2022 Cultural Hotspot
SPARK Project Funding Application Questions

* 1. Name of Organization

* 2. Organization Address

Suit/Unit #:

Street #:

Street Name:

City:

Postal Code:

* 3. Telephone Number

* 4. Key Contact

First Name:

Last Name:

Position/Title:

Email:

Phone Number (if different than above):

Asterisk (*) denotes a mandatory question

TORONTO

* 5. Type of Organization

☐   Not-for-profit

☐   Incorporated

☐   Registered charity

☐   Resident/tenant/neighbourhood group

☐   Business Improvement Area

☐   Other, please specify:

* 6. Year of organization's formation

7. Organization's website

8. Organization's social media handles

Facebook	
Instagram	
Twitter	
TikTok	
Other	

9. Please provide answers where applicable

HST #	
Incorporated #	
Registered charity #	

Asterisk (*) denotes a mandatory question

* 10. How did you hear about the Cultural Hotspot?

- ☐ Email
- ☐ City of Toronto website
- ☐ Poster/flyer
- ☐ City Councillor
- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Word of mouth
- ☐ Other, please specify:

* 11. Project title

* 12. Project start date

day		month		year	

* 13. Project end date (can be flexible)

day		month		year	

* 14. Which 2022 Hotspot region does your project take place in?

- ☐ Golden Mile
  Please specify which neighbourhood:
- ☐ Little Jamaica

* 15. Have you reviewed the [Call for Proposals](#), which outline the requirements that must be met in order to apply for a SPARK project?

- ☐ Yes
- ☐ No

Asterisk (*) denotes a mandatory question

* 16. Provide a description of the proposed project: who will participate, what will take place, when and where it will take place (i.e. a virtual series of six weekly photography workshops for youth, culminating in a series of projections on a local building, etc.) [500 words max.]

* 17. Why this project? How will it engage community members? [500 words max.]

* 18. Please indicate any partners (potential and confirmed) that you will be working with. Partners are defined as those providing, space, outreach, programming, in-kind support (not funder), etc. Note: if your application is accepted you may be asked to provide letters of support from your partners. [500 words max.]

* 19. 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.

Have you already connected with an organization for trusteeship? If so, please provide the name of the organization:

* 20. What public health and safety enhancements would you plan and execute to ensure the safety of your staff, volunteers, participants and public and reduce the spread of COVID-19? [500 words max.]

* 21. If you are working with equity-deserving groups, please describe who and how. [500 words max.]

* 22. How will you get participants/audience for your project? Please give examples of what promotional materials you will use and how/where you will distribute the information. [500 words max.]

Asterisk (*) denotes a mandatory question

23. Additional Funds of up to $2,500.00 may be available to applicants who identify an accessibility accommodation, youth mentorship and/or youth employment component to their project. If interested, please indicate your requested additional funds (up to $2,500.00):

24. How will the additional funding be allocated? Please briefly explain the components you are implementing and ensure that a line-item in your budget speaks to these funds. [500 words max.]

* 25. The majority of your project must take place between June and October 2022, though some planning/partner engagement may happen prior. Please create and upload a work plan for your project that includes details about project planning, implementation, evaluation and timeline. Ensure that your timeline contains as many details as possible for your proposed project (i.e.: space, additional partnerships, marketing and publicity, outreach to participants and audience members, public exhibition or event plans, etc.) Note: dates/times can be flexible. [You will be requested to upload a file.]

* 26. Please download the Cultural Hotspot Budget Sheet. Fill in the projected portion of the budget with your proposed project revenues and expenditures. Ensure your budget is balanced (i.e.: revenue and expenditure are equal to each other). [You will be requested to upload the completed budget.]

* 27. How will you measure whether your project was a success? [500 words max.]

* 28. Please describe one past project that shows your ability to undertake a SPARK project. [500 words max.]

Your application has been submitted and will be reviewed by the Cultural Hotspot team. If you have any question please email us at CulturalHotspot@Toronto.ca. Thank you!

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