

2021 StART Information Session Question & Answer

1. Q - Your timeline suggests that the mural needs to be completed and launched by Oct 31. If the mural doesn't seem achievable by the deadline should we wait and apply next year instead?
A – Due to general seasonal weather conditions in November, StART requires that projects are completed and launched by October 31st for our programs. For many of our programs this is a requirement. If you have concerns about the timeline for your project please reach out to the StART Team.

2. Q - Is the artist directory updateable? Can we add new pictures year to year?
A –The artist directory is updateable and images can be replaced annually by connecting with the StART Team. Artists will soon have access to your own StART Artist Dashboard. From your dashboard you can create your Artist Profile and Expression of Interest - StART's most accessible form ever! The goal is to expand StART's awareness of street art creatives who are interested in participating in StART projects. The information in the Artist Profile will help Advisory Panel members when considering artists and other participants for StART Projects.

3. Q - Can you offer insight on artwork that would attract heightened levels of vandalism? Conversely, artwork that would deter vandalism?
A – There are many factors that play into this and it is not a one size fits all solution. Consult with the StART Team to discuss further.

4. Q - Have you had some experience with a StART mural on TDSB property? Specifically how would it be managed for maintenance of a mural on the TDSB property requiring Union workers?
A – StART has previously partnered on projects that included the TDSB. For all StART projects the property owner does have to sign the Property Owner Permission Form that states they have to allow the artist onsite to repair the mural for 5 years. A maintenance agreement would have to be determined by the Principal, Super Intendent and Lead Artist to optimally arrange for mural maintenance that aligns with the Ontario Labour Law in relation to unionized workers.

5. Q - Are online community engagement sessions acceptable?
A – Yes, this is one method that can be very effective when engaging with various communities. Be aware of the digital divide when planning these sessions and incorporate methods to make your community engagement as inclusive as possible.

6. Q - We are a NFP community group looking to commission a mural for a public building. What is the suggested order of the project - i.e. do we find an artist first, get design ideas, talk to the community, then do the application? Or should the application come first? Not sure how to get started.
A – The first step when planning a project of this scope is to gain property owner permission and have the property owner sign the Property Owner Permission Form provided by StART.

7. Q - For the Partnership Program is private property such as a house eligible?
A – Yes, various property types can qualify as suitable canvasses for the Partnership Program depending on how they are situated in relation to the public realm.

8. Q - If a mural project is awarded the full 60k and the landowner/developer should pay a minimum of 10% to this, does that mean StART is paying 54k and the landowner 6k to the project so it equals to 60k max?
A – If a project is awarded \$60,000 the applicant will need to show 10% of the total budget (\$6,000) as "in kind" services (i.e. donated paint, materials, supplies, equipment, administrative work, etc.) and 10% as financial/cash contributions (\$6,000) (i.e. donated funding, private funding, etc.). In this scenario, the total amount of funding requested by the applicant from StART is \$60,000 and the total budget/project cost is \$66,000. The cash contributions need to represent 10% on top of the funding requested from StART.

9. Q - What happens if the landowner can pay more than 6k towards the project, does whatever extra they can give towards it get taken off your contribution (e.g. if a landowner can allocate 16k to a project, does that mean you will only give 44k to make up the 60k, OR would you still give 54k and whatever extra the landowner can give can go towards the project?)
A - Sometimes the cost of a project exceeds the amount of funding StART is able grant. Funding is based on the budget that is submitted with the application and is reviewed by the external advisory panel to ensure it aligns within a reasonable range.

10. Q - Do we need to engage the artist (s) when we submit the application or can that be done later?

A - No, the applicant does not need to have a lead artist in place at the time of submission. If this is the case, it is highly recommended to describe in detail the process/methodology that will be used to select the lead artist for your project as this will be the information the advisory panel will review against the other applications.