1.0 – PROJECT SUMMARY

ArtWorksTO, a partnership of the City of Toronto’s Toronto Youth Equity Strategy and the Neighbourhood Arts Network provides professional development training and paid work experience for youth artists to create communications materials for City of Toronto programs and services. The project works with City divisions to issue a Request for Proposals (RFP) for communications projects (short films, posters, flyers, videos, social media campaigns, etc.) for programs and services available to youth and residents.

2.0 – ELIGIBILITY, QUALIFICATIONS & TIMELINES

Eligible applicants:
- City of Toronto residents
- Individual youth artists (18-29)
- Groups of youth artists (18-29)
- Youth arts groups
- Youth social enterprises & businesses

Key qualifications:
- Professional experience in the relevant art-form, as described in the project (i.e. photography, videography, etc.)
- Lived experience or understanding of issues impacting MVP youth (youth most vulnerable to involvement in serious violence and crime)

Timelines:
- Friday March 13: RFP opens
- Monday April 6 (11:59PM): RFP deadline
- Thursday April 17: Notification to successful applicants
- Thursday April 22, 2:00 to 4:00 pm: ArtWorksTO Orientation, Q&A and Meet and Great, at City Hall, 14th Floor Boardroom, East Tower
- By mid-November: Completion of all projects (see individual projects for deadlines)
3.0 – PROJECT GOALS

The **goals** of this project are as follows:

- Increase awareness of City services available to MVP youth (youth most vulnerable to involvement in serious violence and crime)
- Increase creative engagement of youth and youth workers through communications materials developed by young arts entrepreneurs
- Improve City of Toronto connections to MVP youth
- Improve communications materials promoting City programs and services relevant to all youth
- Increase skills and capacity of young arts entrepreneurs to successfully complete RFPs (Requests for Proposals) and be awarded contracts
- Increase professional development and work experience of youth arts entrepreneurs

4.0 – SELECTION CRITERIA

Neighbourhood Arts Network will work with the Toronto Youth Equity Strategy (TYES) to convene a review panel made up of youth artists, youth, City of Toronto staff and communications professionals.

The following assessment criteria will be used for selecting recipients:

- The effectiveness and potential impact of the project proposed
- The ability of the artist(s) to carry out the project
- Demonstration of key qualifications as per section 3.0 of this RFP (professional & lived experience)
- Cost feasibility
- Understanding of project goals
5.0 – PROPOSAL REQUIREMENTS

A completed proposal should not exceed 5 pages and must include the following documentation. Only complete proposals will be considered.

Proposal requirements (checklist):
✓ Project name and number (if you are submitting proposals for more than one project, a separate proposal must be submitted for each project).
✓ Contact information of project lead (name, address, phone number and email)
✓ Biography (individual, group, or organization, including professional and lived experience as described in Section 3.0)
✓ Detailed proposal – what is treatment idea for the project? How will you complete the project? (max. 500 words)
✓ Detailed budget (the budgets attached to the projects are maximum budget amounts)
✓ Detailed work plan or timeline
  o Note: all successful applicants will sign a contract detailing the deliverables, client meetings, draft and final submissions, and payment schedule
✓ Related work samples (3-5)
✓ Professional references (2)

6.0 – PROPOSAL SUBMISSION

Please submit your complete proposals by email no later than 11:59 pm on Monday April 6, 2020 to artworksto@torontoarts.org

For more information:

Angie Aranda  
Neighbourhood Arts Network  
p: 416.392.6800 x221  e: angie@torontoarts.org

Laura Metcalfe  
Toronto Youth Equity Strategy (TYES)  
p: 416-397-4496  e: Laura.Metcalfe@toronto.ca
### 7.0 – BUDGET & PROJECT DESCRIPTIONS

Below is a table of projects youth artists and arts groups are invited to submit proposals for. **Applicants may apply for more than one project, but must submit a separate proposal for each project they are applying for.** Please identify the “Project Number” found in the first column on your proposal.

*All projects must adhere to the City of Toronto’s communications protocols, Corporate Identity Program and accessibility standards.*

<table>
<thead>
<tr>
<th>Project #</th>
<th>Project Title &amp; Description</th>
<th>Products/ Deliverables</th>
<th>Budget (Max, inclusive of HST)</th>
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</table>
| CP 1      | **Little Jamaica – Legacy Businesses Brochure and Map** | - Designed brochure as described in the Project Description  
- 150 high-quality colour prints of brochure  
- Digital file of brochure  
- Digital files of all photos | $4,000 |

Work with City Planning and Social Development, Finance & Administration's Confronting Anti-Black Racism Unit to produce a brochure with photos and map identifying historical and current businesses in the Little Jamaica community (Allen Rd to Keele St) that have been identified by the community as having community value and/or legacy and telling the story of those businesses.

The project would involve conducting interviews with some business owners and others as identified by project lead and conducting research at Toronto Archives and/or Heritage Toronto. The brochure should include:
- Photos of businesses (store fronts, owners, customers, interior etc)
- Archive photos of businesses or Little Jamaica
- Map – which would indicate neighbourhood boundary, business locations, walking path
- Content – formatted titles/sections; stories; fun facts; information

Key message include:
- The cultural heritage relevance and importance of this community stemming from the businesses, owners, and customers.

Tone & manner of the brochure:
- Archives photos
- Current photos of business store fronts, inside businesses, owners, customers
- Wayfinding language
- Storytelling narratives

*Priority will be given to proposals from artists who are current or past residents of the Little Jamaica community.*
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| DCMO 1   | **Public Education Campaign on the City’s Complaints Process**  
Work with the Deputy City Manager’s Office Corporate Services and Social Development, Finance & Administration to create public education materials, including a poster, memes, tweets and short videos for use on social media and on-site to raise awareness about the City’s complaints process and the Ombudsman Office with a focus on communities of African descent, including youth. This project supports Action 19.5 from the City’s Confronting Anti-Black Racism Strategy: "To advertise the City’s complaints process in communities of African descent."  
Key messages include:  
- The City welcomes and values feedback from communities of African descent  
- The City wants to hear from communities of African descent about their experiences with City services, staff & programs  
- The City is committed to inclusion, anti-racism, customer service and an age-friendly City  
Tone & Manner of the campaign:  
- Engaging to communities of African descent, including youth  
- Representative and diverse imagery  
- Welcoming language  
- Use of humour, where appropriate  
**Note:** Any mention of the Ombudsman’s Office (including its role, responsibilities, etc.) will require the Ombudsman’s review and prior written approval.  
**Deadline for Completion:** end of October, 2020 | - Posters (2)  
- Memes (5)  
- Tweets (8-10)  
- Hashtags (2-3)  
- Short videos for use on social media (3-5)  
- Photos (for use in poster/memes & possibly on the City’s external website)  
- Paid Instagram & Social media ads  
- Social media campaign strategy (including what to post, when and where, any interactive components, which media platforms to use, influencers to engage, etc.) | $10,000 |
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<tr>
<td>SDFA 1</td>
<td>Community Healing Project Video</td>
<td>- Short video (1)</td>
<td>$3,500</td>
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</table>

The Community Healing Project is seeking the creation of 1 short video focused on the impact of community violence on the mental health of youth in Neighbourhood Improvement Areas (NIAs) and other communities with incidents of gun/youth violence.

**Audience:**
- Policy makers, government, youth sector workers

**Key messages may include (to be refined with the project team):**
- Impact of trauma on the brain (basic)
- Exposure to community violence is trauma
- Basic science (amygdala explanation)
- ACE’s and how they relate to youth violence
- How CVE impacts educational attainment and the justice system
- Impact of community violence exposure on emotional regulation
- What can parents and caregivers do? What can teachers do? What can service providers do? What can policy makers do?

**Tone & Manner of the campaign:**
- Youth video – in their own words *No swearing, unless useful for impact or when youth is sharing personal stories*
- Strike a balance between relaying the story and having strengths based perspectives woven in. (Interviews, stats etc.)

**Deadline for Completion:** end of October, 2020
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<tbody>
<tr>
<td>SDFA 2</td>
<td>Employment Connections - Supporting Youth on Probation to Meaningful Employment, Videos</td>
<td>- Short 3 to 5 minute videos (2)</td>
<td>$7,000</td>
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Employment Connections is a partnership between the City of Toronto, Ministry of the Solicitor General (SOLGEN) and over 15 Non-Profit Employment Agencies from the Youth Employment Partnerships network. Employment Connections was designed specifically to connect youth (16-29) on probation or parole to real employment opportunities, education and training opportunities that would be culminated by an annual job fair exclusive to youth on probation and parole as well as ongoing employment supports through the Youth Employment Partnerships (YEP) network.

This project involves the creation of 2 short outreach videos, one for a youth audience and one for employers and partners. The videos should include interviews with youth, employers, probation officers and employment support workers to tell one or two success stories (East and West Toronto) from the 2019 Job Fairs.

Key messages include:
- That youth with criminal records are an untapped resource ready for employment opportunities
- That employers need to look at their hiring policies regarding criminal records
- That funders need to see to positive impacts of hiring from this vulnerable population group and the long term reduction in violence and cost for recidivism

Tone & Manner of the campaign:
- Youth video – in their own words (No swearing, if possible)
- Stakeholders’ video - Professional

Deadline for Completion: Flexible
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<tbody>
<tr>
<td>SDFA 3</td>
<td>Toronto Youth Cabinet, Stock Photos</td>
<td>300 stock photos</td>
<td>$4,000</td>
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<td></td>
<td>The Toronto Youth Cabinet (TYC) would like a photographer to take stock photos of its membership at Cabinet meetings, events, and at City spaces. These photos will be used for promotion and other purposes as required (e.g. social media posts, report covers, info cards, event flyers, etc.).</td>
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<td>Key messages include:&lt;br&gt;- diversity of the Toronto Youth Cabinet members and the variety of work and opportunities available to its members</td>
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<td></td>
<td>Tone &amp; manner of the campaign:&lt;br&gt;- A diversity of City-owned and/or operated spaces that youth can access across Toronto&lt;br&gt;- A diversity of identities (gender, gender expression, race, ability, and more)&lt;br&gt;- Ensure that the photos can be used from 2020 onwards (e.g. photo subjects are not dressed in a manner that suggests the photo was taken in the year 2020).</td>
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<td><strong>Deadline for Completion:</strong> Flexible</td>
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<tr>
<td>SDFA 4</td>
<td>Toronto Youth Job Corps Branding</td>
<td>1 short video 1 brochure</td>
<td>$5,000</td>
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<td></td>
<td>The Toronto Youth Job Corps (TYJC) program is a high engagement pre-employment program designed to work in partnership with employers, training providers, community organizations, and the Federal government in providing group-based employment skills interventions to youth who have a sporadic or non-existent employment history.</td>
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<td>Key messages include:&lt;br&gt;- program intake dates, locations, and brief description of the program</td>
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<td>Tone &amp; manner of the campaign:&lt;br&gt;- youth friendly, easy to understand, trendy</td>
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<td><strong>Deadline for Completion:</strong> August 2020</td>
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