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Community Incubation Program - Call for Proposals

The Bentway is accepting proposals from emerging artists, designers, urbanists, environmentalists, community organizations, and others for its Community Incubation Program, which animates The Bentway's grounds through innovative and engaging community programs.

The Bentway re-imagines the lands under the Gardiner Expressway as a new cultural attraction, community commons, and public space. It is an all-season place for recreation, performance, events, and community activation.

The Bentway's personality will be co-created with the surrounding communities. On an ongoing basis, The Bentway will run a **Community Incubation Program**, which will assist a select group of emerging individuals and organizations to incubate innovative and engaging community programs.

The Community Incubation Program will be overseen by The Bentway's **Community Advisory Committee**, whose role it is to ensure that The Bentway remains relevant, inclusive, connected, and responsive to its local community.

PROGRAMMING OBJECTIVES AND PRINCIPLES

The Bentway is a new public space and programming platform that is both of the city and about the city. Through the lens of arts, culture, and recreation we explore the changing landscape of Toronto and urbanism on a global scale.

When submitting a proposal, please note that Bentway programming strives to be:

- **ACCESSIBLE AND WELCOMING**

Deliver free and inclusive year-round programming that appeals to a broad base of visitors.

- **CONNECTED AND DISCOVERABLE**

Unite diverse communities through shared immersive, artistic and educational experiences; offer moments of surprise, wonder, fun, and learning.

- **GENERATIVE**

Encourage creative and community partners to embrace the site's unique conditions, histories, and possibilities to produce new contextual projects.

- **PARTICIPATORY**

Engage visitors as active agents rather than passive audiences.

GOALS

The Community Incubation Program aims to achieve the following goals:

1. Animate The Bentway's grounds, engaging local residents and visitors alike through accessible, participatory, and responsive programming that **strengthens community ties and increases visibility to community organizations and interests** while meeting The Bentway's programming objectives and principles
2. **Support skill and capacity building opportunities** for the selected individuals and organizations
3. **Increase the community's overall sense of connectedness** through free, accessible, diverse, and participatory programs

THEME

The theme for the 2019 Community Incubation Program is Second Nature.

In an urban environment, our connection to natural cycles and systems is disrupted by the increased presence of human intervention and its intended and unintended consequences. Dense urban environments, like Toronto, are increasingly isolated, with smog and artificial lighting obscuring the night sky and excessive construction contributing to the urban heat index, shifting seasonal behaviour. Despite these disruptions, seemingly "invisible" cycles found in nature, such as the waxing and waning of the moon, the ebb and flow of the tide, and the seasonal behaviours of flora and fauna, still impact our daily patterns of behaviour and physiological changes.

The Bentway's 2019 Community Incubation Program explores the city's increasingly tenuous connection to natural cycles and systems and questions whether our personal realignment to these phenomena is possible, given how far we have evolved. Throughout the season, artists, activists, scientists and innovators will work to reveal and re-establish lost patterns and knowledge systems, changing our proximity to nature and shifting our understanding of our physical environment.

CRITERIA

Proposals will be evaluated based on the following criteria:

1. The perceived strength of the proposed program
2. A demonstrated plan for execution of the proposed program
3. The potential impact of the program on The Bentway's 7 neighbourhoods (Bathurst Quay, CityPlace, Exhibition Place, Fort York, Liberty Village, Niagara, Wellington Place) and their residents
4. The efficacy of the proposed marketing and promotions strategy in engaging the public
5. The ability to effectively meet The Bentway's programming objectives and principles

Examples of funded programs could include **temporary** public art installations; **drop-in** music, dance, and performing arts programs; film screenings; community meals; social good initiatives and more.

Programs must be temporary in nature and take place between September 1 and November 30, 2019. Applicants are strongly encouraged to consider programs that take place during the week, as opposed to solely on weekends, bearing in mind the surrounding communities' needs and The Bentway's ongoing calendar of events.

PLEASE NOTE

The Community Incubation Program is **open to individuals and non-profit or charitable organizations who identify as "emerging"**. Proposals from corporate partners — unless submitted in partnership with a non-corporate individual or organization — will not be considered.

Programs must adhere to The Bentway's policies regarding alcoholic beverage service/sales and must also adhere to The Bentway's Good Neighbour Policy regarding excessive noise after 9:00 PM on weekdays or 11:00 PM on weekends.

One proposal per applicant, please.

BENEFITS

Successful applicants — to a maximum of 4 programs total — will benefit from:

- A maximum of \$6,500 to fund their program
 - Funding may be used to cover staffing, outreach and promotion, materials, and other program implementation costs
 - Funding may not be used to cover previously incurred costs or alcohol purchases
- In-kind venue and staffing support from The Bentway, as can reasonably be expected
- Capacity building workshops in Event Planning and Marketing/Promotion
- Supplementary marketing and promotional support from The Bentway
- Invaluable community connections to help support future programs

INFORMATION SESSION

The Bentway strongly recommends that all applicants attend a **public information session** at the Fort York Visitor Centre, 250 Fort York Blvd. at 6:00 pm on **March 6, 2019**, where Bentway staff will review the application and its relevant dates, and provide tips on successfully completing the application process.

WORKSHOPS

Successful applicants must attend **one (1) site visit** and **two (2) capacity-building workshops** in Event Planning and Marketing/Promotion. Up to two staff members or volunteers per program are invited to attend these workshops. Dates and locations for these workshops will be sent to successful applicants.

RECOGNITION & REPORTING

Successful applicants are required to **acknowledge The Bentway's support** in all printed and online materials, promotions, and during any public remarks. All marketing materials and sponsorship agreements must be approved by The Bentway in advance of their public release.

Successful applicants must submit a **final report** that includes (but is not limited to) a written evaluation, photographs of the program, quantitative data (attendance levels, etc.), qualitative data (testimonials, etc.), and a final budget. The report template will be circulated to successful applicants.

HOW TO APPLY

Proposals may be submitted **online** or via email. Please submit the completed proposal via email with the subject line **Community Incubation Program 2019** to Community@TheBentway.ca

Applications will be subject to **2 rounds of approval**. Initial applications will be reviewed by The Bentway Programming and Communications staff and those successfully chosen in the first round will be invited to submit a full application, which will be evaluated by the Community Advisory Committee. The deadline for submissions is **March 24, 2019**. The Bentway will notify applicants by **April 5, 2019** on the first round status of their application.

All submissions are considered confidential.