

# Northcrest

## Call for Review

- Call for large-scale activations on the Downsview Airport Lands
- Available funding: up to \$100,000
- Date posted: April 29, 2024
- Optional site visits: May 14, May 23, and June 11, 2024
- Deadline: 11:59pm on June 20, 2024
- Interviews for shortlisted applicants: August 15 – September 15, 2024

## Beyond the Tarmac: An Open Call for Submissions

Calling artists and teams that think big! Northcrest Developments invites calls for proposals for a high-impact festival, performance, installation, or activation on 600 metres of taxiway. This strip, connected to the Downsview Runway, will be a community-focused centrepiece of future development.

Where airplanes were once made, complete communities are coming. The site is a blank canvas ready to be infused with creativity. In the future and in the interim, this will be a place of big ideas. Do you have one that will take off?

Northcrest is leading the transformation of the 370-acre Downsview Airport Lands. As a focal point of the site, the runway has historically been a location for major events, including SARSstock: the largest rock concert in Canadian history. Building on this past, we want to make the runway a new destination for culture, creativity, and play in Toronto for the future.

With development still decades away, Northcrest has been working with artists, creators, and community groups to create a sense of place participatory arts and culture, sports and recreation, food and beverage, and community activities.

We're looking for one or more ideas that are imaginative, unique, engaging, and visually-striking, to bring people together and advance our vision of creating a new cultural destination in Toronto. The project could last for anywhere from 1 day to over a month. It must be free or low-cost to the public and accessible to a broad audience.

Northcrest will contribute \$100,000 to one or multiple projects. To ensure a diversity of onsite experiences, projects with budgets from \$10,000 will be considered. For projects with budgets larger than \$100,000, applicants can bring external funding

Whatever your idea is — a visually stimulating installation, a live experience, an event, or festival — we want it to bring people together and bring these lands to life in imaginative ways.

### Location and Site Visit

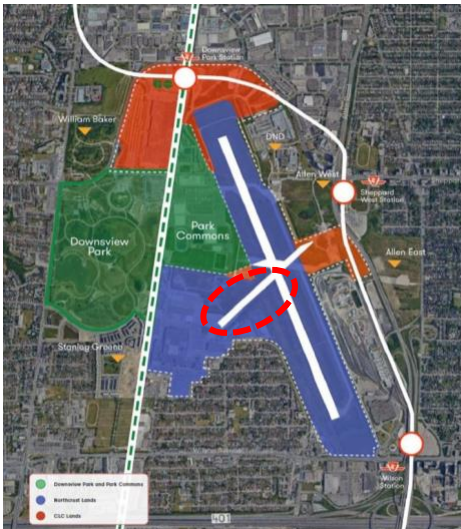
- The project will take place on the Downsview Airport Lands. It must be experienced or viewed from the Interim Activation Zone, as outlined below.

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- The activities must be experienced from the outdoor areas only. However, your proposal can also include the exterior of hangar buildings, which are visible from the Interim Activation Zone. This total space represents up to 290,000 square feet, which can support up to 50,000 people.



- The Zone earmarked for activations is outlined by a red dotted circle on the map and images below.



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- Applicants are invited to tour the site, to help imagine its possibilities. Site visits are available on:
  - Tuesday, May 14, from 11am–1pm or 2pm–4pm;
  - Thursday, May 23, from 11am–1pm or 2pm–4pm; or
  - Tuesday, June 11, from 11am–1pm or 2pm–4pm.
- A site visit is optional, but highly recommended. Please book your site visit here: <https://www.eventbrite.ca/e/beyond-the-tarmac-an-open-call-for-submissions-tickets-891322257867?aff=oddtcreator>
- Applicants can learn about Downsview's past, present, and future on the [Northcrest website](#), and id8 Downsview's [Downsview Stories webpage](#). You're also encouraged to visit the [XOXO](#)

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[Downsview website](#) and the [What's On](#) section of the Northcrest website to explore artistic projects that have already happened on and around these lands.

## Eligibility

- This project is guided by the Arts and Culture Downsview Workplan, which prioritizes the principles of equity, diversity, inclusion, accessibility, and supporting local and emerging talent. [The Work Plan is available here.](#)
- Applicants must have the experience, expertise, and certification (where required) to execute the proposed project.
- Applicants must be available to deliver the project in 2025. A mutually agreeable timeframe will be identified with the selected project(s).
- The call is open to applicants of all types, including: not-for-profit organizations, for-profit organizations, registered charities, artist collectives, and individuals.
- Priority will be given to applicants with a connection to the GTA, but applications from further afield will be accepted. Existing events or festivals, or remounts of installations are eligible, however preference will be given to projects that are imagined or reimagined specifically for the Downsview Airport Lands.

## Budget

- The total funding allocation of \$100,000 will be distributed to a single project or shared amongst several projects with lower budgets. Each applicant can ask for between \$10,000 and \$100,000. We are looking for a diversity of on-site experiences. Unless there are particular concerns with the budget, selected projects will receive their entire ask. For budgets that exceed \$100,000, supplementary external funding must be secured by the applicant.
- Projects with secured or anticipated additional sources of funding are welcome. Please indicate these additional sources and whether they are confirmed or pending in your application.
- The budget should be inclusive of all fees, equipment rental, materials, installation costs, transportation, insurance, permits, and so on. It is important that all creators are paid fairly for their work. Please see the minimum recommended fees for artists on the [CARFAC website](#). The fee excludes taxes.
- Northcrest plans to market and promote the activity to its audience. Applicants may choose to collaborate on marketing and promotions by carrying their own budget or may rely on Northcrest for this function.

## Submission requirements

Applicants must submit one pdf document that includes:

- A list of project team members with their role and relevant credentials and indicating a project lead
- An overview of the proposal (250 words max): What is your proposed project? Where and when would you want it to take place, and for how long? What makes it noteworthy and able to animate, amaze, awe, amplify, and/or engage? And finally, why is Downsview the place for this?
- A site map with an indication of where the proposed project will be located and where the audience can experience or view it from. Site map to indicate location and scale can be found at the bottom of this document.

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- A statement on how your proposed project responds uniquely to the site and its architecture, history, or future (250 words max)
- Equity, diversity, inclusion, and local support are priorities of the [ACD Workplan](#). In 250 words or less, please share, as per your comfort level, details about your team's identity, perspective, social location, and/or connections to Downsview that you bring to this project. This statement may also detail plans to incorporate mentorship or peer learning in the project.
- Up to 5 multimedia assets that illuminate your proposed project and/or showcase your previous work (photos, videos or audio are acceptable with no more than 5-minutes of total video material)
- A project budget overview, which may include, but is not limited to: artistic costs, including artists' fees; expenses, including hospitality, logistics, grounds transportation, etc.; production costs, including technical equipment, site operations, signage, build costs, etc.; and health and safety, security, and emergency services. Please also indicate if you have additional sources of funding that you will bring to the project and whether the funding is confirmed or pending.

The submission must be received by email to [events@northcrestdev.ca](mailto:events@northcrestdev.ca) by 11:59pm on June 20, 2024. WeTransfer links are accepted for larger files. Questions can be sent to [events@northcrestdev.ca](mailto:events@northcrestdev.ca).

## Selection Process

### Stage one:

A panel of seven local and city-wide arts and culture experts will review the submissions and select a shortlist of up to ten applications. Two representatives from Northcrest will sit on the panel.

Submissions will be pre-scored accordingly:

- Strength of proposal to meet the creative brief: 20 points
- Strength of the team and previous work: 10 points
- Demonstrated ability to execute work with a clear budget: 10 points
- Project's connection to priorities of the Workplan: 10 points

While these scores will be used to guide a final discussion among panel members, the shortlist will be identified at the discretion of the panel to ensure a diversity of projects for the second stage of the process. Preliminary scores will not be publicly available.

### Stage two:

A shortlist of applicants will be invited to more fully develop their proposals and attend an interview, which can take place in-person or virtually. The interviews will take place between August 15 – September 15, 2024

Applicants will be given a \$500 honorarium to prepare for and attend the interview. They may also be eligible to apply for additional funds for research and development should Northcrest require additional information on technical aspects of the proposal at this phase or renderings which require third-party support. Invitations to apply for additional funds will be at the discretion of the selection panel and Northcrest team.

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More details will be provided to the shortlisted applicants, though this phase will require preparing a presentation that addresses bespoke questions about the project. It will also include:

- Additional project details
- More detailed technical aspects of the project's delivery
- Additional budget information
- Renderings
- Team information

One or more projects will be selected from this competition. The selection of the final proposal(s) will be decided by the Northcrest team with input from the selection panel. Additional shortlisted projects may be selected for implementation at a later date.

## Timeline

Call opens: April 29, 2024

Optional site visits: May 14, 23, and June 11, 2024

Applications Due: June 20, 2024

Selection panel review: June 25 – July 10, 2024

Selection panel meets: July 11, 2024

Applicants contacted: July 22 – August 2, 2024

Interviews for shortlisted applicants: August 15 – September 15, 2024

Finalist Contacted: October 15, 2024

Implementation period: January 2025 – December 2025

## Small print

- Proposals must comply with all local laws and take all safety precautions.
- All permitting, training, and insurance must be secured by the applicants.
- Projects will be offered support in marketing, PR, and documentation where appropriate following discussions with the winning applicant(s). Equally, winning applicants may be expected to participate in media opportunities held in collaboration with the Northcrest team.
- Applicants and their work will be acknowledged and celebrated on Northcrest Development's website, newsletter, and social media channels.
- The creative rights for the artwork will be retained by the applicants. Northcrest recognizes that all other rights including moral rights are reserved by the winning applicants. Selected applicants will be required to sign a licensing agreement.

## Northcrest Developments and Changes in Downsview

The Downsview Airport lands are being reimagined as complete communities in collaboration with locals, Indigenous rights holders, and the City of Toronto. Arts and culture will be a big part of the future of this place, both in the final neighbourhoods and while planning is underway. Northcrest Developments is committed to amplifying the rich local arts scene and exploring how equity and diversity will guide opportunities here over decades to come. You can learn more about their plans at:

[www.northcrestdev.ca](http://www.northcrestdev.ca)

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## Accommodations and Contact

Questions about this competition can be sent to [events@northcrestdev.ca](mailto:events@northcrestdev.ca). Don't hesitate to contact us if you need any accommodations or support during this application process. Please send any request for accommodation to [events@northcrestdev.ca](mailto:events@northcrestdev.ca) before June 6<sup>th</sup>, 2024.

Good luck!