

CULTURAL HOTSPOT 2023



Reggae Lane mural by Adrian Hayles, developed in partnership with STEPS Public Art, 2015, photo by Ann Brokelman

Cultural Hotspot is an annual arts, culture and community program that celebrates Toronto's outside-the-core communities through workshops, exhibits and more. This year's Cultural Hotspot program will run from June through October. The program began in 2014 with a focus on Scarborough and has since featured Etobicoke, East York/East End, North York and York.

Little Jamaica is the focus neighbourhood for the 2023 Cultural Hotspot. This includes highlighting communities within the geographic boundaries of Castlefield Avenue to the north, Rogers Road to the south, Marlee Avenue to the east and Keele Street to the west.

The program will celebrate the cultural significance of these communities, past, present, and emerging, and showcase local creativity through a variety of projects.

All Cultural Hotspot projects are developed and delivered in collaboration with local arts and community organizations, providing valuable youth employment and mentorship opportunities. Guided by a spirit of meaningful collaboration, the program builds community through arts and culture.

Neighbourhood residents will have the opportunity to connect, share stories and celebrate their local community and culture through creative expression.

THE CULTURAL HOTSPOT

CELEBRATES local culture, heritage, creativity, business and community with special events, festivals and art that builds community pride.

CONNECTS local residents and creates new partnerships through free community arts programming.

GROWS creative capacity through project funding opportunities, workshops, courses, youth employment and mentorship.



Celebrating Queer Black Lives mural by Curtia Wright, 2021



Mural of Jimmy Wisdom, barber, musician and community leader in Toronto's Little Jamaica, by Adrian Hayles, 2020

Signature Projects: City of Toronto staff collaborates with established organizations to deliver mid to large-scale community arts and cultural projects. These projects provide new opportunities for residents to engage in the arts and spotlight local creativity and culture. Often taking the form of workshops, activities and events, Signature projects provide youth employment and mentorship opportunities. There are usually three to five Signature projects per year.

Signature project funding is up to \$20,000 per project with additional funds of up to \$2,000 available to meet Ontario accessibility standards – a maximum total of \$22,000.

HOW TO PARTICIPATE

Create a Community Arts Project: Have an idea for an inclusive and accessible cultural project that engages the Little Jamaica community? Join a Community Connect or Funding information session to learn on how to get involved with the Cultural Hotspot program.

SPARK Projects: Through seed funding, SPARK projects support emerging artists and arts organizations from diverse communities, with a focus on supporting artists from equity-deserving communities. SPARK projects enhance artistic talents while promoting local organizations and artists. There are up to 10 SPARK projects each year.

SPARK project funding is up to \$7,500 per project with additional funds of up to \$1,500 available to support youth employment or mentorship – a maximum total of \$9,000.

These sessions are designed for arts and community organizations, residents, not-for-profits, Business Improvement Areas (BIAs), artists and artist collectives based in or experienced working in the Little Jamaica area. They will take place in the fall of 2022.

[Toronto.ca/CulturalHotspot](https://toronto.ca/CulturalHotspot)

FOR MORE INFORMATION

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