

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

Cultural Hotspot is an annual arts, culture and community program that celebrates Toronto's outside-the-core communities through workshops, 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.

Through seed funding, SPARK Projects support emerging and established equity-deserving artists and arts organizations from diverse communities – enhancing artistic talents, while promoting local organizations and individual artists to engage residents in community-based arts projects and to celebrate local creativity and culture.

SPARK Project funding is up to \$7,500 per project. Organizations may apply for up to \$1,500 in additional funds to support youth job placements and mentorship costs, for a total of \$9,000 in project funding. There are up to 10 SPARK Projects each year. Successful SPARK recipients that do not have official not-for-profit status must work with a trustee organization to receive funding. The trustee does not need to be confirmed at the application stage. Learn more about [Working with a Trustee](#).

**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.**

## **SPARK Project Requirements**

All SPARK Projects must be:

1. In line with the Cultural Hotspot theme of celebrating arts, culture and community
2. An inclusive and accessible arts and cultural project that engages community in the creation of the project and as audience members
3. A project that brings some additional funding and/or in-kind support
4. Feasible – with a realistic budget, timeframe, etc.
5. Based in the Little Jamaica area
6. Free to both project participants and the public

**Priority will be given to those projects that meet some or all of the following:**

1. Support emerging local artists
2. Engage people from equity-deserving communities (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)
3. Provide opportunities for local youth employment or mentorship
4. Support a local community arts initiative currently active in the community

**Proposal Process**

Artists/Organizations interested in developing a SPARK 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](#); or
  - Attend a virtual session by [registering online](#).
2. Contact [Emma Ward](#) or [Lory Diaz](#) 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. Please fill in the online application.
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 project details and funding agreement with the City of Toronto

**Contact:**

If you are interested in proposing a project, please visit [Toronto.ca/CulturalHotspot](https://toronto.ca/CulturalHotspot), or contact us for details:

- Emma Ward, Cultural Outreach Officer, [Emma.Ward@toronto.ca](mailto:Emma.Ward@toronto.ca); 437-996-1321;
- Lory Diaz, Cultural Outreach Officer, [Lory.Diaz@toronto.ca](mailto:Lory.Diaz@toronto.ca); 647-269-4859