

2017 StreetARToronto Community Garden Murals Pilot Project

In honour of the City of Toronto's declaration of the first official Urban Agriculture Day on September 15, 2017, the Transportation Services Division's StreetARToronto program invites community garden groups to submit a Proposal to install a street or graffiti art mural on a shed, storage container, wall or other piece of infrastructure within the community garden area.

This project is being implemented by **StreetARToronto (StART)**, part of the Public Realm Section of the City of Toronto's Transportation Services Division in coordination with Toronto Urban Growers (TUG).

Background and Guiding Themes

Toronto Urban Growers (TUG), on behalf of its members and supporters, requested that the City of Toronto declare September 15, 2017 as Urban Agriculture (UA) Day. Mayor John Tory will make an official proclamation and a series of events will be held between September 9 and 17, 2017 to celebrate. StreetARToronto has agreed to support the creation of murals in Toronto community gardens to assist with Urban Agriculture Day celebrations and to highlight the ability of street art to bring beauty and character to public spaces while counteracting the negative effects of graffiti vandalism.

Design concepts are open but should reflect the garden and its neighbourhood. Linkages with growing food and flowers and community involvement can be considered. Applicants are also encouraged to engage with qualified artists whose work is known and appreciated in the neighbourhood where the garden is situated. Designs and artwork are subject to final approval by the City of Toronto.

Funding

StART will provide a \$500 honorarium to up to five (5) community garden groups for mural and street art installations that tackle graffiti vandalism and beautify community gardens. The artwork is expected to be completed in the period of September 9 to 17, 2017. Honorariums must be used to compensate an artist and pay for the materials required to install the mural and will be provided upon completion of the mural.

Some larger projects may be eligible to receive additional funding for materials, at the sole discretion of the City of Toronto.

General Terms and Conditions and Eligibility

- The Applicant must be an established community garden group within the City of Toronto.
- The Applicant assumes any costs that may arise outside of the funding provided by the City of Toronto, including the provision of any equipment that may be required and liability insurance, if required.

- The funding provided by the City of Toronto must be used only for the purposes of the project as described.
- Murals must be maintained by the community garden for a minimum of one (1) calendar year. The Applicant must remove any graffiti vandalism three (3) working days of notification. Where Hate/Racist, Gang-related and/or offensive graffiti is identified, graffiti must be removed within twenty four (24) hours of being notified.
- Community garden groups are responsible for obtaining all necessary permissions and permits required for the installation of the road mural.
- The Applicant is wholly responsible for the selection and management of the artist(s) performing the artwork installation, including any arrangements or agreements that must be made with the artist for the design, installation and maintenance of the mural, if any.
- The Applicant agrees to have the mural posted on the City of Toronto website, and that it may be used in any City of Toronto information and promotional materials as required. The artist will be credited for their work. The Applicant shall ensure that the artist is aware of and agrees to the posting of the mural on the City of Toronto website and use of images in promotional materials.
- The artwork shall not promote violence, hatred or contempt against any identifiable person or group distinguished on the basis of colour, race, ancestry, religion, ethnic origin, sexual orientation, politics, age, language or disability.
- The artwork shall not comprise an advertisement and must comply with City of Toronto Municipal Code Chapter 694, Signs, General.
- Mural installations should be complete by the end of Urban Agriculture week, September 2017, unless City staff have provided prior written approval of extension.

StART Community Garden Mural Expressions of Interest should include:

1. Full name and location of community garden and the full name and contact details of one main representative (telephone, address and email).
2. The exact location of proposed mural, including a minimum of two photos of the proposed site and the overall square footage of the site.
3. Name, contact information and CV for the artist selected to install the mural.
4. A conceptual sketch of the proposed artwork.
5. A description of any community engagement activities that have taken place, or may take place, prior to the installation.
6. Estimated date(s) of installation should the proposal be successful.



Evaluation

Submissions will be reviewed by a Selection Committee comprised of a representative from StreetARToronto and two members of Toronto Urban Growers. Projects will be evaluated based on artistic merit, the design's ability to deter graffiti vandalism, community support and geographical distribution. The decisions of the Selection Committee are final and the Selection Committee reserves the right to select less than five projects.

Expression of Interest Submission and Deadline

Please submit one electronic copy of your Expression of Interest, compiling all sections of your application into **one** document.

By email to: jodi.callan@toronto.ca

Or by mail to:

Attn: Project Manager, StreetARToronto
City Hall, 23rd Floor, East Tower
100 Queen Street West
Toronto, Ontario, M5H 2N2

Expression of Interest Submissions must be received by **12:00 p.m., Friday, August 25, 2017**.

Submissions will not be accepted past the deadline. Applicants will be notified of the status of their application by **Wednesday August 30, 2017**.

For further information or general questions, please contact: Jodi Callan, 416-338-2951;

jodi.callan@toronto.ca

StreetARToronto (StART) 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 neighborhoods throughout the city. **StART** is an integral part of the City's Graffiti Management Plan.