

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, events and more. From June through October 2022 the Cultural Hotspot shines a spotlight on the Little Jamaica and Golden Mile neighbourhoods.

For Little Jamaica, this includes highlighting the communities as far west as Eglinton-West, Fairbank to the north, Oakwood-Vaughan to the south and Cedarvale to the east. And surrounding Golden Mile, the neighbourhoods of Bermondsey, Parma Court, Victoria Village, Wexford, Ionview, Clairlea and Clairlea-Birchmount will also be included.

Signature Projects provide funding opportunities from the City of Toronto for arts organizations already active in the community 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 employment 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 per project. Typically there are up to six Signature Projects in a funding cycle.

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 either the Little Jamaica or the Golden Mile area to apply. All proposals must meet the criteria below:

1. New, unique and dynamic concept that engages the community in the creative process
2. An inclusive and accessible arts and cultural project that engages community in the creation of the project and as audience members

3. Youth employment and or mentorship are a built-in component of the project – priority will be given to projects engaging youth from equity-deserving communities
4. A project where the organization brings some additional funding and/or in-kind support
5. Feasible – with a realistic budget, timeframe, etc.
6. Based in the Little Jamaica or Golden Mile area
7. Free to both project participants and the public

Selection criteria:

Projects will be assessed by a curatorial committee 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)
4. Organization brings funding and/or in-kind support to the project

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. Logo recognition on any key Cultural Hotspot marketing materials

Proposal process:

Organizations interested in developing a Signature Project should:

1. Attend a virtual Cultural Hotspot Community Connect information session (dates below), watch an edited recording (to be uploaded shortly on our [webpage](#)) or be a past Signature Project funding recipient:
 - Thursday, October 21, from 1 to 3 p.m. – Little Jamaica

- Tuesday, October 26, from 5:30 to 7:30 p.m.– Little Jamaica
 - Tuesday, November 9, from 1 to 3 p.m. – Golden Mile
 - Tuesday, November 16, from 6 to 8 p.m.– Little Jamaica
 - Tuesday, November 30, from 6 to 8 p.m. – Golden Mile
 - Thursday, December 9, from 1 to 3 p.m. – Golden Mile
2. Attend a virtual Funding Information Session or watch an edited recording (to be uploaded shortly on our [webpage](#)):
 - Tuesday, November 23, 2021, from 1 to 3 p.m.
 - Tuesday, December 7, 2021, from 5:30 to 7:30 p.m.
 - Tuesday, January 11, 2022, from 1 to 3 p.m.
 3. Contact [Nawfal Sheikh](#) or [Andrea Raymond-Wong](#) to discuss potential project details
 4. Submit a project proposal online by February 1, 2022 using the Cultural Hotspot Project application and budget forms

Deadline: February 1, 2022

1. Projects will be assessed by a curatorial committee
2. Online application is the optimum way to apply. **Please note:** the application can be saved. We strongly suggest you preview the application in MSWord in advance, answering all the questions and then copy and paste into the online application.
3. Alternate application formats available upon request
4. Projects of interest may be requested to submit additional information including support letters from project partners
5. Successful candidates will be invited to enter into a formal agreement to finalize the project funding agreement with the City of Toronto

Contact

For further information, please contact:

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