



Arts in the Parks: Frequently Asked Questions

What is Arts in the Parks?

Toronto Arts Foundation's *Arts in the Parks* is a free annual outdoor initiative that will bring arts events to parks across Toronto, with underserved areas being a priority. Launching in the spring of 2016, Arts in the Parks will encourage community building, enjoyment of local parks, and offer arts events for residents and tourists of all ages. Events will include performances, dance, music, theatre, film, community-engaged work and temporary installations by arts groups. Selected parks are located throughout Toronto, from Etobicoke to Scarborough and North York to the downtown core. Arts in the Parks is a new initiative of the Toronto Arts Foundation and the Toronto Arts Council, being presented in partnership with City of Toronto Parks, Forestry & Recreation, Arts & Culture Services, and Park People.

To learn more, visit www.artsintheparksTO.org.

How can my organization get involved?

The Toronto Arts Foundation is inviting artists and arts organizations with confirmed plans to present arts programming in City of Toronto Parks, to participate in the Arts in the Parks program and benefit from the city-wide marketing campaign.

Is my organization eligible to be involved with Arts in the Parks?

If your organization has confirmed plans for a family-friendly, free event in a City of Toronto park your organization is eligible to join *Arts in the Parks*. You do not have to be an existing Toronto Arts Council client to participate.

What is a City of Toronto park?

While there are many wonderful public spaces in our city, for the purpose of *Arts in the Parks*, only parks identified on the City of Toronto's Parks Locator Map will be considered for inclusion in the initiative. Please visit the map at <http://bit.ly/1vS80EH> to see if your park is identified as a City of Toronto park.

What is the benefit for my organization/event? Should I join Arts in the Parks?

Toronto Arts Foundation has planned a city-wide marketing campaign that your organization/event may be a part of, including:

- TTC transit advertisements
- Advertisement placement in NOW Magazine, Toronto Star, community newspapers, On-the-Go Magazine and the PATH digital network
- Advertisement on billboards
- A large-scale social media plan, including shout-outs personalized to your event
- Inclusion in a new Arts in the Parks Events map on torontoartsonline.org

Featured Events:

In addition, Toronto Arts Foundation is looking to feature up to 50 events between June 15, and September 30, 2016. These featured events may benefit from all of the above listed benefits, plus:

- Photo and video documentation opportunities
- Inclusion in our Arts in the Parks brochure (distributed across the city)
- Support with online calendar listings
- On-site wayfinding signage such as flutter banners, as well as a small team of volunteers the day-of your event to help spread the word about *Arts in the Parks* and direct audiences through the park

What does the Toronto Arts Foundation need from me if I want to participate?

We will require you to submit the following:

- 1) A signed letter of agreement
- 2) Two event descriptions (140 characters and 250 words)
- 3) Up to three event photos
- 4) A company/artist biography (150 words)
- 5) Your company logo
- 6) Your company social media handles (and any specific event handles)
- 7) A Google Map screen shot of the park your event is taking place in, with the exact location of the event within the park clearly indicated
- 8) The exact dates, times, and locations of your event(s). This is to ensure accuracy when including your events in our printed material and when planning our volunteer schedule.

We will also require any scheduling updates should something change. Please check [your letter of agreement](#) for additional items required.

When is the deadline for my organization to be considered for inclusion in Arts in the Parks, and who do I contact?

Any organization can join Arts in the Parks, at any time! However, if you want to be a 'Featured Event' please be in touch and submit your Letter of Agreement by **May 6, 2016 at 5 PM** to Jaclyn Rodrigues at Jaclyn@torontoarts.org

What other organizations are involved in Arts in the Parks?

A full list of participating organizations will be announced by the third week of May online at www.artsintheparksTO.org

Can your volunteers help assist with my event set-up?

The volunteers that we have recruited have been trained for specific *Arts in the Parks* tasks. Because of the scope of the project, and the wide-range of activity, volunteers unfortunately cannot assist with set-up or tear-down of artist projects. Their responsibilities include:

- Answering audience inquires and directing audience traffic to events
- Handing out Arts in the Parks brochures, and any flyers you have for your event
- Assisting in tidying up litter post-event (note – your organization has primary responsibility for tidying up litter post-event)
- Being an ambassador of *Arts in the Parks* and for the Toronto Arts Foundation

Did you know?: Toronto Arts Council has a network of over 5,000 volunteers. You can submit calls for volunteers to assist with additional responsibilities for your events here:

<http://www.torontoartscouncil.org/opportunities/volunteer-network>

Does it cost anything to join *Arts in the Parks*?

The above listed benefits of joining *Arts in the Parks* come at no cost to your organization. We will ask you to review and sign the marketing Letter of Agreement and provide the requested marketing materials.

Do I have to do any marketing and promotion for my project/event?

Toronto Arts Foundation has planned an extensive city-wide marketing campaign that highlights all *Arts in the Parks* participants. That being said, you know your audience best! We encourage all participants of *Arts in the Parks* to promote their events through their own channels. Please see your Letter of Agreement for logo recognition details.

How can I receive funding for my event in the park?

The Toronto Arts Foundation is offering marketing and promotional support to artists and arts organizations participating in *Arts in the Parks*. While we cannot provide funding for your events, we encourage artists to visit the Toronto Arts Council's *Animating Toronto Parks* grants program at <http://bit.ly/1ojOQpC> to explore future funding opportunities. Note that the deadline has passed for 2016 grants.

Do I need to get a park permit?

Yes, all participating organizations are required to have an approved park permit from the City of Toronto.

For 2016, there are two major new developments:

- 1) City Parks is offering a free Arts and Music in Parks permit to qualifying parks events. Details can be found [here](#); note that this is for small events and eligibility is limited.
- 2) Even if you don't qualify for the Free Arts and Music in Parks Permit:

TAC-funded artists and organizations programming in parks under the *Arts in the Parks* umbrella are eligible for reimbursement of park permit fees by TAC. This includes 2016 operating and project grant recipients working in all disciplines.

Conditions for permit reimbursement:

- 1) Your event must be free to the public. Although you may collect donations, there may not be any barrier to entry or perceived barrier to entry (including pay-what-you-can). It is very important to City parks and to our new Arts in the Parks initiative that activities within the parks be accessible to all.
- 2) You will be required to obtain a [special events permit](#) and fulfill all the requirements. The city is working on improving the process. We welcome any recommendations from you.

[See here for additional details on park permit reimbursement.](#)

Should you have any questions, please reach out to Jaclyn Rodrigues:

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