



**STAFF REPORT
ACTION REQUIRED**

**Graffiti Management Plan –
StreetARToronto (StART) Partnership Programs
2014 Grant Allocation Recommendations**

Date:	May 7, 2014
To:	Licensing and Standards Committee
From:	General Manager, Transportation Services
Wards:	All
Reference Number:	p:\2014\ClusterB\tra\pr\ls14004pr

SUMMARY

StreetARToronto (StART) was launched in 2012 as a public/private partnership program and a central feature of Council's new Graffiti Management Plan, a proactive approach to eliminating graffiti vandalism while supporting street art that adds character and visual interest to city streets. StART is funded yearly as a Community Partnership and Investment Program (CPIP) with a grant of \$375,890.00 from the former Graffiti Transformation Program. It is administered by the Public Realm Section in Transportation Services, which also has carriage of coordination and implementation of many parts of the Graffiti Management Plan. StART is part of the City's Clean Toronto Together Campaign, which links citizens with city government to keep Toronto streets clean and free of posters and graffiti vandalism. This report recommends funding for 19 projects delivered by community-based organizations in 2014 under the StART Partnership and StART Restoration and Education (RE-StART) Programs.

RECOMMENDATION

The General Manager, Transportation Services recommends that:

1. City Council approve the list of grant applications for the StART Partnership program and StART Restoration and Education program, as outlined in Appendix A, attached to this report.

Financial Impact

The Transportation Services approved 2014 Operating Budget currently includes funding of \$375,890.00 for the StART Program. This report recommends approval of allocations for 19 organizations, through the StART Program, totalling \$375,079.00.

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)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.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)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.EX14.1>

City Council at its meetings of June 6 and 7, 2012 and July 11 and 12, 2012, adopted reports from the Licensing and Standards Committee to fund applications for the StART Partnership and StART Diversion and Education Programs for the total amounts of \$324,917.00, including an amendment to ensure the City of Toronto is given "prominent recognition on murals." (Items LS13.4 and LS14.1)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.LS13.4>

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2012.LS14.1>

City Council at its meetings of June 11,12 and 13, 2013, adopted reports from the Licensing and Standards Committee to fund applications for StART Partnership and StART Diversion and Education Program for the total amount of \$375,739.00, along with a request to "allocate StART funding in 2014 equitably by district as reasonably as possible." (Item LS21.3)

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.LS21.3>

ISSUE BACKGROUND

Since its launch, StART's core objective has been to develop, support, promote and increase awareness of high-quality street art and its critical role in adding beauty and character to neighbourhoods across the city. The program has received significant praise from residents, business owners and the arts community. As part of the City's Clean Toronto Together Campaign, StART has been prioritizing areas of high graffiti vandalism in order to mitigate its harmful effect on communities. Harnessing the artistic energy and talent of Toronto's creative community has opened up new partnerships and relationships between artists and community-based organizations. It has provided residents with a tool to discover the value of community driven art in public space and in nurturing the talent of young artists. Locations and final designs are pre-approved in order to maintain high standards and to ensure that murals are located strategically to assist in local improvement and area-wide transformation. Since all projects are artist-led, StART has helped ensure high artistic standards are achieved which in turn produces more iconic, impactful work, many of which are of an international standard.

Some of the successes of the 2013 program are as follows:

- 22 StART Partnership Projects and 4 Diversion and Education Projects were completed across 20 wards of the City.
- 56 murals were created and each group that received funding is responsible for a five-year maintenance plan to ensure the mural is protected.
- 50 professional artists were employed who mentored over 170 youth. The standard of mentorship was elevated due to the participation of these professional artists.
- Over 1,900 tags were removed from public and private infrastructure.
- Media attention for the program almost doubled this year resulting in approximately 80 media hits in print, radio and television.
- A dynamic social media strategy has resulted into 1,100 Twitter followers (almost double from last year) and over 800 Facebook likes, three times more than last year).

There are two programs under the StART umbrella. The StART Partnership program, provides up to \$40,000.00 per application for non-profit arts organizations to create street art and the StART Restoration and Education program (formerly called the Diversion and Education program and now called "ReStART") offers up to \$20,000.00 per application for programs that engage school kids or at-risk youth. The parameters for these programs were established by Council in the Graffiti Management Plan.

StART Partnership Program – Street Art

The StART Partnership Program seeks 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
- focus on projects in previously under-served areas are encouraged
- 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.

Due to the success of a few large-scale projects this past year, the funding ceiling has been raised to \$40,000 (from \$30,000) to encourage more transformative, monumental murals. The applications received and recommended met these elevated objectives and demonstrate the growing interest and ability of these organizations to deliver partnership programs.

Proposals were reviewed by staff in the Public Realm Section, along with an external professional art consultant 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 co-ordination and work plan).

RE-StART (StART Restoration and Education Program)

In response to feedback from program partners and due to a lack of ongoing involvement from Court Services in directing youth from the court system into what was known as the Diversion and Education Program, the program has been renamed the Restoration and Education program or RE-StART, reflecting a desire to incubate and act as a catalyst for new approaches to at-risk youth or young adults to divert them from graffiti vandalism.

With a focus on community beautification through graffiti removal and/or art installation, capacity building and educational workshops, funding of up to \$20,000 will be available for projects that meet the program's objectives. Grants will be focused on programs which provide core learning and life skills that assist youth in developing their artistic and employment potential.

It is no longer mandatory to partner with Court Services and the program can now operate four to eight months in length to accommodate for ongoing programming.

Proposals were reviewed by staff in the Public Realm Section and assessed on their ability to achieve RE-StART overall objectives and priorities, as well as their organizational background (history of community work and experience with at-risk youth and art education programs).

COMMENTS

The StART Program continues to be a valuable return on investment. For every City dollar invested, the return was at least an additional 20 percent in cash, volunteer services or paid mentorships. Artists and collectives must apply through a registered not-for-profit or charitable organization. The StART contribution cannot exceed 70 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.

StART staff have engaged with the local arts community and residents by hosting information sessions, participating in community-led art discussions and panels, engaging in social media and directly responding to inquiries. The 2014 information session hosted by StART and the West Queen West BIA on January 27, 2014 at The Drake Hotel drew over 100 participants from a wide variety of community groups, BIAs and interested individuals. A second information session was held March 6, 2014 at Art Starts offices in Yorkdale Mall.

This year, the StreetARToronto Programs received 30 applications with a total funding request of \$756,383.37. The recommended projects include 15 StART Partnership projects and 4 RE-StART Projects, as set out in Appendix A attached. The projects that are not recommended generally did not meet the criteria or were not as developed. A summary of the requested and recommended funding is below:

Program	Amount Requested	Amount Recommended for Funding
StART Partnership Program	\$642,852.37	\$299,450.00
StART Restoration and Education Program (RE-StART)	\$113,531.00	\$75,629.00
Total	\$756,383.37	\$375,079.00

Given the goal to continuously expand the geographical reach of the projects, staff advised potential proponents to consider this with their applications and this year we have been successful in proposing murals to be funded in three new wards – 7, 9 and 42. Since StART's inception in 2012, we have seen the program grow geographically and have achieved the installation of murals in 28 of the City's wards. Our goal is to work towards having murals in all City wards by 2016. In addition, 11 new organizations applied for funding this year, demonstrating StART's expanded outreach.

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SIGNATURE

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ATTACHMENT

Appendix A: 2014 Recommended Grant Allocations – Street Art Partnership Program
and StART Restoration and Education Program

Appendix A

2014 Recommended Grant Allocations – StArt Partnership Program

Number	Organization	2014 Requested	2014 Recommendation	Ward
1	Arts for Children and Youth	\$40,000.00	\$40,000.00	2
2	Art Gallery of Ontario	\$28,510.00	\$20,000.00	20
3	Art Starts Neighbourhood Cultural Centre	\$19,970.00	Not recommended for funding	24
4	Arts Etobicoke	\$40,000.00	Not recommended for funding	11,13
5	Centre for Spanish Speaking People	\$18,500.00	\$18,500.00	7, 8,9
6	Church-Wellesley Village Business Improvement Area	\$15,000.00	Not recommended for funding	28
7	Contact	\$30,000.00	\$35,000.00	28
8	Community Matters Toronto	\$3,000.00	\$3,000.00	42
9	Davenport Community Arts	\$19,999.00	\$11,000.00	17
10	East End Arts (Toronto Arts Foundation)	\$40,000.00	\$13,000.00	32
11	The Good Neighbours' Club	\$17,000.00	\$16,000.00	28
12	Jamii	\$10,000.00	\$8,000.00	28
13	Muslim Association of Canada	\$20,000.00	Not recommended for funding	27
14	Mural Routes-Woodbine	\$13,931.59	\$12,000.00	32
15	Mural Routes-Royal York	\$40,000.00	Not recommended for funding	4
16	Mural Routes-Highland Creek	\$14,000.00	Not recommended for funding	44
17	SKETCH Working Arts	\$29,200.00	\$25,000.00	28
18	Spectrum Arts	\$37,650.00	\$37,650.00	14
19	SRCHC	\$40,000.00	Not recommended for funding	29
20	The STEPS Initiative-Lansdowne	\$20,937.00	Not recommended for funding	14
21	The STEPS Initiative-Castlefield	\$24,855.00	\$20,000	15
22	Surface Art	\$30,680.00	\$20,300.00	20, 21

Number	Organization	2014 Requested	2014 Recommendation	Ward
23	The Friends of Alexandra Park	\$25,575.78	Not recommended for funding	20
24	UrbanArts Community Arts Council	\$26,544.00	\$20,000.00	11
25	Valley Park Community Association	\$37,500.00	Not recommended for funding	26
Sub-Total		\$642,852.37	\$299,450.00	

1. Arts for Children and Youth (AFCY)

2014 Project Area: The south west side of the retaining wall at the corner of Belfield Road and Kipling Avenue, 1912 Kipling Ave, Ward 2

Project Summary: Enhancing last year's large-scale mural, this community landmark will now serve as a two-sided gateway presenting a regional narrative of Rexdale. The mural will depict local natural icons and celebrated natural qualities of the community. Additionally, AFCY will arrange for one community involvement day where community members will be mentored by the professional artists and be able to contribute to the mural.

2. Art Gallery of Ontario (AGO)

2014 Project Area: The southeast corner of Dundas and Beverly Streets, on the east side of the AGO, 317 Dundas Street West, Ward 20

Project Summary: This LGBTQ themed mural will engage with the upcoming World Pride Festival in June 2014. This neighbourhood was one of the first meeting places for transgendered Torontonians. Partnering with the Michaelle Jean Foundation, the project will create a lasting legacy celebrating LGBTQ youth in the city. In addition, it will leverage the power of youth arts to engage Canadians in promoting inclusion and human rights.

5. Centre for Spanish Speaking People

2014 Project Area: The Highway 400 underpass at Jane Street, Wards 7, 8 and 9

Project Summary: This underpass is at an intersection that unites three priority neighbourhoods and sees significant traffic volumes. The mural's water theme responds to the nearby Black Creek and will create an important relationship with the surrounding community and its physical attributes.

7. Contact

2014 Project Area: The west wall of the Westin Conference Centre at 11 Bay Street, just north of Queens Quay, Ward 28

Project Summary: This mural will serve as Toronto's first large-scale artistic photo wall. The photographic installation will be approximately 40 feet tall and 145 feet long. The theme and artist will be selected through a jury process. A partnership between StART, philanthropists Partners In Art and the CONTACT Festival, the goal is to develop a potentially permanent and prominent location for large-scale photographic street art. The wall is the property of the Westin Harbour Castle and will beautify one of Toronto's most active corners of the City.

- 8. Community Matters Toronto** (formerly Seeds of Hope Foundation)
2014 Project Area: Eight Bell Canada utility boxes in the Malvern area, Ward 42
Project Summary: This is an ongoing project that has transformed 67 Bell Canada utility boxes throughout Toronto. This year, Community Matters Toronto will paint an additional eight boxes in Malvern as it has been identified as a priority neighbourhood. The theme for the boxes will be determined in consultation with local residents and artists. Each box will be painted by an experienced mural artist and an entry level trainee.
- 9. Davenport Community Arts**
2014 Project Area: The north side of the underpass on St. Clair Avenue, between Caledonia Road and Old Weston Road, Ward 17
Project Summary: This project will be a World Cup-themed mural completed in time for the 2015 World Cup. St. Clair Ave. is well known for its Portuguese, Latin American and Italian populations. Soccer fans routinely celebrate along this avenue during and after games and these communities have established a healthy rivalry. The project will benefit the community by promoting the area as a place of multicultural pride. Gifted art students at local community centers and schools will be offered an opportunity to work on the project and assist lead artists.
- 10. East End Arts**
2014 Project Area: 652-680 Coxwell Avenue, the tiled wall on the east side of Coxwell Avenue, just south of Danforth Avenue, Ward 32
Project Summary: This wall is located in a highly visible location which experiences significant foot and car traffic and, in its current unattractive state, degrades the area. This wall is made up of particle board tiles that are fading and falling into disrepair. Lead artist, Sean Martindale, will incorporate the ideas into the mural and local community members will be invited to have input and attend a workshop held during the Art on the Danforth festival.
- 11. The Good Neighbour's Club**
2014 Project Area: The north facing wall of 170 Jarvis Street at Jarvis and Shuter, Ward 28
Project Summary: This mural will be in a highly visible area near Moss Park. Moss Park enjoys a rich and valuable history and this project is an attempt to retain some of this heritage in a time of tremendous change. Many homeless and marginalized seniors who live in Moss Park possess incredible artistic talent. Throughout the project, the Good Neighbour's Club will collaborate with older marginalized members of the community, building off their talents and fostering emerging creativity. This project will provide opportunities for them to enhance their community while receiving vital mentorship.
- 12. Jamii**
2014 Project Area: Basketball court mural at The Esplanade and Berkeley Street, Ward 28
Project Summary: The mural will be on the east facing wall of the basket ball court. The purpose of this project is to help build a more vibrant community through a community-engaged arts experience. Lead and assistant artists will meet regularly with the neighbourhood's youth and those who use the basketball court to shape the mural's theme and creative identity.

14. Mural Routes (Woodbine)

2014 Project Area: The underpass on Woodbine Avenue at Darrel Avenue, Ward 32

Project Summary: This highly visible location has been a target of vandalism for over ten years. Despite repeated attempts to keep it clean, the wall continues to be tagged frequently. General consensus is that a mural here will help prevent further vandalism while beautifying the area. The theme of the mural is 'dynamic movement and togetherness' and will represent the underpass as an entranceway into the surrounding communities.

17. SKETCH Working Arts

2014 Project Area: The west facing exterior wall at 489 King Street East, between Parliament Street and River Street, Ward 28

Project Summary: This mural will be in a highly visible location on a commonly tagged building adjacent to Toronto's Pan Am Athlete's Village. Through the creation of this mural, SKETCH hopes to leave a legacy that contributes to Corktown's creative, healthy and vibrant future. The project will bring together the residents, business communities and Pan American youth and artists within Corktown. Five street-involved/homeless youth will be recruited and trained throughout the course of the project.

18. Spectrum Arts

2014 Project Area: The retaining wall on the east side of Lansdowne Avenue just south of Dundas Street, Ward 14

Project Summary: The site of this year's sole international project, Brooklyn-based artist Mayak Hayuk will create a landmark mural in the Parkdale neighbourhood. Currently, the wall is highly visible and a large, blank canvas, frequently tagged. Known for her vividly bold geometric works, Maya will create a mural designed to speak to the evolving nature of the community, appealing to residents young and old.

21. The STEPS Initiative (Castlefield)

2014 Project Area: The underpass at Dufferin Street and the York Beltline Trail, Ward 15

Project Summary: Local residents consider this pedestrian thoroughway to be unsafe and unwelcoming with the amount of graffiti vandalism on the walls of the underpass. The mural will focus on themes of diversity, nature and community. The mural will include way finding imagery to help direct pedestrians to the stairs on either side of the underpass which leads to the beltline trail above.

22. Surface Art

2014 Project Area: The north facing (towards Alexandra Park) wall at 251 Bathurst Street, just south of Dundas Street West and the east side of the Bathurst Street underpass just north of Dupont Street, Wards 20 & 21

Project Summary: Both sites witness high levels of pedestrian and vehicular traffic. The wall in Ward 20 facing Alexandra Park is a frequent target of graffiti vandalism. This mural will celebrate the multi-cultural identity of Alexandra Park and inspire alternative paths for youth-at-risk. The area around the underpass north of Dupont has recently become a hub of public art activity and this mural will highlight the belief that change is good when you work together to embrace it. Lead artists Troy Lovegates and Elicser will mentor two emerging artists throughout the project.

24. UrbanArts Community Arts Council

2014 Project Area: The exterior wall of the First Class Delites restaurant (1156 Weston Road) at the corner of Weston Road and Eglinton Avenue, Ward 11

Project Summary: The mural will be in the priority neighbourhood of Weston-Mount Dennis. This area has a high number of at-risk and disengaged youth. The area also lacks many of the traditional community spaces that are deemed to be safe and accessible to young people. Working with Jim Bravo, one of Toronto's most esteemed street artists, three young artists will be offered invaluable mentorship including the opportunity to attend an annual mural design conference.

2014 Recommended Grant Allocations – StArt Restoration and Education Program (RE-StART)

Number	Organization	2014 Requested	2014 Recommendation	Ward
1	Community Centre 55	\$20,000.00	\$20,000.00	32
2	Harbourfront Community Centre	\$20,000.00	\$17,820.00	20
3	Rexdale Community Centre	\$20,000.00	\$19,000.00	2
4	StepStones for Youth	\$15,000.00	Not recommended for funding	35
5	Surface Art	\$18,672.00	Not recommended for funding	City-wide
6	West Scarborough Community Centre	\$19,859.00	\$18,809.00	35
Sub-Total		\$113,531.00	\$75,629.00	

1. Community Centre 55

2014 Project Area: Ward 32

Project Summary: The goal of Community Centre 55's Muralist-in-Training programme is to provide training to youth 14 to 18 years of age in the field of mural production. Participants will be taught the basics of mural administration, project management, interacting with shareholders, budgeting and installation of various mural types, painting techniques, and the ongoing process of mural maintenance. They will also be trained in the areas of graffiti removal and community development. Participants will shadow the work being done by Community Centre 55's Graffiti Removal and Information Programme Staff and have the opportunity to put their skills into practice by designing and implementing a mural in the community.

2. Harbourfront Community Centre (HCC)

2014 Project Area: Ward 20

Project Summary: Harbourfront Community Centre's (HCC) Graffiti Transformation project is an arts-based education program that revitalizes graffiti tagged neighbourhood spaces and promotes community beautification through the creation of original street art while offering skill development, safety training and employment opportunities for at-risk youth during a 4-month period. HCC's Graffiti Transformation project will offer meaningful

engagement, training support and much needed employment opportunities for over 30 at-risk youth living in the local Harbourfront community and other priority neighbourhoods.

3. Rexdale Community Health Centre

2014 Project Area: Ward 2

Project Summary: The Graffiti Transformation program caters to at-risk marginalized youth and young offenders charged with vandalism or mischief. It is a twenty week skill development program that consists of training workshops and a minimum of five commercial projects to give youth the opportunity to apply their creative and technical artistic training. The program's goals are to address the negative aesthetics of graffiti vandalism in Rexdale while providing youth with opportunities for summer employment and skill development. The youth will learn the skills needed for employment and sustainable entrepreneurship.

6. West Scarborough Community Centre

2014 Project Area: Ward 35

Project Summary: The Creative Alternatives (CA) youth diversion program will work with at-risk youth and young adults who have been involved in graffiti vandalism or mischief. The goal is for participants to become responsible and contributing members of the local community while repairing any harm they may have done. The six-month project will also promote and facilitate participants' self-development, community integration and community engagement. West Scarborough Community Centre anticipates enrollment to be around 50 youth with one to two murals created and another three to five repaired.