VISUAL AND MEDIA ARTS PROJECTS: PRESENTATION
2024 PROGRAM GUIDELINES

Application deadlines: March 4 and August 1, 2024

TAC is committed to equity and inclusion. We welcome and encourage applications from all Toronto artists, including but not limited to: Black artists, Indigenous artists, artists of colour, artists who are Deaf, have disabilities or are living with mental illness, artists who self-identify as 2SLGBTQIAP, newcomer and refugee artists, young and emerging artists and artists working outside the downtown core. Learn more about what we are doing to make TAC more accessible and inclusive in our [Equity Framework](#)

What does this program support?

The Visual and Media Arts Projects program provides funding to professional, non-profit Toronto visual arts/media arts organizations, collectives, curators or programmers to pursue one-time or time-limited projects involving the exhibition or distribution of contemporary visual or media arts and/or other activities that contribute to the development of the visual arts/media arts in Toronto (for example residencies, artists workshops). The City of Toronto provides the funding for this program through its Community Partnership and Investment Program.

The maximum grant available in this program is $15,000. Proposed projects must have a secured venue in the city of Toronto or be produced in Toronto and shared online, and have a well-focused audience development plan.

You may apply for the following types of projects:

- **Exhibition:** an exhibition must present work in a curatorial or critical context. Applicants exhibiting the work of their own members must likewise have a clearly defined curatorial or critical framework informing the selection and exhibition of work. An individual curator may not present their own artwork

- **Screening Series:** a screening, including film/video festivals, must present work in a curatorial or critical context and must include some work from Toronto artists. Applicants screening the work of their own members must likewise have a clearly defined curatorial or critical framework informing the selection and screening of work. An individual programmer may not present their own media work.

- **Lecture Series:** a lecture series must present work in a curatorial or critical context. The audience development plan for the series must include a rationale on how the project contributes to the development of contemporary media and/or visual arts in Toronto. Applicants presenting their own members must likewise have a clearly defined curatorial or critical framework informing the selection of speakers.

- **Residency/Workshop Series:** the audience development plan for the series must include a rationale on how the project contributes to the development of contemporary media and/or visual arts in Toronto. Applicants that have residencies or workshops including their own

members must likewise have a clearly defined curatorial or critical framework informing the selection of participants.

- Due to potential public health restrictions, social distancing rules and venue closures, projects conceived on digital platforms are eligible.

- Grants awarded may be less than the full amount requested. In all categories TAC will not fund 100% of a project: applicants must indicate a range of revenue sources, which may include donated goods and services. For all categories, project expenses could include: artists fees, production and technical fees, marketing and outreach costs, administrative costs, childcare costs, etc. The payment of artist fees is a requirement in this program.

TAC Accessibility grant

Projects involving Deaf artists and artists with disabilities may apply for an additional TAC grant by completing the Accessibility Expenses section of the application and including the requisite information in their budget. A TAC Accessibility grant will provide up to a maximum of $5,000 towards accessibility costs for artists incurred during the project. Accessibility costs include but are not limited to: ASL interpretation, audio description, closed captioning, communications assistants, attendant care (including helpers for Elders), support workers and equipment rentals or other supports required to meet artists' accessibility needs).

When can the project happen?

Applications submitted to the March deadline must be for projects commencing after June 1. Applications submitted to the August deadline must be for projects commencing after November 1. TAC does not fund retroactively. Projects that have commenced prior to the adjudication will not be considered. Projects must be completed within two years of the date of your grant Notification Letter.

Who can apply?

If you are a first-time applicant, or if you have any questions about the eligibility of your project, please contact the Visual/Media Arts Program Manager Peter Kingstone.

- To apply to Visual and Media Arts Projects applicants must be either an incorporated non-profit organization or an unincorporated collective operating on a not-for-profit basis. Or an individual programmer or curator living in Toronto.

- A collective is defined as two or more artists, curators or programmers working together under a group name, either on a single project or on an ongoing basis.

- For collectives of two artists, both must be City of Toronto residents. For collectives of more than two artists, the majority of members must be City of Toronto residents.

- Organizations/collectives must be located within the City of Toronto and the activity for which the funding is requested must occur within the City of Toronto.

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- Artists must be professional. A professional artist is someone who has developed their skills through training and/or practice; is recognized as such by others working in the same artistic tradition; actively practices; seeks payment for their work; and has a history of public presentation.

- TAC recognizes that due to systemic barriers within the broader arts community (e.g. limited mainstream presentation opportunities for artists from equity-seeking communities) that some flexibility may be required in interpreting eligibility criteria to take into account equivalent professional experience and contexts. Potential applicants from equity-seeking communities

are encouraged to discuss their eligibility with the Program Manager in advance of submitting an application.

- The project for which the funding is requested must take place in the City of Toronto.

- The payment of artist fees is a requirement in this program.

- Applicants may receive only one grant per calendar year through the Visual/Media Arts program and may not apply to other TAC discipline programs. However, TAC offers other types of granting opportunities through its Strategic Initiatives envelope, and you may be eligible to apply to one of these programs. Please note: if you apply for a Visual/Media Arts project grant you cannot also apply to another TAC program for the same project. Please consult TAC's website for other granting opportunities.

This program does not fund:

- Projects that have been completed prior to the announcement of results. Toronto Arts Council does not fund retroactively.

- Organizations or collectives that receive Operating funding from TAC.

- Schools that are part of Ontario's public or private education system;

- Student exhibitions or screenings

- Educational and religious institutions, unless there is a clear separation in both programming and budget between their regular activities and their arts activities;

- Creation or production of visual or media artworks

- Curatorial/programming research. Applicants must have already selected the artists or artworks they wish to present, or have developed clear critical or curatorial objectives and be able to provide a list of artists and/or artworks under consideration.

- Screening programs or festivals that do not include the work of Toronto artists, this is not intended to exclude works by non-Toronto artists.

- Ongoing operating costs, such as permanent staff salaries and general administration of an organization. This program is not intended to support an organization or collective's ongoing activities. For information about Annual Operating funding, please contact TAC's Visual/Media Arts Program Manager.

- Costs related to equipment purchase, capital projects (such as building purchase or renovations), publishing, archiving, awards and award ceremonies, art therapy, fundraising events/projects and deficit reduction.

- Activities taking place outside of the City of Toronto (such as touring, travel, accommodations).

How do I apply?

Applicants register and submit the application on TAC Grants Online. Applications must be submitted no later than 11:59 pm on the deadline dates. TAC does not accept applications by any other means of delivery. You will receive a confirmation email when your application is submitted. Check your spam/junk mail folder if it doesn't arrive in your in-box.

Application Accessibility Support For Deaf Persons Or Persons With Disabilities

Applicants who are Deaf or have a disability and need support to complete their grant applications can apply for funds to cover the costs of assistance from Application Support Service Providers. Up to $500 is available per eligible applicant in each calendar year. Please contact your Grant Program Manager at

least six weeks before the grant program deadline to determine eligibility,

What do I need to prepare?

The three main parts to the application are: *Project Description, Budget Information, and Support Material:*

- The *Project Description* has four sections: Overview, Artistic Goals & Objectives, Outreach & Audience Development and Project Contributors.
    - The Overview gives a synopsis of your project. (up to 1000 words)
    - The Artistic Goals & Objectives describes your artistic goals and objectives in relation to the project. (up to 500 words)
    - The Outreach & Audience Development section describes the audiences you wish to serve and the strategies you will use to reach them. (up to 500 words)
    - The Project Contributors is a list of the artists, curators, programmers and key community contributors involved in your project. Provide resumes for the key artists and brief bios of other contributors. Accepted file format – PDF.
- In *Budget Information* you will fill out a table that shows the proposed Revenues (Earned Revenue, Private Sector Revenue, Government Revenue) and Expenses (Artistic/Production Expenses, Administration/Marketing Expenses) for your project. You will also need to upload a PDF file with supplementary budget information with a breakdown of donated goods and services and projected Artistic Fees.
- *Support Material* is a requirement for some projects and optional for others. Contact the Visual/Media Arts Program Manager if you have questions about the type of support material to submit. Audio Visual and Printed support materials are accepted. All applicants are encouraged to upload at least one support material related to their current application.
    - Audio/visual support material is a requirement for **all exhibition and screening series projects**, to show examples of the work to be presented. If the artists or projects have not been chosen, a detailed plan on finding the artists must be discussed in the Artistic Goals & Objectives section.
    - Upload a maximum of 10 images; peer assessors will only view the number specified. The acceptable file type for visual support material is JPEG or JPG. The maximum file size is 2 MB. File resolution required for projection is between 72 and 150 DPI (or saved for "screen/monitor"). a maximum of 10 digital images
    - **OR**, for works that do not lend themselves to still documentation. Provide a link to the video files and, if required, a password or other instructions required to access the file. Do not submit material through Google Drive.
    - The assessment committee will normally review 5 minutes of support material per application. Therefore, works may not be seen in their entirety.
    - Optional print support material, applicants may submit a maximum of six pages of printed support materials (e.g. press clippings, letters of support) in PDF file format.

Are there requirements and guidelines for paying artists?

Grant recipients are required to pay artists' fees for professional artists, and encouraged to bring these fees into line with sector standards or, at a minimum, living wage benchmarks:

- Arts sector guidelines:
    - [Carfac (visual arts)](#)
    - [Canadian Alliance of Dance Artists](#)

- o [Canadian Actors Equity – Independent Theatre Agreement](#)
- o [Canadian Federation of Musicians](#)
- The Ontario Living Wage as a minimum standard for artists/arts workers' salaries and fees: [Ontario Living Wage by Region](#)

How is my application assessed?

- Grants are awarded on a competitive basis by a panel of peers from the visual and media arts communities. Peer assessors are selected on the basis of their familiarity with and specialized expertise in a broad spectrum of artistic practices/media and their direct experience in the Toronto visual arts or media arts communities. Grant review panels are composed to ensure fair representation of gender and cultural diversity, as well as emerging, mid-career and established artists. Peer assessors are practicing visual arts professionals, media arts professionals, including artists, filmmakers, curators, programmers, etc. The grant review panel's recommendations are approved by TAC Directors.

- The grant review panel assesses projects according to the following criteria:
  - o Artistic merit
  - o Contribution of the project to the development of the visual arts or media arts in Toronto;
  - o Contribution of the proposed project to the development of the applicant organization/collective and/or the artists involved;
  - o Public impact of the project, including the quality and effectiveness of the applicant's outreach, marketing and/or audience development strategies;
  - o Financial viability of the proposed project and the ability of the applicant to carry it out.

- Project funding is recommended only at the discretion of the grant review panel. This is a competitive program. Applicants should be aware that meeting the general eligibility requirements does not guarantee that a grant will be recommended.

- Included in the Equity Framework is an Equity Priority Policy, which states that if there are multiple well-assessed applications of equal merit in an adjudication round but insufficient funds in the grants budget to support all deserving candidates, applications proposed by applicants that self-identify as belonging to one of Toronto Arts Council's equity priority groups or that primarily involve or serve artists from these groups will be prioritized.

- Decisions of the grant review panel are final.

- As the peer assessors and the applications change with each deadline, peer assessor evaluation of relative artistic merit will also vary. Unsuccessful applicants may succeed with another grant review panel and are encouraged to reapply.

How and when do I find out the application results?

TAC will send you an email when the results are available and you will log in to TAC Grants Online to receive the results.

Notification will be received within four months of the deadline date. For the March deadline, you will find out at the end of May; for the August deadline, you will find out at the end of October.

What if my project changes?

Grants may be used only for the purposes outlined in the application. Changes to the scale, activities and timeframe of the project must be reported promptly to TAC. In such cases, TAC may require full or partial repayment of the grant. Changes to project dates must be reported to Visual/Media Arts Program

Manager.

What do I do when I have completed the project?

Recipients are required to file a final report on their project. The final report is filled out and submitted online, just like the application. Reports on previous projects in this program must be submitted to TAC before you are eligible to reapply for another grant in the same program. Future applications will not be accepted unless reports on previous funding have been received and approved by TAC.

What are the rules or requirements for this funding?

- Successful applicants will receive a Letter of Understanding. The Letter of Understanding will detail the terms and conditions of the funding. The Letter of Understanding must be signed and uploaded to TAC Grants Online before funding can be released. The Letter of Understanding also describes situations that would require grant repayment.

- Grant recipients are required to acknowledge the support of Toronto Arts Council in all written materials relating to the activities for which funds are granted. The TAC logo is available on our website; 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. In lieu of the logo, the recipient may use the phrase "produced with the support of the City of Toronto through Toronto Arts Council."

- Toronto Arts Council has moved to electronic payments. If your application is approved, you will be required to enter the bank account information of the grant recipient that corresponds to the Applicant Name on your Notification Letter. Bank information is submitted along with your Letter of Understanding and other Notification Letter Requirements.

- The City of Toronto requires that all organizations and individuals adopt a policy of non-discrimination as a condition of receiving a grant from the City. All successful applicants will be required to submit a signed Declaration of Compliance with Anti-Harassment/Discrimination Legislation and City Policy. A copy of the following City documents can be downloaded from TAC's website: Anti-Racism, Access and Equity Policy Guidelines, Hate Activity Policy and Procedures and Human Rights and Harassment Policy and Procedures.

- TAC staff attends client performances and events. Grant recipients are required to send TAC information on any public performances or events presented in the context of their grant-supported projects. This information should be emailed to the Grant Program Manager.

- In addition to the aforementioned general conditions of funding, TAC reserves the right to place other conditions on the release of the grant (such as confirmation of venue, programming, other sources of funding, etc.). Any specific conditions will be contained in the Letter of Understanding.

Further questions

Contact Visual/Media Arts Program Manager Peter Kingstone (he/him):

peter@torontoartscouncil.org, 416-392-6802 x 208