Application Cover Letter

**StART Partnership Program 2018**

Please ensure that you review the StART Partnership Program 2018 guidelines and eligibility criteria prior to submitting your application.

Please ensure your application package contains the following.

* Completed Application and Project Information
* Completed Budget using provided Budget Template
* Signed permission from the property owner (for non-City owned property)
* Signed Terms and Conditions Document
* Signed Declaration of Non-Discrimination Policy

Incomplete applications will not be accepted.

Please submit one electronic copy of your completed application package to:

[streetart@toronto.ca](mailto:streetart@toronto.ca)

OR

By mail to:

StreetARToronto

Transportation Services, Public Realm Section

City Hall, 23rd Floor, East Tower

100 Queen Street West

Toronto, ON M5H 2N2

**Deadline: Thursday, February 15, 2018 @ 4:30 pm**

StART staff may contact you for further information regarding your application.

**StART Partnership Program 2018 Application**

**Applicant Information**

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| --- |
| Name of Organization/Artist Collective |
| Main Contact (Non-profit): |
| Main Contact : Artist (List lead artist and all participating artists) |
| Position/Title: |
| Mailing Address: |
| Telephone Number: |
| Email: |
| Website: |
| Social Media (Please list Facebook, Twitter and Instagram Accounts) |
| Proposed Mural Location: |
| Ward: |
| Application written by: |

**StreetARToronto Objectives**

StreetARToronto comprises a suite of innovative programs specifically designed for streets and public spaces to encourage active transportation (walking and cycling), make our streets more inviting and safe, reduce overall infrastructure maintenance costs, showcase local artists, mentor emerging talent, and create opportunities for positive engagement among residents, business owners and operators, artists, and arts organizations. StART also strives to support a diverse range of artists and organizations, increase mentorship opportunities through street art installations, develop the talents of local emerging artists and expand the variety and scope of projects supported every year. StART welcomes and actively seeks out partners for initiatives that support program objectives and sworks closely with partnership staff in other City divisions and agencies and supports City partnership activities.

**Note: When preparing your application, please consider that StreetARToronto is seeking a wide geographic distribution of projects that are led by a variety of artists and organizations. Please note that artists and organizations may not receive funding for multiple projects in a given year.**

**Project Information**

The following information and materials **must** be submitted with your application:

1. **Project Description and Community Involvement**

**Describe your project and include details of how the project meets the StreetARToronto objectives and mandate. Please also include all of the following:**

* + How will the project benefit/contribute to the neighbouring community?
  + How does the project theme relate to the surrounding community?
  + Describe how the local community (businesses, residents, and other community representatives) has been or will be informed and involved in the project.
  + Include a community consultation strategy.
  + Include a communications plan that details your public outreach strategy, including social media and your plans for project partner recognition.
  + Describe the community demographics, the target audience for the project and the potential positive impact the mural is expected to have on the community and surrounding area.
  + Describe how your project includes mentorship or training opportunities.

1. **Location and Wall Description(s)**

**Describe the physical characteristics of the wall and the surrounding property. Indicate work required to be completed before mural installation (e.g. wall repair). If wall repair is required, include cost and timeline in your budget. Include in your description the following:**

* + The condition of the wall, substrate (e.g. brick, stucco, cinderblock), adjacent landscaping and trees, the proximity of hydro wires, notable sidewalk conditions, etc.
  + Public visibility of the wall, and the characteristics of adjacent streets, parks, etc.
  + Municipal street address, nearest cross-streets.
  + Ward (name and number).
  + Ownership of proposed location (residential property, business property, City-owned property, etc.)
  + Recent color photo(s) of the proposed site (photos must be taken of the site – do not submit screenshots from Google Maps).
  + Wall Dimensions – Height, Width Area (square feet).
  + Map showing the proposed location and local neighbourhood.
  + **Indicate whether the property has experienced graffiti vandalism in the past. Provide evidence if possible.**

1. **Permissions**
   * If the proposed location is on private property, enclose the Letter of Permission signed by the owner for the use of the property. Be sure to include the property owner’s contact information (template provided).
   * **If the proposed location is on City-owned property, please contact StART staff at least one (1) month in advance of the application deadline to ensure permissions can be granted.**
2. **Artist Details**

**Please include the following information with your application:**

* + Identify the lead artist.
  + Include names of all artists who will participate in project including names of artists who will act as mentors.
  + Résumé or bio for each artist involved in the design of the mural.
  + Up to 5 images of ***past outdoor mural or street art work*** from each artist contributing to the mural design and an image list that includes location, year completed and description of artist role (e.g. lead, collaborator, assistant).
  + Why do you feel that the artwork and artist approach is a good fit for this location and community?
  + ***Non-profit applicants***- If you do not include an artist in your application, you must include a clear engagement plan on how you will select the artist. All artist selections that occur after funding is awarded must be approved by StreetARToronto.

1. **Organization Background** (If applicable)
   * Attach a one-page biography of organization and include key project staff.
   * Attach your organization's most recent financial statement.
   * Provide a list of your organization’s board members.
   * Attach proof of your organization’s not-for-profit status.
2. **Community Consultation Experience**

**Describe your past experience on projects of the scale you have proposed and provide any relevant experience with community engagement and consultation with one of your projects. In the absence of this, explain how you will use outside resources to assist you with this component of the project. Please reflect this in your budget.**

1. **Proposed Concept**
   * Attach an initial artwork rendering or, at minimum, a written description of the initial design concept.
   * If the design is left open, ensure there is a fulsome community engagement process explained fully in the application.
2. **Health and Safety/Insurance**
   * Identify specific health & safety training and associated certifications of the artist(s) and/or organization (e.g. Working At Heights, Aerial Work Platform).
   * Provide evidence of public liability insurance. (Please see (9.0 Limitation of Liability and Indemnification) in the Terms and conditions document.
   * Please note that successful applicants will need to provide their certificate of insurance. Please add to your budget if necessary.
3. **Work plan**

**Identify the Installation process, requirements and site impact. Include the following:**

* + Estimated timeline required for successful completion of the project, including proposed start and end dates and estimated launch timeframe.
  + Include time to prepare the site if required.

1. **Budget**

**Provide a detailed budget for the project, including other fund sources and in-kind donations based on the total value of the project. (You may use the budget spreadsheet provided or create your own)*.* The overall value of the project dictates the financial contributions required from other partners detailed in the below chart:**

|  |  |  |  |
| --- | --- | --- | --- |
| *Project Value* | *In-Kind Contribution* | *Cash Contribution* | *Total* |
| Less than $25,000 | 10% of total budget | Not required | 10% |
| $25,001 - $50,000 | 10% of total budget | 10% of total budget | 20% |

**Your budget must include, but is not limited to:**

* + Artist Fees (must be a minimum 35% of total budget)
  + Project Materials (paint, brushes, aerosol, tarps, etc.)
  + Project Equipment- (skyjack rentals, storage, etc.)
  + Publicity and documentation (photos, videos, etc.)
  + Events (public consultations, unveiling/launch event)
  + Insurance Costs
  + Estimated timeline required for successful completion of the project, including proposed start and end dates and estimated launch timeframe
  + Include time to prepare the site if required
  + Community consultation expenses
  + Provide quotes for equipment, wall repair where applicable
  + Identify all known or potential partners in your project and their anticipated contributions

**Recognising that each project is unique, the budget breakdown below is provided for guidance only. Please provide a rationale if your costs vary substantially (+ or – 5%) from the suggestions below.**

|  |  |  |
| --- | --- | --- |
| **StART suggested budget breakdown** |  | *Example based on $10,000 budget* |
| Artist Fees | 35% | $3,500.00 |
| Project Materials (paint, brushes, aerosol, skyjack rentals, storage etc.) | 30% | $3,000.00 |
| Publicity and documentation (photos, video, etc.) | 10% | $1,000.00 |
| Events (consultations, unveiling, etc.) | 10% | $1,000.00 |
| Project Management /Administration | 10% | $1,000.00 |
| Maintenance | 5% | $500.00 |
| **TOTAL** | **100%** | **$10,000.00** |
|  |  |  |

**\*Note: StART will withhold 25% of the project funding awarded above $25,000 until project completion. For example, on a $40,000 project, the hold-back would be $3,750 (25% of $15,000).**

1. **Maintenance**
   * Provide a plan/schedule for the 5 year maintenance of the project, specifying parties responsible for ongoing maintenance, including the removal of any graffiti vandalism as per City of Toronto standards: (For Gang-related and/or Hate/Racist offensive graffiti is identified within twenty four (24) hours of being notified or within three (3) working days of notification for other graffiti).
2. **Letters of Support**
   * Please attach a minimum of two (2) letters of support for this project (e.g. community members, stakeholders such as the local Business Improvement Area, etc.).
   * Indicate if you have consulted with the Ward Councillor.

The personal information on this form is collected under the authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s. 136 (b) & (c) and City Council Decision, July 12, 2011 and City of Toronto By-Law 2011-1218 and 2012-383 . The information collected will be used to contact you for administration and operation of the StART program. Questions about this collection can be directed to the Project Manager (Art), City Hall, 100 Queen Street West, 17th Floor, East Tower, Toronto, Ontario, M5N 2H2 or by phone at 416-392-1028.