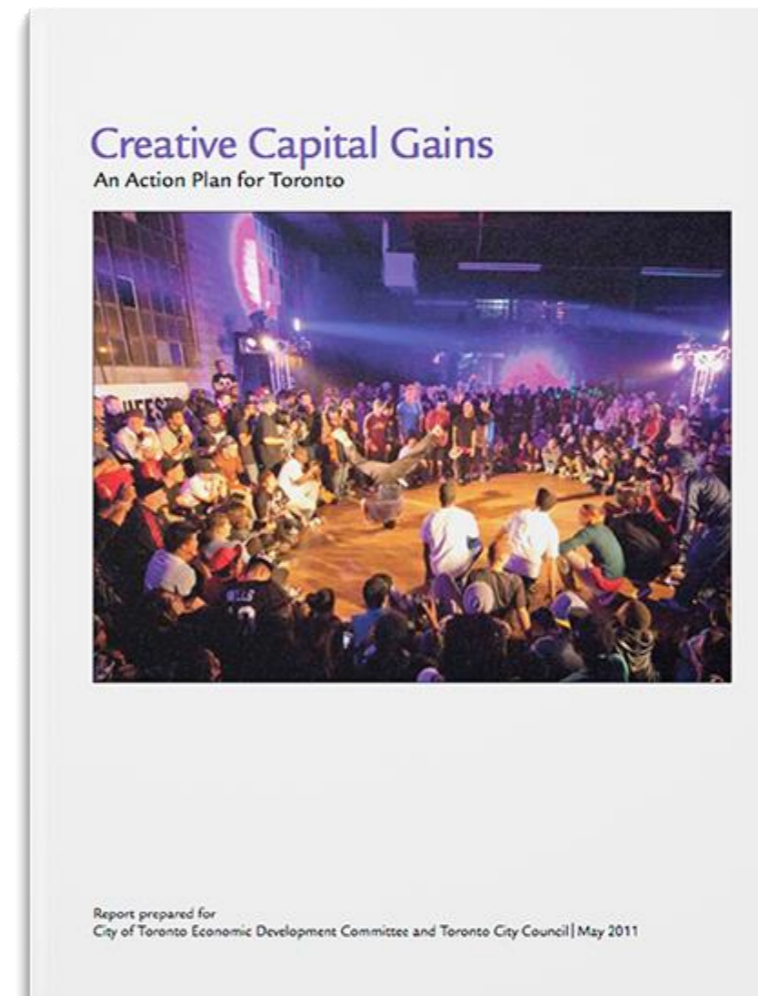
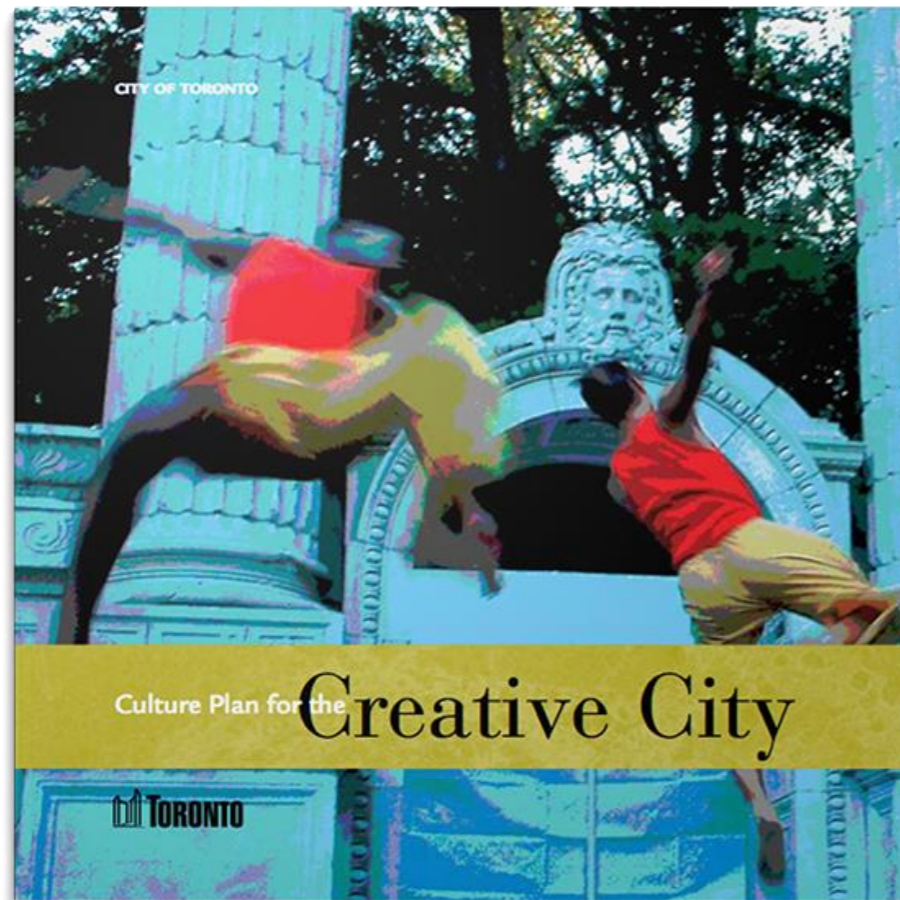




Impact of funding increase

2013 - 2014

City Council's Arts Funding Goal: \$25 p.c. Approved for completion: 2017

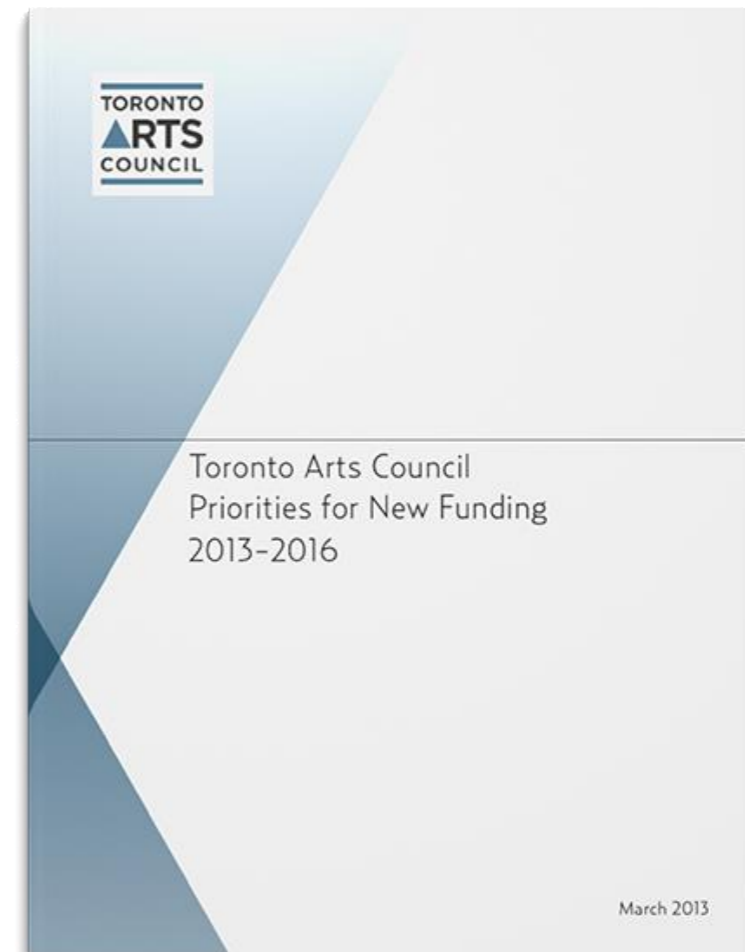
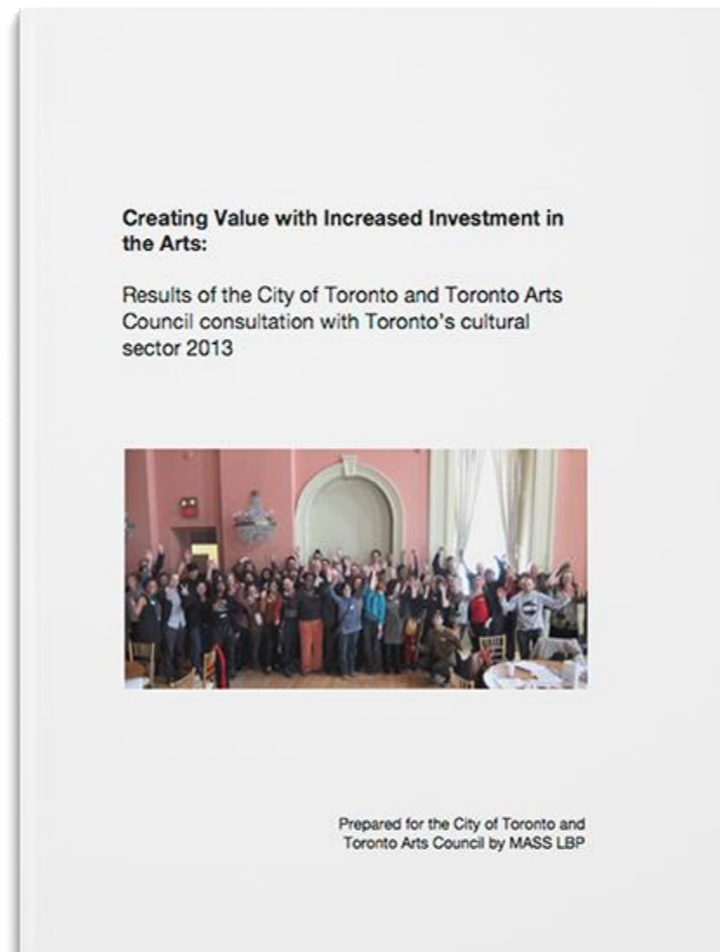
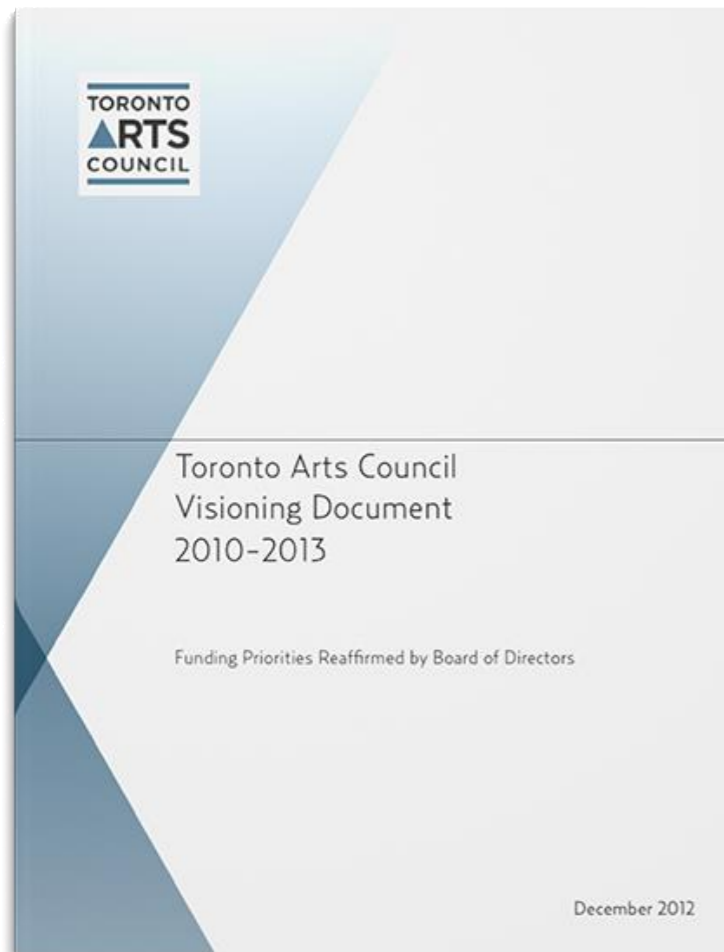


TAC Grants Program



Significant funding increases

from the City of Toronto beginning in 2013, led to ambitious new TAC grants initiatives based on its Priorities for New Funding document and community consultations held in 2009 and 2013.



Priorities for New Funding

Priority #1: Growth & Sustainability

Highlights

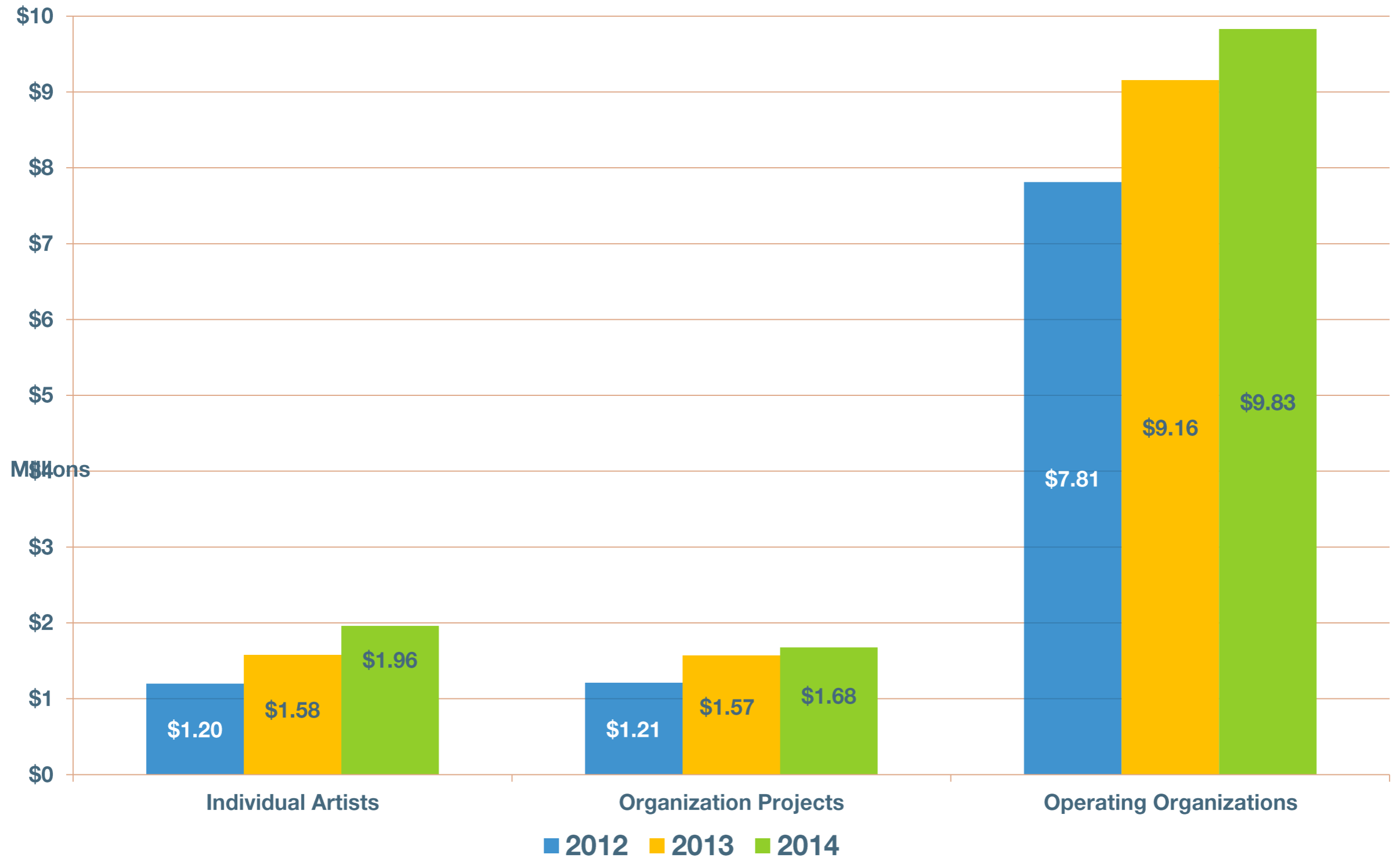
Goals:

- Increase core funding to arts organizations
- Increase project funding in all disciplines to arts organizations and individual artists

Progress (April 2013 – December 2014):

- Over \$2 million increase to 215 core operating organizations
- Over \$1.4 million increase to almost 600 organization & individual artists project grants

Growth & Sustainability: Increase in \$ Grants to TAC individual artist and collectives projects and operating programs



Priorities for New Funding

Priority #2: Community Connections

Highlights

Goals & Priorities:

- Youth led arts projects
- Community engagement art projects in inner suburbs
- Culturally diverse youth artists and arts organizations
- Partnerships with Toronto's civic institutions

Progress (April 2013 – December 2014):

- \$300,000 funding for youth led arts through Artreach
- \$200,000 for audio recording program
- New programs: Animating Historic Sites and Museums, Artists in the Library, Artists in the Schools all developed in 2013-14.

ArtReach Toronto

- ArtReach: high engagement grant making combines mentoring, capacity building & funding
- 63 projects in more than 14 Wards funded to December 2014



ArtReach Showcase

Artists in the Schools

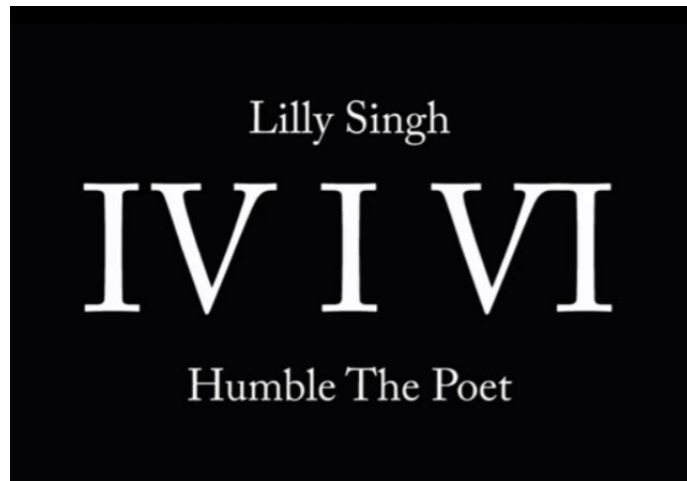
In partnership with TDSB and Prologue to the Performing Arts

- 10,000+ students participated in the first two years
- TDSB artist roster increased by 186%
- 120 classrooms partnered with Artists in Residence
- Programming in 22 Wards, 19 outside the downtown core, 5 in Neighbourhood Improvement Areas



Music Creation and Audio Recording – new program

- \$200,000 increase directed to audio recording program
- Funding many young musicians from outside the downtown core
- Total requests \$1.7 million in 2014



Artists in the Library

In partnership with Toronto Public Library

The Branches (2013): Cedarbrae, Downsview, Fairview, Mimico, Oakwood Village, expanded to include nine libraries for 2015



Fixt Point's Storymobile outside of Mimico Library

Animating Historic Sites and Museums

In partnership with the City of Toronto Museum Services and the ROM

- 16 grants awarded to artists and organizations to create or develop new site-specific projects in the first two years
- The sites: Gibson House, Montgomery's Inn, Scarborough Museum, Zion Schoolhouse, Todmorden Mills, Royal Ontario Museum



Kaeja d'Dance at Montgomery's Inn
credit: Cameron MacLennan

Priorities for New Funding

Priority #3: Innovation & Partnerships

Highlights

Goals & Priorities:

- Respond to exceptional one-time events and opportunities
- Build local arts community capacity
- Facilitate mentorship and professional development opportunities
- Stimulate increased investment in Toronto arts

Progress to date:

- Open Door funding: \$538,000 granted to 10 projects in 2013 and 2014
- Microgrants: up to \$1,000 to emerging / newcomer artists; 88 grants total \$79,870 in first two years
- Cultural Leaders Lab: mentorship & professional development
- ArtsVest, a sponsorship training and incentive program

Open Door Funding

TAC introduced *Open Door* in 2014 for impact in:

- Market Development
- New Models and Innovation
- Exceptional Opportunities



CINARS International, 2014

Platform A

- In 2013 147 applications for microgrants; 32 disbursed
- In 2014 the number of microgrants grew to 55
- Microgrant projects took place in 20 Wards across the city



From *A Show* 2014, a showcase of the work produced with Platform A microgrants.
Photo by Katherine Fleitas.

Business for the Arts (artsVest™)

ArtsVest is a sponsorship training and matching incentive program created by Business for the Arts with funding from Canadian Heritage.

In 2013 & 2014, TAC invested \$500,000 in artsVest:

- 148 organizations participated in the program
- Partnering with over 200 local businesses
- Raised over **\$2 million** in sponsorship funds



TAC Cultural Leaders Lab

In partnership with The Banff Centre

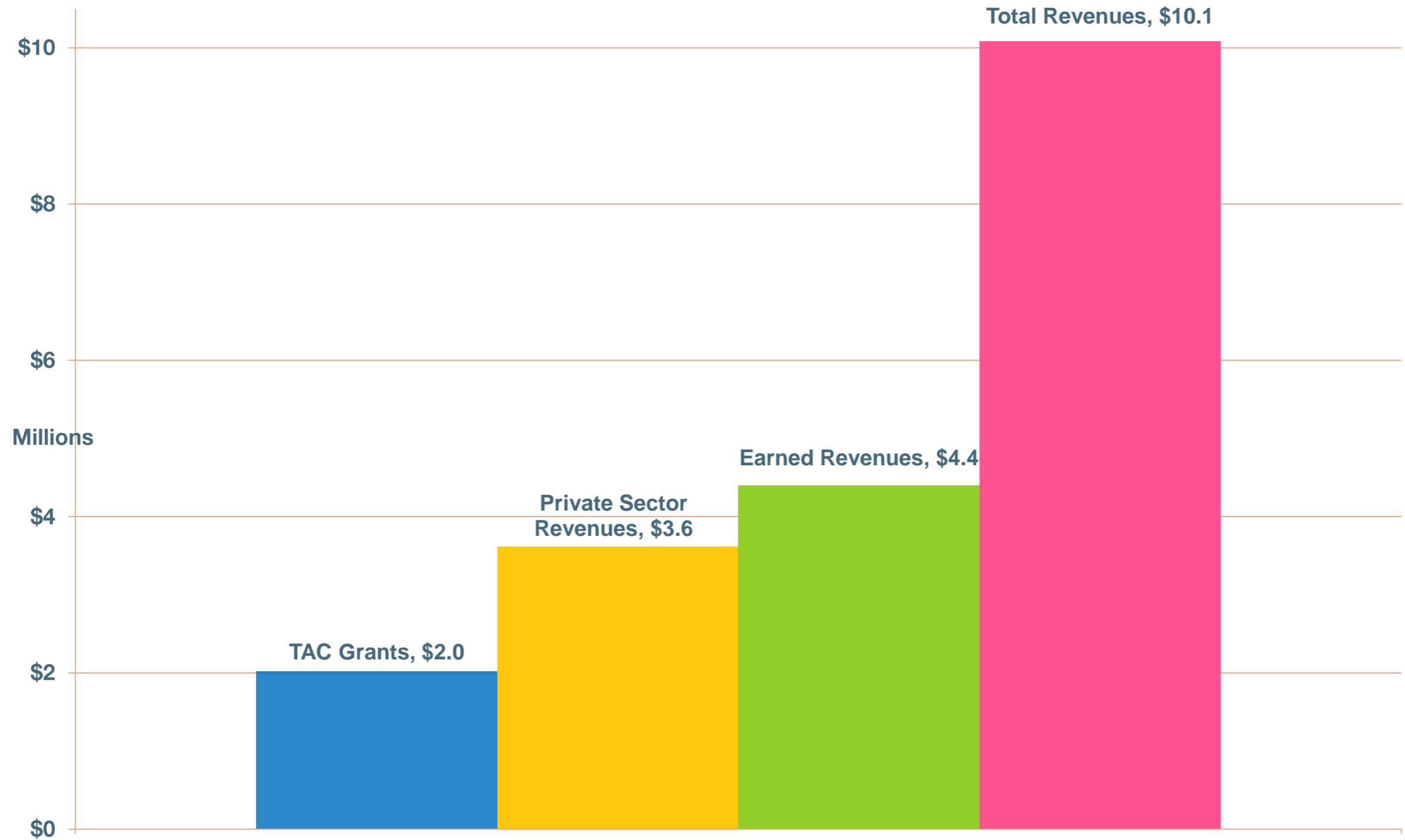
- TAC and The Banff Centre create new professional development program specifically tailored to Toronto artists and arts administrators
- Year One: 18 Fellows take part in a one-week retreat at The Banff Centre and embark on a series of learning sessions over 2015-16 in Toronto
- The Banff Centre has matched TAC's \$150,000 annual investment



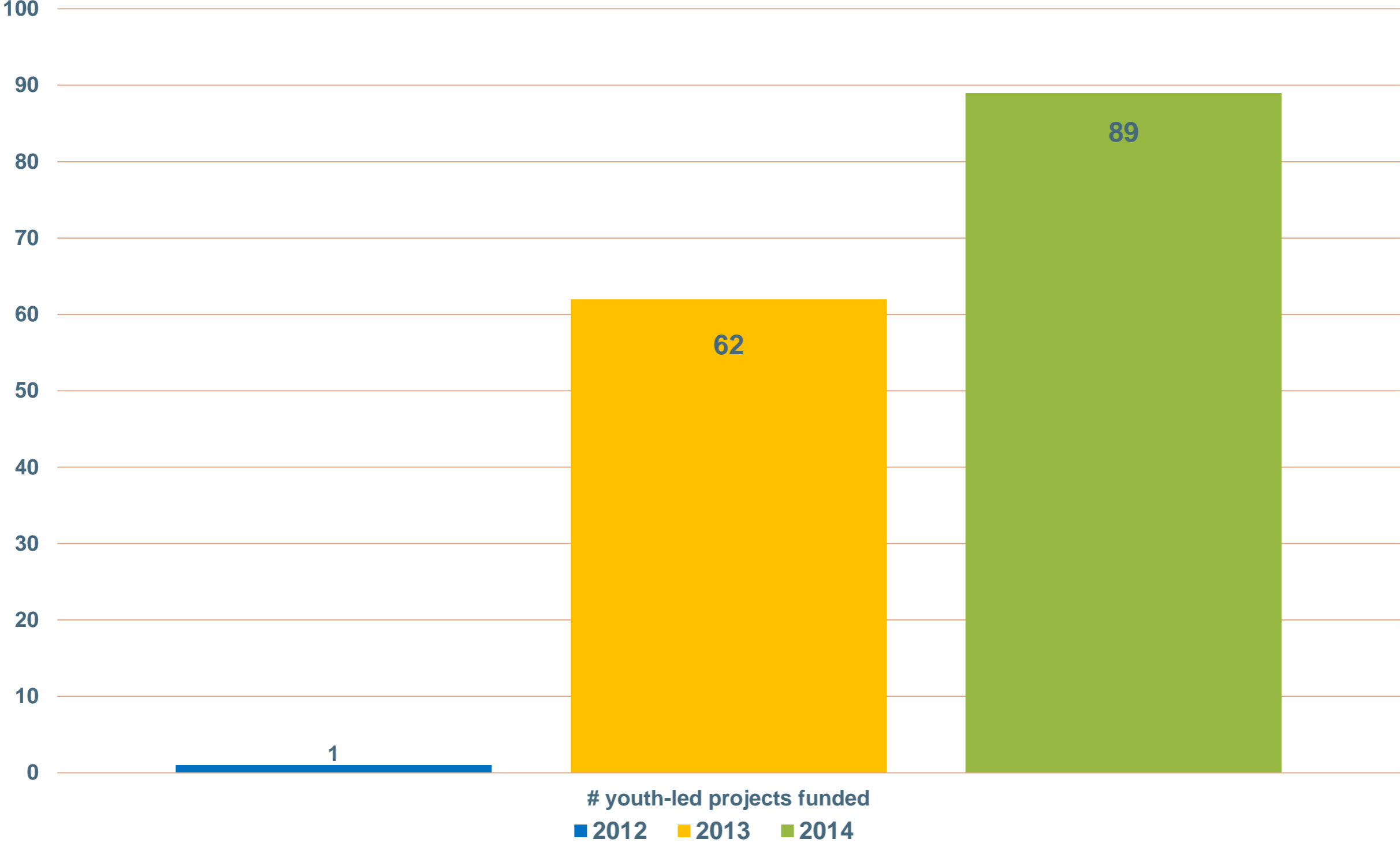
Preliminary Results & Metrics

- TAC funding increase confirmed April 2013
- 2013 TAC grants support 2014 projects
- Results from 2014 grant reports starting to be available now

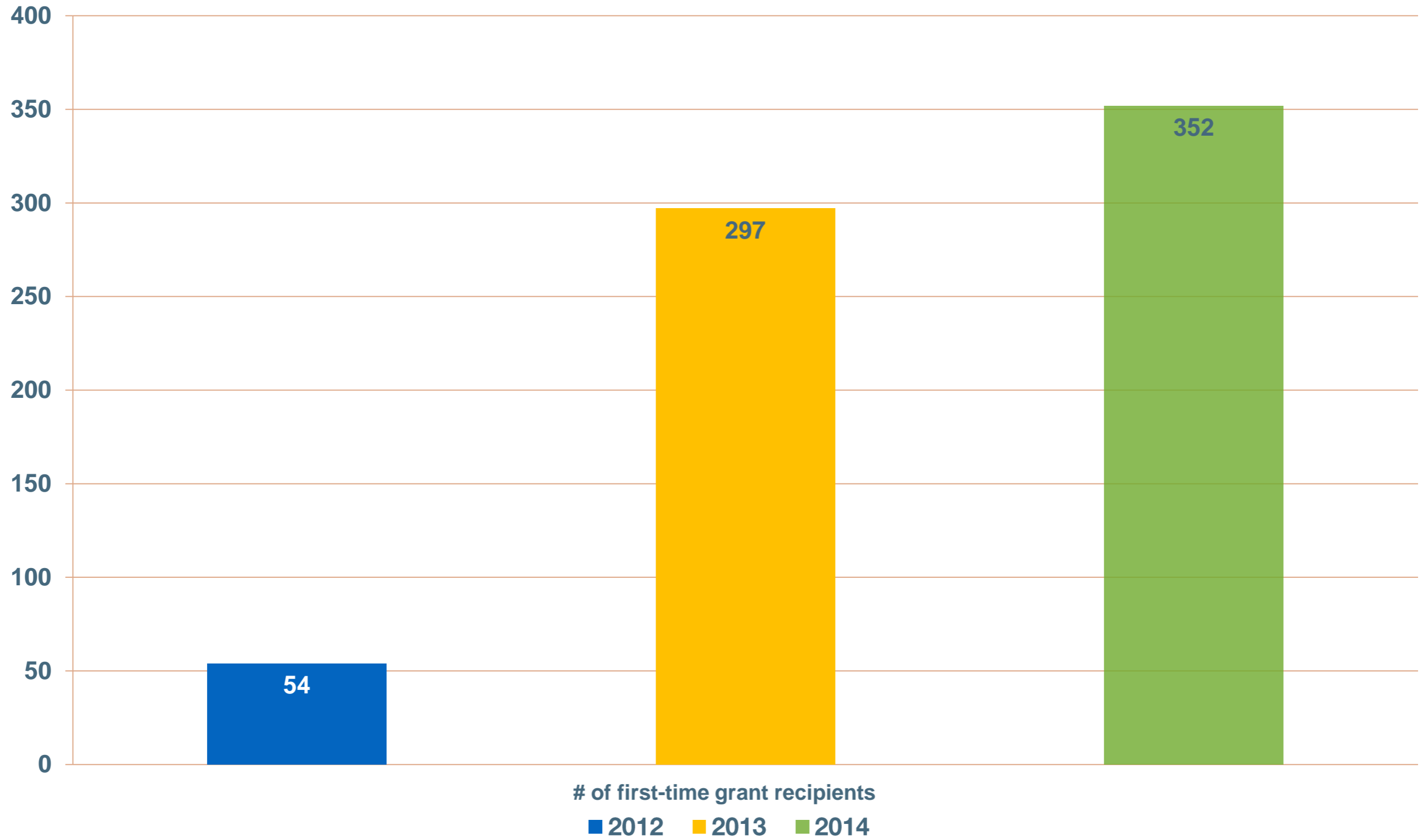
**Growth in Operating Organizations'
Revenues compared to TAC Grants, in \$ millions
2012-2014**



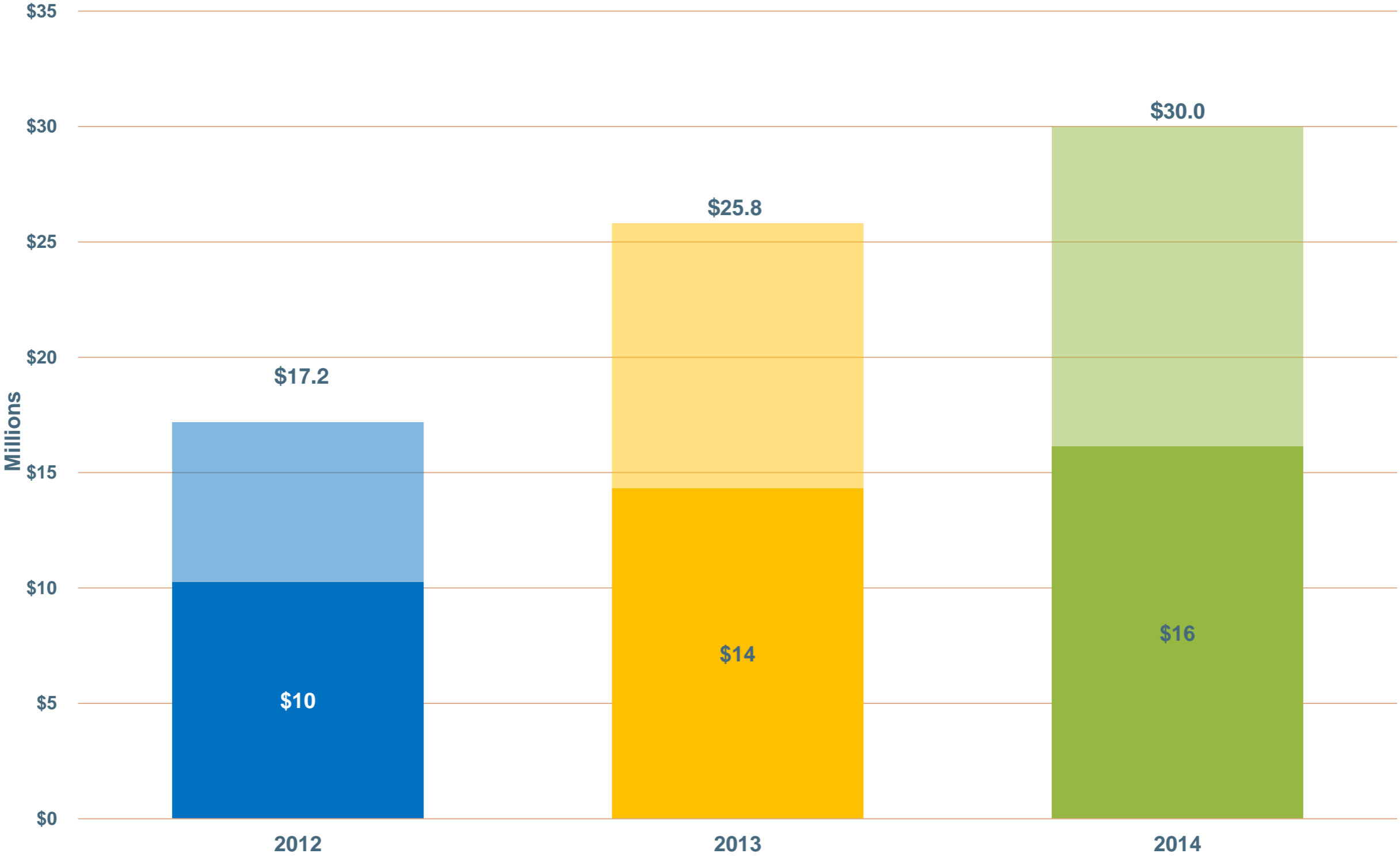
Toronto Arts Council Youth-led projects 2012-14



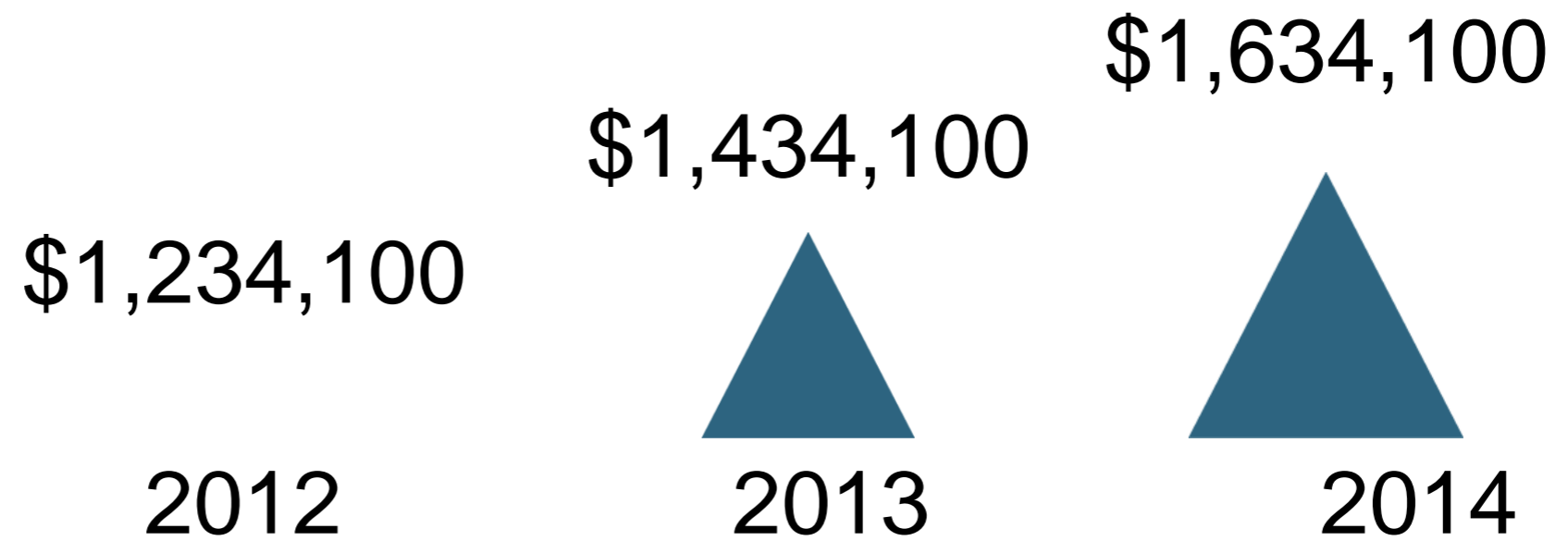
Toronto Arts Council First time grant recipients



Toronto Arts Council
\$ Applications Received vs Funded, in millions



TAC Staffing & Operations



TAC Operations Growth 2012-2014

- # new grants programs introduced: **13**
- # new applications adjudicated annually: **750**
- # new grants awarded and evaluated, annually: **300+**

Partnerships

Developed to share adjudication, evaluation and program costs:

- TAC Cultural Leaders' Lab
- Panamania
- ArtsVest
- ArtReach
- Artists in Schools
- Artists in Library
- Animating Historic Sites and Museums
- Platform A
- Pan Am Path

In addition, the Toronto Arts Foundation invests \$500,000 annually in arts research, networking and community connections which further leverages the impact of TAC's operations funding.

TAC's Online Grants Program: SmartSimple

- Simplifies applications for artists and organizations
- Enables consistent, robust data collection
- Enables mapping, tabulating grants and activities by Ward

Submission Manager

Contacts Organizations/Collectives Applications Activities Reports Settings

Advanced Search

Category ▼ Recent / Saved Searches

Collective, Grant Applicant Organization --Select Filter--

Field Type	Field	Matching	Search Term
AND	Common Fields	Name	Contains

Add Search Clear Remove

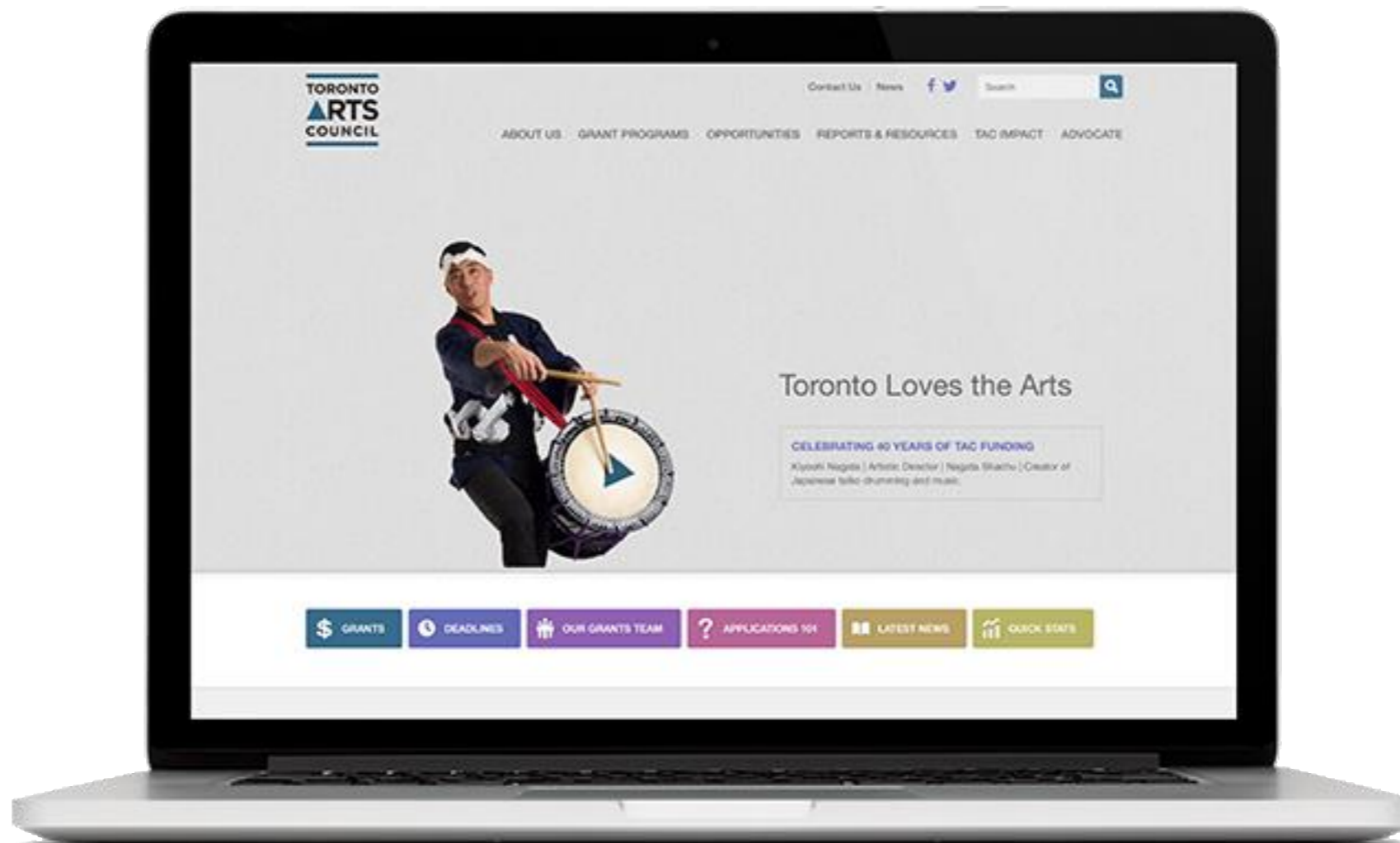
New Organization/Collective Edit View Export Hide Search Sort by: Default

Filter: Name contains "

#	Name	Address	City/ Province	Zip / Postal Code	Service Area Ward
1	0531 inc.	122 Kendal Avenue	Toronto Ontario	M5R 1L9	20 Trinity-Spadina
2	100% Theatre	134 Springhurst Avenue Apt 1A	Toronto Ontario	M6K 1C1	
3	106 & York Urban Arts Festival	1785 Finch Avenue West	Toronto Ontario	M3N 1M6	8 York West
4	18 Hands Theatre Collective	101 Vaughan Road Unit 23	Toronto Ontario	M6C 2L9	21 St. Paul's
5	180 Change Street	2 Pardee Avenue Unit 201	Toronto Ontario	M6K 3H5	14 Parkdale-High Park
6	1Up Toronto	22 Palmerston Gardens Floor	Toronto Ontario	M6G 1V9	20 Trinity-Spadina

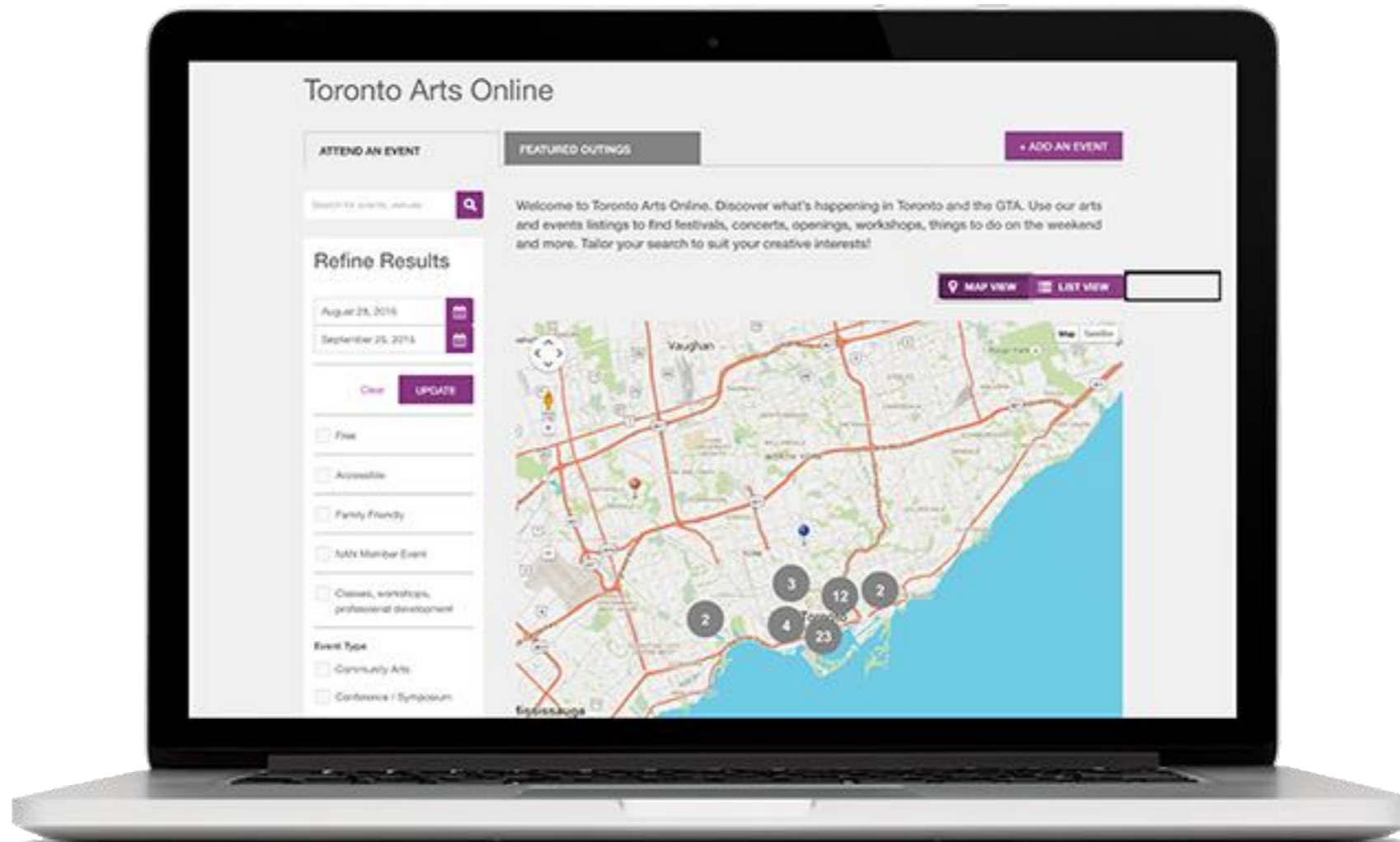
Redeveloped Web Site

- User friendly
- Online tutorials and webinars
- Links to arts organizations' stories and websites



Toronto Arts Online

- Public events listing and mapping site
- Find events in your neighbourhood
- Select by arts type, price point, accessibility, date



“The TDSB creates day was a HUGE success! Both the kids and their teachers were so fully involved, their energy was electric and the enthusiasm contagious. Thank you so much for allowing me to be a part of it all.” Artist, TDSBCreates

“Todmorden is an unstoppable fountain of thought-provoking and creation-inspiring historical and natural features – it has offered opportunities at every turn.” Artist

“I have been in Canada for five years and can’t tell you how great it was to see this production and gain an understanding of how the country all came about.” Words in Motion Audience member

“I can definitely say that I am thinking about leadership in a radically different way and the program has led me to initiate ways that I encourage a feeling of leadership within everyone I work with.” Cultural Leaders lab participant

“It literally changed one student’s life. He had only been in Canada for four months when he went to the event. He didn’t know what drama was before coming to Canada. Now he feels he has found his passion and inner poet.” – TDSB Teacher

