



## **Cultural Hotspot Signature Projects Call for Proposals**

Cultural Hotspot is an annual arts, culture and community program that celebrates Toronto's outside-the-core communities through workshops, exhibits, events and more. From June through October 2023 the Cultural Hotspot shines a spotlight on the Little Jamaica neighbourhood.

This includes highlighting communities within the geographic boundaries of Castlefield Avenue to the north, Rogers Road to the south, Marlee Avenue to the east and Keele Street to the west.

Signature Projects provide funding opportunities from the City of Toronto for arts and community organizations already active in Little Jamaica and keen to provide new opportunities to engage residents in the arts and celebrate local creativity and culture.

Signature Project applicants should be established organizations with a proven track record to successfully deliver mid to large-sized community based arts and cultural projects. Youth job placements and/or mentorship are a mandatory component of each Signature Project with priority given to youth from equity-deserving communities. Signature Project funding is up to \$20,000 (accessibility funding requirements may be possible up to an additional \$2,000) per project. Typically there are up to five Signature Projects each year.

**We are seeking high impact and innovative project proposals that foster community engagement and create opportunities for people to connect and participate in community arts through workshops, activities, events and other initiatives.**

### **Signature Project requirements:**

We welcome local arts and community organizations from all art disciplines based in or with experience working in the Little Jamaica area to apply. All proposals must meet the criteria below:

1. New, unique and dynamic project concept
2. An inclusive and accessible arts and cultural project that engages community in the creation of the project and as audience members
3. Similar in scope to projects previously and successfully undertaken by the organization/artist
4. Youth job placements and/or mentorship are a built-in component of the project – priority will be given to projects engaging youth from equity-deserving communities

5. A project where the organization brings some additional funding and/or in-kind support
6. Feasible – with a realistic budget, timeframe, etc.
7. Based in the Little Jamaica area
8. Free to both project participants and the public

**Selection criteria:**

Projects will be assessed by a review panel with the following assessment criteria:

1. Meets aforementioned Signature Project requirements
2. In line with the Cultural Hotspot goals of celebrating arts, culture and community
3. Engages with community, with a focus on equity-deserving groups (persons with disabilities, women, Indigenous, Black, persons of colour, LGBTQ2S, undocumented workers, immigrants and refugees, persons with low income, youth) and/or vulnerable populations (seniors, residents in Neighbourhood Improvement Areas, persons with low literacy, persons who are homeless or under-housed, victims of violence)

**Benefits of Participating in the Cultural Hotspot:**

Organizations that receive funding from the City of Toronto on a Cultural Hotspot Signature Project will receive:

1. A contribution up to \$20,000 (accessibility funding requirements may be possible up to an additional \$2,000)
2. Promotion of your project through the Cultural Hotspot webpage and Culture\_TO social media channels
3. Organization name recognition on select Cultural Hotspot webpage and/or marketing materials

**Proposal process:**

Organizations interested in developing a Signature Project should:

1. Attend a Funding Information Session:
  - Register for a one-on-one in-person session with a Cultural Hotspot team member on our [event page](#).
  - Attend a virtual session by [registering online](#).
2. Contact [Nawfal Sheikh](#) or [Andrea Raymond-Wong](#) to discuss potential project details
3. Submit a project proposal online by January 16, 2023 using the Cultural Hotspot Project application and budget forms



**Deadline: January 16, 2023**

1. Fill in your application online.
2. Alternate application formats available upon request
3. Projects will be assessed by a review panel
4. If your project is conditionally approved, you may be asked to submit additional information including support letters from project partners
5. Successful applicants will be invited to enter into a formal agreement to finalize the project funding agreement with the City of Toronto

**Contact**

For further information visit [Toronto.ca/CulturalHotspot](https://toronto.ca/CulturalHotspot), or contact:

- Nawfal Sheikh, Community Cultural Coordinator,  
[Nawfal.Sheikh@Toronto.ca](mailto:Nawfal.Sheikh@Toronto.ca); 647-473-1894
- Andrea Raymond-Wong, Senior Arts Development Coordinator,  
[Andrea.Raymond-Wong@Toronto.ca](mailto:Andrea.Raymond-Wong@Toronto.ca); 647-881-1352