



PE7.1.4



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



Tracking Status

- This item was considered by [Planning and Growth Management Committee](#) on June 19, 2014 and was adopted with amendments. It will be considered by City Council on July 8, 2014.

Planning and Growth Management Committee consideration on June 19, 2014

PG34.6	ACTION	Amended		Ward:All
--------	--------	---------	--	----------

Construction Hoarding Sign Fees and Public Realm Enhancements

Public Notice Given

Committee Recommendations

Caution: This is a preliminary decision. This decision should not be considered final until the meeting is complete and the City Clerk has confirmed the decisions for this meeting.

The Planning and Growth Management Committee recommends that:

1. City Council approve the introduction of a monthly fee for the use of space for the display of a construction hoarding sign on construction hoarding within the public right of way of \$5.60 per month per square metre of construction hoarding signs, effective January 1, 2015 to be adjusted annually as part of the operating budget process, with the revenues from the monthly fee to be directed to a reserve fund, that will be drawn upon by Arts and Culture Services, Economic Development and Culture Division in the year following collection of the fees, to be directed to a program developed by General Manager, Economic Development and Culture, in consultation with the Toronto Arts Council, to create new elements and features and improve existing elements and features of the public right of way through the creation of temporary and permanent art, with a particular focus on community arts programs involving disadvantaged youth and newcomers in the creation of art, Arts and Culture Services to provide administration for the program, and operational oversight of the program operated by the Toronto Arts Council.

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 screenshot displays the Toronto Arts Online website interface. At the top, there is a navigation menu with links for 'ABOUT US', 'AWARDS', 'BMO LEARNING ROOM', 'EVENTS BY NEIGHBOURHOOD', and 'MEMBERSHIP'. A 'LOG IN' button is visible in the top right corner. Below the navigation, the page title 'Toronto Arts Online' is prominently displayed. A search bar labeled 'ATTEND AN EVENT' and a '+ ADD AN EVENT' button are positioned above a search input field. To the left, a 'Refine Results' sidebar offers various filters, including date ranges (May 07, 2019 to May 14, 2019), a 'Clear' button, and checkboxes for 'Free', 'Accessible', 'Family Friendly', 'NAN Member Event', 'Classes, workshops, professional development', and 'Event Type' (Community Arts, Conference / Symposium, Crafts, Dance, Design, Festival, Film Screening, Fundraiser, Literary). The main content area features a map of Toronto with several numbered markers (2, 10, 14, 15, 18, 54) indicating the locations of arts events. A 'MAP VIEW' button and a 'LIST VIEW' button are located above the map. The map includes a legend at the bottom with color-coded dots for various Toronto neighborhoods: Downtown Core, East End, Vivald End, East York, Scarborough, Etobicoke, North York, and York.

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



