

## **ArtWorksTO Authority to Receive Funds 2020 to 2022**

**Date:** May 21, 2020

**To:** Economic and Community Development Committee

**From:** Executive Director, Social Development, Finance, & Administration

**Wards:** All

### **SUMMARY**

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This report seeks authority to receive funds in the amount of \$287,500 from the Toronto Arts Foundation through a grant from the Federal program, [Future Skills Centre \(https://fsc-ccf.ca/\)](https://fsc-ccf.ca/), for the ArtWorksTO workforce development project for 2020-2022 and to increase the 2020 Council Approved Operating Budget of Social Development, Finance and Administration by \$62,500 gross, zero net, as well as one temporary position to provide project management.

In March 2020, ArtWorksTO received funding from the Future Skills Centre to deliver an expanded workforce development model in partnership with the City of Toronto, the Toronto Arts Foundation – Neighbourhood Arts Network, the Remix Project and the Ontario College of Art and Design University. The funded project will run from June 30, 2020 to June 30, 2022.

ArtWorksTO provides youth, including youth vulnerable to violence and crime, racialized youth, LGBTQ2S youth and youth with disabilities with customized training and professional development to upskill credentials in business training for creative industries and paid project-based internships to create communications products for City of Toronto programs and services. With the funding provided to the Toronto Arts Foundation from the Future Skills Centre, the ArtWorksTO project will expand to a workforce development model to support youth furthest from the labour market to mitigate against the negative impacts of COVID-19 on the employment prospects of vulnerable youth. The project team will work to ensure that the digital divide is bridged for participants who require this kind of modular workforce development and educational attainment.

ArtWorksTO was launched by the City of Toronto in 2015 as part of the Toronto Youth Equity Strategy, Action 1D: *"The City of Toronto will invest in youth artists and arts groups to develop youth sensitive and appropriate communication materials (posters, videos, songs, stories, etc.) that will promote key City programs that serve youth needs (at all levels of vulnerability) and also promote best practices in youth-led collaboration initiatives."*

### **RECOMMENDATIONS**

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The Executive Director, Social Development, Finance and Administration recommends that:

1. City Council authorize the Executive Director, Social Development, Finance and Administration to receive funds in the amount of \$287,500 from the Toronto Arts Foundation as specified through the Future Skills Centre funding agreement.
2. City Council authorize the Executive Director, Social Development, Finance and Administration to enter into agreements with other entities, including the Toronto Arts Foundation, other federal agencies, community organizations, private entities, or individuals, and to spend federal funding in accordance with the federal program requirements and guidelines.
3. City Council increase the Social Development, Finance and Administration 2020 Council Approved Budget by \$62,500 gross, zero net and one temporary position funded by the contribution received from the Toronto Arts Foundation.

## **FINANCIAL IMPACT**

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The Toronto Arts Foundation was awarded \$1,035,470 in funding from the Future Skills Centre to deliver the ArtWorksTO project over 2 years from June 30, 2020 to June 30, 2022. The Toronto Arts Foundation will provide the City of Toronto with \$287,500 of the awarded funding towards project management in the following disbursements:

- \$62,500 in 2020,
- \$150,000 in 2021, and,
- \$75,000 in 2022.

As a result, the 2020 Approved Budget for Social Development, Finance and Administration will increase by \$62,500 gross, zero net, and one temporary position.

SDFA will report on project results and federal funding allocations through the annual budget process and in-year variance reporting.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

## **DECISION HISTORY**

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On February 19, 2014, City Council unanimously adopted the [Toronto Youth Equity Strategy](#). The goal of the Toronto Youth Equity Strategy was to provide more accessible and relevant supports to youth who are most vulnerable to involvement in serious crime and violence, within the City's authority to plan, manage, deliver and advocate.

The five year mandate of the Toronto Youth Equity Strategy has been met and completed in 2019. Impactful legacy initiatives continue and are being monitored and supported.

## COMMENTS

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On March 20, 2020, the Toronto Arts Foundation was awarded \$1,035,470 in funding from the Future Skills Centre to deliver the ArtWorksTO project over 2 years from June 30, 2020 to June 30, 2022. The funding application was submitted by the Toronto Arts Foundation in partnership with City of Toronto, the Remix Project and the Ontario College of Art and Design University.

The ArtWorksTO Project was created and piloted by the City of Toronto between 2015 and 2020 as part the Toronto Youth Equity Strategy Action 1D: "The City of Toronto will invest in youth artists and arts groups to develop youth sensitive and appropriate communication materials (posters, videos, songs, stories, etc.) that will promote key City programs that serve youth needs (at all levels of vulnerability) and also promote best practices in youth-led collaboration initiatives."

The Toronto Youth Equity Strategy was adopted by City Council unanimously in 2014. The goal of the Toronto Youth Equity Strategy was to provide more accessible and relevant supports to youth who are most vulnerable to getting involved in serious crime and violence, within the City's authority to plan, manage, deliver and advocate.

ArtWorksTO provides vulnerable youth, including youth vulnerable to involvement in violence and crime, racialized youth, LGBTQ2S youth and youth with disabilities with paid contracts to complete media arts communications projects for the City, including short videos, photography, graphic design and illustration based projects. The contracts are awarded through a Request for Proposals process and administered through the Toronto Arts Foundation. Since 2015, a total of \$210,000 in funding has been disbursed with 52 projects completed across 7 participating City divisions, engaging 150 youth. By accepting funds to develop this program there will be increased skill development for more vulnerable youth to gain access to meaningful career-based networks and experiential learning. A monitoring and evaluation framework will be developed to capture programmatic outcomes.

In 2020, the City of Toronto partnered with the Toronto Arts Foundation, the Remix Project and the Ontario College of Art and Design University to develop the Future Skills Centre proposal to expand ArtWorksTO into a workforce development model that will include additional educational certification and industry mentorship components.

The City of Toronto ArtWorksTO Project Lead will be responsible for:

- Contributing to overall Project Management, including managing the work plan, developing a Program Manual and Risk Mitigation Framework;
- Representing the City of Toronto in the ArtWorksTO project, including participation in regular meetings with project partners and the Advisory;
- Engaging City divisions to produce a range of creative projects for youth interns to complete paid contracts;
- Engaging communications professionals within the City of Toronto to provide professional development opportunities for participants, including site visits and sharing of the City's communications protocols and best practices;

- Leveraging the City's Image Library to ensure photographs produced through the project are included on the Image Library, increasing the range of diverse and representative images available for use in City publications; and,
- Leveraging industry reach within the City of Toronto, through partnering with the Economic Development and Culture division and the Toronto Office of Partnership.

With the funding provided to the Toronto Arts Foundation from the Future Skills Centre, the ArtWorksTO project will expand to a workforce development model to support youth furthest from the labour market to mitigate against the negative impacts of COVID-19 on the employment prospects of vulnerable youth. The project team will work to ensure that the digital divide is bridged for participants who require this kind of modular workforce development and educational attainment. The ArtWorksTO project includes two key components:

1. ***Education & Professional Development:*** Customized training and professional development delivered by The Remix Project and the Ontario College of Art and Design University to offer upskilling and credentials in business training for creative industries, including business and project management, professional/workplace communications, conceptual and technical studio art/design skills, digital literacy, and software skills for media production.
2. ***Access to Resources & Employment Opportunities:*** Paid project-based internships with clients at the City of Toronto will give participants authentic work-integrated learning experiences. A portfolio of additional resources, including industry expert events, The Remix Project's "Master Class" mentorship model, and customized and integrated supports by the Toronto Youth Partnerships & Employment program will increase participant success.

## CONTACT

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## SIGNATURE

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