



ARTSCAPE DANIELS LAUNCHPAD

Artscape Daniels Launchpad is excited to announce that we are now accepting applications for the Artscape Daniels Launchpad Community Access Program. In response to the unprecedented challenges of the COVID-19 pandemic, Artscape Daniels Launchpad will provide free access to our performance and event space for fundraising and recovery efforts to the Toronto arts community this October through December. We invite you to read this call and submit an application by **September 18, 2020**.

Successful applicants will receive:

- Up to **\$10,000** in in-kind value for their initiative. This includes venue rental, staffing and in-house equipment use.
- Supplementary marketing and promotional support from Artscape marketing team.

Guiding Principles and Goals

Culture is the glue that holds our society together, creating the space to share our stories, feel seen and heard, and make sense of our shared reality. For most of us, art is playing a huge role in how we find joy in these difficult times. During this unprecedented crisis, as we all struggle with coping under the conditions of COVID-19, the arts are one of the beacons of hope we all rely upon. Now more than ever, we need to support and empower our artists to help us reflect, kindle our hope and imagine a better future.

This program aims to celebrate and support the range of creative people, projects, and organizations who contribute to Toronto's diverse arts community. We envision events that:

- Support fundraising and recovery efforts for artist and arts organizations challenged by the COVID-19 crisis.
- Celebrate and reflect the diversity of the unique creative people who live in the city.
- Create meaningful opportunities for artists and creative leaders to develop, create and present their work.
- Build reciprocal and meaningful relations.
- Centre the artists and people whose stories are being told.
- Compensate the artists and people who are involved.
- Build leadership, knowledge and resources for artists and cultural leaders across the sector

Eligibility:

Eligible applicants include artists, collectives, and arts organizations with a mission to develop, create, produce, present and disseminate artistic work or provide professional services for the benefit of the local arts and cultural sector. Projects that include participation by individuals, public or private partners, will be considered provided they are led by an arts organization. One grant per applicant will be considered whether for an event or series of events. While artists and arts organizations can only be the lead applicant on one submission, they may be a partner on others.

Priority will be given to artists who identify as equity seeking groups. Priority will also be given to projects that provide meaningful opportunities for contribution from Artscape Daniels Launchpad creative entrepreneurship members, who have the relevant lived experience, permission, knowledge, skills and expertise to support or lead the project. We are happy to help applicants unfamiliar with the Artscape Daniels Launchpad community to identify potential partners, however, the onus is on the applicant to contact those members to develop partnerships.

Potential Projects

The program supports events in any artistic discipline including music, theatre, dance, indigenous arts and culture, interdisciplinary, multidisciplinary, multimedia, visual arts and heritage.

Examples of eligible activity:

- A fundraiser, recovery effort, open house, art show, or art sale.
- A single production, show, or a series of related curated or produced arts and cultural events, performances and programs.
- Conference or symposia that offer significant learning and networking opportunities for artists, arts and cultural organizations, and the general public.
- Artistic mentorships that facilitate learning opportunities for professional artist wishing to gain experiential training with professionals in host organization.
- Collaborative creative initiatives that involve professional artists.

Ineligible activity:

- Events where the central focus or theme is not artistic or cultural
- Events or activities of a religious nature or those that include proselytization of religious beliefs

Criteria and Selection Process

Applications will be reviewed by the Artscape Daniels Launchpad Community Access Advisory Committee who will review applications based on the following criteria:

- 1. Strength of vision for the proposed project – 50%**
 - Creative vision is clear, realistic and achievable

- Programming will be produced in compelling and ethical ways
- The project makes a meaningful effort to engage artists and audiences that reflect the diversity of creative experiences and voices of Toronto.
- Accommodation and accessibility plans and resources are in place as applicable to address any physical, financial, linguistic, cultural, social and geographic barriers for project contributors and audiences

2. Project plan and impact – 40%

- An achievable plan is in place to complete the project and reach its goals
- Strength of proposed marketing and communications strategy (i.e. ability to attract attendees)
- There is consideration given to the anticipated reach and how the success and impact of the project will be determined
- The project provides meaningful opportunities for contribution from Artscape Daniels Launchpad creative entrepreneurship members who have the relevant lived experience, permission, knowledge, skills and expertise to support or lead the project.

3. Experience and/or demonstrated capacity to run the proposed project – 10%

- If applicable, reflective statements on learnings from successes and challenges, impact, photos/media and participation statistics of previous projects

REPORTING

In an effort to capture the magic of these vibrant events, we require all selected applicants to submit a final report that includes (but is not limited to) a post-event evaluation report, photographs, statistics (e.g. number of artist's collaboration, number

of attendees), testimonials and a final budget. The requirements of this report will be circulated to successful applicants. In order to show appreciation to the generous donors who make this program possible, successful applicant are required to acknowledge support of the Artscape Daniels Launchpad Community Access Program on printed materials, promotions and during on stage announcements.

QUESTIONS

If you have any questions or require assistance with the submission process, please contact **Farid Jalil** at fjalil@artscape.ca.

APPLICATION TIMELINE PROCESS

August 27 - Call for Proposal released

September 18 – Submission Deadline

September 24 – Notification to applications

October 1 – Programming begins

December 18 – Programming ends