUMMARY**

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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 recommendations on additional allocations to community organizations for \$30,900.00 for 2007 Graffiti Transformation activities.

### **RECOMMENDATIONS**

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

1. 2007 Graffiti Transformation Investment Program funding of \$15,450.00 be allocated to Mural Routes and \$15,450.00 be allocated to Lakeshore Area Multi Service Project (LAMP) on a one-time basis.

#### **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**

The Community Partnership and Investment Program 2007 Approved Budget includes an amount of \$340,230.00 for Graffiti Transformation funding, an increase of \$30,900.00 over the 2006 base budget. Recommendations for allocations to 19 organizations totalling \$309,230.00 were reviewed by Community Development and Recreation Committee at its May meeting, and approved by Council on May 23 and 24. This report recommends the allocation of the remaining funds to two organizations with demonstrated capacity in youth programming and employment, for one-time funding.

## **ISSUE BACKGROUND**

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. Additional funds to be allocated for 2007 will increase resources for graffiti related activities and engage communities in addressing these city priorities.

## **COMMENTS**

### **Allocation context**

Council approved the 2007 Graffiti transformation allocations at its meeting of May 23, 2007 and recommended that the 2008 Graffiti Transformation program be targeted to appropriately address the entire City's needs. Work is underway to refine the program's guidelines related to Graffiti Transformation needs across the city, including coordinating information with the Toronto Police Services, Clean and Beautiful Secretariat, the City's Graffiti Eradication workgroup as well as youth serving organizations.

### **Allocation recommendations**

Two organizations were invited to submit a revised budget for one-time funding to enhance their project and undertake activities that will develop increased community capacity for Graffiti Transformation projects. Due to timing constraints and Council direction to look at the targeting of the program for 2008, a full call for proposals was not feasible. The two organizations listed below were chosen based on their successful track record with mural production and engagement of property owners, their ability to undertake effective community development work and the fact that their current service areas are adjacent to areas of the city with no current Graffiti Transformation programming. Both organizations have a demonstrated capacity in youth programming and employment. The activities to be provided with the funding will include: sharing best practices, supporting groups with training and skill building for youth, outreach to youth

serving organizations beyond their immediate neighbourhood, and developing a model for successfully supporting effective Graffiti Transformation activities in new areas.

<b>Organization</b>	<b>Ward location</b>	<b>Service Area for this project</b>	<b>Amount</b>
Lakeshore Area Multi-Service Project (LAMP)	Ward 6	South and Mid Etobicoke	\$15,450.00
Mural Routes	Ward 36	Former Scarborough	\$15,450.00

## **CONTACT**

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## **SIGNATURE**

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Nancy Matthews, Executive Director  
Social Development, Finance and Administration