



WATERFRONToronto

ANIMATING OUR WATERFRONT

2017 PROGRAM APPLICATION GUIDELINES

Application Deadline: March 24, 2017



Hand drumming and songs by Spirit Wind, as part of Irene Cortes' *The Gata: Water Ceremony* at Sherbourne Common.
Photo: Connie Tsang

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PURPOSE

Waterfront Toronto's Animating Our Waterfront is a program that provides funding and production support to individuals, organizations, collectives and groups that produce free arts and cultural programming in selected waterfront parks and public spaces. The program's goal is to provide one-time funding for projects that help to animate our waterfront communities. We recognize that creating space for arts and culture is an essential component of our work to revitalize Toronto's waterfront and reconnect residents and visitors with Lake Ontario.

The objective of this program is to facilitate the production and presentation of three types of programming: Community Arts & Culture Workshops, Site-Specific Projects, and One-Day Festivals.

Cover: Ecstatic dance by Irene Cortes, Mary-Dora Bloch Hansen and Zach Olesinski, as part of *The Gata: Water Ceremony* at Sherbourne Common.
Photo by Connie Tsang.

ELIGIBLE PROPOSAL TYPES

Community Arts & Culture Workshops

Maximum funding: \$700 per workshop

We are seeking proposals for community-focused workshops that may include instructing community members in dance, music, theatre, visual arts, performance, literary arts, or some combination thereof. Proposals for weekly or recurring workshop series are encouraged. We challenge you to propose workshops that require no previous training or experience from participants and that will allow local residents to engage in face-to-face activities and encourage you to reflect the social and cultural diversity of Toronto.

Signature Site-Specific Art Projects

Maximum funding: \$10,000

We are seeking proposals for temporary art projects or events that respond and react to the unique parks and public spaces along Toronto's waterfront. We challenge you to propose projects that will be accessible to a wide audience yet still push aesthetic and conceptual boundaries. Dance, music, theatre, visual arts, performance, literary and media arts, and community engaged artwork are eligible, and we strongly encourage proposals that are interdisciplinary and interactive in nature. We also encourage collaboration between artists, collectives or organizations. Waterfront Toronto program staff may play a role in helping to shape the project to ensure that it meets our objectives for animating our waterfront spaces.

One-Day Festivals

Maximum funding: \$10,000

We are seeking proposals from not-for-profit arts and cultural organizations who would like to expand or extend their programming by hosting a free one-day outdoor event or festival in a waterfront location. We encourage proposals from art, music, theatre, performance or literary organizations with an established festival brand or seasonal programming.

Animating Our Waterfront is an arts funding initiative which is wholly operated by Waterfront Toronto.

K Funk and Lady Ree
lead a beginner's
ukulele workshop in
Corktown Common.
Photo: Facebook.



APPLICANT ELIGIBILITY

This program is open to individuals, not-for-profit organizations, groups or collectives operating on a not-for-profit basis. Payment of artists' fees or performance fees is a requirement of this program. Funding cannot be used to support an organization or group's ongoing staff salaries. Applicants must have developed their skills through training and/or practice; be recognized as professionals by their peers in the same field; actively practice their art, performance or programming activity; seek payment for their work; and, have a history of two or more years of public presentation or exhibition of their work.

You may not apply as both an individual and also as a member of an organization or collective in the same year.

All applicants are encouraged to attend an information session prior to submitting an application. (See Information Session section on page 6.)

Successful applicants must be available in the months between notification and project implementation (March to June) for project planning that may include required onsite visits and meetings.



Music lovers spread out on the grass during VERSA's audiovisual performance at Sherbourne Common. Photo: Connie Tsang.

Eligibility criteria specific to Individuals

If the applicant is an individual, the following eligibility criteria apply:

- Individuals must be Canadian Citizens or Permanent Residents or otherwise have a work visa that permits them to work in Canada. If requested, you must be able to provide documentation to verify this. (Grant recipients must have a Social Insurance Number.)
- Preference will be given to individuals who live and work in the City of Toronto.
- Individuals must have a history of two or more years of experience presenting their work or programming.

Eligibility criteria specific to Organizations, Groups and Collectives

- If the applicant is an organization, group or a collective, the following eligibility criteria apply: Organizations, groups and collectives must be incorporated as non-profit organizations or unincorporated collectives which operate on a non-profit basis. A collective is defined as two or more individuals working together under a group name, either on a single project (ad hoc) or on an ongoing basis. For collectives, all artists

must be Canadian Citizens or Permanent Residents or otherwise have a work visa that permits them to work in Canada.

- All members of an organization or collective must have a history of two or more years of professional arts practice experience.
- Preference will be given to organizations and collectives that are based in the City of Toronto.
- Commercial businesses and for-profit organizations are not eligible to apply.

PROJECT ELIGIBILITY

Activity must be free and open to the general public, including all persons in the park or public space.

Activity should take place between June 1 and September 30, 2017.

New this year: This program may fund expenses related to the creation or presentation of new site-specific work by artists if the proposal demonstrates the project is achievable and the artist or organization has a track record of successfully producing works of similar size and scope.

Expenses related to works created by participants in community engagement projects are eligible.

For presentation projects, the artistic work must have already been created or be nearing completion at the time of application. Expenses related to site specific adaptation of a previous work or of an existing work, or expenses related to partial project restoration or re-fabrication may be eligible.

For community engaged work, the type of artistic work around which the project will be framed must have been previously undertaken in some capacity and the applicant must have previous experience working on community engaged projects.

For more details please contact Waterfront Toronto at info@waterfronttoronto.ca.

Miss Coco's West African Dance and Drumming at Lawren Harris Square. Photos: Connie Tsang.



INFORMATION SESSION

OPTIONAL, BUT RECOMMENDED BEFORE SUBMITTING YOUR APPLICATION

All applicants are invited to attend an information session prior to submitting an application. Information sessions are scheduled for March 2017.

The sessions will provide information such as Waterfront Toronto's objectives, sites available for programming, which types of activities will not be funded and what type of activity will require additional permits such as noise exemption, street closures, security/police requirements, etc. This information will help you to present a comprehensive application.

[Click here to register!](#)

PROJECT CATEGORIES

When you apply please specify the type and discipline category that best describes the activity that will take place in the park:

Arts Discipline

- dance
- literary arts
- music
- theatre
- visual arts
- media arts
- multi-disciplinary (2 or more of the above disciplines)

Type of Activity

- performance
- installation
- screening
- community engagement

Street Projects miniature art gallery installation in Corktown Common
Photo by: Christopher McKinnon



VALUE OF GRANT

Maximum Grant: \$10,000

Grants awarded may be less than the full amount requested. Applicants are not required to secure other sources of funding.

Grant recipients will be provided with:

- funding toward artist fees and production elements
- facilitated access to the park or public space (permit dates subject to approval by City of Toronto Parks, Forestry & Recreation or other relevant city departments)
- facilitation of event permit licensing and liability insurance

- information regarding additional requirements (site plan, waste and recycling diversion plan)
- marketing, promotion and inclusion on Waterfront Toronto’s website, blog and social media channels
- required signage under the *Animating Our Waterfront* banner
- support from Waterfront Toronto’s public engagement staff, as required

Eligible Expenses: All expenses directly related to the production of the project are eligible and should be detailed in the project budget submitted. Administration expenses may not exceed 10 per cent of total budget. On-going staff salaries are not eligible as project expenses.

LOCATION

You may specify a park or public space for your project, either because the project is site-specific or because you have a connection to the space (e.g. you live in the neighbourhood or you grew up in the neighbourhood or you’ve performed in this park before, etc.).

OR

You may present a concept for your activity or event, in which case the program managers will work with you to choose a site for your project, if your application is successful.

All projects must be located within one of the following waterfront districts:

- West Don Lands
- East Bayfront
- North Keating
- The Port Lands



WEATHER CONTINGENCY PLAN

Applicants must submit a comprehensive plan for how they will deal with inclement weather. If the plan includes postponing the activity, alternate “rain” dates must be specified in the application. Shortening the project will be an accepted plan, but you must be specific. Cancellation of the project is not an acceptable option and repayment of the grant would be required if this occurs.

APPLICATION PROCESS

Applications must be submitted no later than **12:00 pm on Friday, March 24, 2017**. **Applications must be submitted by email**. You will receive a confirmation email from the program manager when your application is received.

Send applications as a PDF or Word attachment to info@waterfrontoronto.ca with the subject line “WATERFRONT ANIMATION”.

Your application should include:

- Letter of interest
- Project proposal, including:
 1. Description of your project
 2. Discipline
 3. Type of activity
 4. Collaborators
 5. Budget
 6. Dates and duration
 7. Audience
 8. Proposed location (if any)
 9. Location/venues where this project has previously been mounted
- Curriculum vitae
- Links to support material

APPLICATION SUPPORT MATERIAL

Audio-visual support material is essential to the assessment process and is a requirement.

The material submitted must demonstrate the applicant’s ability to carry out the project and therefore must be representative of the work that will be presented.

Still images, audio recordings and video must be submitted by providing a link to an external website where your work has already been uploaded, such as your website, Flickr, Instagram, Tumblr, Soundcloud, Vimeo, YouTube, Facebook, etc. Support material for your application may also be submitted through an online file sharing service such as Dropbox or Google Drive.

ASSESSMENT PROCESS

Grants are awarded on a competitive basis by Waterfront Toronto's program team.

The program managers assess projects according to the following criteria:

1. Artistic merit
2. Relevance to Waterfront Toronto's desire to animate parks and public spaces along the waterfront
3. Demonstrated ability of the applicant to carry out the project as outlined
4. Financial viability of the project, including adequate payment of artist fees

NOTIFICATION

Applicants will be notified by email when the results are available. Notification will be received by April 15, 2017.

CONDITIONS OF FUNDING

Successful applicants will receive a Sponsorship Agreement. The Sponsorship Agreement will detail the terms and conditions of the funding. The Sponsorship Agreement must be signed and returned to Waterfront Toronto before any funding can be released.

Ten per cent (10%) of the grant will be released upon signed Sponsorship Agreement.

Eighty per cent (80%) upon proof of permit.

Ten per cent (10%) of the grant will be held back and paid only after the event has taken place, the park has been cleaned and a City of Toronto Parks Supervisor has confirmed that the park was left in good condition.

Grant recipients must display Waterfront Toronto signage at their event. This signage will be provided.

Grant recipients must include visual acknowledgement of Waterfront Toronto support in all promotional materials, advertising and programs related to the project. Waterfront Toronto's logo will be provided; specifications for the size and placement of the logo should be commensurate with that of other donors or sponsors that have provided similar financial support. Grants may only be used for the purposes outlined in the application.

Projects cannot be deferred. Park space may only be used during the agreed permit dates and times, and solely for the agreed activity.

In addition to the aforementioned general conditions of funding, Waterfront Toronto reserves the right to place other conditions on the release of the grant. Any specific conditions will be outlined in the Sponsorship Agreement.

CITY OF TORONTO ANTI-RACISM, ACCESS AND EQUITY POLICY

As Waterfront Toronto is funded in part by the City of Toronto, applicants must follow the City's requirement that all organizations and individuals adopt a policy of non-discrimination as a condition of receiving a grant or other support. A complete copy of the [City of Toronto's Anti-Racism, Access and Equity Policy \(PDF\)](#) is available online.

REPAYMENT OF GRANT

The grant must, on the request of Waterfront Toronto, be repaid, in whole or in part, to Waterfront Toronto, if the grant recipient:

- breaches any of the terms and conditions of the grant
- knowingly provides false information in the grant application
- uses the grant for purposes not approved by Waterfront Toronto
- breaches any of the provisions of the Ontario Human Rights Code in its operations
- ceases operating prior to completion of the project
- ceases to operate as a non-profit organization or collective prior to completion of the project
- winds up or dissolves prior to completion of the project
- merges or amalgamates with any other party prior to completion of the project
- commences or has commenced against it any proceedings in bankruptcy, or is adjudged a bankrupt, prior to completion of the project

FURTHER INFORMATION

If you have questions about this program, contact Waterfront Toronto at ATTN: *Animating Our Waterfront* at info@waterfronttoronto.ca or 416-214-1344.

Dance by Julia Aplin,
Jordana Deveau and
Georgia Simms, as
part of *Singing River*
at Corktown Common.
Photo: Connie Tsang



About Waterfront Toronto

The Governments of Canada and Ontario and the City of Toronto created Waterfront Toronto to oversee and lead the renewal of Toronto's waterfront. Public accessibility, design excellence, sustainable development, economic development and fiscal sustainability are the key drivers of waterfront revitalization.

CONTACT US:

Communications & Public Engagement Department

Waterfront Toronto
20 Bay Street, Suite 1310
Toronto ON M5J 2N8

Have a question about waterfront revitalization? Call us at **416-214-1344** or send us an email at **info@waterfronttoronto.ca**



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#TOtheWaterfront