Arts in the Parks
Enlivening our neighbourhoods through the Arts
Vision

Toronto Arts Foundation and Toronto Arts Council share the vision Creative City Block by Block - connecting communities to the social and economic benefits of the arts.

Arts in the Parks will bring arts programming to parks in every neighbourhood of Toronto.
Objectives

- Increase public use of parks
- Increase vibrancy of communities in under-served neighbourhoods
- Create opportunities for residents and visitors to experience high quality arts events
- Increase funding available to artists for public programming
Value

Arts programming in parks breaks down barriers:

- Financial: programs are free or pay what you can
- Location: Toronto’s 1600 parks are located in every city neighbourhood
- Language: Music, dance and visual arts are universal languages understood by all
- Access: no tickets, no walls, no age restrictions, no intimidation
- Space: performing and exhibition space in Toronto is both scarce and expensive; programming in parks offers a solution
Opportunity

- Hoarding tax dedicated revenues to become available beginning 2016
Today

Toronto artists and organizations have a long history of arts programming in Toronto parks.

Even without a specific program, Toronto Arts Council funds organizations offering arts programming in 38 City parks in 18 wards of the city each year. Almost all this programming takes place in parks centrally located.
Current Challenges

- Artists are not aware of which of Toronto’s 1600 parks are suitable for programming; particularly parks outside the downtown
- Permit process is not clear
- Low public awareness of programming in parks
The Solution: Arts in the Parks

A partnership program between Toronto Arts Foundation, Toronto Arts Council, City Arts & Culture Services, the Music Office and City Parks
The Plan: Pilot Program to launch in 2016 and include:

• New TAC Animating Toronto Parks grants program for qualified applicants and events will catalyse new activities and allocate new funds to programming in parts outside the downtown
• 22 parks outside the downtown and up to 50 parks in total will be animated with programming in the pilot year
• Arts events will be free to the public
• Events will be publicized, advertised and branded on site by Toronto Arts Foundation
Toronto Arts Online: New Arts in the Parks tab will map arts events at a glance.
The Roles

Toronto Arts Foundation:
• Convene contributors and partners for the Arts in the Parks Program
• Contribute private sector funding (including portion of funds raised through Mayor’s Evening for the Arts)
• Create Arts in the Parks sponsorship program
• Advertise and promote events, including on-site branding, media, Toronto Arts Online mapping site
Partners:

Toronto Arts Council:
- Design & implement Animating Toronto Parks Grants program
- Adjudicate applications, disburse funds

City Culture:
- Allocate proceeds from hoarding tax to TAC for grants program

City Parks:
- Enter into License Agreement with TAC to cover arts in the parks programming
- Dedicate Permit Officer(s) for Arts in the Parks
- Advise grants adjudication committee
Guiding Principles:

- Programming will be accessible to all Torontonians and celebrate the city’s diversity
- The full spectrum of artistic expression and participation will be encouraged
- Professional artists will be paid for their work
- Park property will be respected and protected