



STAFF REPORT ACTION REQUIRED

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

Date:	June 13, 2012
To:	Licensing and Standards Committee
From:	Acting General Manager, Transportation Services
Wards:	All
Reference Number:	p:\2012\ClusterB\tra\pr\ls12007pr

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.

The first set of applications was approved by Toronto City Council at its meeting of June 6 and 7, 2012. This report now recommends approval of the second set of 8 applications valued at \$99,560.00 in the Partnership category. With the projects recommended in this report, 23 projects in 16 wards would be funded for a total value of \$324,917.00. StART is an integral part of the Graffiti Management Plan and staff will report on its status in the fourth quarter of 2012.

RECOMMENDATION

The Acting General Manager, Transportation Services recommends that:

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

Financial Impact

The Social Development, Finance & Administration's 2012 approved Operating Budget currently includes funding of \$353,940.00 for Graffiti Transformation. The first set of applications involving funding of \$225,357.00 for 15 community based groups was approved by City Council at its meeting of June 6 and 7, 2012. This report recommends approval of funding allocations in the amount of \$99,560.00 for another 8 organizations, which brings the total approved funding to \$324,917.00. The staff will report back on the status of the StART Program in the fourth quarter of 2012.

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)

City Council at its meeting of June 6 and 7, 2012, adopted the report from the Licensing and Standards Committee to fund the first set of applications to the StART Partnership Program and StART Diversion and Education Program for the amount of \$225,357.00, including an amendment to ensure the City of Toronto is given "prominent recognition on murals". (LS13.4)

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. Given the change to the program and our interest in expanding its outreach, applicants in the Partnership Program who were not successful in the first round were contacted with advice on suggested changes to their applications in order to reapply for the May 23, 2012 deadline. The results of the second submission are the focus of this report.

The applications that are not recommended generally did not reflect the increased priority placed on professional artist involvement, or the locations selected were not deemed suitably appropriate or 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 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 percent 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 second group of recommended projects includes 8 Street Art Partnership projects, as set out in Appendices A and B attached. Appendix C lists the approved first submission grants and recommended second submission grants.

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 StART's 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 work plan).

Apart from the criteria noted above, every effort was made to ensure the projects selected were geographically representative of the City, that they explored new and varied forms of street art, and that they were the result of community consultation and engagement that raised the artistic standard of the StART program.

Moving forward, this program 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. Staff are in discussion with a few corporations regarding sponsorship and in-kind donations at this time, and a full-scale private-sector corporate partnership will be developed going forward. StART is an integral part of the Graffiti Management Plan, and staff will report on its status and recommendations for development of the StART Program in the fourth quarter of 2012.

CONTACT

Elyse Parker, Director
Public Realm Section
Transportation Services
Tel: 416-338-2432
E-mail: eparker@toronto.ca

Dave Twaddle, Manager
Beautiful Streets
Transportation Services
Tel: 416-392-4628
E-mail: twaddle@toronto.ca

SIGNATURE

John Mende, P.Eng.
Acting General Manager, Transportation Services

ATTACHMENTS

Appendix A – StreetARToronto – Second Submission 2012 Recommended Grant Allocations

Appendix B – StreetARToronto – Second Submission Recommended Organizations

Appendix C – StreetARToronto 2012 Approved & Recommended Organizations

Appendix A

StreetARToronto – Second Submission 2012 Recommended Grant Allocations

Number	Organization	2012 Requested	2012 Recommendation	Ward
STREET ART PARTNERSHIP PROGRAM				
ST-P-12-22	The About Face Collective	\$6,435	Not recommended for 2 nd cycle of applications	19
ST-P-12-23	Art City in St. James Town	\$11,040	Not recommended for 2 nd cycle of applications	27
ST-P-12-24	Art Gallery of Ontario	\$18,850	\$16,850	18
ST-P-12-25	Artscape, Regent Park Arts & Cultural Centre	\$5,500	Not recommended for 2 nd cycle of applications	28
ST-P-12-26	Bezpala Brown non-profit Centre for Integration	\$41,650	Not recommended for 2 nd cycle of applications	23
ST-P-12-27	Christie-Ossington Neighborhood Centre	\$20,000	Not recommended for 2 nd cycle of applications	19 20
ST-P-12-28	Evergreen	\$20,000	\$11,000	29
ST-P-12-29	Lakeshore Arts	\$14,250	\$10,000	6
ST-P-12-30	Linden School	\$2,720	Not recommended for 2 nd cycle of applications	32
ST-P-12-31	Mural Routes	\$16,400	\$6,000	36
ST-P-12-32	Riverdale Immigrant Women Enterprises	\$20,000	\$17,250	30
ST-P-12-33	Roncesvalles Village BIA	\$20,000	Not recommended for 2 nd cycle of applications	14
ST-P-12-34	Spectrum Art Projects	\$16,750	Not recommended for 2 nd cycle of applications	14
ST-P-12-35	Spectrum Art Projects	\$18,750	Not recommended for 2 nd cycle of applications	18
ST-P-12-36	Spectrum Art Projects	\$15,850	\$14,000	19
ST-P-12-37	STEPS Initiative	\$9,360	\$13,360	25
ST-P-12-38	Whippersnapper Gallery	\$20,000	\$11,100	18 19
Total		\$277,555	\$99,560	

Appendix B

StreetARToronto – Second Submission Recommended Organizations

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

STREET ART (StART) PARTNERSHIP PROGRAM – SECOND SUBMISSION

1. Art Gallery of Ontario

2012 project area: The Drake Hotel, 1150 Queen St. W. **Ward 18**

Project summary: The Art Gallery of Ontario, in partnership with the Oasis Alternative School and the AGO Youth Council, will work with AGO's artist-in-residence Mark Titchner to develop an iconic mural on one of Toronto's most popular cultural destination buildings. This internationally recognized artist will mentor students and emerging artists at a downtown school that works with youth gifted in visual arts.

2. Evergreen

2012 project area: 550 Bayview Ave., south of Pottery Road. **Ward 29**

Project summary: The theme of industrial heritage and archaeology will be used to create two ground murals detailing the history of Evergreen Brick Works. Brick Works attracts over 300,000 visitors annually. Due to its history, the Brickworks is known as a destination and showcase for Toronto's street artists. Acclaimed artists Dan Bergeron and Paul Aloisi will work with Aboriginal Employment Training to mentor emerging student artists.

3. Lakeshore Arts

2012 project area: 2413-2445 Lake Shore Blvd. West, Amos Waites Park. **Ward 6**

Project summary: Lakeshore Arts, with the support of Mural Routes, the Mimico BIA, property owners, and Parks, Forestry, and Recreation at the City of Toronto, will create a water-themed mural on the east fence of the Amos Waites Park that will serve as the backdrop to the Mimico Waterfront Trail. The mural will reduce tagging and create a central place of interaction with public art near a busy commercial strip and a high-density neighbourhood.

4. Mural Routes

2012 project area: 1450, 1468, 1562, 1728 Kingston Rd. **Ward 36**

Project summary: Local residents of Birch Cliff Village community will work with Mural Routes to improve the visual appearance of the Birch Cliff commercial strip on Kingston Road for the local community and businesses. Under the 're-foresting theme', Mural Routes will develop a series of murals of birch trees, paying homage to the neighbourhood's namesake. Mural Routes will work closely with the community and use the project to mentor and train local apprentice artists.

5. Riverdale Immigrant Women Enterprises

2012 project area: 1322, 1326, 1330 Gerrard East. **Ward 30.**

Project summary: This mural project will be part of a larger revitalization process of storefront facades in the South Asian Little India community of Gerrard East, and is in partnership with the local BIA and community associations. Leading artists Javid Alibhai and Adrian Hayles will lead a

group of apprentice artists in the design of a mural that reflects the heritage of the area while countering graffiti vandalism and increasing tourism to the neighbourhood.

6. Spectrum Arts

2012 project area: 1075 Queen St. West, East of Dovercourt Rd. **Ward 19**

Project summary: A large-scale mural facing onto a parkette will be designed in the heart of West Queen West, in a high-visibility mixed residential and commercial area. The inspiration for the mural will be reflected by its proximity to the Centre for Addiction and Mental Health and provide a positive message for the community. Spectrum Arts will co-ordinate mentorship and training opportunities with local schools and community agencies.

7. STEPS Initiative / Centre for Social Innovation

2012 project area: Thorncliffe Park. **Ward 25**

Project summary: This reclamation project is designed to improve the landscape of the R.V. Burgess Park; the only easily accessible green space for the more than 20,000 residents of Thorncliffe Park neighbourhood. Focusing on the pathway to the park, STEPS will work closely with youth on a chain link fence art project as a means to improve safety and visual appeal to a high pedestrian traffic walkway. STEPS's emerging *ARTivist* program will provide workshops and leadership programs for youth aged 7-18 years on issues that explore urban design and public space.

8. Whippersnapper Gallery

2012 project area: 1262 Bloor St. West and 287 Harbord Street, Harbord & Manning. **Ward 18, 19**

Project summary: Whippersnapper Gallery, with the help of renowned artist Sean Martindale, will lead an innovative public project that combines permanent and changing street art. The project will target areas where both graffiti vandalism and socially engaged street art are present. Photographer Adam Krawesky will document these artworks and present them as permanent photomurals on street level sites in two distinct Toronto neighbourhoods.

Appendix C
StreetARToronto
2012 Approved & Recommended Organizations

Type of Grant	Organization (alphabetical order)	2012 Requested	2012 Recommendation	Ward
APPROVED FIRST SUBMISSION GRANTS, (City Council meeting of June 6 and 7, 2012)				
Partnership	Arts for Children and Youth	\$20,000	\$20,000	28
Partnership	Art Starts	\$15,580	\$15,580	15
Partnership	CommunityCAVE	\$12,100	\$12,100	19 20
Diversions	Community Centre 55	\$20,000	\$20,000	29 30 31 32 36
Partnership	Kensington Market BIA	\$8,650	\$8,650	20
Partnership	Mural Routes	\$19,800	\$19,800	30
Diversions	Rexdale Community Health Centre	\$18,005	\$17,505	2
Partnership	Scadding Court Community Centre	\$19,166	\$10,000	19 20
Partnership	Seeds of Hope Foundation	\$4,200	\$4,200	29 30 31 32
Partnership	SKETCH Working Arts for Street and Involved Youth	\$20,000	\$20,000	32
Partnership	Spectrum Art Projects	\$19,301	\$15,401	14
Diversions	St. Stephen's Community House	\$12,063	\$12,063	20
Partnership	UrbanArts Community Arts Council	\$18,310	\$15,882	11
Diversions	West Scarborough Neighbourhood Community Centre	\$14,176	\$14,176	35
Partnership	Whippersnapper Gallery	\$20,000	\$20,000	20
Sub-Total		\$241,351	\$225,357	

RECOMMENDED SECOND SUBMISSION GRANTS				
Partnership	Art Gallery of Ontario	\$18,850	\$16,850	18
Partnership	Evergreen	\$20,000	\$11,000	29
Partnership	Lakeshore Arts	\$14,250	\$10,000	6
Partnership	Mural Routes	\$16,400	\$6,000	36
Partnership	Riverdale Immigrant Women Enterprises	\$20,000	\$17,250	30
Partnership	Spectrum Art Projects	\$15,850	\$14,000	19
Partnership	STEPS Initiative	\$9,360	\$13,360	25
Partnership	Whippersnapper Gallery	\$20,000	\$11,100	18 19
Sub-Total		\$134,710	\$99,560	
TOTAL*		\$376,061	\$324,917	

*Approved first submission grants and recommended second submission grants