



2022 PROGRAM GUIDELINES

VISUAL AND MEDIA ARTS: ANNUAL OPERATING FUNDING

Application deadline: March 1, 2022

TAC is committed to equity and inclusion. We welcome and encourage applications from all Toronto artists, arts organizations and artist collectives. Specific equity measures or targeted programs are in place to ensure full access and participation by 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](#)

GOALS

Toronto Arts Council provides funding support to outstanding artists and arts organizations that contribute to the cultural life of the City of Toronto. TAC is committed to artistic excellence, innovation, and accessibility, and supports a wide spectrum of artistic endeavour and a range of activity that makes the City of Toronto one of the leading cultural centres in Canada. Through its support, TAC cultivates a richer engagement between artists and audiences and reflects the City of Toronto through the diversity of artists, arts communities and audiences that it serves.

OBJECTIVES

The Visual and Media Arts Program provides Annual Operating support to professional, non-profit, visual and media arts organizations engaged in the exhibition and distribution of contemporary visual and media artworks, support of the production of visual and media artworks and other activities that contribute to the development of visual and media arts, artists and audiences in Toronto. The City of Toronto supports this program through a funding allocation approved annually by Toronto City Council.

Visual and Media arts groups supported through this program include: artist-run and public galleries, distribution organizations, arts service organizations, production cooperatives, festivals, exhibition groups and artists' or curatorial collectives.

ELIGIBILITY REQUIREMENTS

To be eligible for Annual Operating funding, an applicant must:

- be non-profit;
- be a professional¹ Visual Arts or Media Arts organization that pays appropriate professional fees to artists;
- be located in the City of Toronto and have a significant portion of its activities occurring within the City;

¹ 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.

but is not limited to electronics, workspace materials and health and safety items.

APPLICATION PROCESS

Applicants are required to register and submit the application, including the required support material, on *TAC Grants Online* (<https://tac.smartsimple.ca>). Applications must be submitted no later than 11:59 pm on the deadline date. 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.

You will enter your Financial and Statistical data online at CADAC (Canadian Arts Database/Données sur les arts au Canada) www.thecadac.ca. Financial statements must also be submitted to CADAC and a copy uploaded in PDF form with your application.

SUPPORT MATERIAL

All applicants may upload promotional materials produced by their organization in relation to its last year's activities (e.g. programs, brochures, catalogues, etc.) and/or press clippings (maximum 6 pages). Accepted file format – PDF.

ASSESSMENT PROCESS

Applications are reviewed first for eligibility by TAC staff. TAC's Visual and Media Arts Committee then assesses all eligible visual and media arts applications. Grant recommendations are approved by the TAC board of directors.

TAC's Visual and Media Arts Committee is a volunteer committee of practicing visual and media arts artists and other visual and media arts professionals. Members are selected on the basis of their familiarity with and specialized expertise in a broad spectrum of visual and media arts forms, styles and practices and their direct experience in Toronto's visual and media arts community. TAC strives to ensure fair representation of gender and diverse cultural communities on its adjudication committees and grant review panels. Visual and Media Arts organizations are invited to nominate peers interested in serving on TAC's Visual and Media Arts Committee. These nominations should be submitted in writing. Committee members serve maximum three-year terms.

Annual Operating funding is recommended only at the discretion of the Visual and Media Arts Committee. First-time applicants should be aware that approval is not automatic solely on the basis of meeting the general eligibility requirements. (Unsuccessful applicants are eligible to apply to the next Project application deadline.) For organizations currently receiving Annual Operating support, the Visual and Media Arts Committee may recommend maintaining, increasing or decreasing current funding levels or it may recommend that organizations no longer meeting the standard required be phased out of the program.

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.

ASSESSMENT CRITERIA

The Visual and Media Arts Committee evaluates all organizations applying for Annual Operating funding using the following assessment criteria in the context of each applicant's stated mandate and direction, available resources and stage of development, and the geographic, cultural and artistic environments in which it works. TAC's equity focused criteria represent 20% of an applicant's overall assessment in the evaluation process for operating grants.

1. Artistic Assessment Criteria:

I. Artistic Quality

In assessing Artistic Quality, consideration is given to:

- The vitality of the organization's mandate and vision.
- The relationship of the mandate and vision to the organization's achievements, initiatives and goals.

- The levels of artistry achieved through the organization's artistic activities, which may include creation, production, presentation, performance, design, writing, exhibition, programming, etc.

II. Development of the Art Form

In assessing the contribution the organization makes to the development of the art form, consideration is given to:

- The level of commitment to the development of Canadian work through creation, production, presentation, exhibition and/or programming.
- The role of the organization in the development of the artistic field.

III. Role and Relevance in the Artistic Community

In assessing the organization's role and relevance in the artistic community, consideration is given to:

- The organization's relationships with artists and/or other arts organizations, which may include resource-sharing, creative collaborations, providing opportunities for networking and professional development, etc.
- The support the organization gives to artists in Toronto by providing opportunities for performance, exhibition, screenings, networking, professional development, and/or other types of support.

IV. Equity Implementation

TAC has further adopted specific equity-focused assessment criteria to evaluate the extent to which an applicant organization reflects the diversity of its local community and the City of Toronto in its artistic programming, particularly with regards to the inclusion and engagement of Indigenous people, Black people, persons of colour, persons who are Deaf, have disabilities or are living with mental illness, and persons who self-identify as 2SLGBTQIAP.

2. Organizational Assessment Criteria:

I. Public Impact

In assessing the organization's public impact, consideration is given to:

- The organization's ability to describe its current audience and its level of commitment to develop an audience that reflects the community it serves.
- The organization's ability to recognize and cultivate potential new audiences and develop marketing plans to support this.
- The ways in which the organization engages its audience through outreach and audience development activities such as artists' talks, Q&As, pre- and post-performance talks, lecture-demonstrations, etc.
- The organization's ability to gain support from the wider community in the form of sponsorships, partnerships, volunteers, etc.

II. Financial and Administrative Viability

In assessing the organization's financial and administrative health and operations, consideration is given to:

- An appropriate allocation of human and financial resources to fulfill the organization's plans.
- The stability of the organization, demonstrated by its retention of staff and strategies for ensuring succession planning.
- A budget that is realistic and shows a range of earned, private and government revenue.
- A demonstration through past performance of the organization's ability to secure the resources necessary to carry out its work.
- A demonstration through past performance that the organization can respond to changes in its financial circumstances.
- If the organization has a deficit, the effectiveness of the plans that are in place to reduce the deficit and to improve and strengthen financial planning.
- A governing body of the organization that reflects the community served by the organization and is committed to the well-being of the organization.

III. Equity Implementation

TAC has further adopted specific equity-focused assessment criteria to evaluate the extent to which an applicant organization reflects the diversity of its local community and the City of Toronto in its operations, particularly with regards to the inclusion and engagement of Indigenous people, Black people, persons of colour, persons who are Deaf, have disabilities or are living with mental illness, and persons who self-identify as 2SLGBTQIAP.

Are there requirements and guidelines for paying artists and arts workers?

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](#)
 - [Canadian Actors Equity – Independent Theatre Agreement](#)
 - [Canadian Federation of Musicians](#)
- the Ontario Living Wage as a minimum standard for artists/arts workers' salaries and fees: (\$22.08 per hour in 2021 or \$43,000 per year) [Ontario Living Wage by Region](#)

Toronto Arts Council recognizes that increasing levels of compensation for artists and arts workers may require organizations to review programming levels – TAC will not penalize organizations making necessary adjustments, including reducing programming.

NOTIFICATION

Applicants will be notified by email when the results are available, and will be able to log in to *TAC Grants Online* to receive their results. Notification will be received within four months of the deadline date.

PAYMENT OF GRANTS AND REPORTING REQUIREMENTS

Grant recipients will be required to sign a Letter of Understanding that details the terms and conditions of their grant. The Letter of Understanding will be made available when you receive your grant results. Grant payment will not be released until the signed Letter of Understanding has been uploaded to TAC Grants Online.

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.

Grant recipients must report on the activities for which they received TAC support within their next TAC application. Under normal circumstances, mid-year or interim reports are not required. However, grant recipients are expected to notify TAC immediately of any material changes in their administrative or artistic plans or of any serious disruptions to their activities. Grant recipients are also required to send TAC information on all upcoming performances and events in a timely manner. Information should be mailed, faxed or emailed to the Visual/Media Arts Program Manager.

ACKNOWLEDGEMENT OF TORONTO ARTS COUNCIL SUPPORT

Grant recipients must include visual acknowledgement of TAC support in all promotional materials, advertising and programs of performances or works related to the grant. The TAC logo may be downloaded from TAC's website; specifications for the size and placement of the logo should be commensurate with that of other donors or sponsors that have provided comparable financial support.

REPAYMENT OF GRANT

The grant must, on the request of TAC, be repaid (in whole or in part) to TAC, 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 TAC.
- ceases operating.
- ceases to operate as a non-profit organization.
- winds up or dissolves.
- commences or has commenced against it any proceedings in bankruptcy, or is adjudged a bankrupt.
- breaches any of the provisions of the Ontario Human Rights Code in its operations.

CITY OF TORONTO ANTI-RACISM, ACCESS AND EQUITY POLICY

The City of Toronto requires that all grant recipients adopt a policy of non-discrimination as a condition of receiving a grant or other support from the City.

All grant recipients will be required to submit a signed Declaration of Compliance with Anti-Harassment/Discrimination Legislation and City Policy.

A copy of the following City of Toronto documents can be downloaded from TAC website at www.torontoartscouncil.org: *Anti-racism, Access and Equity Policy Guidelines, Hate Activity Policy, and Human Rights and Harassment Policy and Procedures.*

FURTHER INFORMATION

For further information on this program, contact **Visual/Media Arts Program Manager Peter Kingstone** at:

peter@torontoartscouncil.org

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