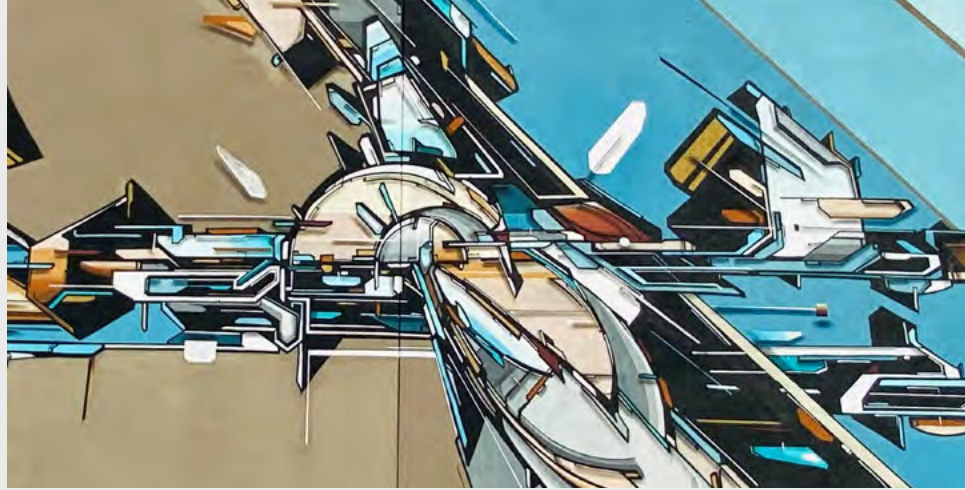


CULTURAL HOTSPOT 2022



Drift Appendar mural by Mediah, in partnership with StreetARToronto, Westbury National and loopcolors | 772 Warden Ave | Photo by Lory Diaz

Cultural Hotspot is an annual arts, culture and community program that celebrates Toronto's outside-the-core communities through workshops, exhibits and more. The program kicked off in 2014 with a focus on Scarborough and has since highlighted Etobicoke, East York/East End, North York and York with arts programming and events.

The 2022 Cultural Hotspot, which runs June through October, will adopt a new hyperlocal model, signalling a conscious turning point in the evolution of the program. The Cultural Hotspot is delivered in association with arts and community organizations, and provides valuable opportunities for youth employment and mentorship.

THE CULTURAL HOTSPOT

CELEBRATES local culture, heritage, creativity, business and community with special events, festivals and art that builds safe spaces for community engagement and pride

CONNECTS communities and creates new affiliations outside of downtown with all of Toronto

GROWS creative capacity of fund recipients and community members through workshops, courses, youth employment and mentorship, and legacy projects like the Cultural Hotspot self-guided tours

Little Jamaica and Golden Mile will serve as the two featured Cultural Hotspot neighbourhood hubs highlighting their historical, present and future cultural significance and creative contributions to the continued formation of modern-day Tkaronto.

The Cultural Hotspot will support, engage and collaborate with equity-deserving groups, community-based organizations, artists and BIAs in Little Jamaica and Golden Mile in order to provide equitable access to safe inclusive spaces through the arts.

Neighbourhood residents will have the opportunity to safely connect with each other, share stories and celebrate their unique, defining and common cultural assets and vibrancy through creative expression.

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.

With the development of unique relationships through a new hyperlocal model, the Cultural Hotspot is guided by a spirit of meaningful collaboration that builds community through arts and culture initiatives.



Reggae Lane mural by Adrian Hayles, in partnership with STEPS Public Art | 1584 Eglinton Ave W | Photo by Ann Brokelman

Signature Projects: The City of Toronto's Arts and Culture Services collaborates with established organizations with a proven track record to successfully deliver mid to large-sized community based arts and cultural projects. These projects provide new opportunities to engage residents in the arts and celebrate local creativity and culture through workshops, activities, events and other initiatives. Youth employment and or mentorship are built into each Signature Project with priority given to youth from equity-deserving communities. Signature Project funding is up to \$20,000 per project. Further funding of up to \$2,000, for a total maximum of \$22,000, is available to meet AODA accessibility standards. Typically, there are up to six Signature Projects in a funding cycle.

SPARK Projects: Through seed funding, SPARK supports emerging and established equity-deserving artists and arts organizations from diverse communities – enhancing artistic talents, while promoting local organizations and individual artists. SPARK Project funding is up to \$5,000 per project. Additional funds of up to \$2500 are available, for a total maximum of \$7,500, to support youth employment or mentorship and/or to meet AODA accessibility standards. There are approximately 20 to 25 SPARK Projects in a funding cycle.

HOW TO PARTICIPATE

Create a Community Arts Project: Have an idea for an inclusive and accessible cultural project that engages a community in Little Jamaica or Golden Mile? Take a look at our Signature and SPARK Project Call for Proposals to see which one fits your organization best and tell us about your project. We'll walk you through the application process at our virtual Funding Information Sessions.

Explore more outside the core with a Cultural Hotspot self-guided tour: Discover all that East York, Etobicoke, North York, Scarborough and York have to offer with a focus on public art, local history, architecture and green spaces. This free online app provides a series of easy-to-navigate tours that can be walked, cycled or explored by public transit. Visit toronto.ca/culturalhotspot to learn more.

FOR MORE INFORMATION

Nawfal Sheikh
Community Cultural Coordinator
Toronto Arts & Culture Services, EDC
647-473-1894
Nawfal.Sheikh@toronto.ca

Andrea Raymond-Wong
Senior Arts Development Coordinator
Toronto Arts & Culture Services, EDC
647-881-1352
Andrea.Raymond-Wong@toronto.ca