2019 Program Information Session

Public Realm Section, Transportation Services, City of Toronto

149 Roncesvalles Ave, Roncesvalles Village

Lead Artists: Philip Cote, Jim Bravo; Partner: Roncesvalles Village, BIA
StreetARToronto (StART) is:

A program of the City's Transportation Services Division, launched in 2012

An innovative, public/private partnership designed to develop, support, promote and increase awareness of street art and its role in adding beauty, vitality and character to neighbourhoods throughout the city

An integral part of the City's Graffiti Management Plan
StART ACHIEVEMENTS SINCE 2012

5 different programs
649+ murals completed
9300+ followers on social media channels
451+ mentorship opportunities
393+ painted and wrapped traffic signal boxes

Felstead Laneway
Lead Artist: Nick Sweetman, Vibe Arts; David Suzuki FDN

Lower Simcoe Underpass
Lead Artist: Tannis Nielsen
StART is dedicated to developing street art and murals as a place-making tool that fosters community engagement, inclusion, skills development and civic pride; adds colour and vitality to neighbourhoods; encourages active transportation; showcases the talent and creativity of artists, arts organizations and the City of Toronto; reduces graffiti vandalism through continued collaboration with public, private and not-for-profit stakeholders.
StART PROGRAM OVERVIEW

**Partnership Program**
A public/private partnership for mural projects

**Underpass Program (StART UP)**
A program that transforms underpasses and bridges to encourage walkability

**Outside the Box/Concrete Barriers**
Programs that transform essential infrastructure to revitalize the streetscape

**StART Support Mural Program**
A program that provides materials and support to mitigate vandalism on private property

**Community Program**
Programs that help communities address graffiti vandalism, enhance their neighbourhoods, and turn laneways, fences, roads and more into celebrated features
GUIDELINES

Public/private grant program for murals

Maximum $50,000 grant per project

Commitment to maintain the project for a minimum of 5 years

StART funding cannot be the sole source of funds for a project

Projects are selected through an application based process with jury reviewed recommendations that are ultimately approved by City Council

1533 Dundas Street West

Lead Artists: Pablo Gómez, Giovanni Zamora, Erika James, June Kim; Producer: Rodrigo Ardiles

Partners: Valparaiso En Colores, Lula Music & Arts
To respond to feedback received from stakeholders, we implemented new features in the Partnership Program in 2018 that address several StART mandate requirements including:

**Increasing** the range and diversity of artists & organizations

**Increasing** mentorship opportunities through street art installations

**Reinforcing** StART’s role in facilitating the development of local emerging artists

**Expanding** the variety and scope of projects, including projects of varying sizes
1. Not-for-profit organizations and individual artists are eligible to apply as of 2018.

2. The required value of partner financial contributions has been reduced:

<table>
<thead>
<tr>
<th>Project Value</th>
<th>In-Kind</th>
<th>Cash</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>10% of total budget</td>
<td>Not Required</td>
<td>10%</td>
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<tr>
<td>$25,001 - $50,000</td>
<td>10% of total budget</td>
<td>10% of total budget</td>
<td>20%</td>
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</tbody>
</table>

3. StART will withhold 25% of project funding awarded above until project completion. For example, on a $40,000 project, the hold-back would be $10,000.
## PARTNERSHIP PROGRAM

### IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>Application package available in early December at:</strong> toronto.ca/streetart</td>
<td><strong>Deadline for Partnership Program:</strong> February 2019</td>
</tr>
<tr>
<td><strong>City Council decides on recommended projects:</strong> April 2019</td>
<td><strong>Mural projects must be completed and launched by:</strong> October 30, 2019</td>
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<tr>
<td><strong>Final reports must be completed by:</strong> November 30, 2019</td>
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<tr>
<td>Property owner permission required (template form provided online by StART)</td>
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1747 St. Clair Ave West  
Lead Artist: Moises Frank, AKIN Collective
International Projects

In 2019, StART will support up to one project with an international artist.

To date:

Faile (Brooklyn, NY)
Maya Hayek (NY)
Phlegm (UK)
Justus Roe (USA)
Paula Ferrer, Aner Urra
Giovanni Emmanuel, Zamora Ramírez
Pablo Francisco Gomez Pizarro
(Chile)
Okuda (Spain)
Community Engagement

The community engagement process means working closely with community stakeholders to inform them about your plans – it also means listening to and considering their input.

Good consultations build trust and cooperation as a result of people seeing firsthand that you are serious about involving the community in your planning and design. Effective community engagement and public consultations are cornerstones for successful StART projects.
PARTNERSHIP PROGRAM

Community Engagement

StART projects require a **minimum of 2 community engagement sessions** to inform and involve the community about what you are planning and seek community feedback.

Individual Artist applicants without direct community consultation experience are encouraged to seek a skilled engagement practitioner to assist with their consultations.

A community is defined as affected local residents within the project area.
ARTIST FEES must comprise a minimum of 35% of the total project budget.

Be sure to include adequate budget allotment for potential site specific needs (i.e. wall repair, equipment rentals).

A separate line item may be included for community consultations, including an outside facilitator if one is being proposed.

Innovative project documentation is highly encouraged.

A 5-year maintenance reserve fund should be established at 5% of the total budget.

Event costs, including consultations and unveilings, can be included in your budget.
Ensure you plan and budget for the following:

- Insurance
- Permits
- Equipment Rental
- Road Closures
- Wall repair
- Property Owner Permission

Lawrence Avenue East (east of Railside Road)
Lead Artists: Dan Bergeron, Gabriel Specter
Canadian Artists’ Representation/Le Front des artistes canadiens (CARFAC) has developed minimum recommended rates for services that visual artists provide:

carcc.ca/en/feeschedules
To respond to evolving program needs, the 2019 StART Partnership Program application will include evaluation criteria for and request clarity and details from applicants on:

- How the project aims to achieve StART’s overall objectives and priorities;
- An effective and meaningful community engagement and consultation process;
- Overall artistic quality;
- Mentorship opportunities for youth and emerging artists;
- Innovative incorporation of diversity considerations;
- Recognition of StART as a partner invested in the success of the project; and
- Technical feasibility (i.e. site visibility, work and contingency plans).
PARTNERSHIP PROGRAM – LESSONS LEARNED

Check proposed wall before submitting your application. Ensure appropriate access, examine proximity to hydro lines, review good state of repair, need for power washing, etc.

Consult with StreetARToronto staff to determine the suitability of your proposal.

Review the program terms and conditions carefully for important details.

Make sure to begin the community consultation process early in project.

Start the painting/installation process as early as possible.
CELEBRATE YOUR PROJECT

Plan a project unveiling

Ensure sufficient advance notice to StART staff of unveiling

Attempt to connect unveiling with a larger community event (i.e. farmer’s market, fall fair)

Invite partners, Councillors, StART and local community

Promote your event

Distribute flyers throughout the community, share with your networks and post on social media
CELEBRATE YOUR PROJECT

Consider creating a plaque that acknowledges the work of artists and all stakeholders!
<table>
<thead>
<tr>
<th><strong>Program Type:</strong></th>
<th>Public/private grant program</th>
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</thead>
<tbody>
<tr>
<td><strong>Who can apply:</strong></td>
<td>Non-profit organizations and Artists</td>
</tr>
<tr>
<td><strong>Application Deadline:</strong></td>
<td>February 2019</td>
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</tbody>
</table>

Shaw Street Underpass (north of Dupont Street)
Lead Artist: Paula Gonzalez-Ossa  
Partners: Na–Me-Res
Launched in 2014 with the aim of beautifying streetscapes and encouraging walkability and the feeling of safety along the City’s 900 bridges and underpasses.

Bathurst Street Underpass (south of Wilson Avenue)  Lead Artist: Nick Sweetman
UNDERPASS PROGRAM – “StART UP”

**PROCESS**

A roster of qualified artists established by StART through a Request for Expressions of Interest

Hyper local Steering Committees comprised of community members set art call themes and shortlist artists who receive a design fee.

The local community is consulted for feedback on shortlisted designs

The Steering Committee convenes and selects a successful proposal

Lower Simcoe Underpass (south of Front St. W.)
Lead Artist: Tannis Nielsen
PROCESS

50 Artists currently on the roster. Roster re-opens in fall 2019.

Steering Committees shortlist 5 artists to provide a design for individual project sites.

Shortlisted Artists receive a $1,500 design fee to cover design costs, complexity and community engagement requirements.

Successful artists will not be eligible for a StART UP project in consecutive years.

Previously successful StART UP artists are invited to sit on Steering Committees.
UNDERPASS PROGRAM – “StART UP”

IMPORTANT DATES

Expression of Interest (EOI) deadline for the artist roster

Rolling opportunities begin in January 2019.

Project locations announced in Winter/Spring 2019

Deadline for projects to be completed and launched: October 30, 2019

Bathurst Street Underpass (south of Wilson Avenue)
Lead Artist: Nick Sweetman
## UNDERPASS PROGRAM – “StART UP” SUMMARY

<table>
<thead>
<tr>
<th>Program Type:</th>
<th>Call to artists</th>
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<tbody>
<tr>
<td>Who can apply:</td>
<td>Artist Roster Process</td>
</tr>
<tr>
<td>Roster Re-opens:</td>
<td>Fall 2019</td>
</tr>
</tbody>
</table>

Lower Simcoe Underpass – Waterkeepers Wall (south of Front St. W.); Lead Artists: Tannis Nielsen
Launched in 2013, with the aim of beautifying traffic signal boxes, preventing graffiti vandalism and providing opportunities for artwork to contribute to the vitality and attractiveness of the streetscape.

To date, 393+ boxes have been hand-painted or wrapped across the city.

Outside the Box (various locations throughout the city); Lead Artists: Various Artists
OUTSIDE THE BOX

GUIDELINES

Application Deadline: March 2019

Artist applicants must reside in Toronto

Traffic signal cabinet dimensions and design template provided by StART - maximum 1 design per application

$750 honorarium per box and maximum of 1 box per artist

Boxes must be completed over a designated one week period to facilitate box coating. Artists must complete boxes within assigned timelines. Final project must reflect jury selected design
## OUTSIDE THE BOX SUMMARY

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<tr>
<th><strong>Program Type:</strong></th>
<th>Call to artists</th>
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<tbody>
<tr>
<td><strong>Who can apply:</strong></td>
<td>Artists living in Toronto</td>
</tr>
<tr>
<td><strong>Deadline:</strong></td>
<td>March 2019</td>
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</table>

Outside the Box (various locations throughout the city); Lead Artists: Various Artists
StART SUPPORT MURAL PROGRAM

Assists private residential and commercial property owners experiencing repeated graffiti vandalism issues

Walls must be visible from a city street

City provides direct purchase of required art materials in consultation with the artist

950 College Street
Lead Artist: JBALL

1917 Gerrard Street East
Lead Artists: Poser, Jieun Kim
<table>
<thead>
<tr>
<th>GUIDELINES</th>
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<tbody>
<tr>
<td>Application forms available online: <a href="http://www.toronto.ca/startsupport">www.toronto.ca/startsupport</a></td>
</tr>
<tr>
<td>A conceptual sketch of the proposed artwork, signed by both the property owner and the artist, is required.</td>
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<tr>
<td>Designs and artwork are subject to final approval by the City of Toronto.</td>
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<tr>
<td>Supply forms for materials are provided by StART.</td>
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<tr>
<td>Applications accepted throughout the year, mural projects must be completed by <strong>October 31, 2019</strong>.</td>
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<tr>
<td>Program Type:</td>
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<td>--------------------</td>
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<tr>
<td>Who can apply:</td>
</tr>
<tr>
<td>Application Deadline(s):</td>
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</table>

254 Niagara St. Artists from left to right: Adore - Jaroe - Smug - Peru – Hungr
StART COMMUNITY PROJECTS AND PARTNERSHIPS

Laneways of Toronto

Laneway Light Up (Euclid and Palmerston)
Multiple Artists

Womxn Paint; Laneway Project, off McCaul Street
Multiple Artists

Feel Good Lane (St. Clair Ave. & Arlington Ave.)
Artist: Team Spudbomb
Concrete Barriers

Lake Shore Boulevard West Cycle Track, Multiple Artists
StART COMMUNITY PROJECTS AND PARTNERSHIPS

Fence Art

Scarborough Civic Centre Fence Art
Lead Artist: Katherine Fleitas

Road Murals

Road Mural Emerson Ave
Lead Artist: Victor Fraser
StART MENTORSHIP PROGRAM

149 Roncesvalles Ave
Lead Artists: Philip Cote, Jim Bravo;
Partner: Roncesvalles Village, BIA

Art by Amir Akbari (Behind the Line)
Youth from the East Scarborough Boys and Girls Club

Lawrence Avenue East Underpass (East of Railside Road)
Lead Artists: Dan Bergeron, Gabriel Specter
Mentee: Siddharth Avindukumar

149 Roncesvalles Ave
Lead Artists: Philip Cote, Jim Bravo;
Partner: Roncesvalles Village, BIA
## StART PROGRAM OVERVIEW

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<tr>
<th>Program</th>
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<th>Who Applies</th>
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<tr>
<td>Partnership Program</td>
<td>February 2019</td>
<td>Non-profit organizations</td>
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<td>Artists</td>
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<td>Artist Collectives</td>
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<td></td>
<td></td>
<td>Cultural Producers</td>
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<tr>
<td>Underpass Program (StART UP)</td>
<td>January 2019</td>
<td>Artists</td>
</tr>
<tr>
<td>Outside the Box</td>
<td>March 2019</td>
<td>Artists in Toronto</td>
</tr>
<tr>
<td>StART Support Mural Program</td>
<td>Ongoing</td>
<td>Property Owners</td>
</tr>
<tr>
<td>Community Program</td>
<td>Ongoing</td>
<td>Artists</td>
</tr>
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</table>
StART’s online **ARTIST DIRECTORY** now profiles over 150 mural artists, street artists and graffiti artists.

A key tool to connect residents and businesses interested in hiring local Toronto artists for façade improvements through mural art, graffiti art and street art.
HOW TO STAY INFORMED

We advertise StART art calls and projects on:

- StART website (www.toronto.ca/streetart)
- Akimbo
- Social media:
  Instagram.com/start_streetarttoronto/
  Facebook.com/StreetARToronto
  Twitter.com/StART_Toronto

Direct emails to artist directory and past participants

Mailing list (sign in at door)
2019 INFORMATION SESSIONS

StreetARToronto
2019 StART Networking Event and Photography Exhibit
November 23 2018

5:00 – 8:00 pm
Centre for Social Innovation (CSI) Spadina
192 Spadina Ave
RSVP requested but not required

Featuring a sneak preview of StreetARToronto – The Map!

Cash bar, snacks provided. Space is limited. RSVP requested but not required.
More information about StART is available here.

INFO SESSIONS
North York | November 13, 2 – 3:30pm
Parkway Forest Community Centre
55 Forest Manor Rd
Scarborough | November 14, 6 – 7:30pm
Scarborough Arts/Wychwood Gallery
2159 Warden Ave
Etobicoke | November 15, 2 – 3:30pm
Montgomery’s Inn
470 Donway W
Downtown | November 21, 6 – 7:30pm
CSI Spadina
192 Spadina Ave

WORKSHOP
Downtown | November 21, 2 – 3:30pm
Arts & Media Workshop for Artists
CSI Spadina
192 Spadina Ave

PHOTO EXHIBITION
November 23 – January 31, 2019
More information to come.
RSVP requested but not required.

Create Your Path Project on West Toronto Railpath, 21 Randolph Avenue.
Lead Artist: Lynnette Postuma
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<thead>
<tr>
<th>Location</th>
<th>Date/Time</th>
<th>Venue</th>
</tr>
</thead>
</table>
| North York   | November 13, 2 – 3:30 p.m. | Parkway Forest Community Centre  
55 Forest Manor Rd. |
| Scarborough  | November 14, 6 – 7:30 p.m. | Scarborough Arts – Bluffs Gallery  
1859 Kingston Rd.   |
| Etobicoke    | November 15, 2 – 3:30 p.m. | Montgomery’s Inn  
4709 Dundas St. W.   |
| Downtown     | November 26, 6 – 7:30 p.m. | Centre for Social Innovation (CSI) Spadina  
192 Spadina Ave.   |
| Regent Park  | November 28, 2 – 3:30 p.m. | Centre for Social Innovation (CSI) Regent Park  
585 Dundas St. E.   |
2019 WORKSHOP SERIES

Arts & Wellness for Artists | November 27, 2 – 3:30 p.m.
Centre for Social Innovation (CSI) Spadina
192 Spadina Ave.

Transportation Services Workshop: January 21, 2019
Centre for Social Innovation (CSI) Spadina
192 Spadina Ave

CoT InterDivisional Workshop: January, 2019
Toronto Council Chambers
City Hall, 100 Queen St West
NEW FOR 2019

Festival & Peer Awards
Details in winter 2019

Artists: Erika James Gómez, Giovanni Zamora, June Kim; Pablo Gómez
St ART
StreetARToronto
An initiative of the City of Toronto, Transportation Services Division

General Questions:
streetart@toronto.ca
graffiti@toronto.ca

Website:
www.toronto.ca/streetart

Social Media:
www.facebook.com/StreetARToronto
www.Twitter.com/StART_Toronto
https://www.instagram.com/start_streetartoronto/