ABOUT StART

- Launched in 2012, StreetARToronto (StART), a program of the City's Transportation Services Division, is an innovative, public-private partnership designed to develop, support, promote and increase awareness of street art and its role in adding beauty and character to neighbourhoods throughout the city.

- StART is an integral part of the City's Graffiti Management Plan.
STREETARTORONTO: 2012 - 2014
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OUR MISSION IS TO REVITALIZE AND ENGAGE COMMUNITIES THROUGH STREET ART

Our objectives are to:

• Support and celebrate permitted graffiti and street art.

• Raise awareness of Toronto’s street art and artists on a local, national and international level

• Redefine the city’s philosophy and attitude towards street art.

• Bridge relationships between the city, its residents, businesses and creative community.

• Provide more opportunities for emerging and established street artists to develop and showcase their talent.

• See Toronto as a “living work of art.”

• Reduce graffiti vandalism and its negative effects on neighbourhoods and property owners.

• Create a sense of place and neighborhood cohesiveness.
OUR APPROACH

- Ensure that what goes up is of the highest standard.
- Encourage works that have relevance to their site or environment.
- Work with professional artists, while providing mentorship and training opportunities for emerging and youth artists.

- Use street art as a way to tell Toronto’s stories.
- Create work that is located in high traffic, high visibility areas visible from the public right of way.
- Ensure works are well managed, maintained and promoted.
- Seek opportunities for street art installations across the entire city.
## PROGRAM OVERVIEW

<table>
<thead>
<tr>
<th>Program</th>
<th>Program Type</th>
<th>Who Applies?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Partnership Program</td>
<td>• Grant</td>
<td>• Organizations</td>
</tr>
<tr>
<td>• Underpass Program</td>
<td>• Call to Artists (Roster)</td>
<td>• Artists</td>
</tr>
<tr>
<td>• Outside the Box</td>
<td>• Call to Artists</td>
<td>• Artists</td>
</tr>
<tr>
<td>• Support Mural Program</td>
<td>• Rolling Application</td>
<td>• Property Owners</td>
</tr>
<tr>
<td>• Exposed Laneways/Police Partnership</td>
<td>• As identified by need/interest</td>
<td>• Artists</td>
</tr>
<tr>
<td>• StART-Metrolinx Collaboration</td>
<td>• Call to Artists</td>
<td>• Artists</td>
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<td></td>
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<td>• Artists</td>
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</tbody>
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StART Partnership Program

2015 Program Overview
PARTNERSHIP PROGRAM

• City of Toronto Grant Program
• April 24 Licensing and Standard Committee and May 5/6 Council Approval.
• Not-for profit and charitable organizations eligible to apply (artists can apply with a not-for profit sponsor).

• Application Deadline: 
  Friday, March 13, 2015 @ 4:30 pm
• Application package available on toronto.ca/streetart
Guidelines

- Funding remains constant at approximately $370,000.
- Maximum $40,000 per project, average grant approximately $15,000.
- StART funding cannot be the sole source of funds for projects.
- Funding cannot be used to support an organization’s ongoing staff or facility costs.
- Commitment to maintain the project for a minimum of 5 years (5% of budget).
- Projects must be located in the City of Toronto with a focus on underserved areas and Neighbourhood Improvement Areas (*maps to follow*).
- Consider the impact of Pan Am and Parapan Games on project implementation (July 7-26; August 7-15).
PARTNERSHIP PROGRAM

Restoration and Education Program (ReStART) now Partnership Program

- StART is transitioning the ReStART program into the Partnership Program Application Stream. Organizations that previously applied for funding from StART's Restoration and Education Program may now apply under the Partnership Program.

Additionally, StART is interested in proposals that include:
- Legal Walls (including site identification, maintenance, monitoring and programming)
- Mural Repair (including mural identification and proof of property owner permission)
- Other production based initiatives that meet StART’s overall objectives

Please be sure to contact StART staff to discuss your project before submitting your application.
## PARTNERSHIP PROGRAM

### Budget Template

<table>
<thead>
<tr>
<th>#</th>
<th>Project Expenditure Category</th>
<th>Details</th>
<th>Amount Requested from StART</th>
<th>Amount from other funding</th>
<th>Total Budget for line item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ex</td>
<td>Artist fees, project materials &amp; production costs, marketing &amp; publicity, admin., project management, maintenance, etc</td>
<td>Provide as much detail as possible in each category.</td>
<td>Indicate amount requested from StART partnership program</td>
<td>Specify other funding sources for each line item as applicable; please list amount, the source and status of the funding (approved/requested). Please include in-kind support.</td>
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<tr>
<td>StART recommended budget breakdown</td>
<td>Example based on $10,000 budget</td>
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<td>-----------------------------------------------------------------</td>
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<tr>
<td>Artist Fees 25%</td>
<td>$2,500.00</td>
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<tr>
<td>Project Materials (paint, brushes, aerosol, etc) 15%</td>
<td>$1,500.00</td>
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<tr>
<td>Production Costs (Skyjack rentals, storage, etc) 15%</td>
<td>$1,500.00</td>
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<tr>
<td>Publicity * 5%</td>
<td>$500.00</td>
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<tr>
<td>Documentation (video, photography) * 5%</td>
<td>$500.00</td>
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<tr>
<td>Events: Consultations, Unveiling * 5%</td>
<td>$500.00</td>
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<tr>
<td>Project Management 10%</td>
<td>$1,000.00</td>
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<tr>
<td>Project Administration 5%</td>
<td>$500.00</td>
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<tr>
<td>Maintenance 5%</td>
<td>$500.00</td>
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<tr>
<td>Other (Variance) 10%</td>
<td>$1,000.00</td>
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<tr>
<td><strong>TOTAL</strong> 100%</td>
<td><strong>$10,000.00</strong></td>
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</tbody>
</table>

*5% of budget up to a maximum of $500
Budget and Project Timelines—
Important Notes

Ensure you allow for:

• Insurance
• Permits
  • Street Occupation Permit
  • Scaffolding
• Lifts
• Road closures
  • Ontario Traffic Manual's Book 7 (temporary conditions)
  • Related Costs and Restrictions
PARTNERSHIP PROGRAM

Evaluation Criteria

Applications are reviewed by a panel including external art experts and assessed on the following:

• Achieves StARTs overall objectives and priorities including strong local support: 30%
• Ability to illustrate how the project reflects, chronicles or supports the distinct character of the community and overall artistic quality: 25%
• Organizational background (history of community work and experience with street art projects): 15%
• Mentorship (how will the project serve as a meaningful pathway for youth and emerging artists): 10%
• Ability to leverage in kind, private or public support: 10%
• Technical Feasibility (visibility of site, strong maintenance plan, project coordination and workplan): 10%
Important Information

- Property Owner Permission: Signed form must be submitted with application (template provided).

- Artists working on StART funded murals must enter into an agreement with the City of Toronto for use of artwork for promotional, not-for-profit purposes.

- To help ensure a wide distribution of projects by different artists, the Lead Artist may be selected for up to a maximum of two (2) 2015 StART Partnership Program Grants. Please make sure to consider and discuss this during your artist selection process.
StART Underpass Program

2015 Program Overview
• StART’s Underpass Program (or StART UP) aims to beautify streetscapes and encourage active transportation by making the City’s underpasses safer and appealing.
• 5 underpasses were transformed in 2014
• 5-8 planned for 2015
UNDERPASS PROGRAM
UNDERPASS PROGRAM

Process:

• Artists and Artist Collaborations across Canada

• REOI will be issued in early 2015.

• **Artist Roster** of qualified artists established.

• Steering Committee shortlists 3 artists who are paid a design fee to develop design proposals.

• Community consultation to obtain feedback on designs.

• Final artist selected.

• Artists are eligible for one StART UP award per year.
Outside the Box

2015 Program Overview
• **Outside the Box** launched in 2013, with the aim of providing opportunities for artists to create works of art that contribute to the vitality and attractiveness of the streetscape.

• To date 56 boxes have been transformed into works of art.

• Additional 15 boxes wrapped in graphic print.
Opportunities to submit proposals in April 2015

• Expanding the program to paint 50 boxes this year.
• Local area artists eligible to apply.
• Artists paid $500 honorarium per box.
• Maximum of 2 boxes/artist each year.
• This year boxes **must** be completed over two set periods of 1 week to facilitate box preparation and coating (June 2015 and September 2015).
• Suggestions for high visibility boxes are welcome, with a focus on those outside the downtown core. Send your ideas to streetart@toronto.ca
StART - Metrolinx Collaboration

2015 Program Overview
Metrolinx engaged StART to manage mural design process and installation along the Union – Pearson (Georgetown South) corridor – $1M over 2014 and 2015.

Completed project will include upwards of 14 Graffiti /Street Art murals.

First mural completed: Douro Street Art Project by artists Misha Hunter and Ryan Dineen.

REOI/RFP process for each site ongoing.
Process (REOI + RFP):
• Artists and Artist Collaborations based in Ontario are eligible to apply.
• Jury reviews EOI’s, short-lists 4 artists who respond to RFP to develop their design in more detail.
• Designs are shared with local community through community consultation.
• Artists consider, respond to and integrate community feedback into final proposal before Jury reviews their final submissions.

• Most remaining installations to be completed by October 2015.
• Upcoming deadline for John Street Pedestrian Bridge REOI: Monday, January 26, 2015
Art Calls Completed to Date:

- Douro Street Art Project (2 walls)
- Junction Art Project (1 wall)
- Douro Bend & Queen West Project (3 walls)
- West Toronto Rail path – Ritchie Project (2 walls)
- More to come this year.
Project E - John Street Pedestrian Bridge Project

REOI Deadline: Jan. 26, 4:30 pm

- Artists may apply directly
- Application: toronto.ca/streetart
- Info Session Wed. Jan 14, 10am, COSTI Weston
- Budget: up to $47,000

Important information:

- Exact dimensions, locations and budgets are subject to revision as walls are being built as art calls are being released, in the interest of time
- A high comfort level with collaboration and flexibility is key.
- Commitment to maintain the project for a minimum of 5 years (5% of budget).
StART Support Mural Program

2015 Program Overview
Launched in April 2014 to assist private residential and commercial property owners experiencing repeated graffiti vandalism problems.

• For property owners who have received at least one Notice of Violation for graffiti vandalism or have experienced persistent vandalism.

• Must be clearly visible from a city street.

• City provides up to $2,000 for direct purchase of materials required for art murmals or graffiti art.
**StART SUPPORT MURAL PROGRAM**

**How to Apply?**

Application forms available online: [www.toronto.ca/startsupport](http://www.toronto.ca/startsupport)

- Artist and property owner must submit preliminary sketch.
- Supply forms for materials are provided.
- Property owner required to send after photo of mural installation.
- Applications now open for Spring/Summer 2015
- Deadline for mural projects to be completed: Oct 31, 2015
Police Partnership Program –
Laneways and Park Edges

2015 Program Overview
• Partnership between City, TPS, and community.
• Residential homes with garages located on a laneway exposed to a park or a parking lot often experience repeated graffiti vandalism.
• TPS engage youth and home and business owners and organize as community events.
• Artists are provided materials and a canvas to transform over a set period of time.
• 4 sites already identified for 2015.
• Seeking ideas outside the downtown core.
• Contact graffiti@toronto.ca for suggestions on locations or to find out how to participate.
Ongoing + Upcoming

2015 Program Overview
ARTIST DIRECTORY

• StART’s Artist Directory has expanded to profile over 90 local mural, street and graffiti artists.
• Connects residents and businesses to local Toronto artists interested in graffiti art and street art projects.
• Visit www.toronto.ca/streetart to upload your profile

Jeff Blackburn (View Profile)
I am a painter/illustrator based in Toronto, Ontario. My drawings and paintings have a graphic quality with a strong emphasis on line and texture. Compositionally, the work offers aesthetic comfort t...

Alexa Hatanaka and Patrick Thompson (View Profile)
We are multidisciplinary artistic partners that maintain a practice rooted in collaboration, public art, and education. We have a strong history of community engagement and producing works for the pub...

Richard Mongiat (View Profile)
Richard Mongiat, based in Toronto, has been exhibiting his paintings/artworks in public galleries, commercial spaces, collective exhibitions and community based art initiatives for the last 25 years. ...

Alma Roussy (View Profile)
I produce custom murals, interior/exterior, residential or commercial. Complete portfolio available for viewing or go to my website...

Murals By Marg (View Profile)
NEW INITIATIVES

- **Pillars- Underpass Mural Festival** in partnership with Mural Routes (community partners include PF&R, Waterfront Toronto, CBRA and Friends of the Pan Am Path). Opportunities for both artists and arts organizations. More information coming soon - Summer 2015.
NEW INITIATIVES

• **Promotion** – exploring opportunities to partner with organizations to raise profile of Toronto’s street art and artists on local and international scale (Google Street Art Project, Tourism Toronto)

• **Documentation** – enhanced promotion of program and completed works through new videos, brochures, poster series, on-line maps and tours.
HOW TO STAY INFORMED

Websites:
• Toronto.ca/streetart
• Toronto.ca/startsupport

Social Media:
• Facebook.com/StreetARToronto
• Twitter.com/StART_Toronto

• We advertise calls to artists on: Akimbo, social media, direct emails to artist directory and to our mailing list (sign in at the door).
Thank you!

Feedback and suggestions always welcome.

Staff Contact Information:

- Kristina Hausmanis, Project Manager
  - khausma@toronto.ca

- Carolyn Taylor, Project Lead
  - ctaylor9@toronto.ca

- Sylvia Do, Project Manager
  - sdo@toronto.ca

General Questions:

- streetart@toronto.ca
- graffiti@toronto.ca

Drop In Q&A Sessions:

**Etobicoke**
- Date & Time: Tuesday Jan 13, 2015; 4-6 pm
- Venue: Montgomery's Inn, 4709 Dundas Street West, Toronto, ON M9A 1A8

**North York**
- Date & Time: Friday January 16, 2015; 4-6 pm
- Venue: North York Central Library, 5120 Yonge Street, Toronto, ON M2N 5N9

**Scarborough**
- Date & Time: Wednesday January 28; 4-6 pm
- Venue: Cedarbrae Public Library, 545 Markham Road, Toronto, M1H 2A1
Questions?