

City Council**Notice of Motion**

MM5.17	ACTION			Ward:All
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Expansion of the StART Outside the Box Program to Target Artists in Toronto's Secondary Schools - by Councillor Rob Ford, seconded by Councillor Josh Matlow

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Executive Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Rob Ford, seconded by Councillor Josh Matlow, recommends that:

1. City Council request the General Manager, Transportation Services, through the StART Outside the Box Program, to report back on the feasibility of initiating, implementing and managing a competitive "emerging artist" program at high schools across the City to paint traffic signal boxes in consultation with the respective Councillor's office, with the City bearing the cost of materials, to a maximum of \$200 per box.
2. City Council request the General Manager, Transportation Services to work with the General Manager, Economic Development and Culture, and the Director, Toronto Office of Partnerships, to source corporate sponsorship to help offset the cost of materials.
3. City Council request the General Manager, Transportation Services to work with the General Manager, Economic Development and Culture, and the Director, Toronto Office of Partnerships to source corporate sponsorship to furnish a 'Best in the City' prize for the best new addition to the program each year.

Summary

The City of Toronto's StART Outside the Box Program is in place to discourage graffiti on traffic signal boxes while adding to the streetscape and community atmosphere.

A further goal of this project is to provide artists with an opportunity to showcase their work.

Some parts of the application process, specifically the requirements for finished past works, and professional references, can present a barrier to emerging artists in our schools.

By creating a parallel program intended specifically for the participation of secondary school students, and covering the cost of materials, we will be creating opportunities for new artists to

showcase their creativity, build their portfolio, and add to their community vitality, while helping to reduce graffiti.