



PERFORMANCE MEASURES - ArtworxTO’s measure for key short-term outcomes from the logic model are:

CREATIVITY

A. Public art and artists play an essential role in Toronto and are imperative for / direct contributors to Toronto’s social and economic well-being (i.e., mitigating COVID-19 impacts).

- 1. Development, funding, support (i.e., promotion and marketing, letters of support, triage City systems, etc.) and production of public art throughout Toronto.
- 2. Funding of grants that increase skills and capacity (i.e., education, skills development, mentorship).
- 3. Increased diverse types of public art with a strong relationship to site; choice of artists; artistic excellence; and increase the mix of permanent works, performance, participatory works, temporary works, experiential public artwork, and balance with permanent sculptural public artwork.
- 4. Immediate support for Toronto artists, cultural producers, collectives, curators, arts organizations and art institutions to make work, earn income, remain in Toronto and contribute to Toronto’s culture sector.
- 5. Improved understanding as to how public art, artists and associated activities can benefit Toronto (i.e., confront racism, bring joy/happiness, social cohesion, economic inclusion and economic development).

COMMUNITY

B. All Toronto residents and artists see themselves reflected in Toronto’s public art and have increased access and participation.

MEASURES:

- 6. Increased applications and funding for the following priority groups historically underrepresented in Toronto’s public art: IBPOC, youth and emerging artists, 2SLGBTQIAP, Deaf persons, persons with disabilities and persons living with mental illness.
- 7. Public art juries, panels and advisory committees are reflective of the diversity of the arts sector, and the population of Toronto, with a focus on IBPOC, youth and emerging artists, 2SLGBTQIAP, deaf persons, persons with disabilities and persons living with mental illness.
- 8. More opportunities for Torontonians, from diverse and historically underserved neighbourhoods, to participate in public art within their own neighbourhoods.
- 9. Increased connections and collaborations amongst artists and curators in partnerships with art institutions and local cultural community hubs to experience art and knowledge in local contexts.
- 10. More public art projects that advance civic dialogue on systemic inequities and advance Indigenous placekeeping (i.e., anti-Black/anti-Indigenous racism, poverty, housing crisis, climate change, connection to place/land/history, etc.)
- 11. Increased awareness and understanding of what public art is through accessible communication and increased access to ArtworxTO events, City of Toronto public art collection, public programs and processes (i.e., jury processes, benefits, artist fees, etc.).
- 12. More Opportunities for Torontonians to participate in arts education.
- 13. Sustain, build and transform relationships with developers to continue the legacy and impact of Toronto public art programs.
- 14. Opportunities for people outside Toronto to experience Toronto and Canadian artists, cultural producers, collectives, curators, arts organizations and art institutions.

EVERYWHERE

C. City of Toronto Council, municipal staff and partners are invested in expanding an environment open to a myriad of public art possibilities.

MEASURES:

- 15. City as convenor to improve relationships between the City Divisions, City partners, artists, youth, the public (i.e., transformative action with communities), LASOs, BIAs and the private sector.
- 16. Simplified processes for artists and neighbourhood organizations to produce public art in Toronto (i.e., reduce ‘red tape’ such as permitting challenges, increased flexibility to respond to uncertain contexts for the foreseeable future).
- 17. Improved City of Toronto investment, expenditures, procurement and maintenance of public art.

PERFORMANCE MEASURES + INDICATORS

SHORT-TERM OUTCOMES	MEASURES	INDICATORS
CREATIVITY		
D. Public art and artists play an essential role in Toronto and are imperative for / direct contributors to Toronto’s social and economic well-being (i.e., mitigating COVID-19 impacts).	1. Development, funding, support (i.e., promotion and marketing, letters of support, triage City systems, etc.) and production of public art throughout Toronto.	A1.1 # and value of public art grants provided by ArtworxTO
		A1.2 # and value of public art grants provided by City of Toronto
		A1.3 # and value of external funds (private sector) provided to City of Toronto for public art
		A1.4 value and % increase of public art funding to Toronto art institutions
		A1.5 # of participating artists (includes cultural producers, collectives, curators, arts organizations) supported by ArtworxTO: Toronto’s Year of Public Art 2021-2022 / 10-year Public Art Strategy, overall and by demographics and location
		A1.6 # of participating artists (includes cultural producers, collectives, curators, arts organizations) supported by City of Toronto (Planning and Transportation Services) overall and by demographics and location
		A1.7 Change in access to space (i.e., more space allotments and flexibility for organizations to access space).
		A1.8 % of artists (includes cultural producers, collectives, curators, arts organizations) to report increased access to materials, space, resources and opportunities
		A1.9 Artists (includes cultural producers, collectives, curators, arts organizations) experiences with ArtworxTO: Toronto’s Year of Public Art 2021-2022 / 10-year Public Art Strategy activities, overall and by demographics and location
	2. Funding of grants that increase skills and capacity (i.e., education, skills development, mentorship).	A2.1 # of artists and arts professionals (includes cultural producers, collectives, curators, arts organizations) who attend activities / events for training and skill development supported or provided by ArtworxTO, overall and by demographics and location
		A2.2 # of activities / events for training and skill development supported or provided by ArtworxTO (i.e., mentorships)
		A2.3 % of total # of grants provided by ArtworxTO for training and skill development, overall and by demographics and location
		A2.4 % of artists (includes cultural producers, collectives, curators, arts organizations) to report increased access to education and knowledge opportunities
	3. Increased diverse types of public art with a strong relationship to site; choice of artists; artistic excellence; and increase the mix of permanent works, performance,	A3.1 # of public art works in a variety of media, overall and by location
		A3.2 % increase of public art works in a variety of media, overall and by location
		A3.3 Change in access to resources allocation and funding

SHORT-TERM OUTCOMES	MEASURES	INDICATORS
	participatory works, temporary works, experiential public artwork, and balance with permanent sculptural public artwork.	A3.4 % of legacy projects that engage artists (includes cultural producers, collectives, curators, arts organizations) and users / audiences in working relationships connected to site and public artwork
		A3.5 Ongoing tracking of the impact of public art in Toronto
	4. Immediate support for Toronto artists, cultural producers, collectives, curators, arts organizations and art institutions to make work, earn income, remain in Toronto and contribute to Toronto's culture sector.	A4.1 Artists (includes cultural producers, collectives, curators, arts organizations) experiences with ArtworxTO's support system to manage shifting public health requirements and deliver funded projects
		A4.2 Artists (includes cultural producers, collectives, curators, arts organizations) experiences with City's collaborative / responsive processes (i.e., reduction of permitting challenges) to support the creation of alternative spaces to experience art (e.g., performance outside the theatre)
		A4.3 Artists and fabricators/producers to report economic benefits resulting from ArtworxTO: Toronto's Year of Public Art 2021-2022 / 10-year Public Art Strategy activities
		A4.4 # of City owned spaces leveraged to support Toronto artists, cultural producers, collectives, curators, arts organizations and art institutions to make work, deliver programming, earn income, remain in Toronto and contribute to Toronto's culture sector
		A4.5 \$ value of income paid to artists / arts professionals (includes cultural producers, collectives, curators, arts organizations) through ArtworxTO-funded activities
		A4.6 % of artists (includes cultural producers, collectives, curators, arts organizations) to report economic gain and/or stability
	5. Improved understanding as to how public art, artists and associated activities can benefit Toronto (i.e., aid in COVID-19 recovery / rebuild, bring joy/happiness, social cohesion, economic inclusion and economic development).	A5.1 Residents / audiences' to report on how ArtworxTO experiences expand their awareness of public art in Toronto, overall and by demographics and location
		A5.2 Artists and residents / audiences' experiences with public art and ArtworxTO: Toronto's Year of Public Art 2021-2022 / 10-year Public Art Strategy activities, art works and legacy projects, overall and by demographics and location
		A5.3 Artists and residents / audiences report greater sense of connection and belonging, overall and by location
		A5.4 % of users / audiences to report change in attitudes towards public art
		A5.5 % of users / audiences to express positive response including engagement and enjoyment
		A5.6 % of users / audiences to express that public art as a valuable part of their daily lives, overall and by demographics and location
		A5.7 Local businesses to report ArtworxTO experiences support economic activity and COVID-19 recovery
		A5.8 Local residents, artists and businesses to report ArtworxTO experiences support Local Tourism to all areas of the City

SHORT-TERM OUTCOMES	MEASURES	INDICATORS
COMMUNITY		
E. All Toronto residents and artists see themselves reflected in Toronto’s public art and have increased access and participation.	6. Increased applications and funding for the following priority groups historically underrepresented in Toronto’s public art: IBPOC, youth and emerging artists, 2SLGBTQIAP, Deaf persons, persons with disabilities and persons living with mental illness.	B6.1 % of applications to ArtworxTO from artists (includes cultural producers, collectives, curators, arts organizations and arts institutions) who identify as member of ArtworxTO priority groups: IBPOC, youth and emerging artists, 2SLGBTQIAP, Deaf persons, persons with disabilities and persons living with mental illness
		B6.2 % of ArtworxTO grants to artists (includes cultural producers, collectives, curators, arts organizations and arts institutions) who identify as member of ArtworxTO priority group(s): IBPOC, youth and emerging artists, 2SLGBTQIAP, Deaf persons, persons with disabilities and persons living with mental illness
		B6.3 Experience of artists who identify as a member of ArtworxTO’s priority groups artists
	7. Public art juries, panels and advisory committees are reflective of the diversity of the arts sector, and the population of Toronto, with a focus on IBPOC, youth and emerging artists, 2SLGBTQIAP, Deaf persons. persons with disabilities and persons living with mental illness.	B7.1 # and % increase of ArtworxTO juries, panels and advisory committees are reflective of the diversity of the arts sector, and the population of Toronto, with a focus on IBPOC, youth, 2SLGBTQIAP, Deaf persons, persons with disabilities and persons living with mental illness
		B7.2 Artists (includes cultural producers, collectives, curators, arts organizations) experiences with ArtworxTO application and project implementation process
		B7.3 Ongoing tracking of the impact of public art in Toronto
	8. More opportunities for Torontonians, from diverse and historically underserved neighbourhoods, to participate in public art within their own neighbourhoods.	B8.1 # of public activities and events produced by ArtworxTO-funded artists (includes cultural producers, collectives, curators, arts organizations), overall and by location
		B8.2 # of public activities and events produced by ArtworxTO-funded artists, (includes cultural producers, collectives, curators, arts organizations), in their own neighbourhoods, overall and by location
		B8.3 # and % of total audience / public participants for ArtworxTO events, overall and by location (based on postal codes)
		B8.4 # and % of total audience / public participants to report greater opportunities to observe, participate or engage in public art in their local communities
		B8.5 # and % of total artists and public participants to report ArtworxTO experiences reflected who they are
		B8.6 # of Toronto art and artistic institutions (e.g., AGO, Powerplant, Luminato, MOCA, Soulpepper Theatre, Corporate Collections, etc.) made accessible to communities feeling disengaged by institutional art structures
		B8.7 Experiences of IBPOC, youth, 2SLGBTQIAP, Deaf persons, persons with disabilities and persons living with mental illness (public participants and artists) to report entitlement / comfort / belonging in public space
		B8.8 Residents / public participants and artists (includes cultural producers, collectives, curators, arts organizations) to report a sense of belonging, stewardship and pride in their local neighbourhoods
		B8.9

SHORT-TERM OUTCOMES	MEASURES	INDICATORS
	9. Increased connections and collaborations amongst artists and curators in partnerships with arts institutions and local cultural community hubs to experience art and knowledge in local contexts.	% of total # of grants in each geographic region (Neighbourhood and Ward levels)
		B9.1 # of Artists and arts institutions to report new and enhanced relationships and partnerships
		B9.2 % of legacy projects that engage artists (includes cultural producers, collectives, curators, arts organizations) and users / audiences in working relationships connected to site and public artwork
		B9.3 # of City partnerships with Toronto art and artistic institutions (e.g., AGO, Powerplant, Luminato, MOCA, Soulpepper Theatre, Corporate Collections, etc.)
		B9.4 # of partner-based legacy public art works, overall and by location
	10. More public art projects that advance civic dialogue on systemic inequities and advance Indigenous placekeeping (i.e., anti-Black/anti-Indigenous racism, poverty, housing crisis, climate change, connection to place/ land/history, etc.).	B10.1 % of total # of grants provided by ArtworxTO whose artworks address major issues facing Toronto (i.e., equity, anti-racism, poverty, housing, climate change).
		B10.2 Residents / audiences' to report ArtworxTO experiences expand their awareness of current discourses, overall and by demographics and location
		B10.3 Residents / public participants and artists (includes cultural producers, collectives, curators, arts organizations) to report ArtworxTO experiences introduced new ideas or understanding of their neighbours, neighbourhoods, City, and issues shaping it
	11. Increased awareness and understanding of what public art is through accessible communication and increased access to ArtworxTO events, City of Toronto public art collections, programs and processes (i.e., jury processes, benefits, artist fees, etc.).	B11.1 # of residents / the public / audiences' engaging with Toronto public art, overall and by demographics and location
		B11.2 Residents, public participants and artists (including cultural producers, collectives, curators, arts organizations and arts institutions) to report on how ArtworxTO experiences expand their awareness of public art in Toronto, overall and by demographics and location
		B11.3 Analytics of ArtworxTO: Toronto's Year of Public Art 2021-2022 digital resources, overall and by demographics and location
		B11.4 # of residents / the public / audiences' at ArtworxTO: Toronto's Year of Public Art 2021-2022 events and usage of digital resources, overall and by demographics and location (both inside and outside of Toronto)
		B11.5 # and % users / participants / audiences to report ArtworxTO experiences reflected who they are
		B11.6 # and % of total number of residents / the public / audiences and artists (includes cultural producers, collectives, curators, arts organizations) to report an accessible ArtworxTO brand and digital infrastructure (i.e., identity, comprehensive program website, interactive public art mapping, translation)
		B11.7 % of total residents / the public / audiences to report greater opportunities to observe, participate or engage in public art in their local communities, overall and by demographics and location
		B11.8 # and % of total number of targeted outreaches by demographics (i.e., languages) and location
		B11.9 Change in active media and social media interest

SHORT-TERM OUTCOMES	MEASURES	INDICATORS	
		B11.10 # of earned media and social media (i.e., local, national, global)	
		B11.11 # of critical reviews of the ArtworxTO, published in local, national and international journals and magazines	
	12.More opportunities for Torontonians to participate in arts education.	B12.1 # of ArtworxTO grants that provide funding specifically for arts education (i.e., mentorship, etc.)	
		B12.2 # of events that offer opportunities for artists / residents / public participants to engage in arts education by ArtworxTO funded activities	
		B12.3 # of participants (adults / youth) in all arts education events by ArtworxTO-funded artists (includes cultural producers, collectives, curators, arts organizations), overall and by demographics and location	
		B12.4 # of arts education partnerships (i.e., with arts institutions, post-secondary, etc.)	
	13.Sustain, build and transform relationships with developers to continue the legacy and impact of Toronto public art programs.	B13.1 # of City partnerships and public art assets created with the private sector and % increase, overall and by location	
		B13.2 improved/new relationships with private property owners for creative use of space	
	14.Opportunities for people outside Toronto to experience Toronto and Canadian artists, cultural producers, collectives, curators, arts organizations and art institutions.	B14.1 # of total audience / public participant for ArtworxTO events, overall and by location (based on postal codes)	
		B14.2 Analytics of ArtworxTO: Toronto’s Year of Public Art 2021-2022 digital resources	
		B14.3 # of users / participants / attendees at ArtworxTO: Toronto’s Year of Public Art 2021-2022 events and usage of digital resources, overall and by demographics and location (both inside and outside of Toronto)	
	EVERYWHERE		
	C. City of Toronto Council, municipal staff and partners are invested in expanding an environment open to a myriad of	15.City as a convenor to improve relationships between the City Divisions, City partners, and artists, youth, the public (i.e., transformative action with communities), LASOs, BIAs and the private sector.	C15.1 # of new and enhanced relationships and partnerships
C15.2 # of City partnerships with Toronto art and artistic institutions (e.g., AGO, Powerplant, Luminato, MOCA, Soulpepper Theatre, Corporate Collections, etc.) and % increase			
C15.3 # of City partnerships with youth organizations and % increase			
C15.4 # of City partnerships with BIAs and the private sector and % increase			
C15.5 Improved / new relationships with private property owners and property management firms for creative use of space			
C15.6 % of legacy projects that engage artists (includes cultural producers, collectives, curators, arts organizations) and users / audiences in working relationships connected to site and public artwork			

SHORT-TERM OUTCOMES	MEASURES	INDICATORS
public art possibilities.		C15.7 Public participants and artists (including cultural producers, collectives, curators, arts organizations) to report engagement with public art decisions-making through equitable consultation processes.
		C15.8 Ongoing tracking of the impact of public art in Toronto
	16.Simplified processes for artists and neighbourhood organizations to produce public art in Toronto (i.e., reduce ‘red tape’ such as permitting challenges, increased flexibility to respond to uncertain contexts for the foreseeable future).	C16.1 % increase of City of Toronto staff engaging with Toronto public art
		C16.2 Change in processes and policies, including funding
		C16.3 Artists (includes cultural producers, collectives, curators, arts organizations) experiences with ArtworxTO: Toronto’s Year of Public Art 2021-2022 / 10-year Public Art Strategy activities, overall and by demographics and location
		C16.4 Artists (includes cultural producers, collectives, curators, arts organizations) experiences with ArtworxTO application and project implementation process
		C16.5 Ongoing tracking of the impact of public art in Toronto
	17.Improved City of Toronto investment, expenditures, procurement and maintenance of public art.	C17.1 Change in processes and policies, including funding
		C17.2 New City investment in public art and public art infrastructure by ArtworxTO: Toronto’s Year of Public Art 2021-2022 (i.e., power, concrete pads, artwork hanging systems, etc.)
		C17.3 Total value and % increase of public art funding
		C17.4 External funds leveraged by City of Toronto investments in ArtworxTO: Toronto’s Year of Public Art 2021-2022
		C17.5 Change in access to city-owned (i.e., City Parks) and privately-owned space for public art
		C17.6 # of capital projects that integrate public art
		C17.7 Ongoing tracking of the impact of public art in Toronto