

ArtworxTO: Toronto's Year of Public Art 2021 – 2022 Programming and Engagement Plans

Date: October 6, 2021

To: Economic and Community Development Committee

From: Interim General Manager, Economic Development and Culture, the General Manager, Transportation Services, and the Chief Planner and Executive Director, City Planning

Wards: All

SUMMARY

This report outlines programming and engagement plans for ArtworxTO: Toronto's Year of Public Art 2021 – 2022, along with a summary of anticipated outreach, marketing and media exposure, and evaluation strategy for the project. The report also details plans for the safe delivery of ArtworxTO within the context of the ongoing COVID-19 pandemic.

ArtworxTO is a year-long, city-wide celebration of art and community, and the launch of the new Toronto Public Art Strategy (2020-2030), adopted by City Council in December 2019. The program celebrates Toronto's collection of public art and the artists behind it, creates more opportunities for artists, and connects residents with public art. The City delivers three core public art programs – the City of Toronto Public Art and Monuments Collection, the Percent for Public Art Program, and StreetARToronto (StART). Together, these programs have had a major impact on the city's urban fabric, assembling a collection of public art that, in the number of works alone, is of international significance. ArtworxTO, as a collaborative project of Transportation Services, City Planning and Economic Development and Culture, builds upon the legacies of these programs.

ArtworxTO has arrived at a critical point for Toronto's cultural sector, with artists experiencing among the greatest losses of income of all employment categories. As such, ArtworxTO investments, as income for artists and arts organizations, and in animating Toronto's neighbourhoods (in close alignment with [ShowLoveTO](#)), are making an important contribution to Toronto's economic and cultural recovery.

In order to ensure broad reach and significant impact, ArtworxTO is delivered in close collaboration with Toronto's artists and arts organizations to deliver public art projects in 2021 and 2022. ArtworxTO has over 75 partnership agreements with Toronto institutions, organizations, galleries, and Business Improvement Areas. Funding for new commissions, delivered by both Toronto Arts Council and the City of Toronto programs, offer much-needed support to the city's artists and cultural sector, which have been hit

particularly hard by COVID-19.

Based on the objectives described in the Public Art Strategy, a major focus of ArtworxTO is to support City priorities in access and equity as applied to the arts. Building on historic successes for programs such as StreetARToronto, ArtworxTO supports equity and inclusion in both City-led and partner-led projects and ensures support is distributed across the city, building upon the existing strategic goals of the divisions involved. The program includes projects to advance Indigenous place-making, support the work of Black, Indigenous and equity-deserving artists and curators, and provide multigenerational engagement with a focus on youth. To date, 85% of the ArtworxTO funded grant program has gone towards equity-deserving-themed or equity-deserving-led projects.

ArtworxTO anticipates leaving a legacy of career advancement for diverse artists, stronger collaboration between arts organizations in the city, new public art works installed across the city with a focus outside the core, and deeper public awareness and engagement with public art in Toronto.

RECOMMENDATIONS

The Interim General Manager, Economic Development and Culture, the General Manager, Transportation Services, and the Chief Planner and Executive Director, City Planning recommend that:

1. The Economic and Community Development Committee receive this report for information.

FINANCIAL IMPACT

During the 2020 budget process, Economic Development and Culture was approved for new funding of \$0.982 million gross, and \$0.482 million net, to support the planning of the ArtworxTO and 2 temporary positions. \$0.5 million was one-time funding from the Major Special Events Reserve (XR1218).

In 2021, City Council approved one-time new funding of \$4.500 million gross, \$2.250 million net for ArtworxTO, which is included as part of the 2021 Approved Operating Budget for Economic Development and Culture. In addition, funding of \$0.63 million gross and \$0 net is included in Transportation Services' 2021 Approved Operating Budget for expansion of StreetARToronto during the ArtworxTO: Toronto's Year of Public Art 2021 – 2022.

As of July 2021, ArtworxTO reports a revenue of \$2.546 million in funding from external sources including cash sponsorships, grants, and donations; this includes \$0.875 million in grants secured from other orders of government in support of ArtworxTO, and \$1.671 million raised through private funding. An additional \$3.25 million of in-kind support had also been confirmed.

Funding of \$1.385 million gross and \$0.885 million net in 2022 to support ArtworxTO wrap-up and legacy programming costs is included in Economic Development and Culture's 2022 Operating Budget submission for consideration. Transportation Services has included funding of \$0.63 million gross and \$0 net as part of the 2022 Operating Budget process to continue to implement and maintain the expansion of StreetARToronto in 2022.

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

EQUITY IMPACT

ArtworxTO is designed to deliver on the objectives of the [Toronto Public Art Strategy](#) adopted in December 2019. This includes a strong commitment to equity, by addressing gaps in the representation of Black, Indigenous and People of Colour (BIPOC) artists, communities and narratives in Toronto's body of public art. From the inception of the new Public Art Strategy, the Year of Public Art was designed to embed inclusion, equity and belonging across programs. A key goal of ArtworxTO, both for artists and audiences, is to centre voices that have been traditionally marginalized. This is being achieved through commissions of artworks; employing curators of these communities; and promoting public art across the city, especially in neighbourhoods with concentrations of low-income and/or Black and racialized communities. Mentorship and emerging artist opportunities will further these goals of setting equity-deserving artists up for successful careers.

The program serves the City's broader equity objectives, and builds on various divisions' ongoing equity work to address the underrepresentation of diverse artists and narratives in public space and public art. For instance, Transportation Services has a successful history since 2014 of supporting female, Black, Indigenous and artists of colour through numerous StreetARToronto programs. Similarly, equity and inclusion are at the forefront of the 2018-2022 Economic Development and Culture divisional plan. ArtworxTO is also responding to the City's Confronting Anti-Black Racism Action Plan and is informing the development of the City's Reconciliation Action Plan.

To support the City of Toronto's efforts towards Indigenous reconciliation, ArtworxTO has made advancing Indigenous creators and narratives as a primary objective. Projects acknowledge the Indigenous history of the land, and Indigenous artists are at the centre of the decision-making process for all Indigenous-focused projects and/or supporting Indigenous narratives.

DECISION HISTORY

City Council adopted the Public Art Strategy in 2019 and directed the General Manager, Economic Development and Culture, in consultation with the Chief Planner and Executive Director, City Planning, and the General Manager, Transportation Services, to report to the Economic and Community Development Committee in 2020 with a

programming and engagement plan for the "Year of Public Art," now known as ArtworxTO.

Council also directed that costs related to the ArtworxTO: Toronto's Year of Public Art 2021 – 2022 be submitted for consideration as part of the 2020, 2021 and 2022 budget processes.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EX11.5>

COMMENTS

ArtworxTO is a year-long celebration of public art being delivered from September 2021 to October 2022 across all of Toronto. This public art celebration supports the City of [Toronto's new 10-year Public Art Strategy](#) that was created through extensive public consultation and approved by Toronto City Council in December 2019. The Strategy envisions public art empowering creativity and community, everywhere, principles that ArtworxTO has embedded into its programming and engagement plans.

ArtworxTO is driven by the guiding principles of the Public Art Strategy and its [21 strategic actions endorsed by Toronto City Council](#). To champion the project and ensure it has relevance and reach for public and private partners, the City has convened a Mayor's External Advisory Committee. An internal Interdivisional Working Group and an External Working Group have also been established to ensure community ownership and collaboration in design, delivery and promotion. As well, in order to deliver a successful ArtworxTO, the City is partnering with key arts institutions on significant new initiatives for 2021 – 2022, including legacy commissions and public engagement activities.

The year-long initiative provides opportunities for Toronto artists to produce artwork through new funding delivered by the Toronto Arts Council and the City of Toronto. This funding offers much-needed support to the Toronto's artists and cultural sector, which have been hit particularly hard by the pandemic. The arts and entertainment sector accounts for 25.3% of the decline in total employment over the pandemic (source: Statistics Canada). Workers in the sector report the biggest drop in paid hours by far at a 34% loss, with the deepest losses among gig workers and freelancers, who account for an estimated 72% of all Toronto artists. Beyond the critical investment in artists' incomes, ArtworxTO programming will strengthen the link between public art and civic engagement through investment in art that engages the public while addressing major issues facing Toronto today, including equity, inclusion, access, and sustainability.

Building upon the success of such City initiatives as StreetARToronto, ArtworxTO prioritizes Indigenous place-making to support the City of Toronto's efforts towards Indigenous reconciliation and creates new opportunities for Indigenous artists. With a strong commitment to equity, ArtworxTO seeks to reflect all of Toronto communities in its public art programming.

ArtworxTO will also increase public awareness and access for public art, through significant improvements in the City of Toronto's digital presence for public art. ArtworxTO has created new digital tools to help people navigate, access, and engage

with public art. Through partnerships with artists and institutions that are pushing boundaries in the field, ArtworxTO supports innovation in public art design, delivery and engagement. ArtworxTO includes leadership from three key City Divisions: City Planning, Transportation Services and Economic Development and Culture (EDC). The program builds on the commitment to community engagement held by these Divisions to further build community by strengthening existing partnerships and cultivating new relationships between the private sector, the arts community and the City of Toronto.

COVID-19 Safety Plans and Alignment with Recovery Efforts

There is no doubt that the pandemic has been a difficult time for the residents and businesses of this city. Within this context, ArtworxTO is an opportunity for residents and visitors to Toronto to safely come together and strengthen civic bonds and community resilience in all corners of the city. It aligns with several key recommendations of the Toronto Office of Recovery and Rebuild (TORR) Report, [COVID-19: Impacts and Opportunities Report](#), in particular, providing support for artists and cultural organizations throughout the recovery period and recognizing public art as a component of building complete communities and public spaces. In addition, ArtworxTO also responds to the recommendations of the City of Toronto Economic and Culture Recovery Advisory Group, led by Deputy Mayor Thompson, who, among the recommendations in their report [Building Back Stronger](#), encourage the City to develop Black, Indigenous and People of Colour (BIPOC) talent, expand art to all corners of the city, and enhances spaces for cultural presentation.

Public art is an important tool for urban economic recovery. ArtworxTO will build upon the citywide programs, such as CafeTO, ActiveTO and ShowLoveTO, that have assisted in the ongoing recovery of the City. ArtworxTO programs were designed in close consultation with Toronto Public Health (TPH) and provide safe and distanced activities for Toronto's residents and visitors. Sites selected for these programs are open spaces, allowing the artwork to be seen from many vantage points and visitors can easily remain physically distanced. The artworks are situated in high foot-traffic areas (like parks, shopping centres, community centres and plazas), accessible to those who stumble upon the experience while undertaking daily activities. At this time, events held indoors will require masks, registration to ensure capacity limits and public health signage will be posted; the ArtworxTO team will continue to monitor provincial regulations and ensure full compliance with all applicable public health requirements.

Public safety is a cornerstone of the ArtworxTO program. Many elements will continue to be available online, such as digital programming, virtual Cultural Community Hubs exhibitions, and online ArtworxTO talks and workshops. All ArtworxTO staff and contractors have been trained in adherence to COVID protocols and see the safety of the public as their highest priority.

As outlined later in the report, ArtworxTO builds on the established success of existing City of Toronto public art programs, such as Transportation Services' StreetARToronto initiative, which was able to produce upwards of 800 murals in the public realm during the pandemic in 2020. This put much-needed funding into the hands of diverse Toronto artists while empowering communities through art calls and artworks that visually expressed what so many were experiencing. Programs like StART's 'Celebrating Front

Line Heroes' murals, the hundreds of murals on ActiveTO cycle track concrete barriers, Quiet Streets 'art blocks', and StART's 'Just Us' art call privileging artists from Black, Indigenous and People of Colour (BIPOC) communities are just a few examples of the ways that public art is playing a key role in the social and economic recovery of Toronto from the pandemic.

ArtworxTO Programming Plan

Economic Development and Culture, in partnership with Transportation Services, City Planning, the Indigenous Affairs Office, Parks, Forestry and Recreation, City of Toronto Archives, and the Toronto Public Library, are delivering ArtworxTO through a combination of new and existing public art programming. In addition, programming activities and public art installations are provided by a number of program partners, including the City's six Local Arts Services Organizations (LASOs), key arts organizations throughout the city, and Toronto-based universities and galleries. More details of ArtworxTO programming are listed below.

ArtworxTO Programs (administered by Economic Development and Culture)

Program	Details
ArtworxTO Hubs	Four locations in all corners of the city (Etobicoke, North York, Scarborough, and Downtown) are activated by emerging racialized curators. The four sites will be open for the full year, offering exhibitions, programming, and digital components based on the surrounding community and curatorial vision. There are also four Pop-Up Hubs located at Bayview Village and Commerce Court South in addition to partnered Pop Up programs with community arts partners Sketch, East End Arts and UrbanArts.
BigArtTO	Building upon the success of the 2020 program implemented through ShowLoveTO, this initiative features 29 artistic and animated projections located across all 25 wards, focusing on emerging artists who will use public space as their canvas.
Billboard Art Projects	Two projects dedicated to sharing art in everyday spaces accessible to everyone are activated in unexpected locations such as street side billboards. Project Reframed seeks to provide visibility for emerging artists of colour, and to challenge notions of belonging in traditional art spaces. Pillars of Change will use the City's access to digital signs and assets, including Yonge Dundas Square. The artworks will be on the theme of art and sustainability, and will allow TDSB students to see their work presented in public spaces.

Program	Details
Spotlight Emerging Artists Program	ArtworxTO will use its reach to promote the careers of emerging artists and curators, with 52 emerging artists selected for the Spotlight, one per week during ArtworxTO.
ArtworxTO Talks	A ten-part talk series spanning 2021 – 2022 will be held focusing on the important intersection of art and wellness, including topics on the importance community-building, access to the arts, and mental health.
ArtworxTO Tours	Through a partnership with local digital media start-up Driftscape, this mobile-friendly website and app allows users to identify public artworks near them and engage in self-guided walking tours. One tour will be designed for each of Toronto's 25 wards.
ArtBuzz	ArtBuzz explores the stories behind Toronto's collection of public art and monuments. Through the integration of the ArtworxTO Interactive Map, users can access audio recordings of detailed information of over 75 artworks with commentary from the artist and curator.
Out of the Vaults	This program draws on the important art collections of a range of partners, including the City, the TD Bank, RBC and the Canada Council for the Arts, to provide professional development opportunities for Toronto's emerging curators and bring greater exposure to these important collections.
ArtworxTO Blog	In collaboration with OCADU students, ArtworxTO features a blog that highlights public art and explores what public art means in the eyes of Torontonians and visitors to the city. The purpose of the blog is to encourage conversation on how we think about public art, who it serves, who makes it, and why it's made.
Grant Programs	Through four streams of grant funding, external peer review panels assisted City staff in identifying 93 independent artists, BIAs, collectives, and arts organizations to create artwork and programs for ArtworxTO. These projects cover all types of public art, including murals, sculpture, digital media, performance, residencies, mentorships, and more. Of these, 42% are legacy programs and public art that will last into 2023 and beyond.

Program	Details
Public Art for Tomorrow Symposium	A three-day semi-virtual symposium in November 2021, this collaboration between the City of Toronto and Gouvernement du Quebec will focus on the future of public art in cities. Attendance is completely free and all keynotes, panels, workshops, artist showcases and other programming will be available in both official languages.
Artist In Residence (AiR)	This program, a commitment in the City's Public Art Strategy, builds on a successful pilot at Toronto Solid Waste, and will enlist artists to contribute to policy development and public communication of key priorities for City divisions. The first one year placement will start in 2021, and continue thereafter as a legacy of ArtworxTO.
ArtworxTO x Monument Lab	With Toronto's global leadership on a recognition review, ArtworxTO will support these efforts by enlisting international and local experts to examine who gets memorialized and why. The public will be engaged via a mobile monument that pops up around the city, over October 2021. This project will be unique to Toronto, but will resonate globally as cities around the world grapple with the difficult questions raised around their historical monuments.
Listen. Learn. Act.	An online and onsite resource that invites the public to take a deep dive into the conceptual underpinnings of projects and programs at ArtworxTO's Hubs. Writings, interviews, artist responses, tasks and prompts will offer context and multiple perspectives through which to view the works on display. The public will be invited to make their own contributions through digital submissions.

Additional Related City Programs to Complement ArtworxTO (various City divisions)

Program	Details
StreetARToronto Suite of Programs	The StreetARToronto (StART) initiative is now in its 10th year of engaging and empowering communities and celebrating and showcasing artwork by youth, Black, Indigenous, all gender identities and diverse artists of all backgrounds. In 2021, StART will add about 200 new project-based installations to the existing 1,000+ street murals located throughout the city and will continue to build on these successes throughout 2022. The suite of programs has been developed to provide a career ladder for artists to advance from small scale (Outside the Box & Concrete Barrier) installations to 10+ storey buildings. Designed to encourage active transportation (walking and cycling) StART programs also provide mentorship opportunities to help develop the next generation of artists.
StART Monumental	For established and mid-career artists, this program provides opportunities to create meaningful, large-scale street art on buildings 10 storeys or more high.
StART Underpass Program (StART UP)	The StART Underpass Program (StART UP) transforms often dark, unpleasant underpass walls into vibrant and colourful works of art that appeal to and inspire residents and visitors to enjoy the community.
StART Partnership Program	StART's flagship Partnership Program features meaningful, mid to large scale community-engaged mural projects throughout Toronto.
StART Laneways of Toronto Program	With the support of local residents the Laneways of Toronto Program transforms laneways, garage doors, fences that have experienced significant graffiti vandalism into attractive outdoor art galleries.
StART Cycle Track Art Program	The Cycle Track Art Program engages artists to paint the concrete barriers that separate cycle tracks from automobile traffic lanes. The painted barriers improve safety by providing a higher level of visibility for motorists and cyclists and improve the streetscape for all road users. Projects for 2021 include cycle track barriers on Richmond Street and along The Meadoway in Scarborough.

Program	Details
StART Outside the Box Program	The Outside the Box Program provides entry-level opportunities for emerging artists to add colour, delight and meaningful art to Toronto streetscapes while developing their skills and portfolios. About 40 to 60 traffic signal controller cabinets are painted or wrapped each year.
StART Community Support Program	Throughout the pandemic, StART launched a number of community based art calls to celebrate and support Front Lines Heroes, ActiveTO and Quiet Streets, anti-black racism, social justice for Indigenous Peoples, and brought artists from different backgrounds together to share knowledge and life experiences through their art. One such notable projects was a collaboration with Toronto Water involving more than 120 Black, Indigenous and female identifying artists painting murals on the construction hoarding surrounding the Main Sewage Treatment Plant.
StreetARToronto Map (StART Digital)	Initiated in 2018, the StreetARToronto Map currently features more than 1,000 artists and artworks by Toronto artists throughout the city, together with the stories and themes that inspired them.
Percent for Public Art Program (City Planning)	City Planning continually works with developers to secure public art projects on private lands, public lands, and for future infrastructure and civic capital projects. The Percent for Public Art Program originated in 1985 and has been reinforced through subsequent Official Plan policies. The name of the program is derived from the principle that one percent of a project's gross construction costs is dedicated to public art - a guiding approach that has been used for decades in hundreds of programs across North America and Europe. The success of this program has led to the proliferation of public art across the city - private developers have contributed 400 works of public art over the past 30 years. Urban Design guidelines also provide guidance by identifying public art opportunities in city-wide documents and neighbourhood plans. The collection of art secured through development both on private and private lands can be found in the Percent for Public Art on-line inventory of over 400 projects. A number of public art installations unveiled by developers through the Percent for Public Art Program in 2021 will be included in the ArtworxTO events calendar.

Program	Details
Indigenous Place Making (Indigenous Affairs Office)	As part of its Indigenous Place-Making strategy, the Indigenous Affairs Office (IAO) will work with Indigenous artists to develop an Indigenous focused component of the ArtworxTO Action Plan, with the objectives of removing barriers for Indigenous artists; locating art within Indigenous communities in a meaningful way; and increasing access to studio space and other supports for Indigenous artists, including mentorship programs for young and emerging Indigenous artists.
City of Toronto Public Art and Monuments Collection (Economic Development and Culture)	Programming is planned throughout 2021 - 2022 including three projects for the Toronto Sculpture Garden, announcements of new commissions, and launch events for several new pieces. The existing collection is also highlighted through collaborations with programs as well as through improvements to publicly available information on the City's website and at artwork sites.
Cultural Hotspot (Economic Development and Culture)	The 2021 Cultural Hotspot program is city-wide and builds on the theme of ArtworxTO. The program continues to focus outside the core and plans to facilitate five large-scale and 25 small-scale projects.
Parks Programming and Temporary Sculptures (Parks, Forestry, and Recreation)	Parks, Forestry, and Recreation (PFR) is supporting a number of ArtworxTO projects, particularly programming and temporary art installations in park spaces. PFR also delivers a variety of art programs for youth, including Artist in the 6ix- which helps develop and showcase youth artists, STOMP- a city-wide dance competition, and five A.M.P.E.D (Artist development, Modelling, Photography, Music Engineering, and DJing) programs. PFR continues to celebrate new artwork delivered through PFR capital initiatives and supporting the development of projects that encourage play.
Business Growth Services Streetscape Projects (Economic Development and Culture)	In addition to completing four new Business Improvement Area (BIA) art projects, the streetscape improvement project team is introducing more masterplans throughout 2021 – 2022. These plans include working with OCADU students, installing public art, as well as creating additional opportunities for public art in BIA settings.
City of Toronto Archives Programs	The City of Toronto Archives is mounting a new exhibit in the fall of 2022 with the Black Artists' Networks in Dialogue (BAND) highlighting Black female leaders of Toronto.

Program	Details
Toronto Public Library (TPL) Programs	The Toronto Public Library is developing programs on the theme of inclusive public spaces and exploring the connectivity between literature and visual arts, including youth-based initiatives, data art projects, Arts in the Library residency program, digital platforms and media arts, and a speaker series.

In addition to the programs listed above delivered by the City of Toronto, programming activities and public art installations are being provided by a number of program partners, including:

- The City's six Local Arts Services Organizations (LASOs) – Arts Etobicoke, Lakeshore Arts, Urban Arts, North York Arts, East End Arts and Scarborough Arts;
- Key institutions and organizations throughout the city: the Art Gallery of Ontario (AGO), Art Toronto, Evergreen, Gardiner Museum, Harbourfront Centre, Luminato, Museum of Contemporary Art (MOCA), Union Station (Osmington), Scotiabank CONTACT Photography Festival, STACKT Market, The Power Plant Contemporary Art Gallery, The Bentway, Toronto Arts Council, Toronto Arts Foundation, Toronto Biennial of Art, and Toronto Outdoor Art Fair; Yorkville Murals; and
- Toronto-based universities and galleries: Art Gallery of York University, University of Toronto and Doris McCarthy Gallery, OCADU and its Onsite Gallery, and Ryerson University.

ArtworxTO Engagement Plans

A number of groups have been convened to engage with various stakeholders in order to ensure that ArtworxTO: Toronto's Year of Public Art 2021 – 2022 is simultaneously grounded in and owned by the broader community.

Committee/Group	Membership/Role
Mayor's ArtworxTO External Advisory Committee	The Mayor's ArtworxTO External Advisory Committee plays a crucial role in ensuring that the project is communicated and implemented in ways that resonate with Torontonians, maximizes the event's impact, and leaves a lasting legacy. Each member on the Committee brings an essential and critical perspective to the development of the project and all members are champions of ArtworxTO: Toronto's Year of Public Art 2021 – 2022 within their respective communities and networks.

Committee/Group	Membership/Role
External Working Group	The External Working Group includes stakeholders in community and culture drawn from across the city and provides informed advice, feedback, and ideas to contribute to the planning of ArtworxTO: Toronto's Year of Public Art 2021 – 2022. The Working Group's contributions include support on evaluation metrics, advice on programs, and championing this City initiative in communities across the city, amplifying reach and local engagement.
Internal Stakeholder Working Group	Comprised of the City's three public art producing Divisions: Transportation Services, City Planning, and Economic Development and Culture, this working group meets regularly to provide advice, feedback and Divisional input into programs and initiatives put forward for ArtworxTO.
Interdivisional Working Group	The Interdivisional Working Group is made up of City staff from various divisions, including Economic Development and Culture, Transportation Services, Indigenous Affairs Office, City Planning, Parks, Forestry and Recreation, Municipal Licensing and Standards, Corporate Services: Environment & Energy, Corporate Services: Technology Services, Solid Waste Management Services, Strategic Communications, Senior Services and Long-Term Care, Toronto Employment and Social Services, Toronto Public Library, the City Manager's Office, and the Mayor's Office.

ArtworxTO Outreach, Marketing and Media Exposure

A key ArtworxTO goal is to help the public better find and understand public art in Toronto. To ensure the broadest possible awareness of ArtworxTO's various programs, a marketing strategy has been developed that includes the launch of a dedicated ArtworxTO website. This site promotes all 2021 – 2022 events and activities associated with ArtworxTO, including the Community Cultural Hub and Partner Programs. An interactive map enables the public to find, sort and save art locations close by, or discover upcoming events. Web options also enable the public to discover more about the artists and installations via enhanced media options, resources, online stores and more. The mobile optimized, GPS-enabled ArtworxTO.ca website features all of Toronto's City-produced public artworks including approximately 1,500 murals, sculptures and installations spread across the Toronto region. The dynamic map encompasses the Public Art and Monuments Collection, StreetARToronto, the Percent for Public Art Program and BIA Streetscapes projects. The website launched January 2021.

In terms of expected media exposure, through a combination of paid, owned, earned and in-kind print, online, out-of-home and broadcast media, it is anticipated that the ArtworxTO marketing campaign will earn a total of over 286 million impressions over the course of 2021.

ArtworxTO Evaluation Strategy and Projected Impacts

To inform its reporting to Toronto City Council, ArtworxTO is applying a comprehensive program evaluation, with oversight by management of the key City Divisions involved. Understanding the impact of public art and the City's return on public art investments has been identified as a key legacy outcome of ArtworxTO. Program evaluations are important decision-making tools needed to comprehensively understand where program efforts and investments succeed and where calibration may be needed. Central to understanding the impact of public art is disciplined information collection (both qualitative and quantitative data) and reporting.

The City of Toronto retained [PROCESS](#) to lead the program evaluation. PROCESS established a comprehensive stakeholder engagement program to identify ArtworxTO's key measures of success, with strong correlation to the City's Public Art Strategy. The ArtworxTO evaluation framework, included as Attachment 1, reflects research and feedback from over 75 key stakeholders. The survey and collection of public feedback began on October 1, 2021, with focus groups, event assessments, and participant interviews continuing throughout the year.

Legacy and Desired Impacts

As per the [21 strategic actions](#) in the Public Art Strategy, ArtworxTO will endeavour to create a legacy of greater support for artists. This will occur through increased public engagement and appreciation, and a renewed approach to commissions and commissioning programs.

The Public Art Strategy Implementation Plan is in process and will be provided to Council in mid-2022. The Plan will outline the divisional programs and targets to meet the goals of the Public Art Strategy. Findings from the ArtworxTO evaluation will inform the Public Art Strategy Implementation Plan, with many ArtworxTO initiatives designed to act as a test bed for commitments in the broader ten-year Strategy.

Short-Term Desired Impacts (2021 – 2022)

Through ArtworxTO, artists and public art will continue to play an essential role in Toronto. All Toronto residents and artists should see themselves reflected in Toronto's public art programs. Public participation in and appreciation of public art throughout Toronto will be increased. Toronto City Council, municipal staff and partners will be invested in establishing an enabling environment for public art.

Mid-Term Desired Impacts (2022 – 2026)

With approximately 42% of projects remaining in public space after the closing of ArtworxTO, the program will continue to be relevant around Toronto. There will be an increased alignment between the needs of diverse communities and equity-deserving groups, the City of Toronto, the public art sector and Torontonians. There will be greater support for the City's 10-year Public Art Strategy. Public participation with artists and public art will contribute to a strong recovery from COVID-19 impacts by attracting investment, visitors and employment. ArtworxTO will result in more engaged, connected and skilled Torontonians as well as healthier, safer and more livable Toronto.

neighbourhoods.

Long-Term Desired Impacts (2026 – 2030)

ArtworxTO will have the following long-term impacts.

Arts Sector Impact: *A vital, resilient, and healthy arts sector in Toronto.*

By supporting public arts, ArtworxTO will be providing a public good as Toronto's public art sector is imperative for and a direct contributor to Toronto's social and economic well-being.

Social and Cultural Impact: *Strong and flourishing individuals and city-wide neighbourhoods.*

There will be increased public participation in art, increased community well-being, greater quality of life and enhanced sense of belonging. There will be healthier places, populations and improved public safety and security. There will be more skills and capacity among Torontonians, particularly youth.

Economic Impact: *A thriving Toronto economy.*

Toronto will see a strong rebuild from the impacts of COVID-19 through the creation of good local jobs, increased investment and greater tourism and visitor spending. Toronto's identity and competitiveness will be augmented in Canada and abroad.

Operational Impact: *Quality and accountability in equitably serving Torontonians.*

The City will better serve Torontonians by working effectively with artists, arts organizations and institutions and partners. The City will demonstrate leadership for a more equitable Toronto through effective and accountable government and inclusive processes that contribute to a more creative, vibrant city.

Conclusion

ArtworxTO will assist with Toronto's recovery efforts and provide a full year of events, programming, and art commissions to be enjoyed by Torontonians and visitors alike. The program will leave a legacy of career advancement for diverse artists, stronger collaboration between arts organizations in the city, new public art works installed across the city with a focus outside the core, and deeper public awareness and engagement with public art in Toronto. Multiple City divisions will contribute to the success of ArtworxTO and, thereafter, to the implementation of the Public Art Strategy in order to better serve Torontonians, artists, and cultural organizations.

CONTACT

Patrick Tobin, Director, Arts and Culture Services, Economic Development and Culture
416-392-4166, Patrick.Tobin@toronto.ca

SIGNATURE

Cheryl Blackman
Interim General Manager, Economic Development and Culture

Gregg Lintern, MCIP, RPP
Chief Planner and Executive Director, City Planning Division

Barbara Gray
General Manager, Transportation Services

ATTACHMENTS

Attachment 1 - ArtworxTO Evaluation Framework