

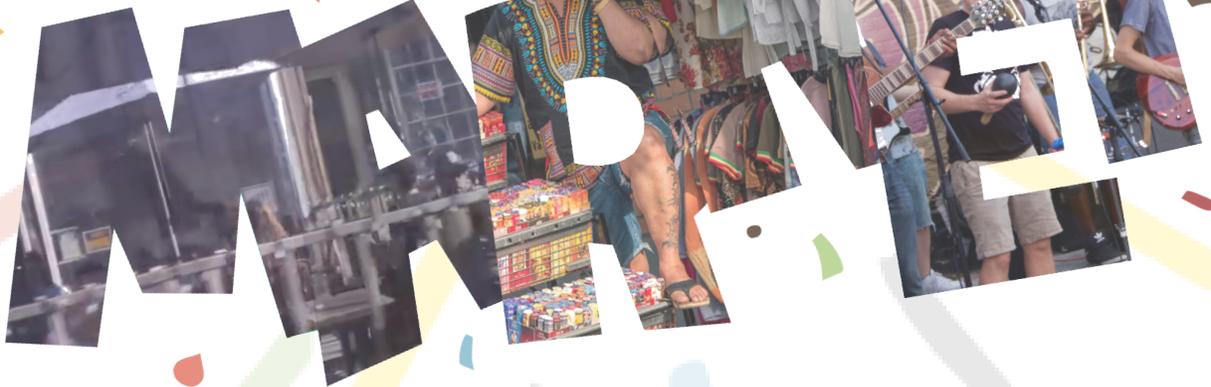
KENSINGTON KREATORS GRANT REQUEST FOR PROPOSAL

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KENSINGTON



REQUEST FOR PROPOSALS

Kensington Kreamers Grant- Introduction to the Market

ABOUT

Kensington Market has long been an important shopping, foodie, hangout, and tourist destination. Cherished by Torontonians and visitors alike, this thriving mixed commercial-residential neighbourhood is well known for its independent spirit, colourful shop-fronts, vibrant murals, charismatic locals, family friendly Pedestrian Sunday and Solstice events, and over 240 unique and eclectic businesses.

The Kensington Market BIA exists to improve business conditions for its business members through street beautification, property maintenance, events and marketing, while spurring economic development and community building.

PROJECT OVERVIEW

KENSINGTON KREAMERS supports the market's creative community (*artists, designers, performers, not-for profits etc*) with an the opportunity to test one out of three themed based reactivation ideas made for the Market, by the Market through the City's Innovation Grant.

Kensington Market has a very robust community of passionate, vocal stakeholders - all whom deeply love and care for their neighbourhood. This approach is unique in that it enables more voices from the community, who may not otherwise have one, to share their vision on rebuilding their Market post COVID-19. This allows the BIA to work collectively with more members, rather than assuming what type of projects are best for our community.

Instead, the KMBIA suggests a more collaborative approach, allowing our most innovative, vulnerable, marginalized and creative members to step up and lead initiative(s) collaborating with business members to help revitalize our neighbourhood through a more interdisciplinary and integrated approach during a difficult time.

THIS PROGRAM SEEKS TO TACKLE

- The lack of opportunities to artists, designers, performers, not-for-profits & other creative and marginalized disciplines post-COVID-19.
- The lack of interdisciplinary, grassroots and bottom - up approach in rebuilding neighbourhoods.
- The lack of interconnections between artists and businesses to revitalize urban areas.
- The importance of strengthening relationships and trust between the business community and all members in the market.

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Kensington Kreamers Grant - Project Needs

OUR AUDIENCE

Kensington Residents

Culturally diverse neighbourhood, wide range of demographics; from students to first generation Canadians to younger families working and living within walking distance from the Market. Also a range of community groups from the Kensington Residents Association to Friends of Kensington Market.

Our Members

The business and commercial property owners within the market and surrounding area are focused on how we can drive more interest into the market during difficult seasons (winter) and after a financial hit like we are experiencing due to the COVID-19 pandemic.

Tourists + Visitors

Who are looking to experience one of Toronto's "best" neighbourhoods. Kensington market is a distinctive multicultural community and the market is one of the oldest neighbourhoods and most well well-known in Toronto, as well as a designated National Historic Site.

THE NEED FOR THIS PROJECT

Kensington Market has a longstanding identity as a place of transience, with a deeply rooted history of multiculturalism, grimey graffiti art and celebrated unconventionality. However this identity is constantly under threat due to rising (un)affordability. Through various city initiatives like The Heritage Conservation District Plan, Bar and Restaurants Studies and moratoriums on building demolitions, The City of Toronto has desperately thrown every planning tool available to protect the market. This rapid gentrification directly affects those who have traditionally lived in the market - immigrants, artists and vulnerable individuals.

The ramifications for our cultural and creative industries are projected to be huge, as the staggering losses are real for creators across the arts industry. Musicians, performers, events, galleries - shows, installations, projects have been delayed, postponed or canceled because of the COVID-19 pandemic.

Kensington Kreamers provides site specific funding for those creators in our community to re-imagine Kensington and to rebuild collectively. It gives opportunities to a demographic who have suffered a huge loss in 2020 and reminds people that in times of crisis, our diverse, creative community is what keeps the Market strong and that it is still very much part of Kensington's core identity.

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Kensington Kreamers Grant - Expected Outcomes

EXPECTED OUTCOMES:

- **A less restrictive process** to funnel innovative ideas into the community in a more tailored “market” approach
- **Assists with funding for artists, designers, performers, event planners** etc. who have suffered a loss during 2020
- **Animation in a more collaborative fashion** with more than one idea to mix and match
- **Relationship building and trust** between stakeholders, community members and the BIA
- **Cross-pollinated project with various disciplines** will create a more versatile, adaptable and multifaceted project
- **Potential for an ongoing program** to promote artists, designers, performers & creative community members
- **A vetted project by the entire neighbourhood**, rather than an idea pitched by ONLY the BIA
- **A project directly linked to City of Toronto goals** such as ActivateTO, InspireTO ,CafeTO etc.



KENSINGTON KREATOR REQUIREMENTS

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Kensington Kreators Grant - Project Details

PROJECT GOALS

This project is meant to have endless outcomes, however the overall objective is to rebuild and reestablish a positive relationship with the community through a collaborative project with the BIA. This opportunity is meant to give back in a more inclusive and localized way to community members (not BIA members) who do not normally have access to funding for creative ideas. Kensington Kreators allows our community to have a locally tailored solution to a specific problem made for The Market.

PROJECT DETAILS

The RFP has three main themes in which individual applicants must choose one of the three to address. These ideas may overlap, however the overall idea(s) must either address the topics below or a 4th “OTHER” option may be pitched with adequate justification as to why this idea is needed and ideal for the market. Themes may also be combined.

1. The Future of Kensington Streets (Public Space Focus)

As cities' around the world adapt to life after COVID, what does that look like for Kensington Market? What can we test in Kensington to help promote and sustain small local economies through reconfiguring our main streets/public space? Could daytime schoolyards become nighttime sports facilities or could more of our streets be dedicated to cycling or walking at distances? Could underutilized green spaces be urban agriculture? How does this work in the winter months?

Pitch a new public space initiative that reorganizes space for all of us to use safely during all seasons.

2. Winter Wonderland (Event Focus)

We need to reinvent the wheel as to how we congregate, host events, enable concerts, festivals and hold celebratory occasions to help spur economic activity in our neighbourhoods. This especially holds true during the winter months when it is especially tough for many small businesses to survive. With Covid-19 this is especially challenging. So what does a winter event look like post-COVID-19? Is it only digital, is it a concert/market/festival with marked distances and segregated performance spaces? Pitch a new event specifically for the market that considers public health guidelines while still activating the business community during the winter months.

3. Shop n Spend Kensington (Bar/Restaurant or Retail Experience Focus)

How will restaurants and bars in Kensington Market specifically re-invent the wheel to dine and serve their patrons? How does the shopping experience change with social distancing measures? What kind of new processes can be introduced to allow restaurants/bars and shop vendors regain their clientele and profits while engaging in a new, adapted dining/drinking and or shopping experience? Pitch a system or process for a shopping or dining experience which is applicable during all seasons and allows adaptability and flexibility while adhering to safety regulations provided by the City and Province.

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Kensington Kreators Grant - Process + Budget

PROCESS + COMMUNITY PARTICIPATION

Once the submissions are made, The KMBIA will distribute the proposals widely to encourage community engagement through an open house/digital open house to allow for community feedback for the Kensington Kreators applicants. Once the top three ideas are selected by the overarching community, the KMBIA will request interviews with each of the applicants as per the usual processes and proceed the selection of the chosen applicant.

EXECUTION OF THE PROJECT

The execution of the project will vary depending on the type of project selected, however the applicant will be working closely with the KMBIA coordinator and KMBIA board members. It is highly recommended to have a community partner on board in order to proceed with the project. The BIA may require City of Toronto permits, landlord permission and collaboration with individual businesses as per usual processes. The project may require additional consultants deemed necessary by the selected applicant, dependent on the project.

BUDGET

Applicants are encouraged to work with one of the three budget tiers below. Please choose based on the necessary budget needed to complete the entire proposed project.

Tiers are being suggested in order to allow flexibility for the KMBIA to decide if **three different projects from three different applicants** for \$ 8,500 each, or **two different projects from two different applicants** for \$12,500 or a **single project from one applicant** for \$25,000 is best.

This also allows versatility in scale, project variety for the applicants and the opportunity for the BIA to support more than one project, dependent on the applicants.

PROJECT TIERS

Tier 1 - \$25,000

Tier 2 - \$12,500

Tier 3 - \$8,500

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Kensington Kreamers Grant - Requirements

EVALUATION CRITERIA

Evaluation criteria for the proposals include the following:

- Past performance and success on similar projects
- Qualifications of the proposed project team demonstrating expertise
- Ability to demonstrate project schedule adherence (timelines, components, client consultations, key data considerations, community consultations/surveys, and methodology of research should all be identified)
- Understanding of the project and key deliverables
- Creative approach to address engagement suitable to the “vibe of the market”
- Creative approach to the overall idea suitable to the “vibe of the market”
- Experience with community engagement
- Realistic timelines
- Quote should encompass all work as an inclusive price and provide breakdowns of various stages development
- How you define yourself as a member of the Kensington community
- Demonstration of need for funding

PROPOSAL REQUIREMENTS

Please include the following in your proposal response:

- Overview of your company/team/individual
- Identify creative sector (events, music, installation artist etc)
- Recent/comparable project examples
- Brief project background
- Project goals (how you will meet our objectives)
- Outline of your idea & development strategy approach
- Proposed timeline from kickoff to completion
- Proposed cost breakdown for project
- Dates of proposed project (if not winter 2021 related)
- Community engagement plan and or timeline
- Identified Community Partner (strongly suggested)
- A member of Kensington Community (strongly suggested)

OVERALL PROJECT DELIVERABLES

- **A locally tailored event, shopping/dining process or use of public space for Kensington Market** spearheaded by the BIA in collaboration with a Kensington Kreative and the local community
- **Participation** from the KMBIA, business Members and community members

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Kensington Kreamers Grant - Deadlines

RFP AND PROJECT DEADLINE

RFP & Project Timeline Details

Posted RFP: September 16th, 2020

Questions due by October 14th, 2020

Proposals Due: October 31st, 2020

Winner Selected & Contacted: November 13th

Project Start date: November 23rd

***Note** - For proposals focusing on winter activation, project completion dates must be in the months of January - March 2021.

Thank you for your interest in responding to this RFP!

We look forward to your application, please submit your proposal and application form to **kensingtonmarketinfo@gmail.com** by **October 31st**

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Kensington Kreamers Grant - Application Form

APPLICATION FORM

Name/organization/team _____

Creative Sector (events, visual arts, music) _____

Theme (circle all that apply)

The Future of Kensington Streets (Public Space Focus)

Winter Wonderland (Event Focus)

Shop 'n' Spend Kensington (Bar/Restaurant or Retail Experience Focus)

Other

Brief Description of Project

Budget Tier (circle one)

Tier 1 - \$25,000

Tier 2 - \$12,500

Tier 3 - \$8,500

Community Partner (If applicable) _____

Describe yourself as a member of the Kensington Community

(resident, mural artist, frequent the market, on an organization or board etc)
