

**Graffiti Management Plan –
StreetARToronto (StART) Partnership Programs
Grant Allocation Recommendations**

Date:	May 9, 2012
To:	Licensing and Standards Committee
From:	Acting General Manager, Transportation Services
Wards:	All Wards
Reference Number:	p:\2012\ClusterB\tra\pr\ls12004pr

SUMMARY

StreetARToronto (StART) is a new public/private partnership program that is a central feature of Council's new Graffiti Management Plan. The Plan encompasses a proactive approach to eliminating graffiti vandalism, while supporting street art that adds vibrancy and visual interest to city streets. StART funding is provided through the former Community Partnership and Investment Program (CPIP) and builds on the approach of the Graffiti Transformation Program.

Two programs have been developed under the StART umbrella. The StART Partnership program provides up to \$20,000.00 per application in funding for non-profit arts organizations to create street art. The StART Diversion and Education program provides up to \$20,000.00 per application in funding for programs that engage at-risk youth who have been arrested for graffiti vandalism and diverted through the court system. The parameters for these programs were established by Council in the Graffiti Management Plan.

This report recommends funding for 15 community-based groups in the above-noted categories. To accommodate applicants to the new enhanced program, a second round of applications is being undertaken, and a second list of recommended projects will be submitted to the June 28 meeting of Licensing and Standards Committee. StART is an integral part of the Graffiti Management Plan, and staff will report on its status in the fourth quarter of 2012.

RECOMMENDATIONS

The Acting General Manager, Transportation Services recommends that:

1. City Council fund the applicants to the StART Partnership Program and StART Diversion and Education program, as outlined in Appendices A and B, respectively, attached to this report.

Financial Impact

The Social Development, Finance and Administration's 2012 approved Operating Budget currently includes funding of \$353,940.00 for Graffiti Transformation. This report recommends approval of allocations for 15 organizations, through the StART Program totalling \$225,357.00.

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

DECISION HISTORY

City Council at its meeting of July 12, 13, and 14, 2011, adopted a new Graffiti Management Plan that directs the General Manager of Transportation Services, to "establish an enhanced Community and Graffiti Transformation program, leveraging funds in the existing Graffiti Transformation Program and engage the private sector in an art-based program to create and manage graffiti art and other street art across the city." (Item LS5.1)

City Council at its meeting of January 17, 2012 adopted a restructured approach to the Community Partnership and Investment Program (CPIP) which transferred these funds and reporting obligations to the responsible operating division. (Item EX14.1)

COMMENTS

StART will focus on developing, supporting, promoting and increasing awareness of high-quality, city-wide street art, and its indispensable role in adding beauty and character to neighbourhoods across the city. Diversion of youth involved in graffiti vandalism is also key to its overall success.

The new approach, outlined in the Graffiti Management Plan, is intended to engage a broad range of citizens in public art and target creation of street art across the city for community development purposes, as well as the eradication of illegal graffiti. It also responds to the requests of the arts community to be more involved in opportunities for city-supported street art. The approach is consistent with the City's new Creative Capital Report adopted at the May 2011 Council meeting, which speaks to the importance of providing access and opportunity for cultural participation to all citizens across the entire

city. Apart from the grant component outlined in this report, staff are actively seeking new private sector partnerships to support the creation of street art across the city.

The Graffiti Management Plan also recommended that the new program be housed in the Public Realm Section, Transportation Services, where it could be integrated with the City's graffiti management coordination activities.

Under the former CPIP Graffiti Transformation Program, community groups were funded to hire youth for purposes of graffiti eradication, creating murals and community improvement. StART has opened the process to arts organizations to harness the full capacity of Toronto's creative community and allow street art to serve not only for beautification of neighbourhoods, but to support broader neighbourhood revitalization efforts and as a potential tourist draw, enabling visitors to enjoy the city through a cultural lens.

At the same time, the StART program also recognizes the importance of Diversion and Education programs for at-risk youth and those currently in the justice system.

Funding Recommendations:

StART was launched on March 1, 2012 with a new website at www.toronto.ca/streetart. Staff researched programs across North America and consulted with staff who previously administered the Graffiti Transformation Program, as well as other community and arts groups and representatives of the Toronto Police Service who came forward during the development of the Graffiti Management Plan. With the launch, staff undertook an aggressive program of stakeholder notification and presentations to previous recipients of the Graffiti Transformation Program, and reached out to artists and community stakeholders through advertisements on Akimbo, Neighbourhood Arts Network, the StART website, stakeholder presentations and social media sites.

The first deadline for funding requests was April 30, 2012. Despite extensive notification, in recognition of the transition to a new model and in response to concerns about the short deadline period, it was determined that a second submission deadline of May 23, 2012 would be added. The results of the second submission will be reported to Licensing and Standards Committee for its meeting of June 28, 2012. Given the change to the program and our interest in expanding its outreach, applicants who were not successful in the first round are being contacted with advice on potential changes to their applications in order to reapply for the May 23, 2012 deadline.

The applications that are not recommended at this time generally did not reflect the increased priority placed on professional artist involvement or the locations selected were not deemed suitably prominent for public funding purposes.

There are currently two initiatives under the StART Program: **1) The Partnership Program** which aims to revitalize and engage communities through street and mural art;

and 2) the Diversion and Education program which aims to assist at-risk youth and young adults who are arrested for graffiti vandalism.

Both programs will provide up to \$20,000.00 per application. Artists and collectives must apply through a registered not-for-profit or charitable organization. The StART contribution cannot exceed 50 per cent of the total project budget, and artists must secure additional resources through public/private grants and/or in-kind donations. Funds cannot be used to support an organization's ongoing staff salaries or facility operations.

The first group of recommended projects includes 11 StreetArt Partnership projects and four Diversion and Education Projects, as set out in Appendices A and B attached.

StART Partnership Program – Street Art

Specifically, the StART Partnership Program is seeking projects which:

- are innovative in terms of design, delivery and message;
- enhance community heritage and neighbourhood identities;
- are intrinsically valuable to the community and are site-specific in design;
- demonstrate a strong community engagement component and foster expanded partnerships within the arts community;
- provide mentorship or training opportunities for youth or emerging artists;
- build upon existing relationships between the City; artists and arts organizations and community members in order to improve the opportunities for citizens to participate in the arts in the course of their daily lives; encourage civic discussion about street art; and make possible the expression of a variety of cultural voices;
- help promote Toronto as a creative city recognized both nationally and internationally as valuing the arts and as a destination for cultural tourism;
- enhance and promote Toronto's vibrant street and graffiti art, revitalize communities, and counteract graffiti vandalism; and
- align with broader neighbourhood revitalization efforts and target areas of graffiti vandalism

The applications received and recommended meet these objectives and document the interest and ability of these organizations to deliver these partnership programs.

Proposals were reviewed by staff in the Public Realm Section and assessed on the following criteria:

- achieves StARTs overall objectives and priorities including strong local support and evidence of connection with a neighbourhood's improvement strategy;
- ability to illustrate how the project reflects, chronicles or supports the distinct character of the community and overall artistic quality;
- organizational background (history of community work and experience with street art projects);

- mentorship (how will the project serve as meaningful pathway for youth and emerging artists);
- ability to leverage in kind, private or public support; and
- technical feasibility (visibility of site, strong maintenance plan, project coordination and workplan)

StART Diversion and Education Program

Concurrently, the StART Diversion and Education Program is designed as a way for at-risk, or youth arrested for tagging and illegal graffiti activities diverted through the court system, to participate in graffiti removal and other community beautification activities. The goal is to engage youth in restoring the community by repairing the harm done, as well as serving as a meaningful way to take responsibility for graffiti vandalism and related offences. This program is open to referrals through the court system.

The StART Diversion program provides funding for initiatives designed to provide consistent programming for a minimum four-month period and to include some combination of graffiti clean-up and/or mural repair, community engagement and development, health and safety workshops related to street art and other related life skills development activities.

The applications received will provide capacity for community organizations to divert youth from graffiti vandalism.

Proposals were reviewed by staff in the Public Realm Section and assessed on the following criteria:

- Achieves StARTSs Diversion Program's overall objectives and priorities (noted above);
- Organizational background (history of community work and experience with at-risk youth and/or diversion programs); and
- Ability to leverage in kind, private or public support

Moving forward, the combination of these two programs will help fulfill some of the intent of the new Graffiti Management Plan which is to support and recognize permitted graffiti art and other street art while raising awareness of the negative aspects of graffiti vandalism. At the same time, this program is meeting its mandate to attract more private sector involvement and funding. StART is an integral part of the Graffiti Management Plan and staff will report on its status in the fourth quarter of 2012.

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SIGNATURE

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ATTACHMENTS

Appendix A – StreetARToronto 2012 Recommended Grant Allocations
Appendix B – StreetARToronto Recommended Organizations

**Appendix A
StreetARToronto
2012 Recommended Grant Allocations**

Number	Organization	2012 Requested	2012 Recommendation	Ward
STREET ART PARTNERSHIP PROGRAM				
ST-P-12-01	The About Face Collective	\$6,435	Not recommended for first cycle of applications	19
ST-P-12-02	Arts for Children and Youth	\$20,000	\$20,000	28
ST-P-12-03	Art Starts	\$15,580	\$15,580	15
ST-P-12-04	CommunityCAVE	\$12,100	\$12,100	19 20
ST-P-12-05	Community Centre 55	\$13,270	Not recommended for first cycle of applications	30 32
ST-P-12-06	Davenport-Perth Neighbourhood and CHC	\$20,000	Not recommended for first cycle of applications	18
ST-P-12-07	Eastview Neighborhood Community Centre	\$20,000	Not recommended for first cycle of applications	32
ST-P-12-08	Kensington Market BIA	\$8,650	\$8,650	20
ST-P-12-09	Lakeshore Arts	\$14,250	Not recommended for first cycle of applications	6
ST-P-12-10	Mural Routes	\$16,400	Not recommended for first cycle of applications	36
ST-P-12-11	Mural Routes	\$19,800	\$19,800	30
ST-P-12-12	Native Child and Family Services of Toronto	\$13,990	Not recommended for first cycle of applications	13 41
ST-P-12-13	Scadding Court Community Centre	\$19,166	\$10,000	19 20
ST-P-12-14	Seeds of Hope Foundation	\$4,200	\$4,200	27 29
ST-P-12-15	SKETCH Working Arts for Street and Involved Youth	\$20,000	\$20,000	32

ST-P-12-16	Spectrum Art Projects	\$19,301	\$15,401	14
ST-P-12-17	Spectrum Art Projects	\$11,921	Not recommended for first cycle of applications	18
ST-P-12-18	Spectrum Art Projects	\$15,423	Not recommended for first cycle of applications	14
ST-P-12-19	UrbanArts Community Arts Council	\$18,310	\$15,882	11
ST-P-12-20	Whippersnapper Gallery	\$19,980	Not recommended for first cycle of applications	14 18 20
ST-P-12-21	Whippersnapper Gallery	\$20,000	\$20,000	20
Sub-total		\$328,776	\$161,613	
DIVERSION AND EDUCATION PROGRAM				
ST-D-12-01	Community Centre 55	\$20,000	\$20,000	29 30 31 32 36
ST-D-12-02	Rexdale Community Health Centre	\$18,005	\$17,505	2
ST-D-12-03	St. Christopher's House	\$15,429	Not recommended for first cycle of applications	19
ST-D-12-04	St. Stephen's Community House	\$12,063	\$12,063	20
ST-D-12-05	West Scarborough Neighbourhood Community Centre	\$14,176	\$14,176	35
Sub-total		\$79,673	\$63,744	
TOTAL		\$408,449	\$225,357	

Appendix B
StreetARToronto (StART)
Recommended Organizations

Information on previous Graffiti Transformation projects can be found at www.toronto.ca/grants

STREET ART (StART) PARTNERSHIP PROGRAM

1. Arts for Children and Youth

2012 project area: 9 Queen's Quay W., Queen's Quay W. and Bay St. Ward 28

Project summary: A mosaic mural alongside a pedestrian walkway within the main gates to the ferry docks will help transform a site used by over 2.5 million people a year. Upon the completion of the project, this wall will serve as the main thruway for pedestrian traffic disembarking from the ferries year-round. A designated tourist site, the concept is to create a mural that sees Toronto's waterfront as our "front porch to the world".

2. Art Starts

2012 project area: Underpass walls at Ranee Entrance to Yorkdale TTC station, Allen St. & Ranee Ave. Ward 15

Project summary: To improve the beautification of the Lawrence Heights community, Art Starts will create a mural on the underpass walls located at the Ranee entrance leading to the Yorkdale TTC station. This underpass houses the south exit from Yorkdale subway station and is home to significant pedestrian and vehicular traffic. Art Starts will work with professional artists and marginalized youth from Lawrence Heights, to develop a mural that addresses and reflects community aspirations.

3. CommunityCAVE

2012 project area: 253 College Street, College and Spadina and 486 College St., College and Bathurst. Ward 19, 20

Project summary: Two acclaimed local artists will collaborate to construct murals on the facades of two high traffic locations on College Street and Spadina Avenue. Both locations have had a history of graffiti vandalism and the murals aim to promote a more community-minded approach to graffiti art.

4. Kensington Market Business Improvement Area

2012 project area: 192 & 225 Augusta Ave., 71 Kensington Ave., Kensington Market (Spadina & College area) Ward 20

Project summary: Four of the City's best illustrators will create murals that recognize the neighbourhood's significance as one of the largest open-air markets in North America. The BIA has targeted high graffiti vandalism locations and will create artwork that reflects the community's distinct character.

5. Mural Routes

2012 project area: 1289 Gerrard Ave. East, south-west corner of Greenwood & Gerrard. Ward 30

Project summary: In partnership with The Greenwood Village Community Group, Scotia Bank and Mural Routes, a Toronto artist working with community youth will collaborate on developing a

mural on a building facade in Greenwood Village. The contemporary design aims to reflect the heritage of the area and capture a feeling of positive change. The project will be completed and unveiled during Nuit Blanche.

6. Scadding Court Community Centre

2012 project area: The Atkinson Housing Cooperative, between Dundas and Queen St., west of Spadina Ave. Ward 20

Project summary: The mural will be part of a community revitalization program that will tackle the issues of violence and drug and gang-related issues that are endemic to the area. The project will build on past murals in the area and will incorporate youth training initiatives in graffiti removal, business planning, and site safety.

7. Seeds of Hope Foundation

2012 project area: Various Bell electrical boxes
Ward 27 and Ward 29

Project summary: This mural project will build on the Bell Box Murals Project neighbourhood improvement project of 2008. The theme for the 2012 murals program is neighbourhood heritage, and will include historical photographs of the surrounding communities.

8. SKETCH Working Arts for Street and Involved Youth

2012 project area: 170 Main St., north-west corner of Main and Gerrard. Ward 32

Project summary: Street-involved and homeless female youth artists from the low-income area of Toronto East Danforth/Gerrard and the Upper Beaches area will create a mural under the supervision of two African-Canadian female visual artists. The mural will tackle the high-rate of graffiti vandalism that has inflicted the area.

9. Spectrum Art Projects

2012 project area: 1 Howard Park Ave, cross-section of Howard Park Ave, Lynd Ave, and Dundas St. W. Ward 14

Project summary: In a neighbourhood quickly establishing itself as one of Toronto's primary destinations for art enthusiasts, three professional artists will create a mural in the mixed residential-commercial area of Parkdale/High Park. Illegal graffiti will be removed and a contemporary, large-scale mural will be placed on a building selected due to its high visibility from Lynd Avenue, Howard Park Avenue and Dundas Street West.

10. Urban Arts Community Arts Council

2012 project area: York West Active Living Centre, 1901 Weston Rd. at the corner of Lawrence Ave. W. Ward 11

Project summary: In partnership with the TCHC and the York West Active Living Centre, Urban Arts will create a mural for a facility that serves as hub for Weston-Mt. Dennis including a youth centre, community meeting space and senior's centre.

11. Whippersnapper Gallery

2012 project area: Spadina Ave. between College and Queen. Ward 20

Project summary: One of Toronto's most acclaimed street artists, Dan Bergeron will work with emerging artists to create a flagship mural on Spadina, north of Queen. On the same site of a famous Banksy stencil (currently the world's most recognized street artist) the project will serve as a visual landmark for the cultural district which includes Chinatown, the AGO and 401 Richmond.

StreetARToronto DIVERSION AND EDUCATION PROGRAM

1. Community Centre 55

2012 project area: Ward 30, 32

Project summary: Community Centre 55 will build on their long track-record of graffiti removal, and their close partnership with Toronto Police Services 55 Division to clean twenty sites over the summer period, including public and private property. Youth offenders will be employed, trained, supervised, and evaluated under the approach of "mistakes are wonderful learning opportunities".

2. Rexdale Community Health Centre

2012 project area: Jamestown, Etobicoke. Ward 2

Project summary: This seven-month program will offer at-risk youth from the ages of 13 to 24 training workshops that focus on tag removal and maintenance and repair in the local community. The Rexdale Graffiti Transformation Project in collaboration with the Rexdale Community Health Centre, the City of Toronto's Parks, Forestry, and Recreation, and the Toronto Police Services will offer meaningful employment and life skills for young offenders and marginalized youth.

3. St. Stephen's Community House

2012 project area: Kensington Market Ward 20

Project summary: In collaboration with the Toronto Police Services 14 Division, Kensington Market BIA, and property owners, the Youth Justice Services will mentor youth charged with graffiti-related offences. Youth will be able to complete their community service hours and assist artists on legal sites that increase the vibrancy of this high-traffic tourist destination.

4. West Scarborough Neighborhood Community Centre

2012 project area: West Scarborough Ward 35

Project summary: The "Creative Alternatives" Youth Diversion Program will help at-risk youth and young adults arrested for graffiti vandalism, vandalism, and/or mischief. As part of the community revitalization outreach, this four-month program will target specific sites in need of clean up and repair.