



SPARK PARTNERSHIP PROJECT PROPOSALS

The Cultural Hotspot seeks to celebrate, promote and grow cultural, community-led activities and build capacity in the designated Hotspot neighbourhoods. Key goals of the Cultural Hotspot initiative are local youth employment and mentorship and providing access and opportunities to cultural programs and opportunities for underserved communities in East York.

SPARK offers support in the way of seed funding, ranging from \$500 - \$5,000 for projects by new, emerging or established local organizations and artists that contribute to furthering Cultural Hotspot goals.

SELECTION CRITERIA:

In addition to meeting the following criteria:

- SPARK applicant must attend an information session (dates to be announced)
- The project must be locally based within the boundaries of the Cultural Hotspot – tentatively: Eglinton Avenue to the north, the lake to the south, Victoria Park Avenue to the east and Bayview Avenue to the west
- Access to the project produced is *free* to the project participants and the public

Successful projects will meet **three** of the four following selection criteria:

- Supports emerging local artists. Priority will be given to projects led by or engaging people from underserved communities or populations
- Allows opportunities for local youth employment or mentorship
- Supports the sustainability of a local community arts initiative – the project must identify a plan for broad outreach and inclusivity in the Hotspot area
- Innovative and creative local project that will meet Hotspot goals

These projects encourage artists, participants and community to explore, discover, and enjoy art and art-making by and for community members in the environment in which they live, work and play.

SELECTION PROCESS:

Projects will be assessed by a committee with the following assessment criteria:

1. The project is in line with the Cultural Hotspot theme
2. Unique, dynamic artistic concept and visibility of the art project
3. Engagement with community, with a focus on underserved communities, youth employment and mentorship
4. The feasibility of the project
5. Organization has successfully designed and delivered a project similar in scope to the one proposed
6. Activities fall within Hotspot boundaries
7. Organization will bring some funding and/or matching in-kind support to the project

Deadline: January 20, 2017

Please submit to Andrea Raymond-Wong at Andrea.Raymond-Wong@toronto.ca

If you have any questions, contact Andrea at 416-338-2469.