

ARTS IN THE PARKS

2018

EVALUATION REPORT



About Arts in the Parks

Toronto Arts Foundation's Arts in the Parks (AIP) aims to make arts accessible in neighbourhoods throughout the city. It encourages community building, enjoyment of local parks, and offers arts events for residents and tourists of all ages. Events include dance, music, and theatre performances and workshops, along with film screenings and temporary installations. Many of the artists incorporate community engagement into their practice, in which they work directly with local residents and tailor their programming around their needs and concerns - producing something that is reflective of the community.

Selected parks are located throughout Toronto, from Etobicoke to Scarborough and North York to Central Toronto, to increase arts access all across the city. Arts in the Parks is an initiative of Toronto Arts Foundation in partnership with Toronto Arts Council, Park People and the City of Toronto.



Arts in the Parks 2018: At a Glance

Arts in the Parks Volunteers (recruited): 336

Total Volunteer Hours: 1,010

Total Arts in the Parks Events (occurrences/unique): 282/45

Number of Individual Parks Programmed: 36

Number of Parks Surveyed: 31

Audience: 158,450 (featured events*)

Staff Hours On-Site: 932

City Wards with Arts in the Parks Events: 28**



*A featured event is an event that was listed in our Arts in the Parks print brochure, and received support from Toronto Arts Foundation. Some of these events received a Toronto Arts Council Animating Toronto Parks grant.

**This number is based on Toronto's 44-ward model that was in place until October 2018

Arts in the Parks 2018: Evaluation

Toronto Arts Foundation evaluates the program from the perspective of four key stakeholders. The evaluation provides important feedback, helps us understand the program from different angles, and aids future planning.

The four groups are:

1. Audiences/Attendees
2. Artists
3. Volunteers
4. Community organizers



Summary of 2018 Evaluation

Arts in the Parks is designed to animate park spaces and bring communities together. Despite some challenges with weather, production and outreach, the 2018 evaluation report reveals a high level of enthusiasm for this program.

Audiences appreciate being able to access free arts events close to home. They feel welcome. Some attend with their family and friends, while others passing through the park drawn in by the activity, decide to stop and watch. Free dance, music and theatre performances are enlivening parks. Some artists encourage people to get involved - from dance classes, to stilt walking, to playing the ukulele - Arts in the Parks is making arts accessible.

Artists living close to the park and others travelling from across the city, welcome the opportunity to engage with audiences in neighbourhood settings. Despite the challenges of producing work in the outdoors they have embraced this program. Arts in the Parks continues to grow, respond and change. This year, the Local Artist Spotlight Program showcased emerging artists from neighbourhoods near the parks.

Youth and adult volunteers are dedicated and many return year over year. Volunteering is seen as an opportunity to make connections, find out about arts initiatives, and visit new parts of the city.

Local community organizers including Parks Friends Groups, social service organizations and community centres help this program connect with neighbourhoods, particularly in Scarborough, North York and Etobicoke. The majority would like to host more Arts in the Parks events and some are inspired to find ways to offer more activities in their neighbourhood parks.

Attendee Feedback

of responses: 1190
of parks surveyed: 31
8.34%* of attendees



Shadowland Theatre in Alexmuir Park, Scarborough. Photo Credit: Sean Howard

Attendees Appreciate

Attendees connect with Arts in the Parks as audience members and/or workshop participants.

They appreciate:

- Opportunities to attend arts activities in their neighbourhood
- Activities that are family-friendly and free
- Events that help to bring the community together and connect through the arts
- Events that encourage them to see their local park in a new light, while also motivating them to visit parts of the city they've never been to before
- The inviting, casual and creative atmosphere of Arts in the Parks events

Attendees think Arts in the Parks is a great way to spend time outdoors with friends and family.

Attendees are...

Finding out about events

Top 3 ways that audience members heard about AITP were:

1. Family and friends (**41%**)
2. Social media (**33%**)
3. Community newspaper or newsletter (**15%**)

Attending for a variety of reasons

Main reasons people attend are: it's outside (**47%**), the chance to be with friends/family (**44%**) and it's free (**43%**)

Approximately **one third** of audience members attend the arts often, while **46%** said they attend sometimes.

Returning each summer

41% of audience members attended AITP in previous years, and **28%** attended more than one event *this* summer.

Attendees

Are family focused

63% are aged 35+.

83% of attendees attended with other adults or children.

Live close by

74% of attendees live in the same neighbourhood or region of the city where they attended an AITP activity.

34% walked to events, and **27%** used public transportation.

Want more events

72% of attendees strongly agreed that the event they attended was welcoming.

71% of respondents strongly agreed that they want to see more arts events in parks.



Clay & Paper Theatre in Amos Waites Park, Etobicoke. Photo Credit: Josh Clavir

*"Makes the park feel like
a real neighborhood"*

- Audience member in Prairie Drive
Park, Scarborough

*"A lovely way to spend a beautiful
summer evening. It introduced me to
music I would likely not hear
otherwise"*

- Audience member in Panorama Park, Etobicoke

*"I get to see all my
friends in Toronto. I
hope they will
continue every year"*

- Audience member in Prairie
Drive Park, Scarborough

*"Brings people together. Introduces
people to the arts who might not go"*

- Audience member in Thomson Memorial Park,
Scarborough

*"It was more impromptu for me. It felt
nice to be listening to the music as I
was walking by"*

- Audience member in Bell Manor Park, Etobicoke



What I liked most
about my
Arts in the Parks
experience...

*"Accessibility in
Scarborough! We don't have
many opportunities like this
in the neighborhood"*

- Audience member in Guild Park,
Scarborough

*"I hope there will be more
arts events in this park. This
brought the community
together"*

- Audience member in Bob Hunter Park,
Scarborough

*"It brought the community
together. It promotes the arts
in a fantastic way"*

- Audience member in Broadacres Park,
Etobicoke

*"Everybody's friendly and
makes me feel that I'm
included"*

- Audience member in Fred Johnson Park,
Scarborough

*"Different cultures
getting together"*

- Audience member in
Earl Bales Park, North York

Where do attendees live?

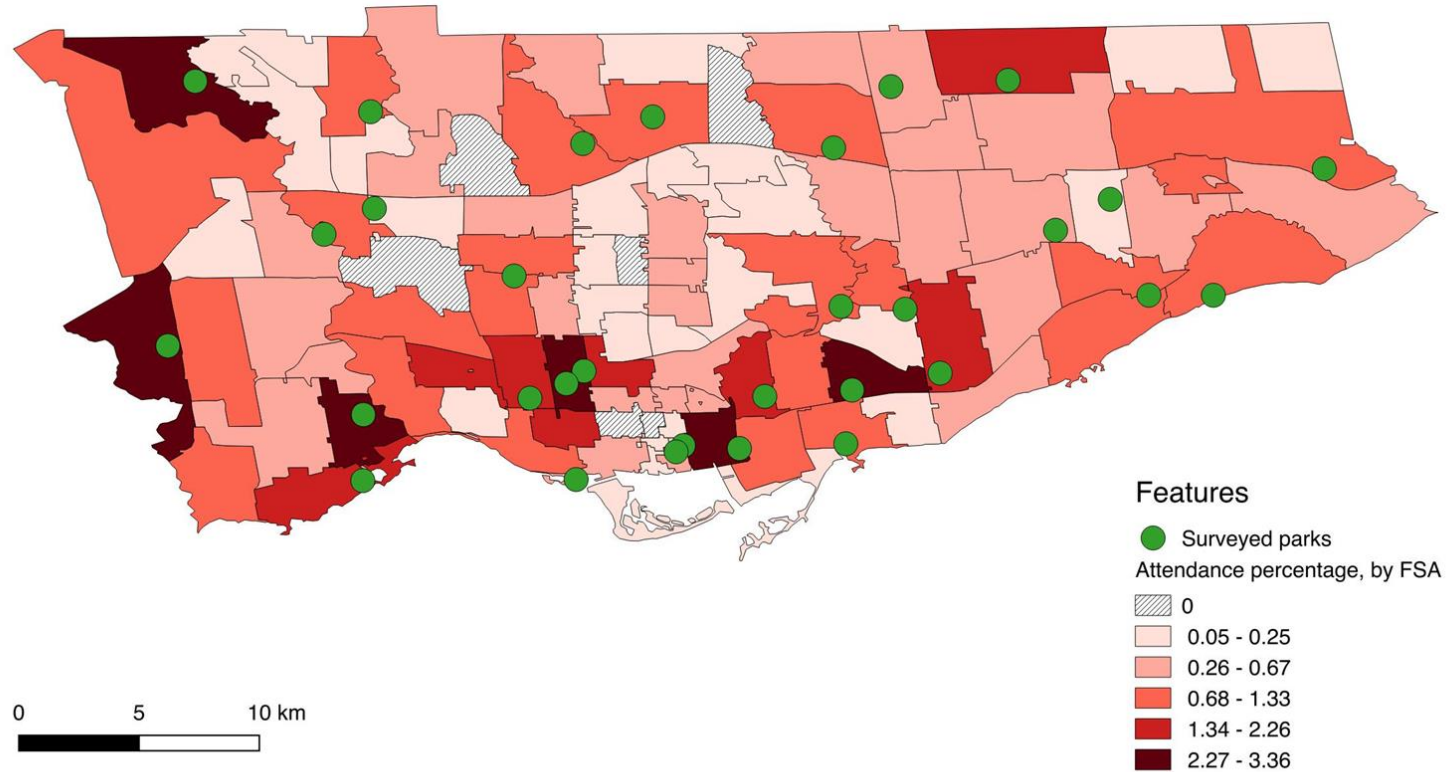
Based on the parks we surveyed these were the top five attending neighbourhoods.

Some people travelled across the city to attend AITP events while others attended in their own region or neighbourhood.

Top Attendee Neighbourhoods:

1. *The Queensway/Humber Bay, Etobicoke (M8Y)*
1. *Woodbine Heights, East York (M4C)*
1. *Rexdale, Etobicoke (M9V)*
1. *Eringate/Bloordale Gardens/Old Burnhamthorpe/Markland Woods, Etobicoke (M9C)*
1. *Christie & Lawrence Heights/Lawrence Manor, North York (M6G & M6A)*

Arts in the Parks attendance, 2018



An FSA, forward sortation area, is the first three digits of a postal code

Arts in the Parks has a global reach

Some attendees came from places as far away as:

- Australia
- Singapore
- Mexico
- Various places in the U.S.
- Quebec
- British Columbia
- Other municipalities in Ontario

*“I am a visitor to Toronto, but
this made my visit feel
authentic and connected”*

- Audience member in Vermont Square Park

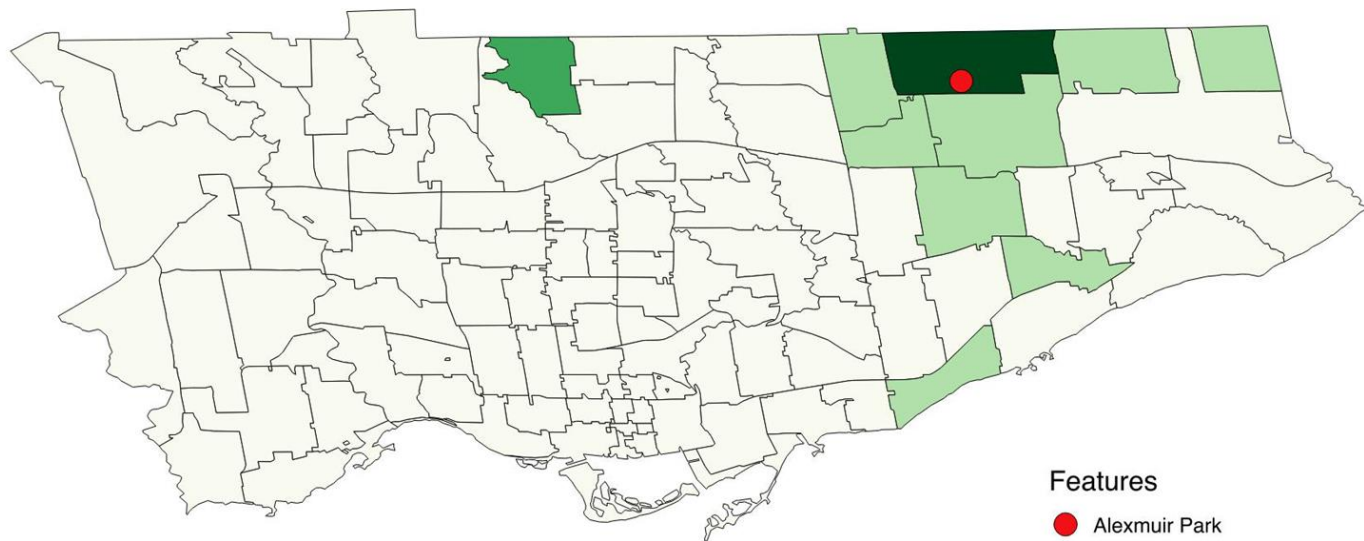
Highlighted Parks

The highlighted parks provide a more detailed example and clearer image as to who is attending and participating in Arts in the Parks events. It is most common that attendees come from areas near the park, however people often travel outside of their neighbourhood to attend events.

The following three parks are examined:

1. Alexmuir Park in Scarborough
2. Bell Manor Park in Etobicoke
3. Flemington Park in North York

Alexmuir Park



Features

● Alexmuir Park

Attendance percentage, by FSA

0

1 - 5

5.1 - 10

10.1 - 60

Artist: Shadowland Theatre

Event type: Theatre
workshops & performance

Dates: July 9th - 13th

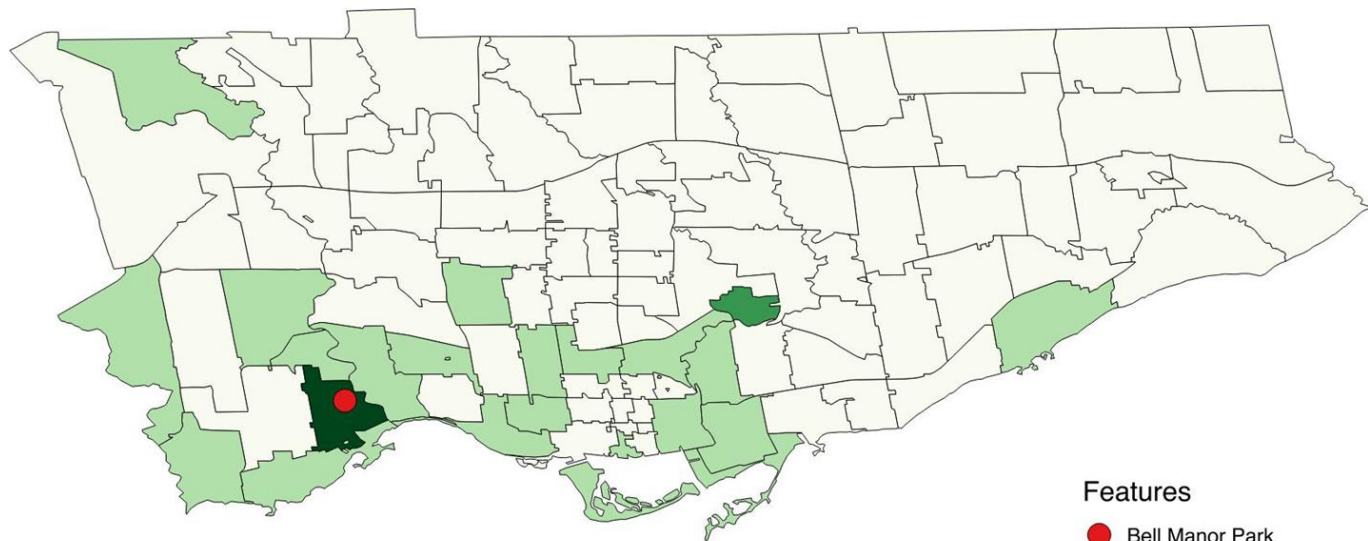
Estimated attendance: 90

Has the park previously
hosted AITP events: Yes

0 5 10 km

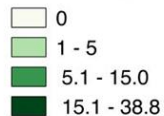


Bell Manor Park



Features

● Bell Manor Park
Attendance percentage, by FSA



Artists: Tune your Ride with
Sunset Series & Arts
Etobicoke with Party in Bell
Manor Park

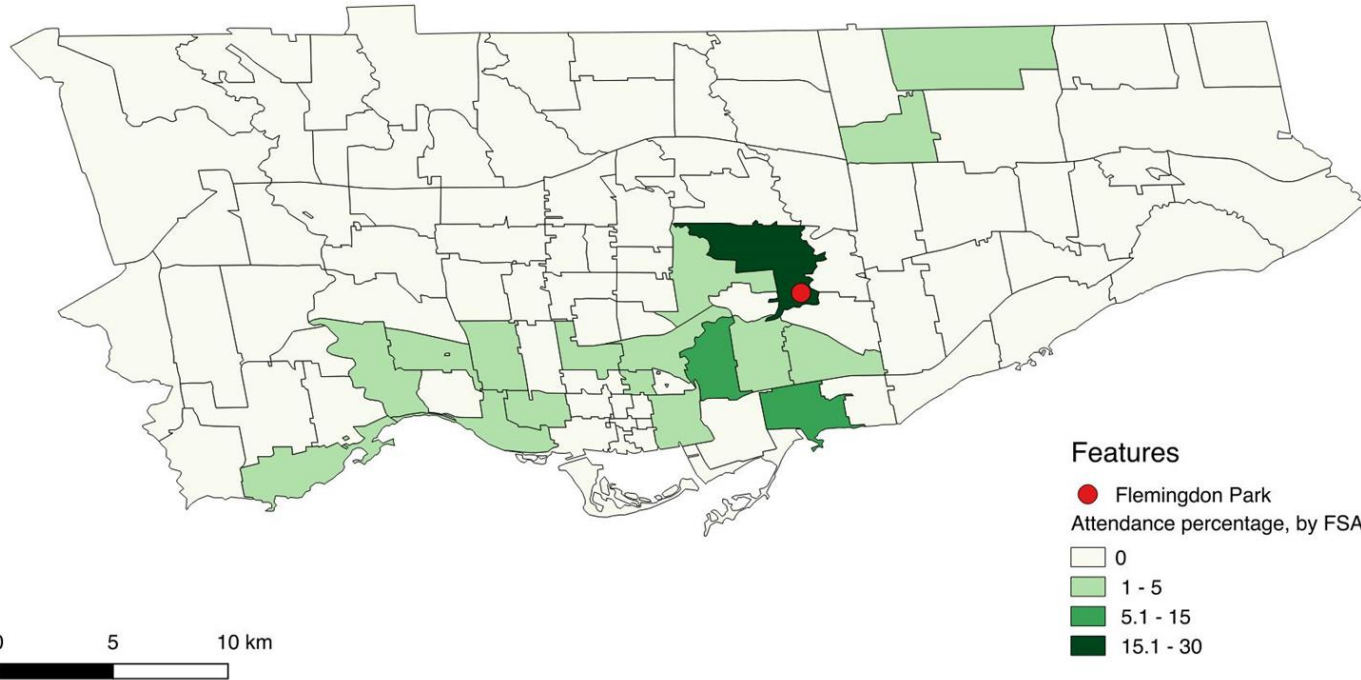
Event type: Musical
performance & festival

Date: August 2nd &
September 14th

Estimated attendance: 430

Has the park previously
hosted AITP events: Yes

Flemingdon Park



Artists: Nagata Shachu, Little Dada, Tune Your Ride & The Long Exposure Festival

Type of Performance: Musical workshop with performance, Musical performance & Festival

Date: June 17th, August 5th & 23rd

Estimated attendance: 500

Has the park previously hosted AITP events: Yes



“Very enjoyable to see the diversity of my community, people enjoying music and the summer night despite a difficult year. Great to come together and celebrate our neighbourhood. Open, accessible, all ages and types of people. Love this neighbourhood! Great music that appeals to lots of people. Nice to be among the trees.”

– Audience member at Music in the Park in St. James Park, Central Toronto

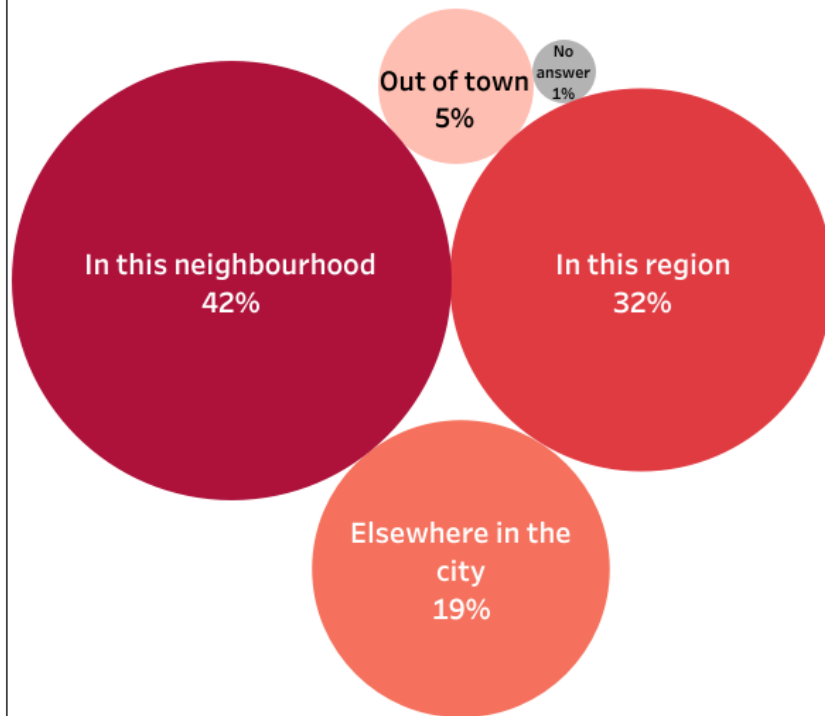
Little Dada in Flemingdon Park, North York. Photo Credit: Sean Howard

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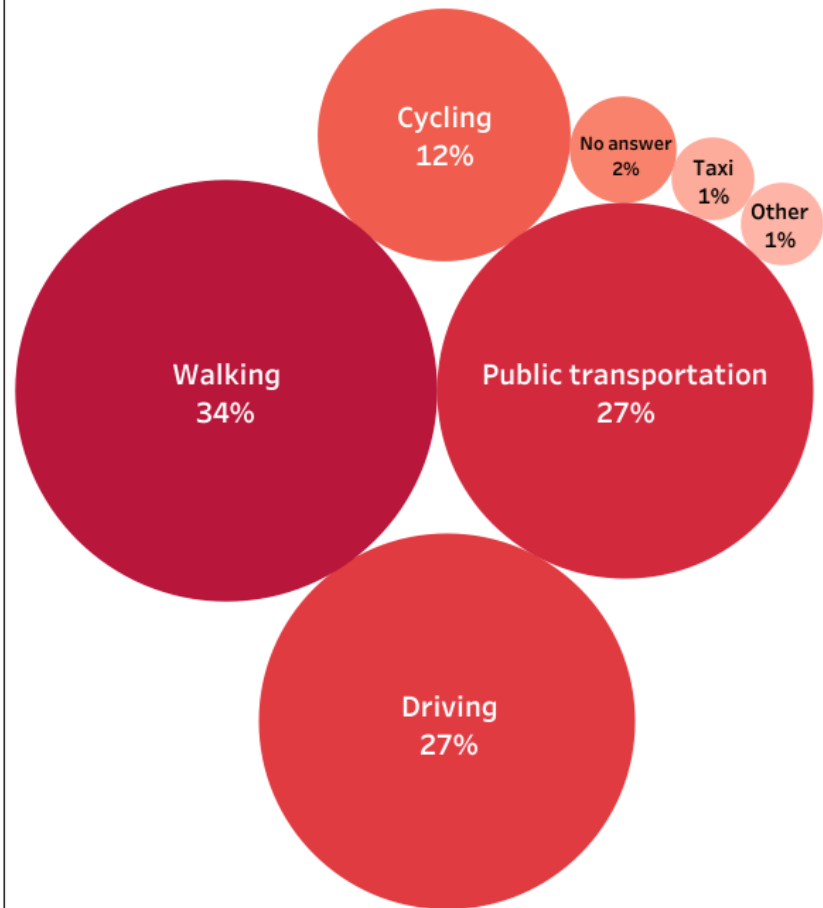


*The following numbers are based off survey responses, and are not representative all AITP participants

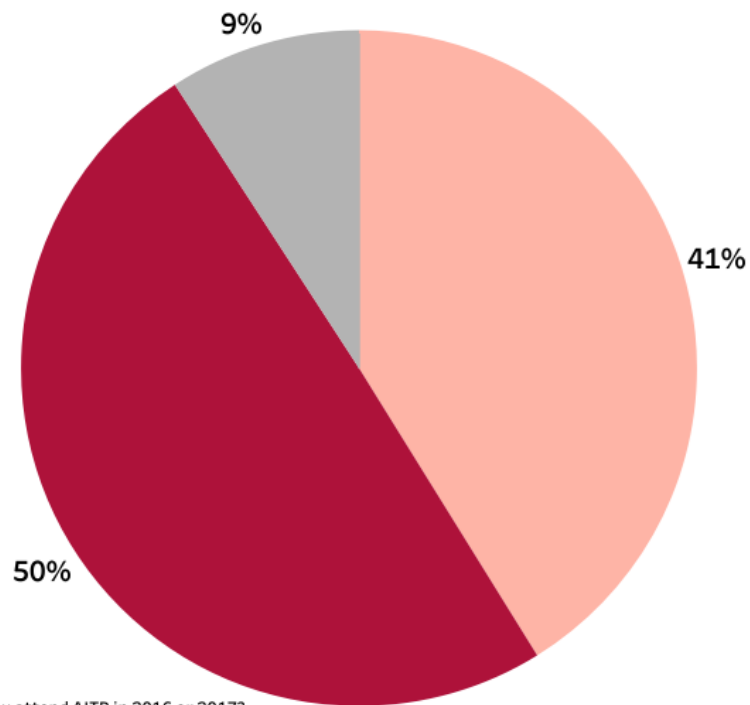
Where attendees live



How attendees get to events



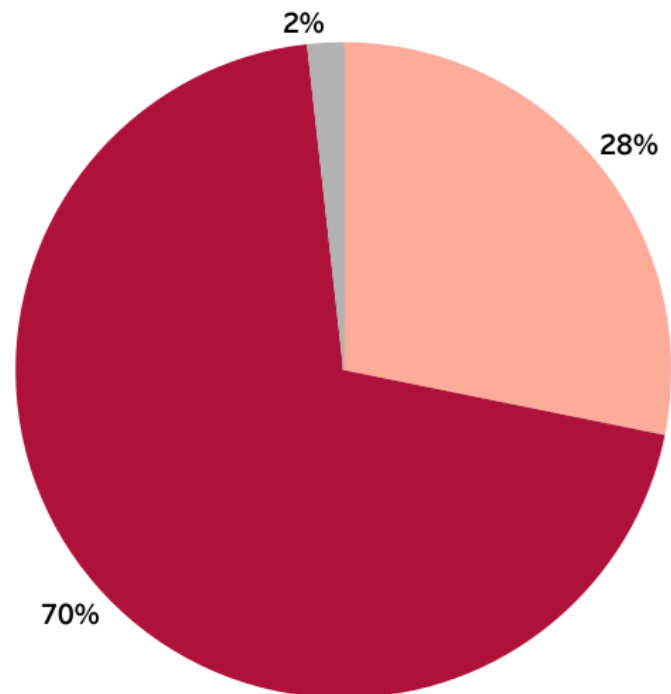
Have attendees visited
Arts in the Parks events in previous
years?



Did you attend AITP in 2016 or 2017?

Yes No No Answer

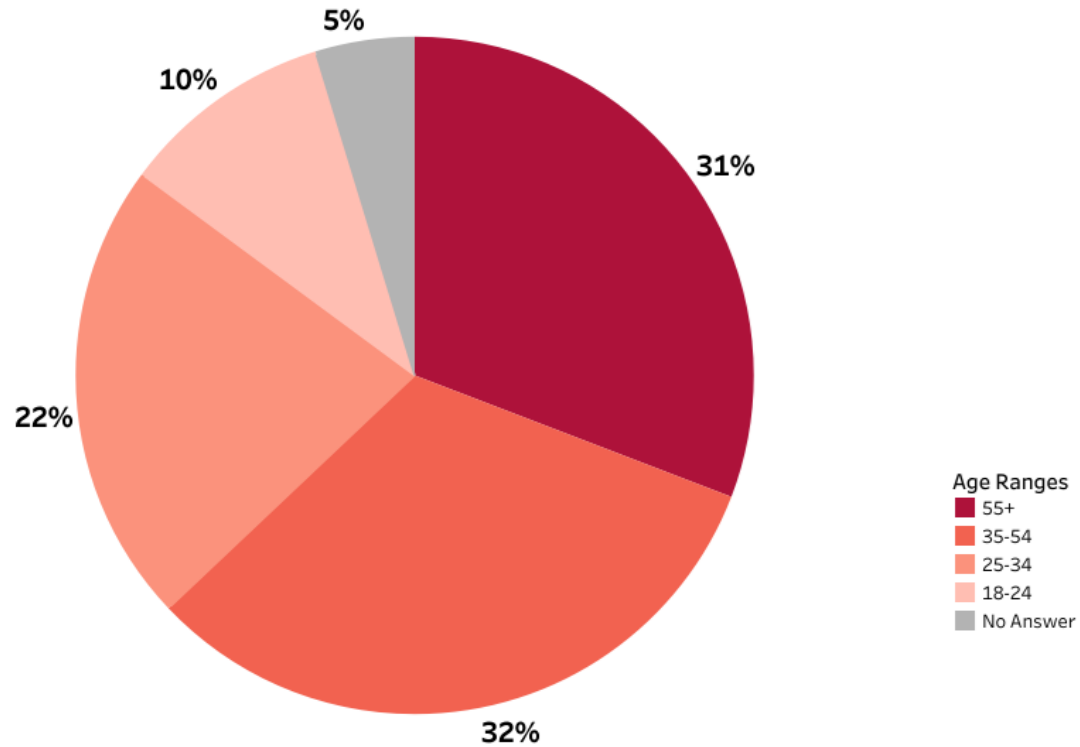
Did attendees go to multiple events
this summer?



Have you attended other AITP events this summer?

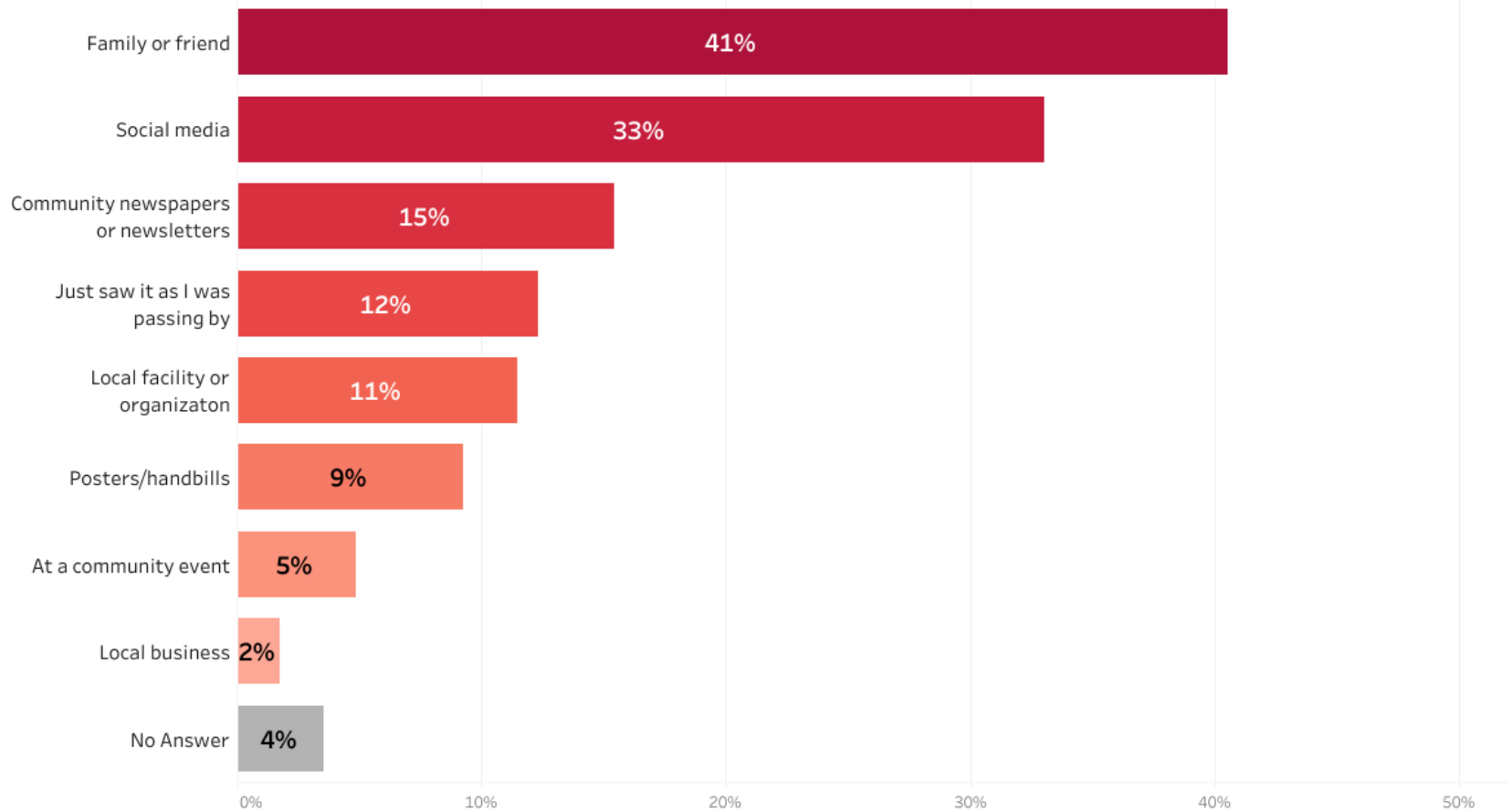
Yes No No Answer

Generational demographics of adult audiences

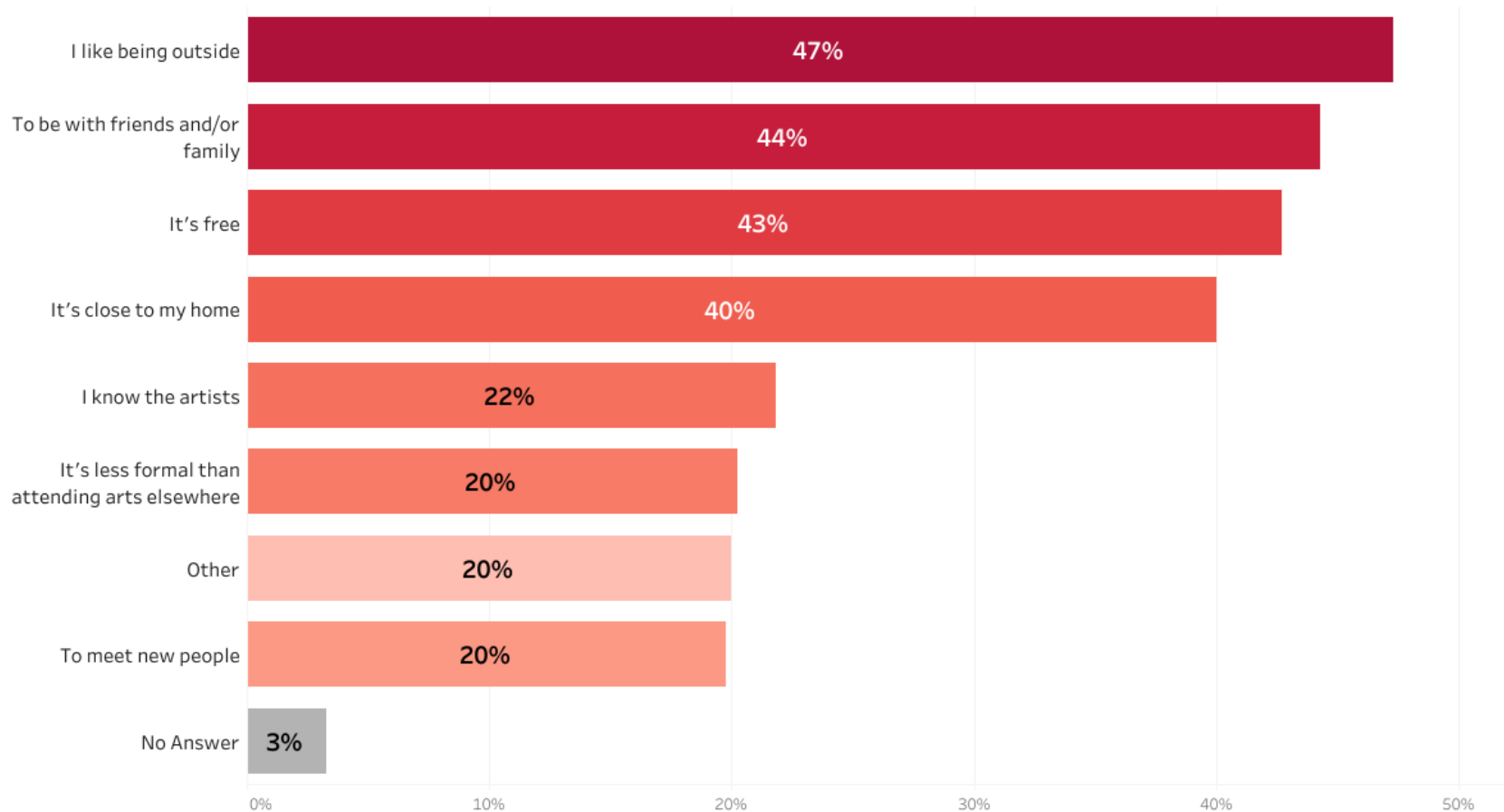


Note: only attendees 18 + are surveyed

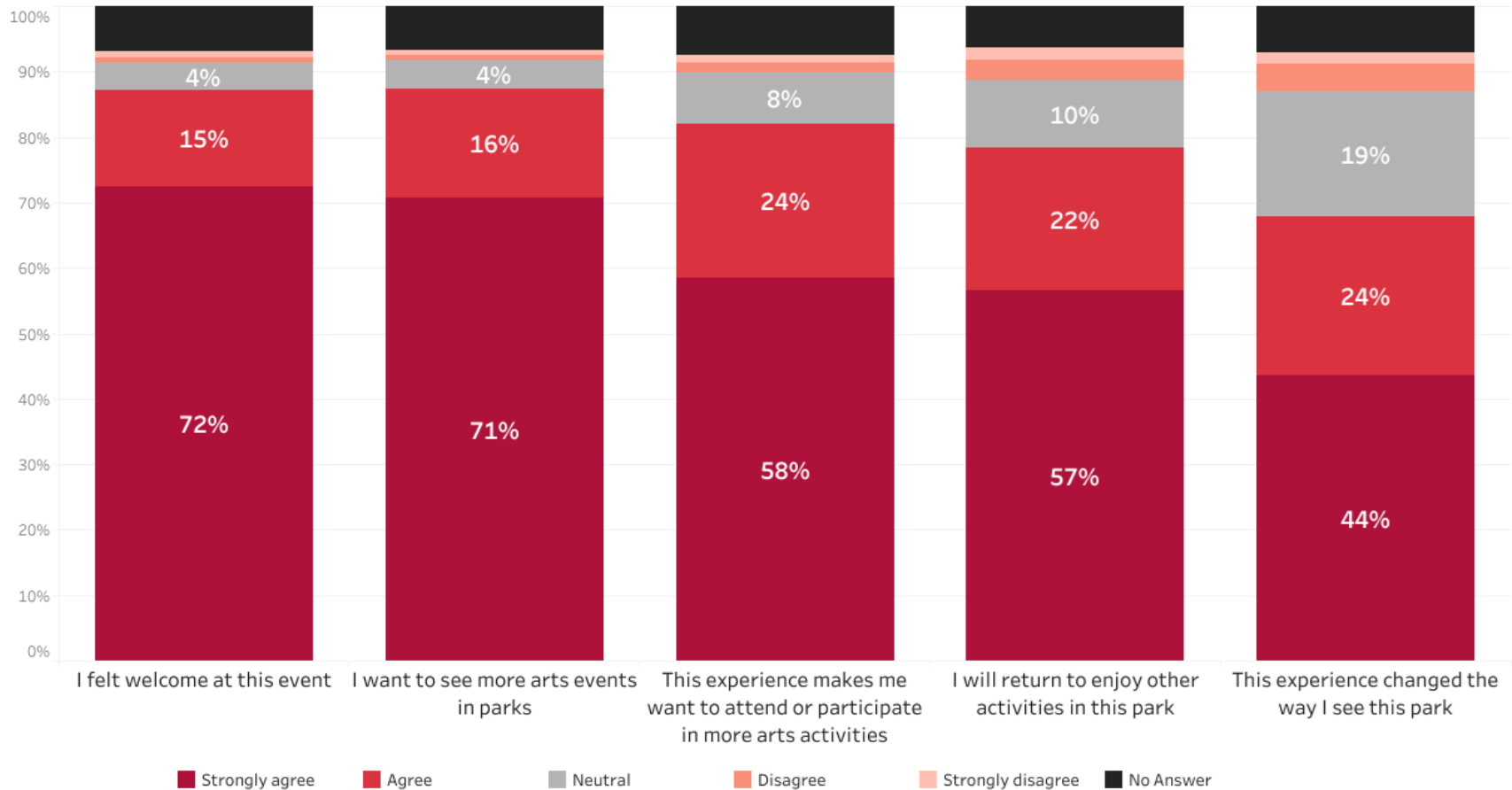
Where attendees heard about the events



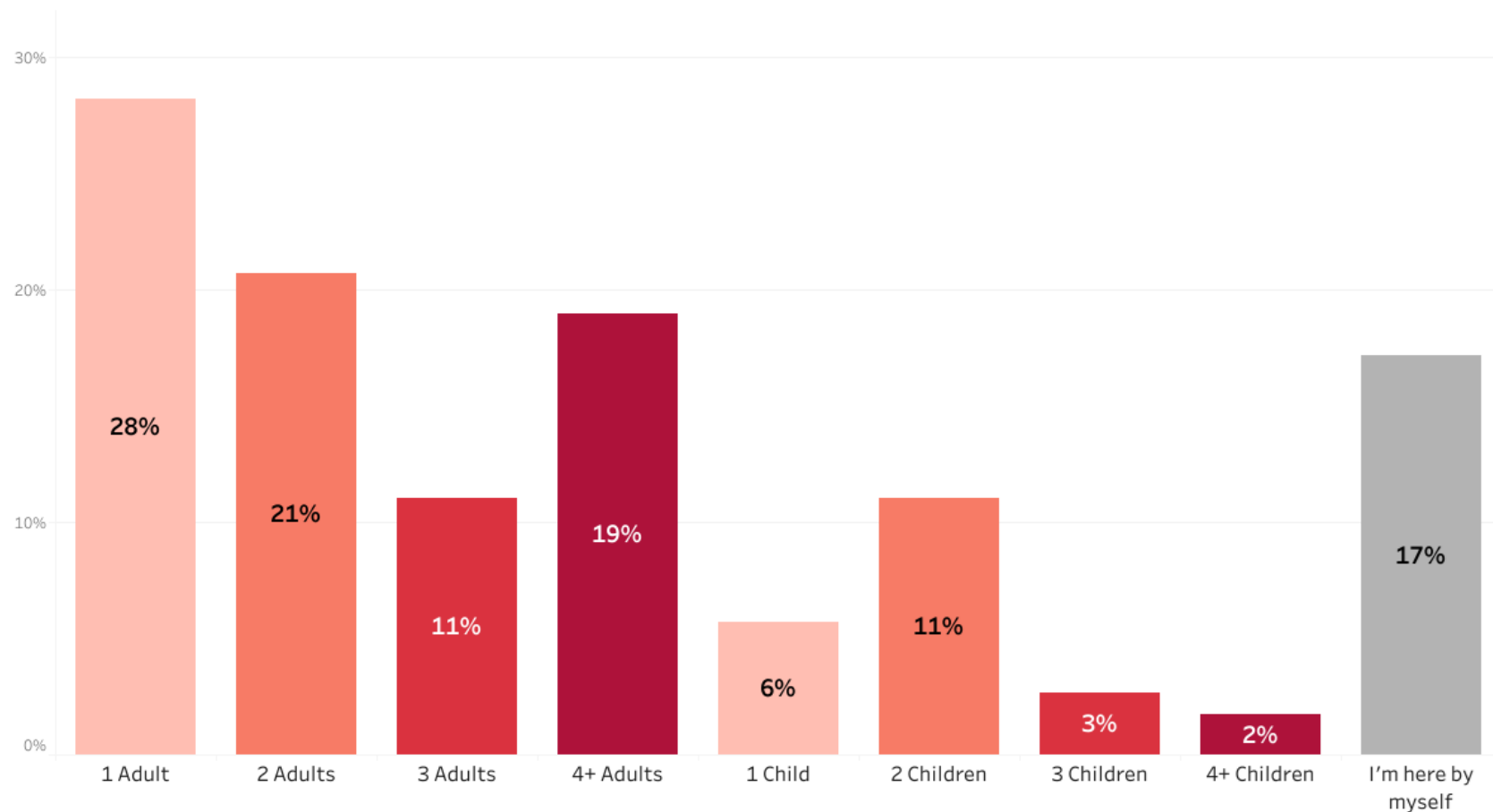
Why attendees take part in Arts in the Parks



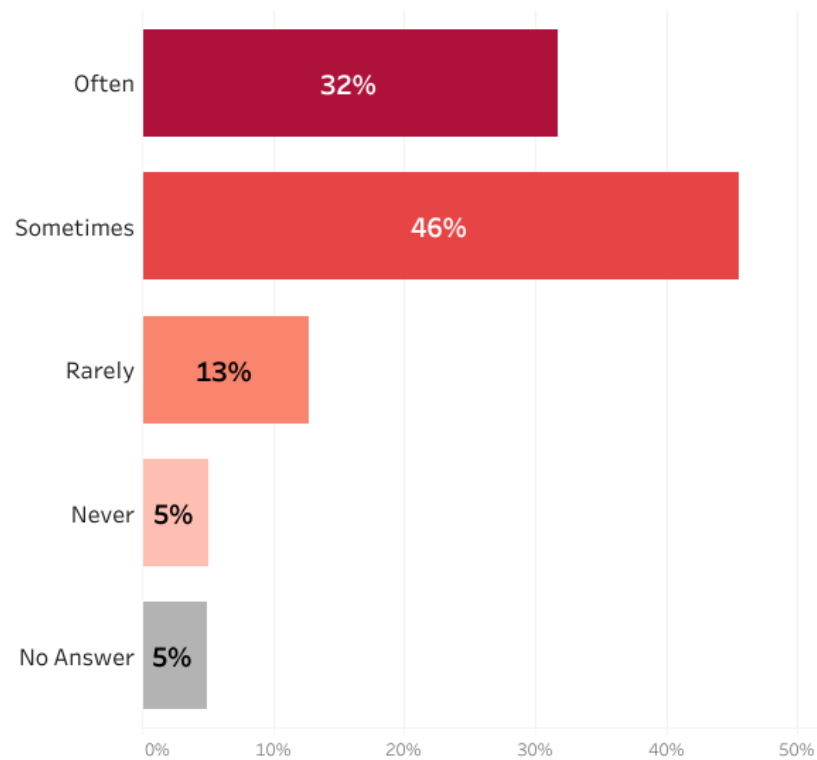
Attendee opinions



Number of people audience members attended with



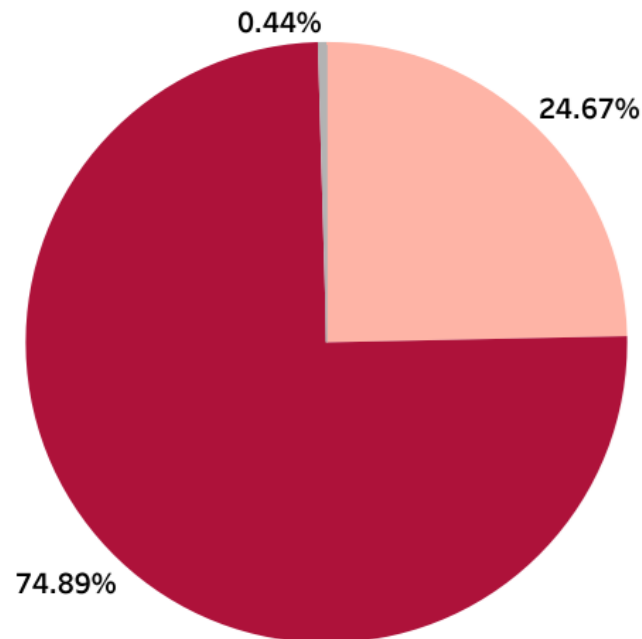
Arts event attendance by audience members



Do you regularly attend arts events?

Often Sometimes Rarely Never No Answer

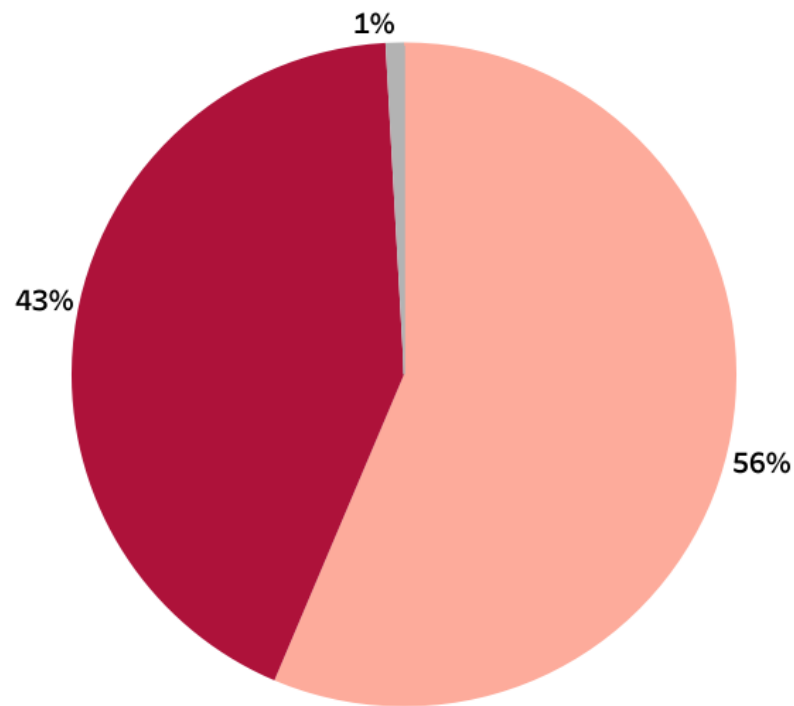
Are attendees arts workers?



Are you an artist or do you work for an arts organization?

Yes No No Answer

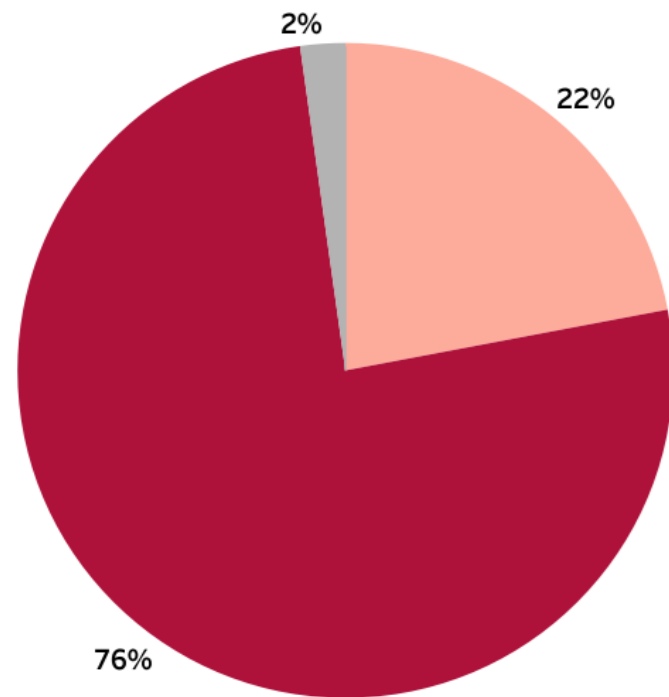
Are attendees aware of Toronto Arts Council & Foundation?



Have you heard of Toronto Arts Foundation or Toronto Arts Council before?

Yes No No Answer

Are attendees aware of their local park groups?



Have you heard of your local park friends group?

Yes No No Answer

Artist Feedback

of surveys sent: 33
of responses: 17
Response Rate: 52%



Nagata Shachu in Flemingdon Park, North York. Photo Credit: Tania Fitzpatrick

2018 Artists & Arts Groups

- AfroFest
- Arts Etobicoke
- Cajuca Mas
- Clay and Paper Theatre
- Crossroads of the Danforth BIA
- Driftwood Theatre
- Dusk Dances
- Ensemble Jeng Yi
- Etobicoke Community Concert Band
- Feast In The East
- GhanaFest
- Hercinia Arts Collective
- Kaeja d'Dance
- Kinron Community Event Planning Services Inc.
- Little Dada
- Little Pear Garden
- Lua Shayenne
- MABELLEarts
- Nagata Shachu
- Oxum Creative Collective
- Parks N' Wreck
- Phil Koole
- Red Dress Productions
- Sarvenaz Rayati
- Shadowland Theatre
- Shakespeare in the Ruff
- Shotgun Juliet
- St. Lawrence BIA
- STEPS
- The Danforth Mosaic BIA
- Toasterlab
- Toronto Outdoor Picture Show
- Tune Your Ride



“Bringing free art to the community is a really beautiful experience. I felt like our artists really made a connection. We also had the pleasure of participating in some other Arts in the Parks events and it just felt like a little piece of magic had been discovered. You could really feel the city come alive.”

- Arts in the Parks artist 2018

Clay & Paper Theatre in Amos Waites Park, Etobicoke. Photo Credit: Josh Clavir

Artists

Want to connect & engage

100% of artists say the best part of Arts in the Parks is bringing people together.

88% participated because they wanted to engage with specific sites and environments.

Want to reach new people

100% participated in Arts in the parks because they want arts to be free and accessible in neighbourhoods and **76%** want their work to reach new audiences.

88% of artists appreciated the opportunity to bring the arts to the public

Have experienced

71% of artists who filled out the survey have worked in parks for six or more years.

53% of artists and arts groups were familiar with the communities where they worked.

Artists

Are seeing benefits

100% of artists and art groups agreed they benefited from being part of Arts in Parks.

94% agreed that the park they animated was a good fit for them

Experience challenges

Dealing with the weather (**71%**) and City regulations and permits (**47%**) were the top two challenges for artists working in parks.

Value Assistance

The most valued assistance provided by Arts in the Parks was:

1. Assistance with City permitting
2. Marketing and promotion
3. Local community outreach



“We felt that we were really meeting a need and bringing a type of program and opportunity that didn't exist. Affordability and accessibility was recognized by many contributors.”

- Arts in the Parks Artist 2018

STEPS in Walter Saunders Park, North York. Photo Credit: Danai Govas (Youth Volunteer)

Observations

- More secluded parks can be difficult to find for people outside the immediate area
- After participating in an AITP event some attendees signed up for classes run by the artists
- There were repeat audience members at many events
- Community members really appreciate the chance to be involved with the event
- Artists with programming in multiple parks noted how the art changed in each environment, with the audience members' perception and reception of the work varying with each park

“Seeing how kids and even some adults react to the art installations is probably the most interesting part. Most people have a frame of reference for live music or food, but often the installations catch people off guard in the best way.”

“It was great to reconnect with the same community members that we were introduced to last year. It is a great feeling to be directly engaged with local community members and residents!”



What artists have to say

“This was an amazing experience. This opportunity enabled me and my team to create and to exhibit the installation in an ideal green public space.”

“One family came all the way from Pickering, twice! We had many repeat participants in our workshops. It was so beautiful to see people surprise themselves with what they were able to do.”

“A full and vibrant park gave extra energy to our performance. Also many of our performers live not far from the park, and made travel to it convenient.”

What artists would like to see

- Enhanced social media and online marketing
 - Be more consistent with posting
 - Make sure to include the event details of the artists that are being posted
 - Clarify what the Foundation is doing, and what the artist is expected to do
- Clarify the role of staff and volunteers, and what they are in the park to do
 - Some artists would have liked to have had volunteers help them with setting up
 - Other artists found staff and volunteers disengaged with the event, and would have liked to see them interact more with the event
- Increase assistance with local outreach
 - Assist them with connecting to local residents and organizations
 - Have more posters that are specific to the area
- Establish a legacy fund or a growth grant for artists to build their projects and relationships
- Have a program to pair new and upcoming local artists with AITP artist (expressed by artists who did not participate in the Local Artist Spotlight Program)



“I think that we began to understand this summer that community engagement is vital to successful Arts in the Parks events. We were very pleased to be invited to take part in a pilot project to engage local artists in the events and would suggest that this kind of activity is very important in continuing to bring arts programming to communities outside the downtown core.”

- Arts in the Parks artist 2018

Driftwood Theatre in Oakdale Park, North York. Photo Credit: Tania Fitzpatrick

Local Artist Spotlight Program

In an effort to develop deeper relationships with communities, the Foundation hired a community outreach coordinator for the 2018 season to help develop the inaugural “Local Artist Spotlight Program.” This program provided the opportunity for local artists to be part of Arts in the Parks. Selected artists were involved in pre-show performances ahead of featured events. They were paid a fee ranging between \$500 – \$1500 to cover equipment rentals, performance fees and any other costs associated with participation in the program.

Local Artist Spotlight Program Responses and Observations

- The performances featured music or poetry
- The majority of artists were experienced performers
 - More than half had 6+ years of experience
 - Many had previous experience performing in a public outdoor spaces
- Weather was the greatest challenge experienced
- The artists enjoyed the opportunity to connect with their community and attract a local audience
- Being out in the fresh air and greenery was also noted as an enjoyable aspect
- All respondents agreed that this opportunity helped them grow as an artist, and would recommend LASP to other artists
- Participants found out about the opportunity primarily from social media and local facilities or organizations
- Only half of the survey respondents had prior knowledge of TAC or Arts in the Parks



"I absolutely loved the artist spotlight program because it highlighted talent from the community. Because of this initiative we got to meet amazingly talented performers living right next door and we were able to give them a breakthrough opportunity and make them so happy. For some this was the first time they performed in front of people and also outdoors, and they loved it."

- North York Community Organizer

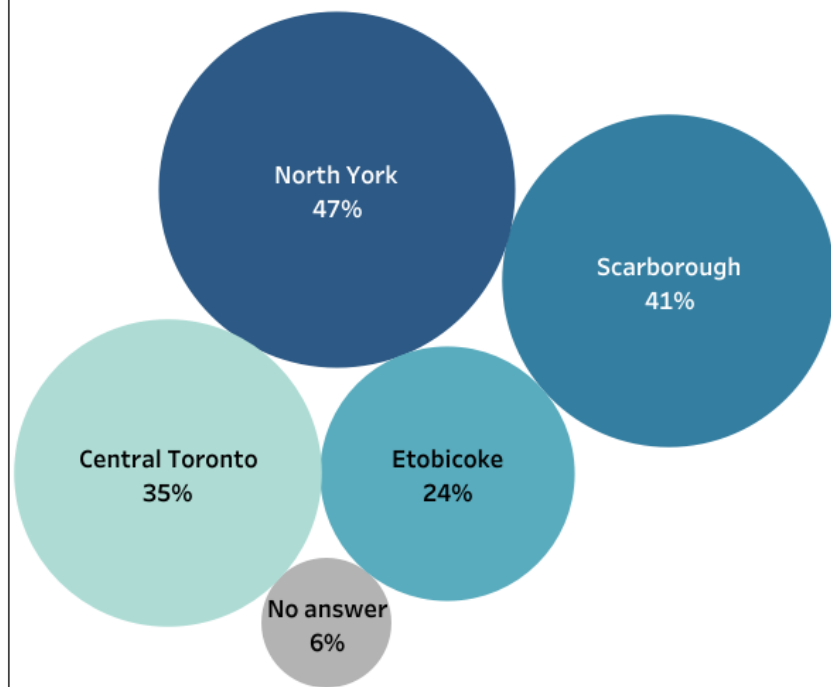
Driftwood Theatre in Oakdale Park, North York. Photo Credit: Tania Fitzpatrick

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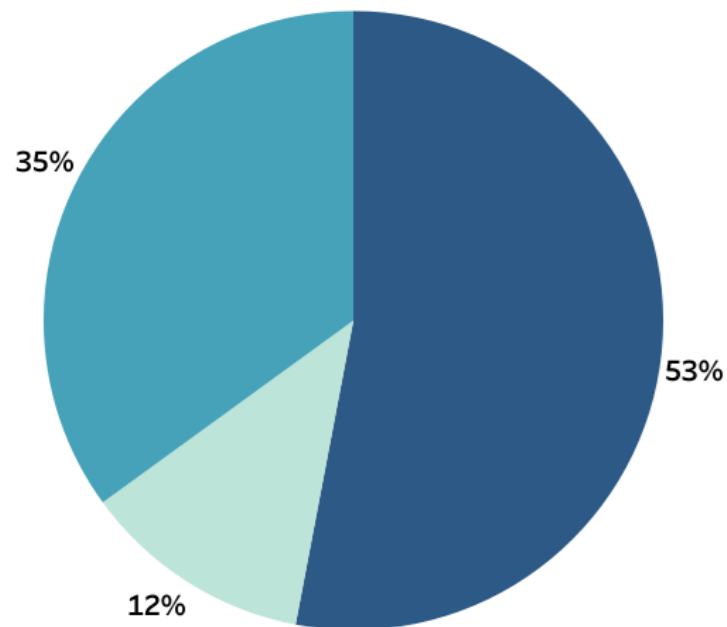


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Where artists performed



Are artists familiar with the community they were in?



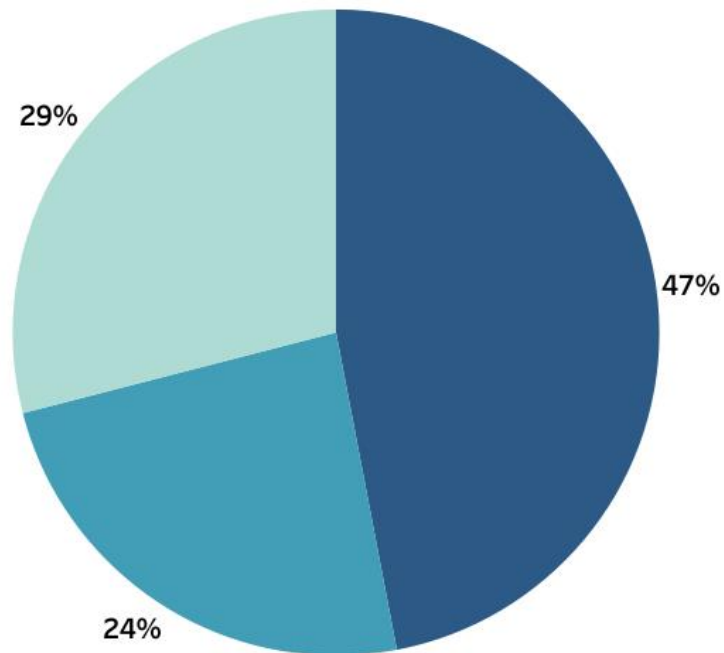
As an artist/arts group are you familiar with the neighbourhood or communities where you worked?

■ Yes

■ No

■ Somewhat

How many years artists have worked in public spaces



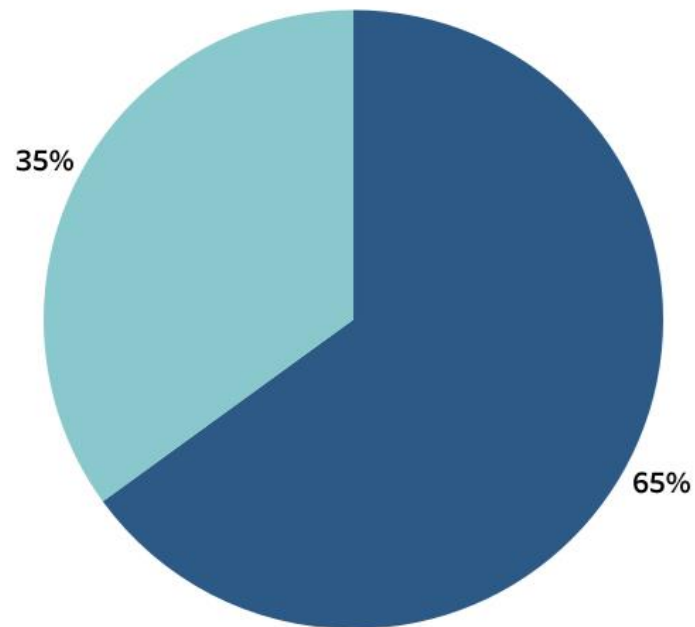
How many years have you been working in public/outdoor spaces?

10+

6-9

3-5

Did artists feel they benefitted from Arts in the Parks?

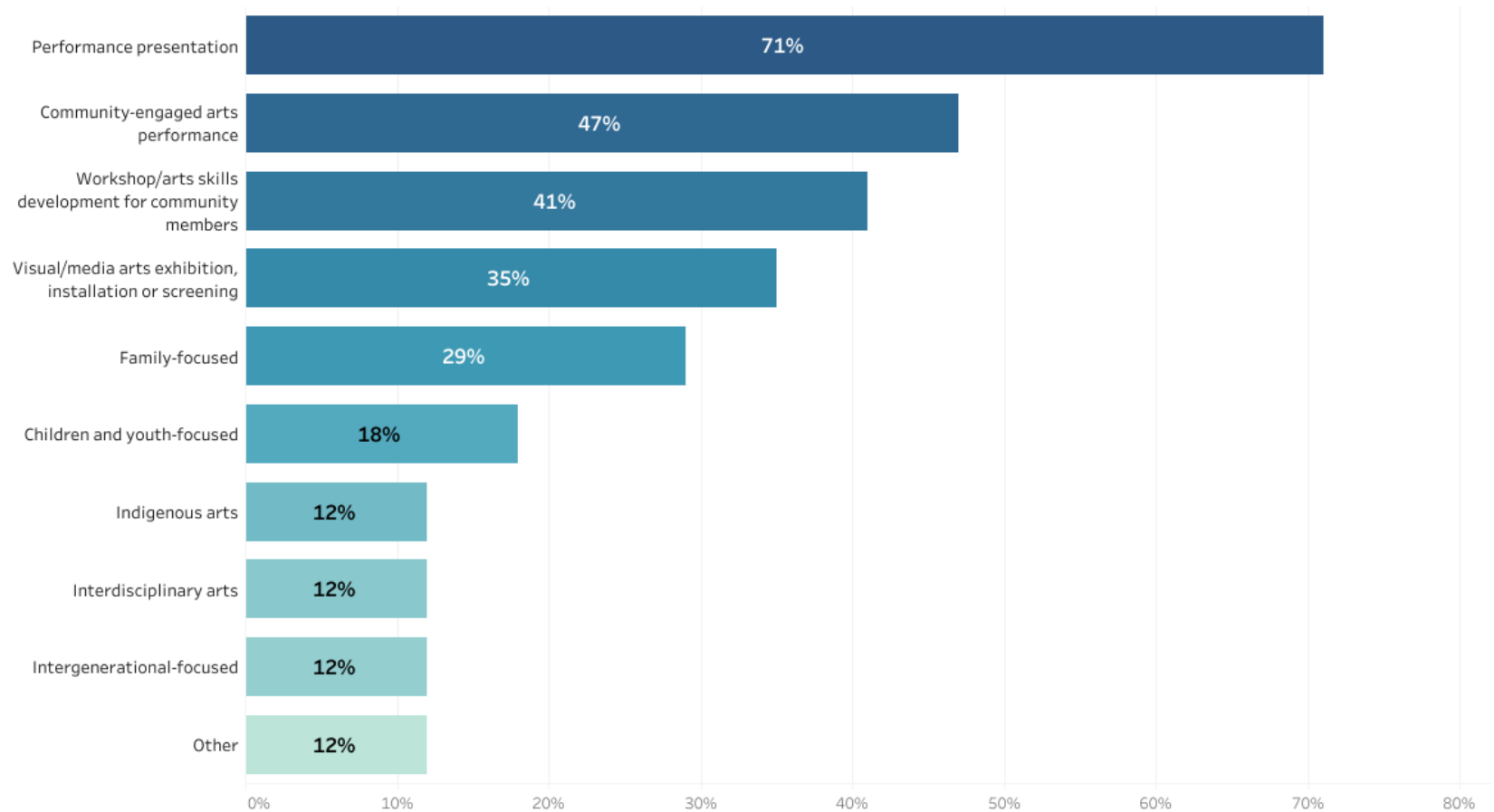


How do you feel about the following statement:
We/I benefitted from being part of Arts in the Parks?

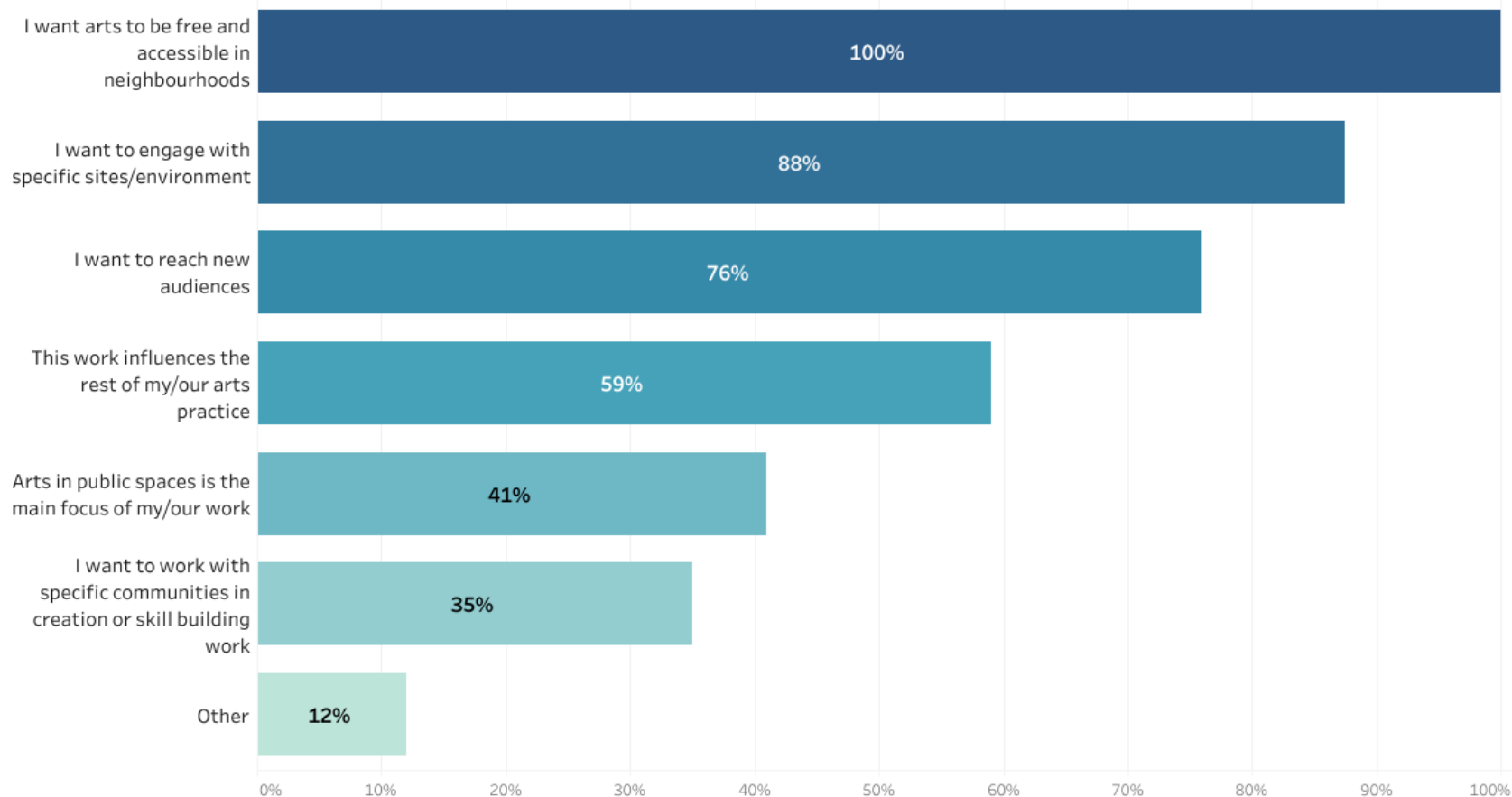
Strongly agree

Agree

Experiences artists offered



Why artists were interested in participating



Assistance

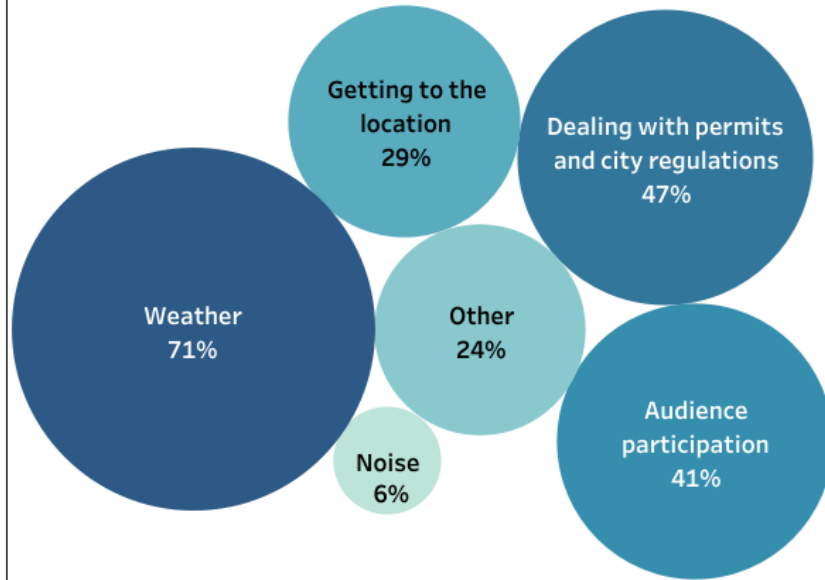
Most valued assistance received this year:

1. Assistance with City of Toronto permitting
2. Marketing and promotion
3. Local community outreach
4. Volunteers on site to direct audiences or participants
5. Raising our profile
6. Wayfinding signage in the park

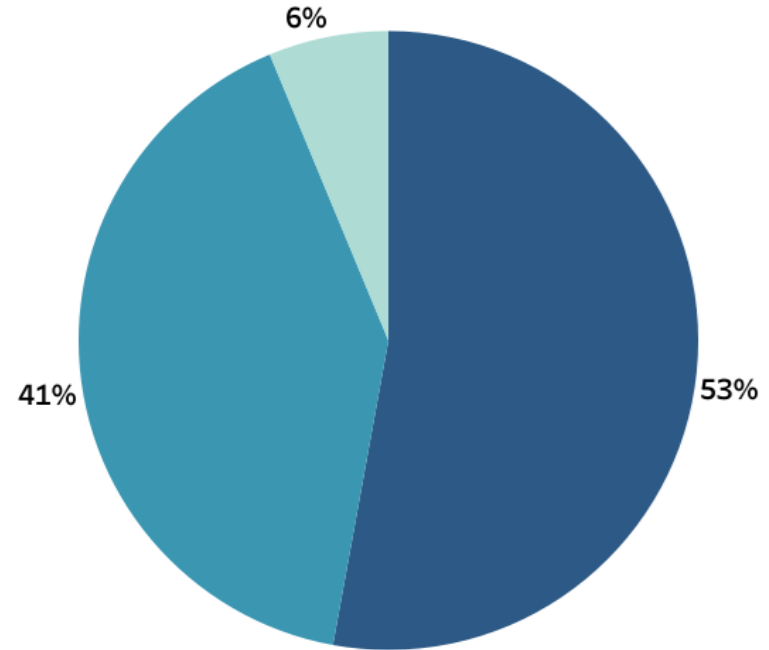
Assistance artists would like to see in the future:

1. Marketing and promotion
2. Local community outreach
3. Assistance with City of Toronto permitting
4. Volunteers on site to direct audiences or participants
5. Raising our profile
6. Wayfinding signage in the park

Challenges experienced by artists



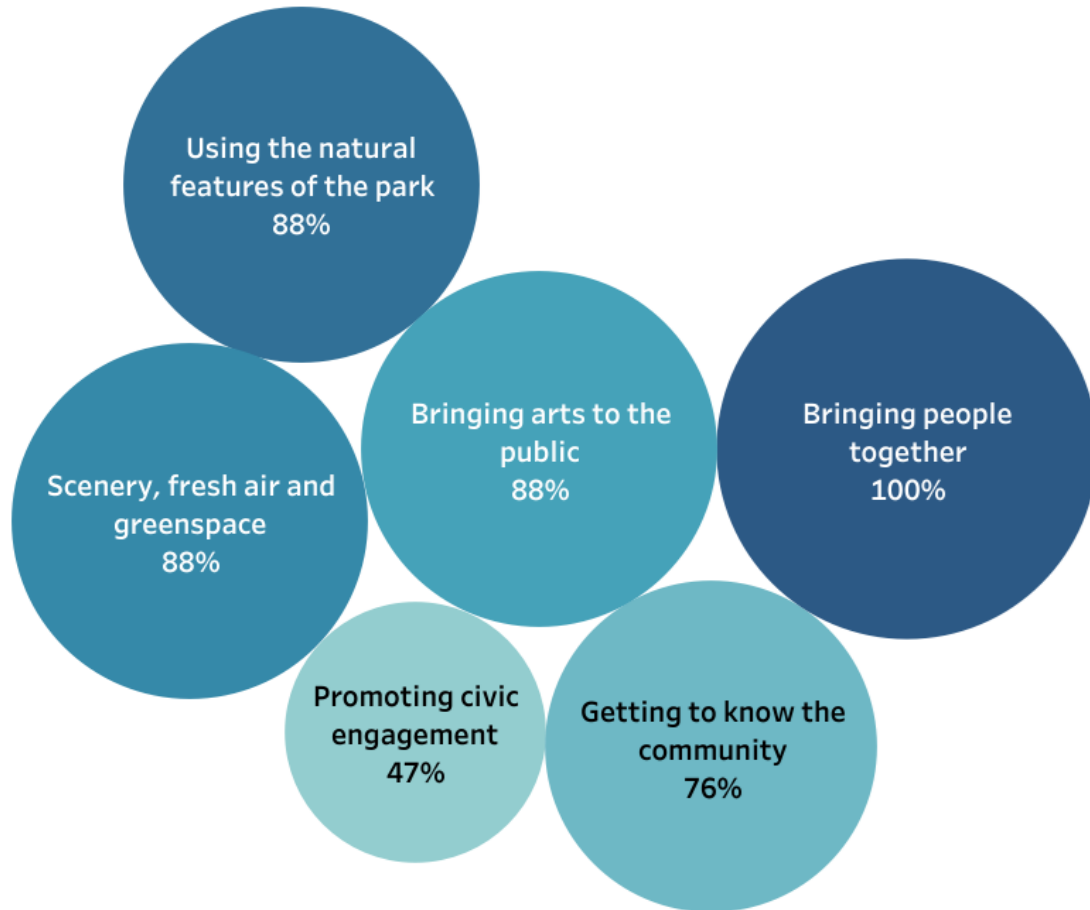
Do artists feel the park they were in was a good fit?



How do you feel about the following statement:
The park and/or location was a good fit

Strongly Agree Agree Neutral

Artists' favourite part of Arts in the Parks



Volunteer Feedback

of surveys sent: 336
of responses: 80
Response Rate: 24%



Driftwood Theatre in Oakdale Park, North York. Photo Credit: Tania Fitzpatrick

Volunteers

Are active volunteers

79% of Arts in the Parks volunteers also volunteer for other organizations on a regular basis.

48% volunteered for Arts in the Parks in 2016 and/or 2017

Believe in arts access

The majority of volunteers said they were motivated to volunteer because they like to support the arts (**79%**) and the idea of free arts in local parks (**79%**).

See a future with AITP

78% of volunteers would volunteer again for Arts in the Parks or other Toronto Arts Foundation programs.

Volunteers

Contribute a lot of time

73% of Arts in the Parks volunteers worked in 2 or 3 parks

81% volunteered over 6 hours to the program

58% volunteered in the same area of the city they live in

20% of volunteers were youth (aged 14-17 years old)

Have a positive experience

85% felt welcomed and appreciated by staff

81% said that they felt like their volunteering mattered and **86%** felt like their volunteering was valuable to them

Help us understand audiences

From their observations, volunteers noted that approximately **78%** of attendees had a good time

79% said they were provided with enough information to feel confident in their role





“When I was volunteering in support of Bard in Berczy, I interacted with an older lady who was there as part of a theatre meetup group. It was very gratifying sharing our excitement for the performance and then following up with her to make sure she and her group had a good time too”

- Arts in the Parks Volunteer

Driftwood Theatre in Oakdale Park, North York. Photo Credit: Tania Fitzpatrick

"I had a wonderful time at Woven. The other volunteers were so nice and I got to participate in the activities."

"This was a new experience for me and really enjoyed the variety of programming and entertainment."

"During an intermission of a band performance I got chatting with a few out-of-towners, not just about that night's event and Arts in the Parks, but also about other places to see, where to eat in Toronto."

"The performances themselves. I got to see artists I would likely not have encountered otherwise."

"Getting to see the whole community come together."

"Seeing how excited people were being in a park to watch or take part in a live event."

Seeing the kids running free. There's something for the whole neighbourhood and anyone else who wants to 'partake.' Not a kids only, nor a teen only, nor an adult only event."



Volunteer highlights

"Being given the option to participate in the events too!"

"The chance to talk to local patrons and to know the community. Also, positive feedback from patrons about the program."

"Seeing the enjoyment on people's faces and meeting people from out of country!"

"I lived in Toronto for most of my life and volunteering with Arts in the Parks allowed me to explore parks I had never been to, such as Trillium Park."

Challenges

- Getting to the location was the most challenging aspect of volunteering for 48% of volunteers
- 34% of volunteers found the weather to be challenging and 11% felt the instructions they received were not clear
- Some events started later than what they were told, so their shifts were sometimes not what they signed up for
- Other volunteers didn't show up for their shifts, which made it harder for the ones that did
- Some volunteers felt they could be more involved at events
- Attaining shifts was difficult for volunteers
- There were a few who had complaints about staff and how they communicated with volunteers

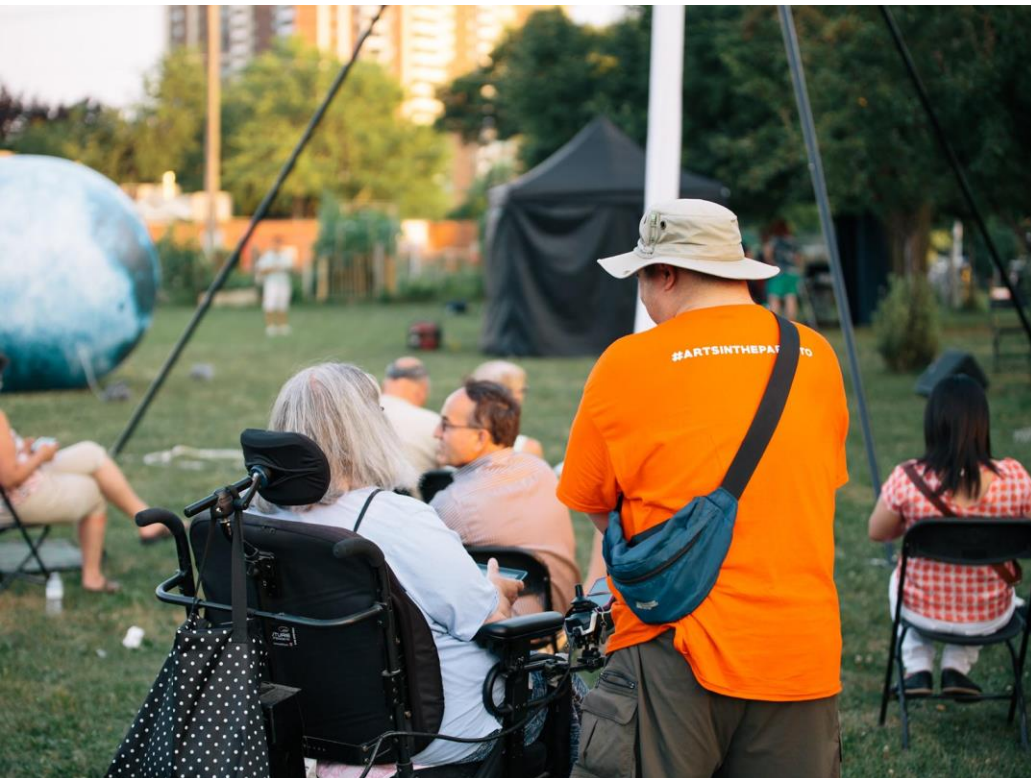
Suggestions

- In large parks make it easier for volunteers and the audience to find the event, such as providing site maps
- Take care of volunteer needs - shade, water, snacks
- Have the number of volunteers align with the extent and size of the event
- Better the communication between artists, staff and volunteers
- Improve the process of signing up for shifts
 - Volunteers suggested: Limit the number of shifts someone can sign up for, post *all* shifts at the beginning of the summer, or send out an advance notice about when they will be posted and what will be available
- Have staff be more involved with the event, instead of just staying at the tent
- Clearly define the roles and expectations of staff and volunteers at events

Volunteer Opportunities

Volunteering was an opportunity to:

- Make connections with artists and arts groups
- Find out about arts initiatives in the city
- Participate in workshop events and learn new skills
- Improve their social and communication abilities
- Visit new parts of the city



“As a new woman in the city, Arts in the Parks helped me make new friends, took me to new places and parks (which I would not have visited otherwise) and also introduced me to a wide variety of arts groups and organizations present in the city. I also enjoyed the fact that many people are recognizing the efforts to bond and share the happiness and hope that this would have a long lasting positive impact on their minds”

- Arts in the Parks Volunteer

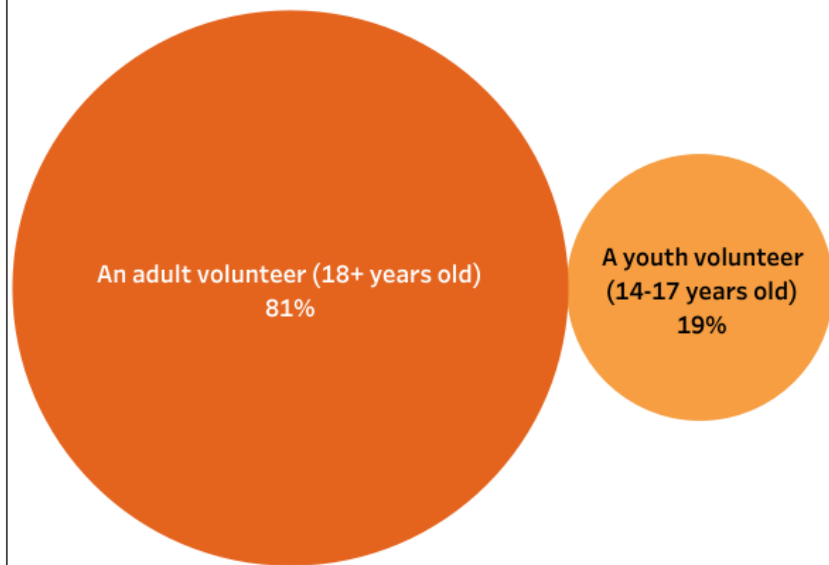
Little Dada in Flemingdon Park, North York. Photo Credit: Sean Howard

DATA



*The following numbers are based off survey responses, and are not representative all AITP participants

Who volunteered



Volunteer roles

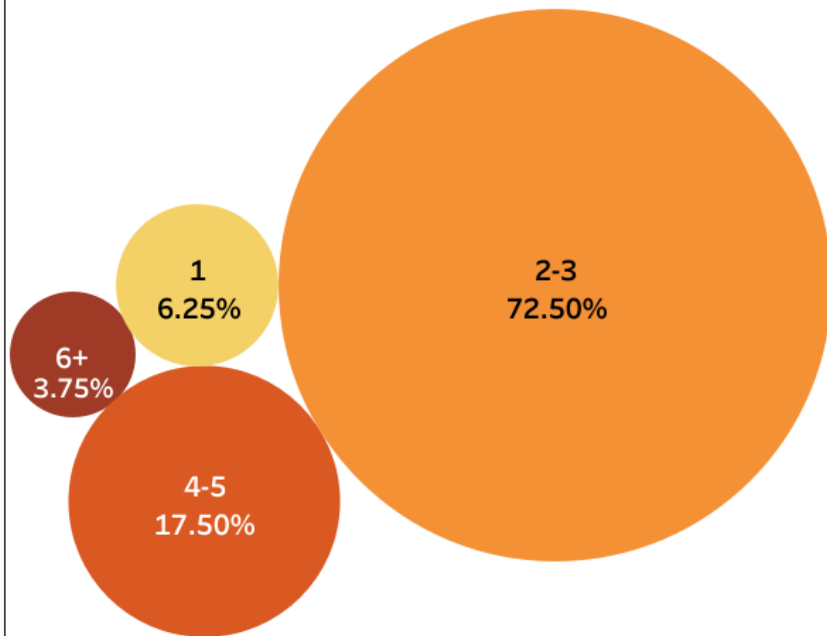


Event Ambassadors help set up/tear down, answer questions and take audience surveys

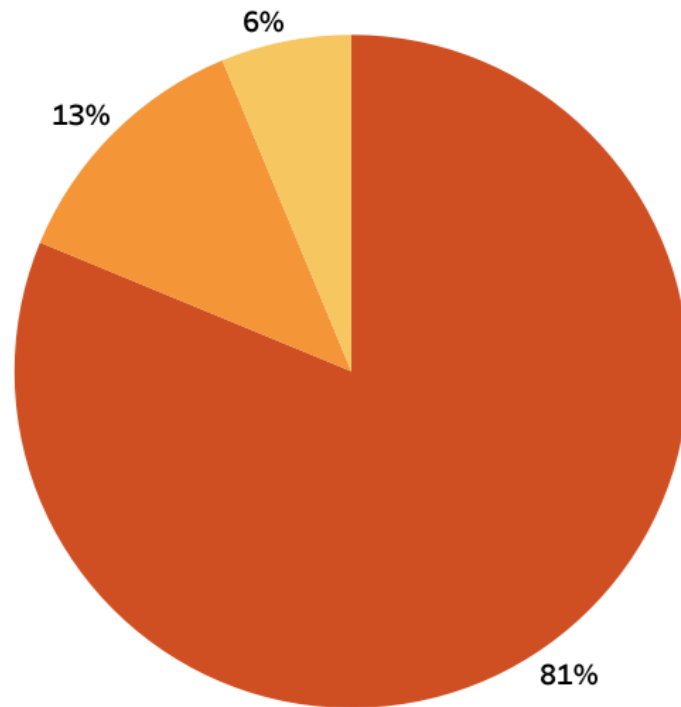
Spotlight Stars share stories and photos on social media

Street Team help promote the event before it happens

Number of parks volunteers attended



How many hours volunteers worked



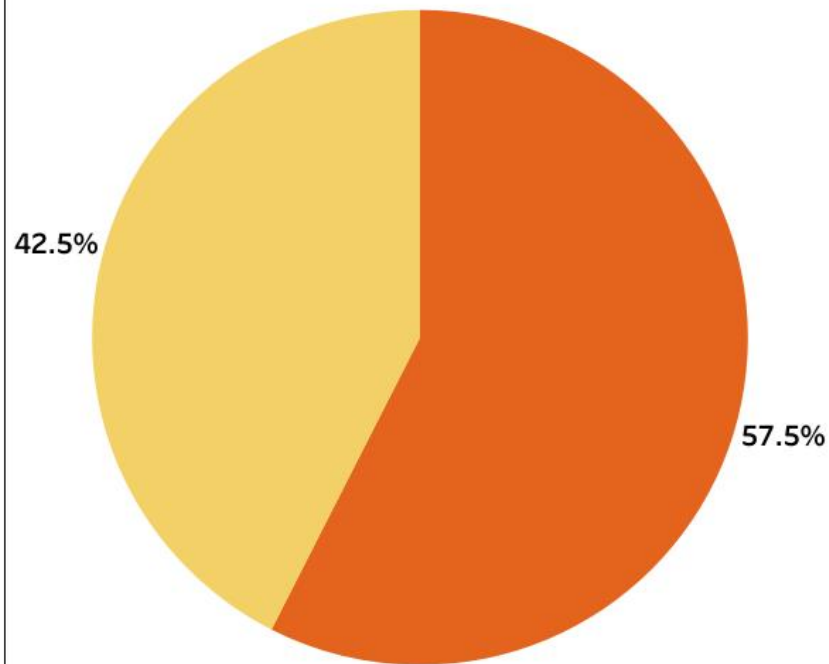
How many volunteer hours did you work?

6+

4-5

under 3

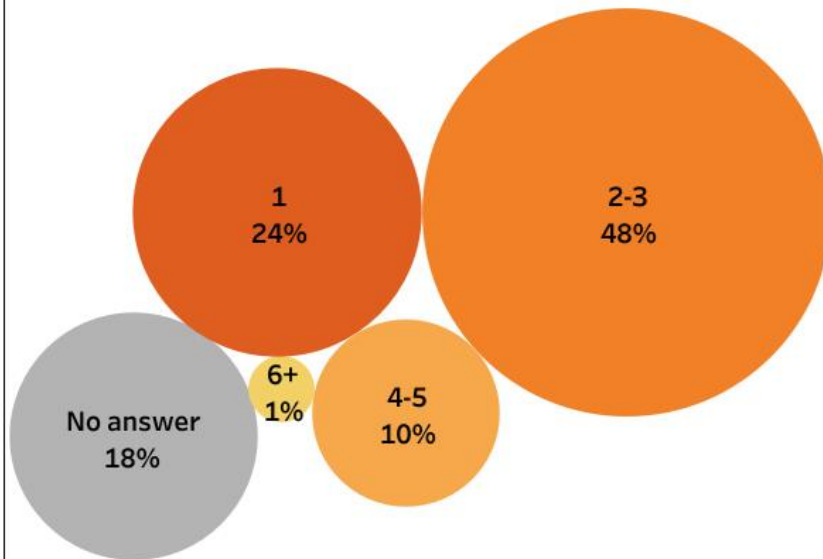
Do volunteers live in the same area as they volunteered?



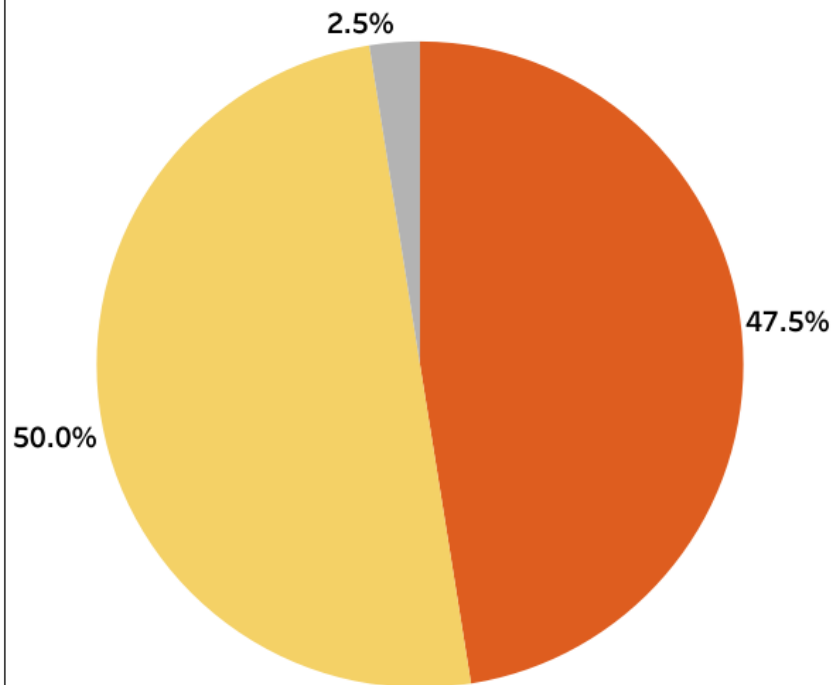
Do you live in the same part of the city where you volunteered?

Yes No

Number of parks volunteers worked at that were in their area of the city

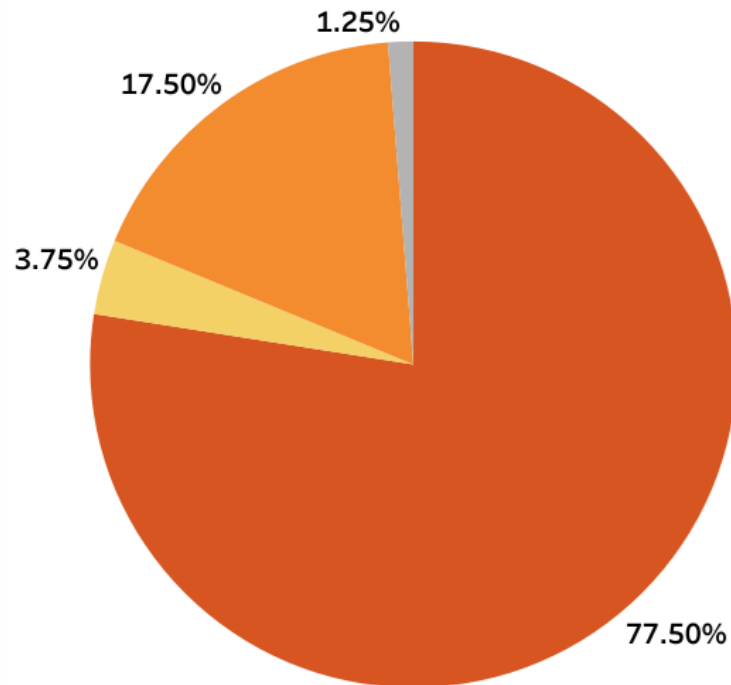


Have volunteers previously participated in Arts in the Parks?



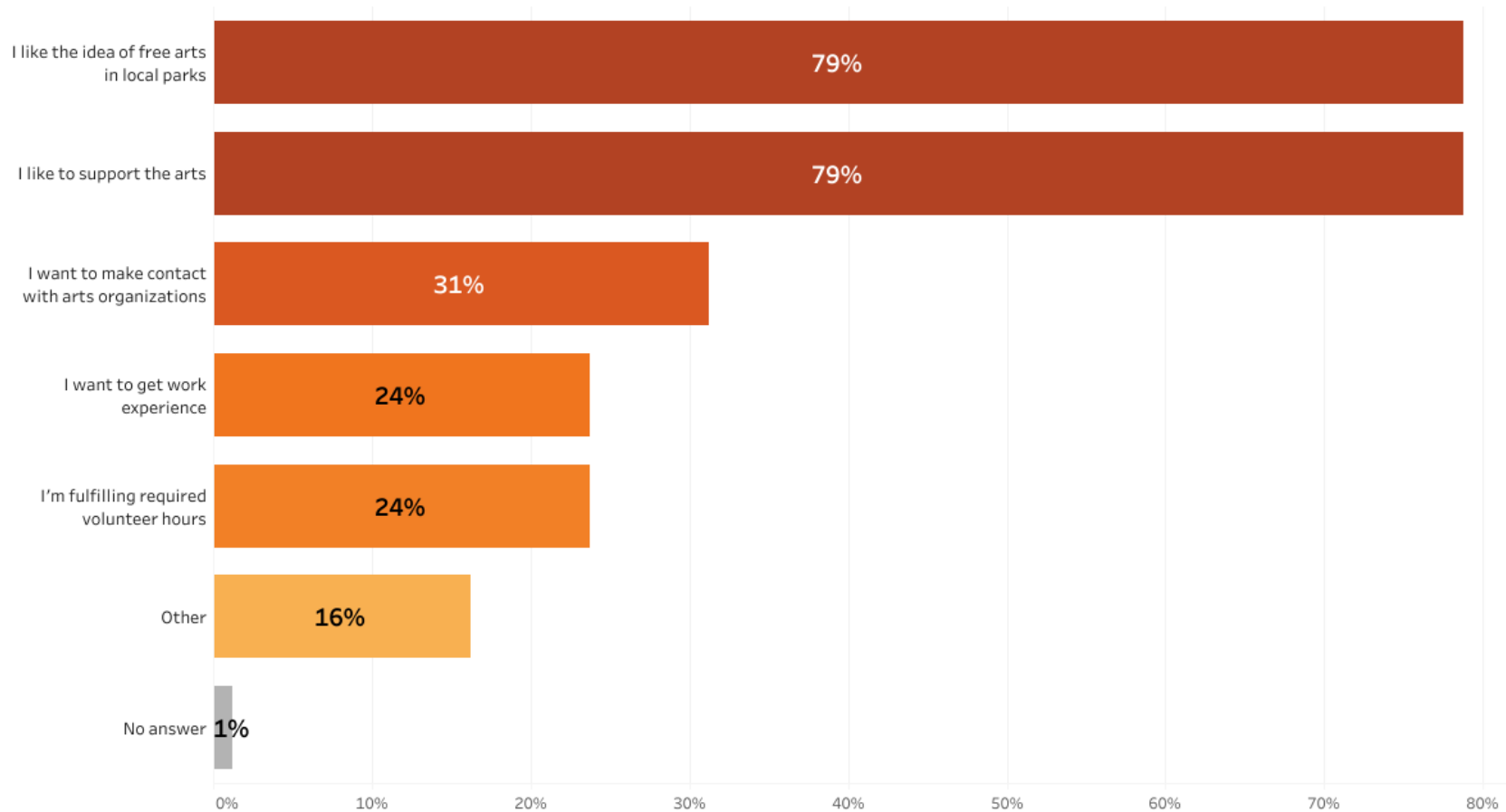
Did you volunteer for Arts in the Parks in 2016 or 2017?
■ Yes ■ No ■ No answer

Are volunteers interested in participating next year?

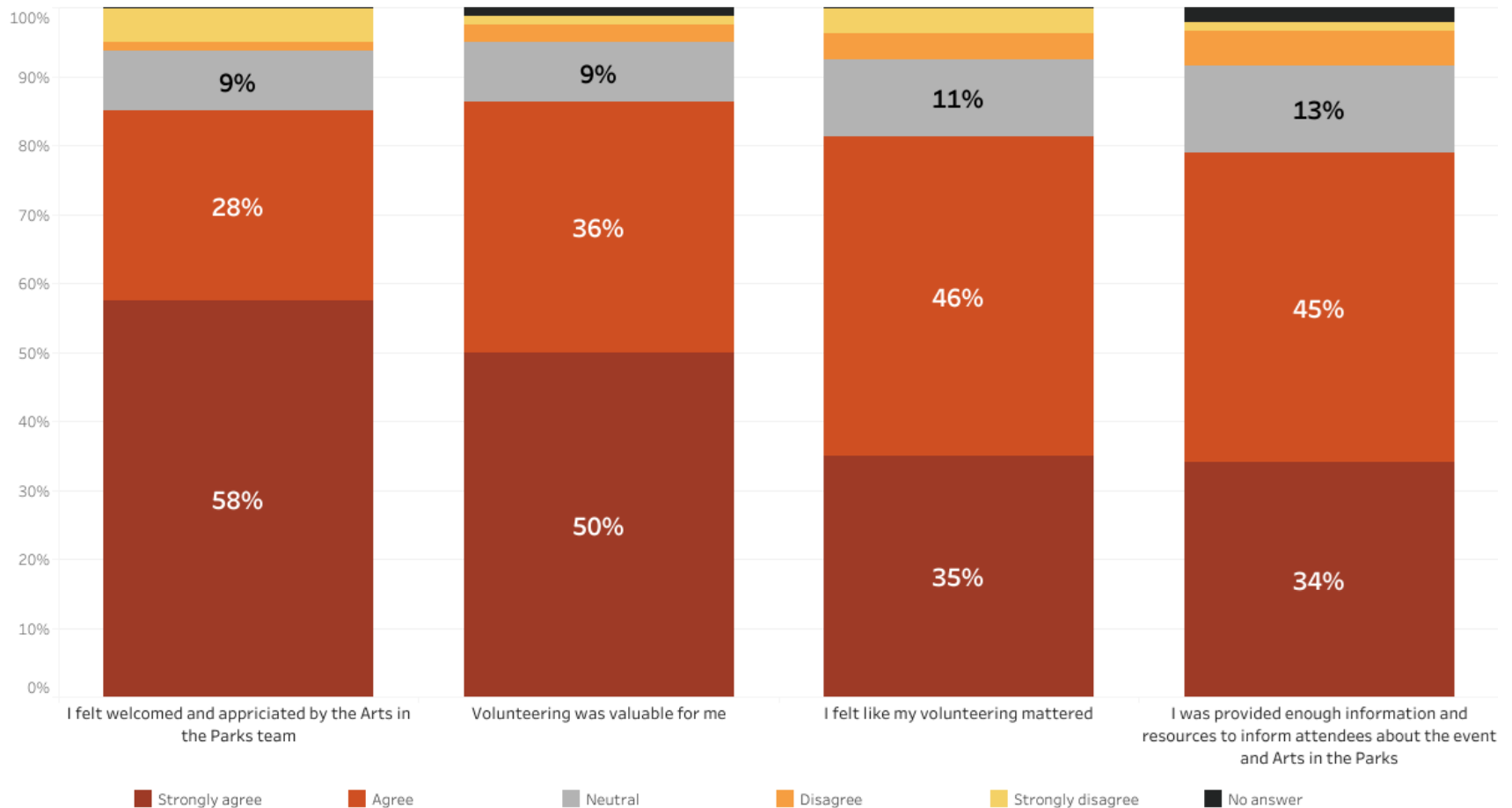


Would you volunteer again for Arts in the Parks or other Toronto Arts Foundation programs?
■ Yes ■ No ■ Maybe ■ No answer

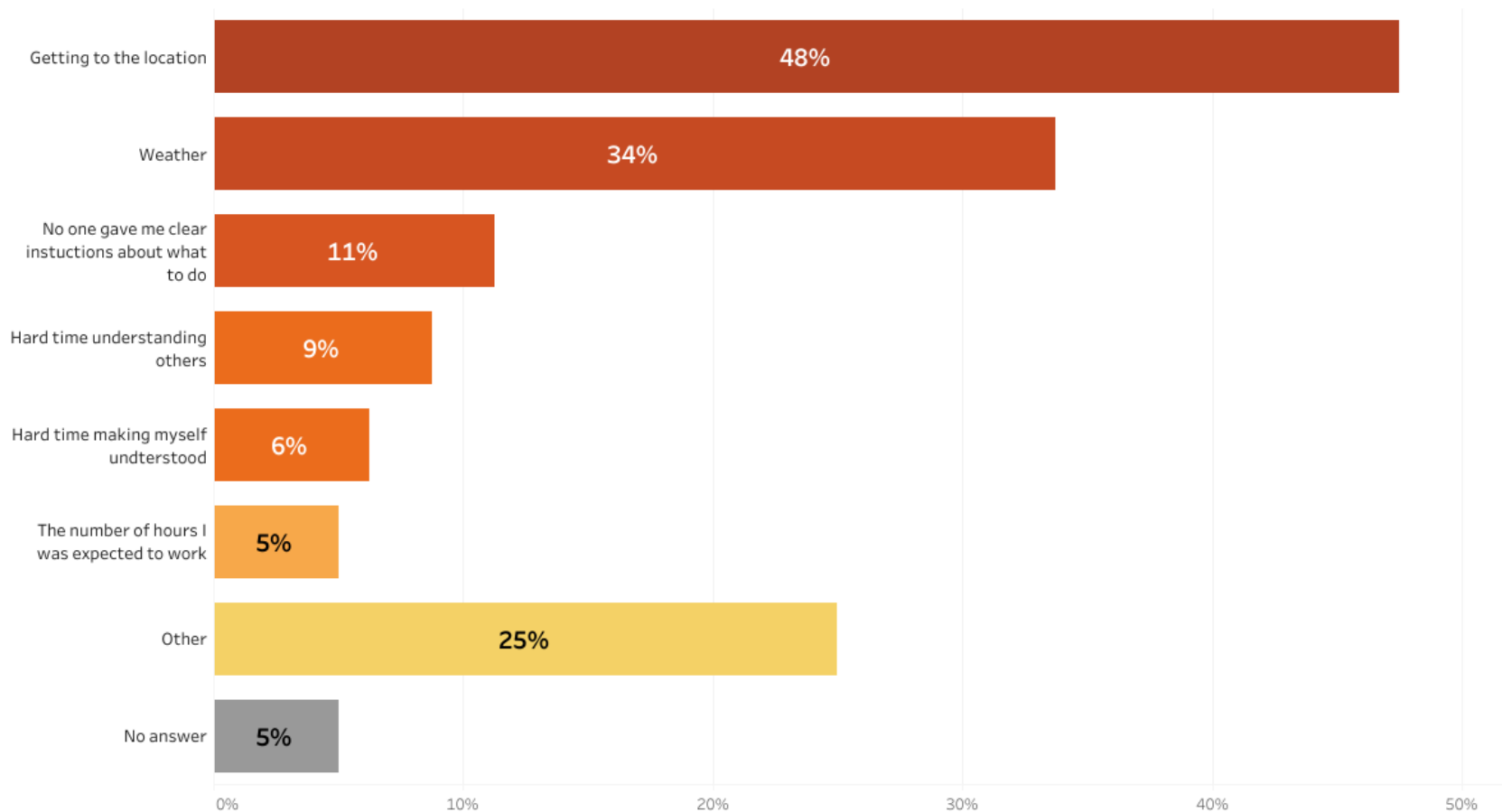
Why volunteers joined Arts in the Parks



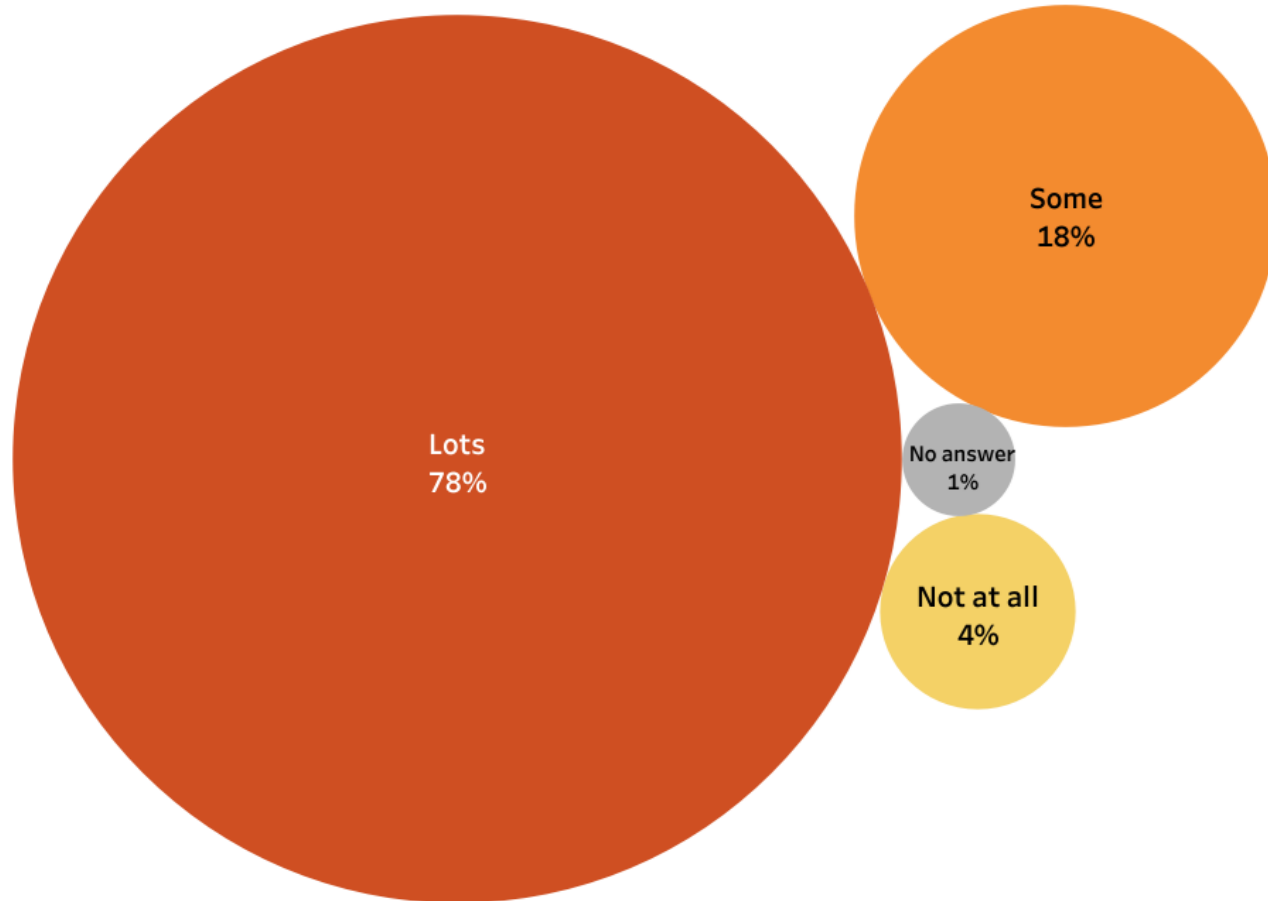
Volunteer opinions



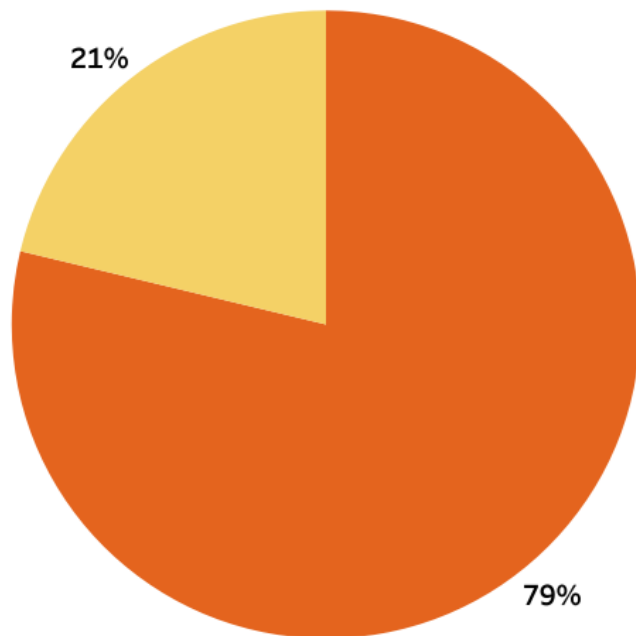
Challenges experienced by volunteers



How much fun volunteers think attendees had



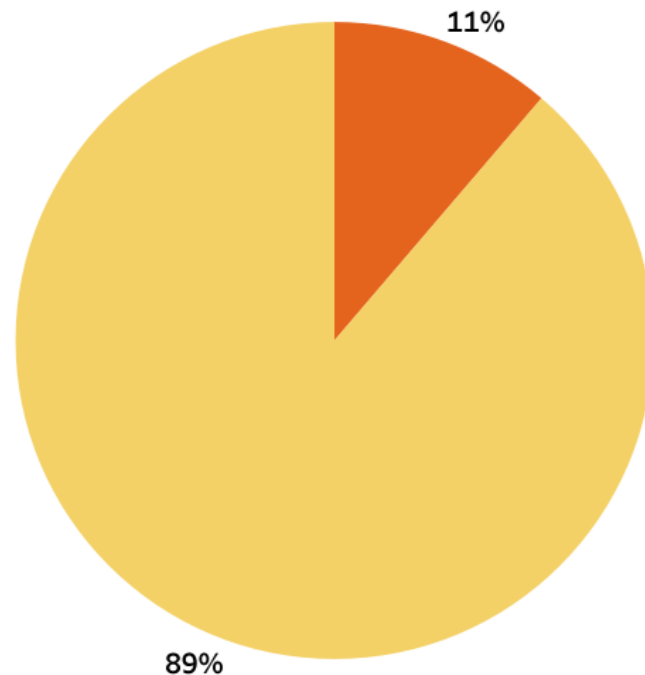
Do volunteers contribute their time regularly?



Do you volunteer for other groups or events (excluding Arts in the Parks) on a regular basis

Yes No

Are Arts in the Parks volunteers also arts workers?



Are you an artist or do you work for an arts organization?

Yes No

Youth Volunteer Expectations

of surveys sent: 68
of responses: 22
Response Rate: 32%



Shadowland Theatre in Alexmuir Park, Scarborough. Photo Credit: Sean Howard

Youth Volunteers

Going into the third year of Arts in the Parks, Toronto Arts Foundation was interested in learning more about our youth volunteers. Prior to the start of this year's Arts in the Parks a survey was sent to members of our youth volunteer database. Within that survey there were questions on what their expectations are, what challenges they may face, and what they hope to take away from this unique experience.

Understanding Youth Volunteers

- They are interested in the arts, and want to be involved in the sector in the future
- Many of the youth volunteers have prior experience
- They are looking forward to improving their social and communication skills
- They may face challenges with feeling confident in approaching members of the public and talking to them
- Youth volunteers want to get more from this opportunity besides the hours required for graduation

Youth Volunteers

Are interested in the arts

Over three quarters of respondents (**77%**) either consider themselves artists, want to become artists or work at an arts organization in the future.

Have experience

64% of respondents have volunteered before while **36%** are volunteering for the first time.

Want to gain skills

The most popular skills youth want to gain:

- “Relationship building” (**73%**),
- “how to better communicate with others” (**73%**),
- “developing my reliability” (**68%**),
- “how to work as part of a team” (**68%**)

Youth Volunteers

Interacting and communicating with people are aspects of volunteering that they recognize they may face challenges with, but these are also what they want to improve on. Youth volunteers are looking to get more from their volunteering besides the necessary hours required to complete their high school diploma.

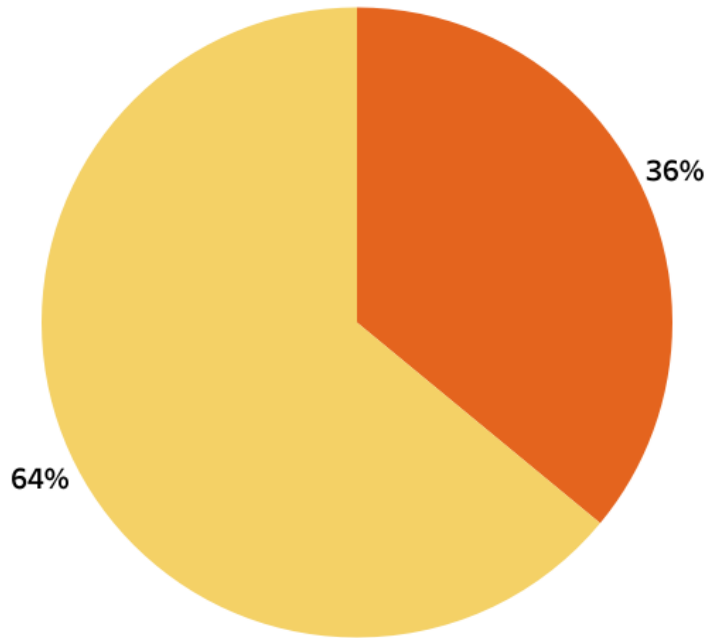
“I hope to gain mostly leadership skills, confidence, communication skills, and teamwork (that is on how to be social around the team and how to share insights with one another). I hope to also meet new people and get acquainted with them. Lastly, I hope I can learn more diversity in art and culture from various artists, whether it'd be in a form of performance or artworks”

DATA



*The following numbers are based off survey responses, and are not representative all AITP participants

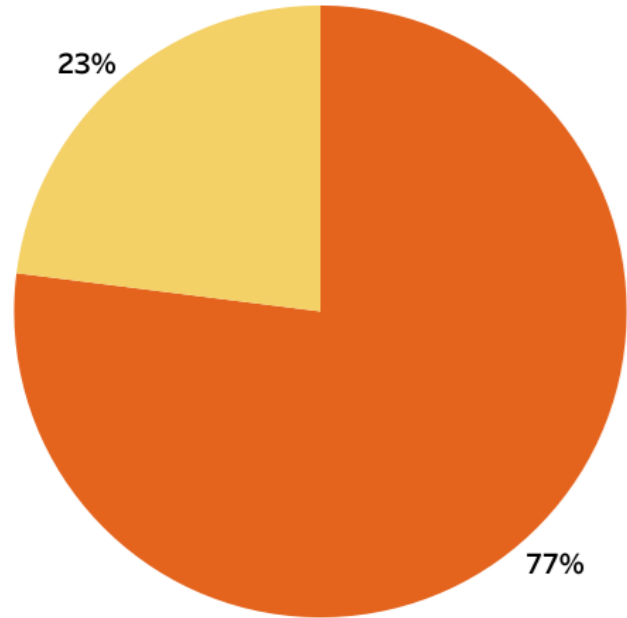
Are youth volunteering for the first time?



Is this your first time volunteering?

Yes No

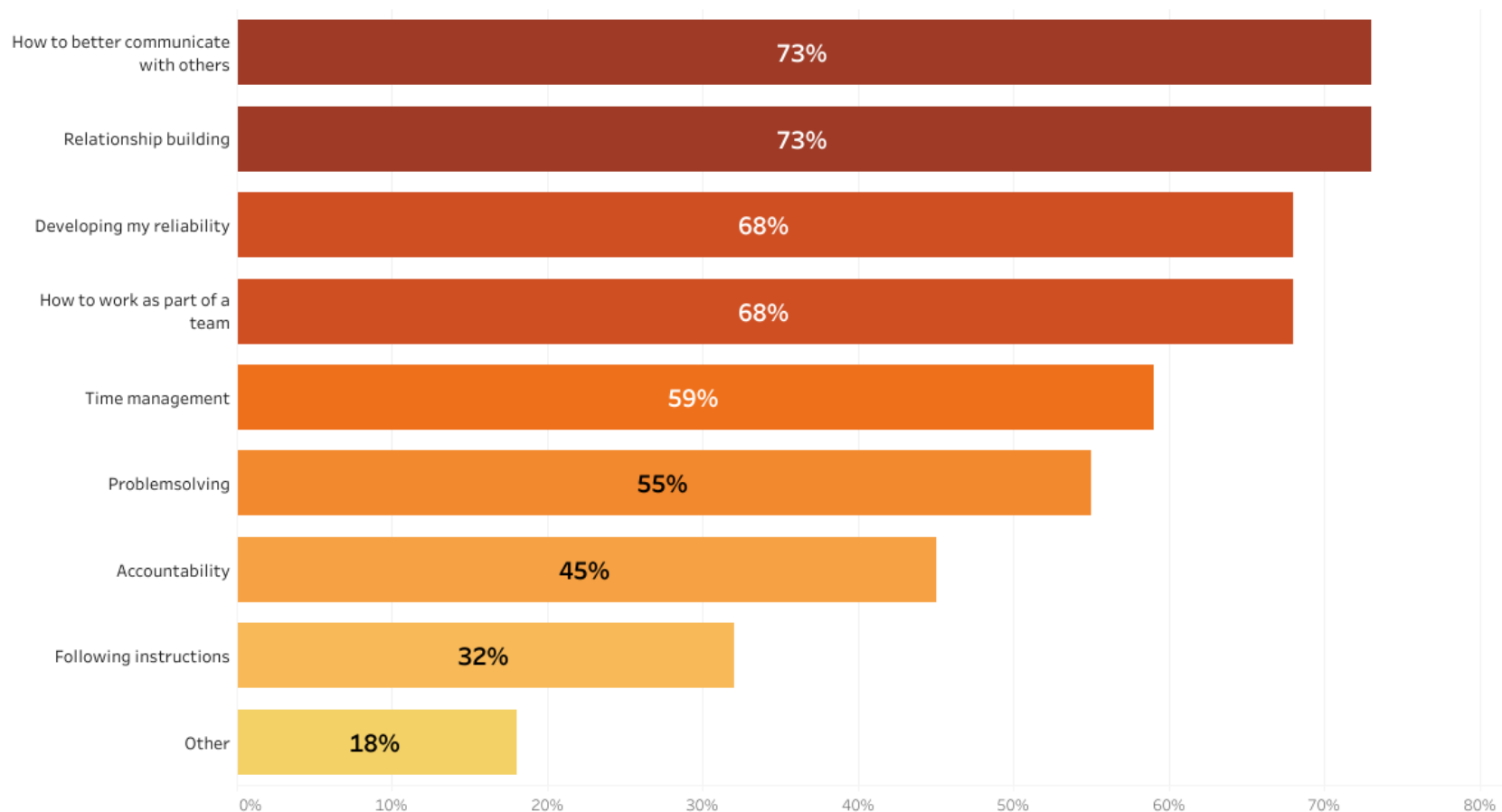
Do youth volunteers consider themselves artists or future artists?



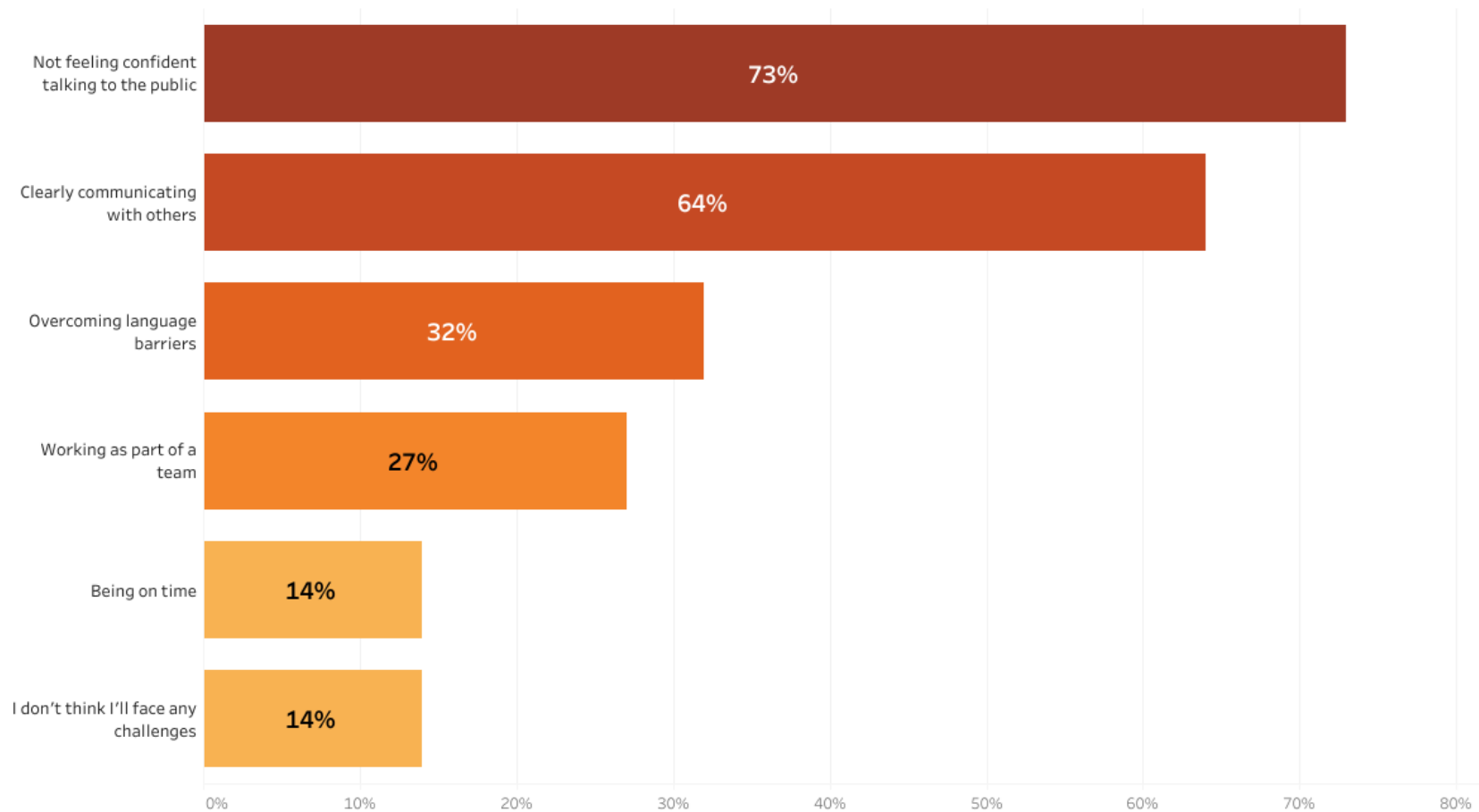
Are you an artist or would you like to become an artist or work for an arts organization?

Yes No

The skills & qualities youth volunteers are looking to gain



Challenges youth volunteers expect to face



Community Organizer Feedback

of surveys sent: 26
of responses: 12
Response Rate: 46%



Arts Etobicoke in Bell Manor Park, Etobicoke. Photo Credit: Sean Howard

2018 Community organizers

- Access Alliance
- Bob Hunter Community Garden
- Flemington Community Support Services
- Friends of Dentonia Park
- Friends of Earl Bales Park
- Friends of Guild Park & Gardens
- Friends of Parkway Forest Park
- Green Change
- Guild Festival Theatre
- Guild Renaissance Group
- Guildwood Village Community Association
- Jane & Finch Boys & Girls Club
- Jane and Finch Family and Community Centre
- Mimico-by-the-Lake BIA
- Panorama Community Garden
- Rosewood Taxpayers' Association
- Shwaasti
- Stonegate CHC
- Working Women Community Centre

Community Organizers

Help build audiences

83% of community organizers believe that their outreach efforts had an impact on attendance

67% of organizers said at least **76%** of attendees came from their community

Enjoy the experience

100% of community organizers said their overall experience with Arts in the Parks was pretty good or excellent

75% agreed that the type of art or activity in their park was a good fit.

Are spreading the word

The top methods of outreach for community organizers was:

1. Face-to-face and Word of mouth (**100%**)
2. Posters and flyers (**100%**)
3. Social media (**83%**)

Community Organizers

Are active all year round

In addition to AITP, **92%** of the community organizers host other park events during the year.

One-third of them host 5 or more park events per year.

Enjoy the experience

100% of organizers said that working with AITP staff was a positive experience.

83% said they would like to host an Arts in the Parks event again.

Are inspired to do more

75% agreed that animating their park with the arts has inspired them to do more with their park.

67% thought that this experience provided them the skills and knowledge to continue animating their park with the arts



“We are a socially isolated area with a high percentage of poverty - most people cannot afford to attend or to go to an arts based activity or performance, having it directly in the neighbourhood is incredibly beneficial and inspiring!”

- Etobicoke Community Organizer

Little Dada in Flemingdon Park, North York. Photo Credit: Sean Howard

Community Benefits

Community organizers are community groups, park groups and social service agencies - they noted the following about the AITP:

- Helps address isolation by inviting residents to come outside and socialize with their neighbours
- Attendees share a collective experience, helping to strengthen a sense of community
- Brings arts programming to areas of the city that face greater difficulty accessing the arts
- Introduces diverse artistic talent to the neighbourhood
- Promotes inclusion and intergenerational participation
- The arts-based workshops give attendees the chance to learn new skills

"This is a high rise tower neighbourhood with high needs, it was a great fit for our park to receive these events in the summer and provide an opportunity for residents to enjoy the warm summer evenings with amazing events on three different days."

- Community organizer in North York

"It brings people together, enriches seniors' lives, and makes the community more inclusive, attractive, and healthier."

- Community organizer in Scarborough

"I think this program is important for our community. With this programs people of the community become interested to explore, love and enjoy the beauty of the parks and green spaces. This programs help to convey the message of how the fresh air and healthy environment and arts events in the parks can support them for their good physical and mental health and enjoy a good living."

- Community organizer in Scarborough

What community organizers have to say

"Our neighbourhood is a Neighbourhood Improvement Area as identified by the city so this kind of art activities are much needed as they provide an opportunity for residents to come down from their apartments and enjoy their time in their park."

- Community organizer in North York

"It brought the community together outside and experience something new in their park."

- Community organizer in North York

"It's important to test out different activities in our local parks and bring opportunities to the inner suburbs that people would typically have to travel and pay for."

- Community organizer in North York

What community organizers would like to see

- Make sure the content is tailored to the community
 - For music and theatre based events consider language barriers and how they might impact the audience's experience
 - For film based events show films that are both kid and adult friendly in areas primarily composed of families
- Include more local artists in the events
- When possible provide snacks to attendees
- Have more interactions with local residents and community organizers



“It brings people in the community together to share experiences they wouldn’t have otherwise. Art is not particularly accessible in this neighborhood and so this is a rare opportunity. People are now looking forward to this event every year. It gives people another way to think about using the park. It creates a great sense of caring for the park.”

- Scarborough Community Organizer

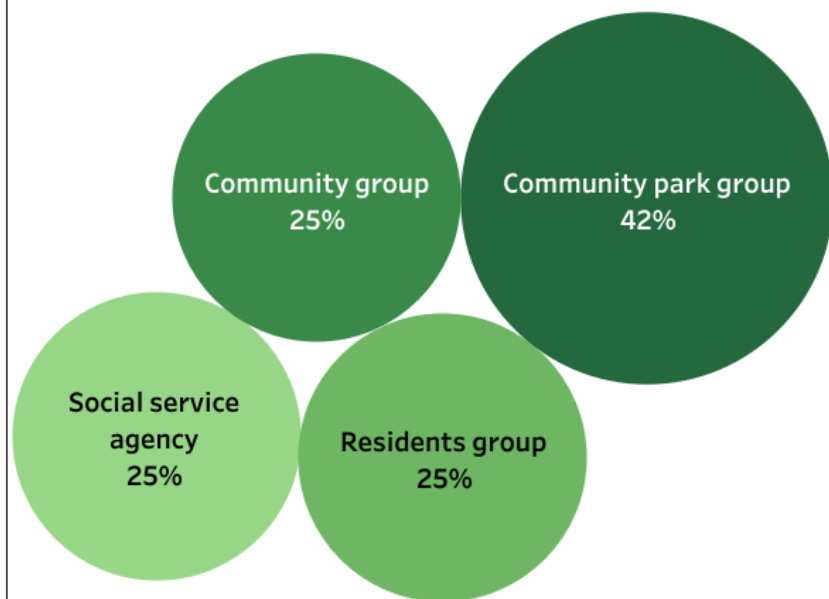
Shadowland Theatre in Alexmuir Park, Scarborough. Photo Credit: Sean Howard



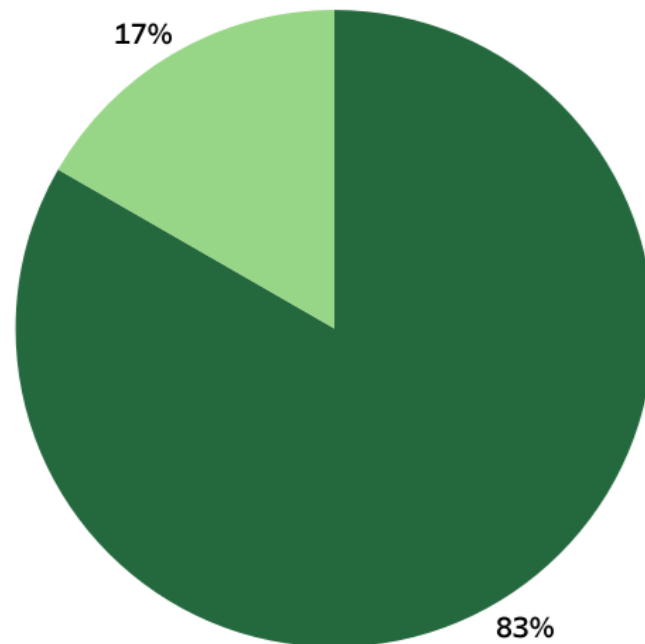
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Types of community organizers



How was community Organizers' overall experience?

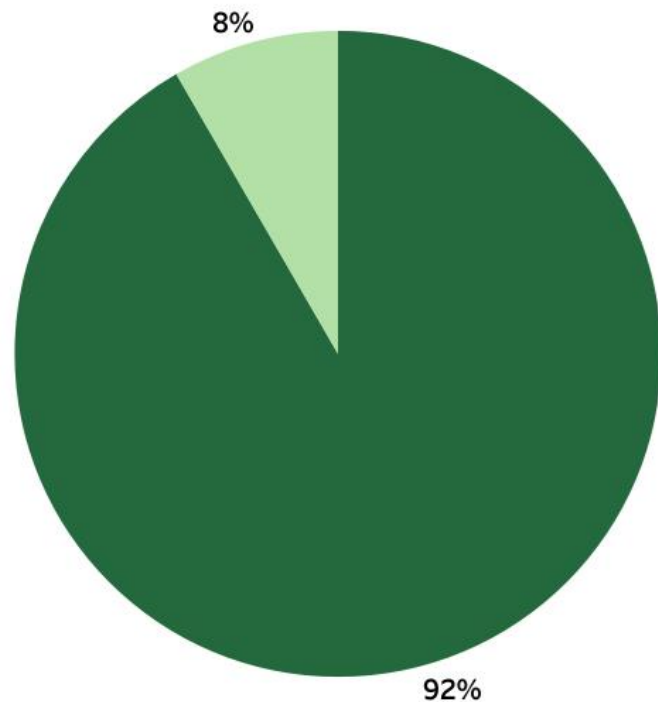


How was your overall experience with Arts in the Parks?

Excellent

Pretty good

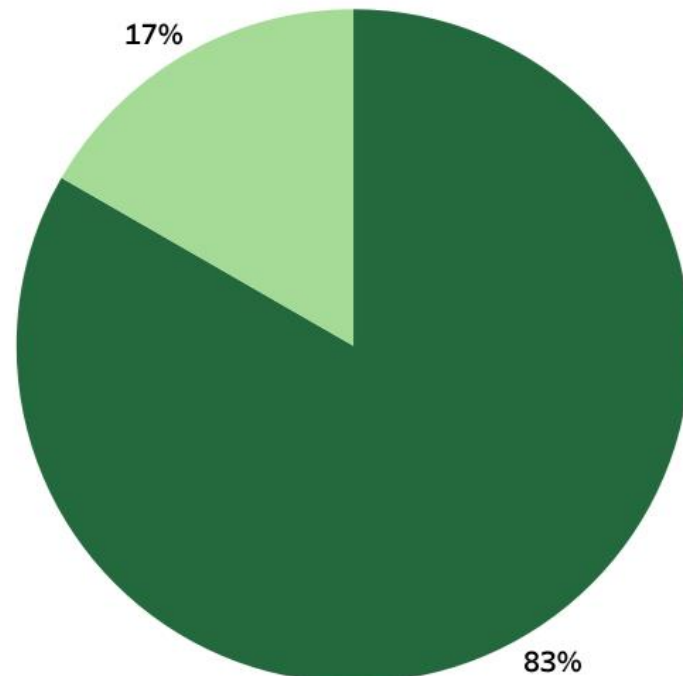
Have community organizers previously hosted an Arts in the Parks event?



Have you previously hosted an Arts in the Parks event or activity?

■ Yes ■ No

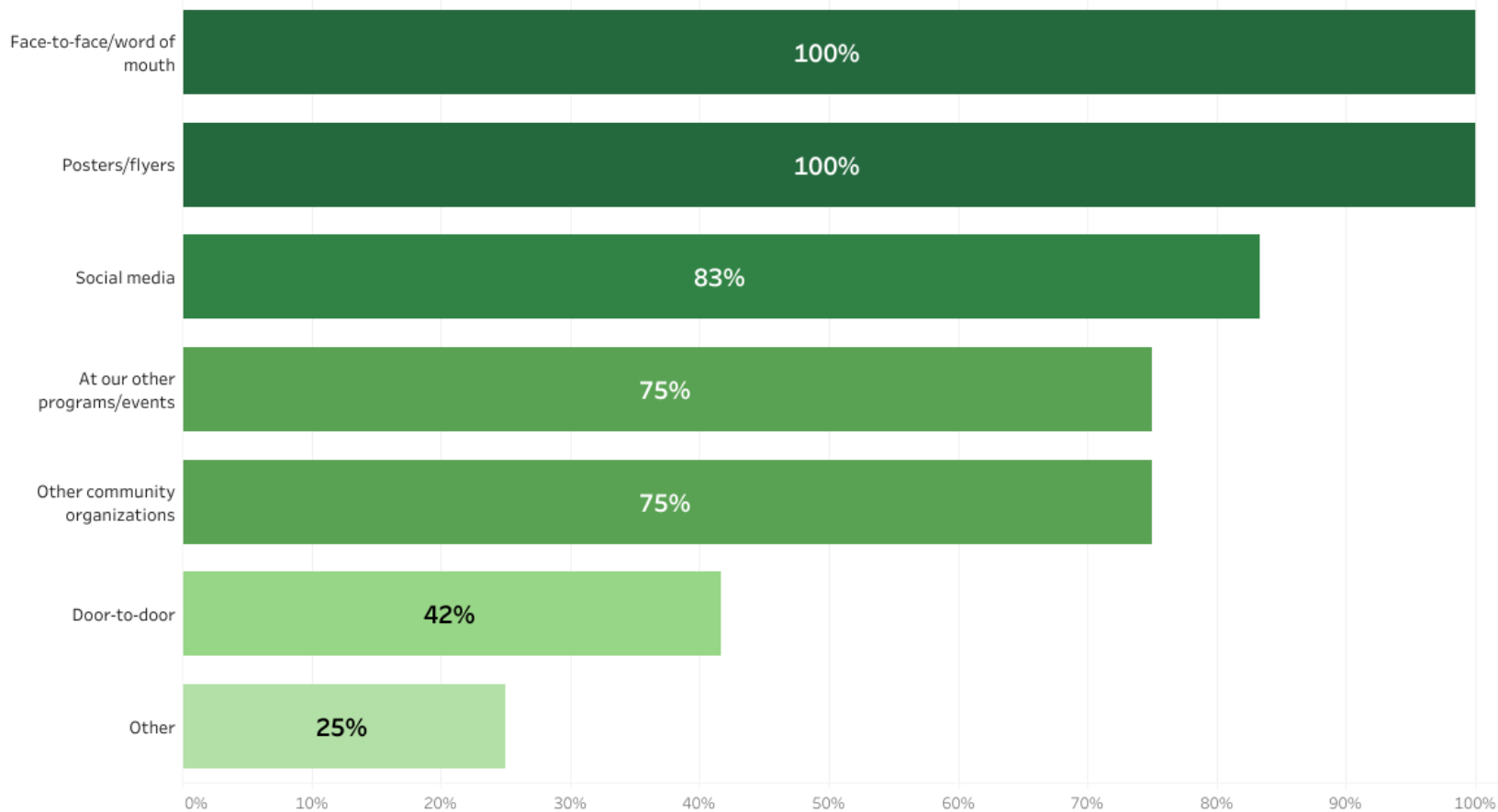
Are community organizers interested in participating in the future?



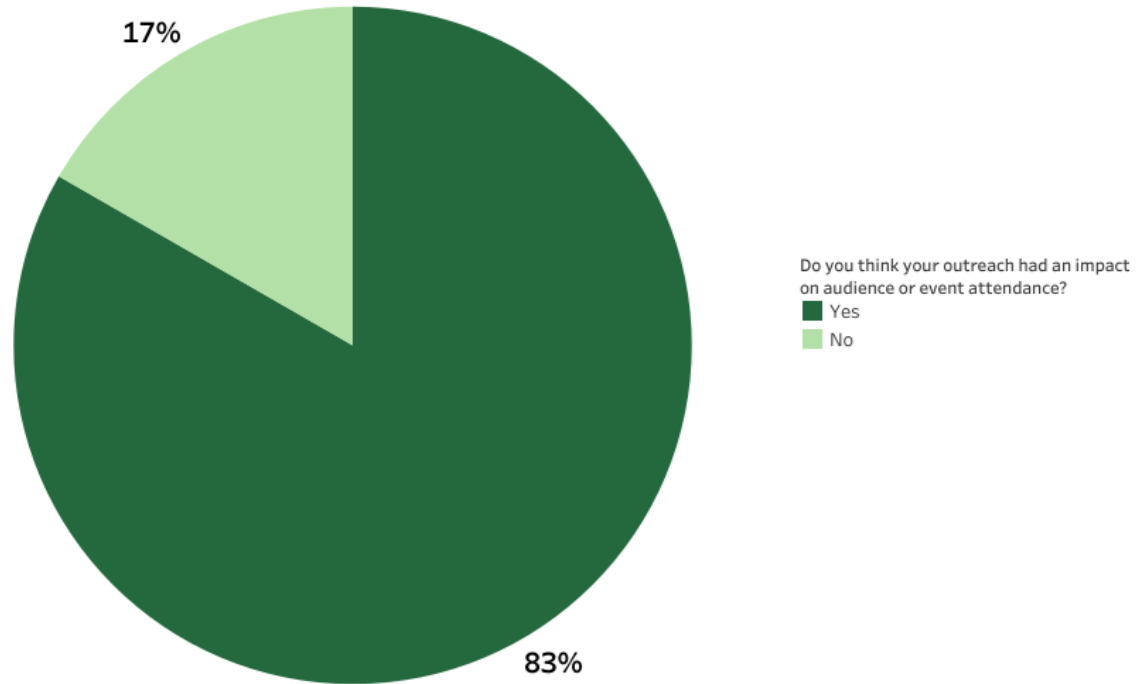
Would your group be interested in hosting Arts in the Parks next year?

■ Yes ■ Maybe

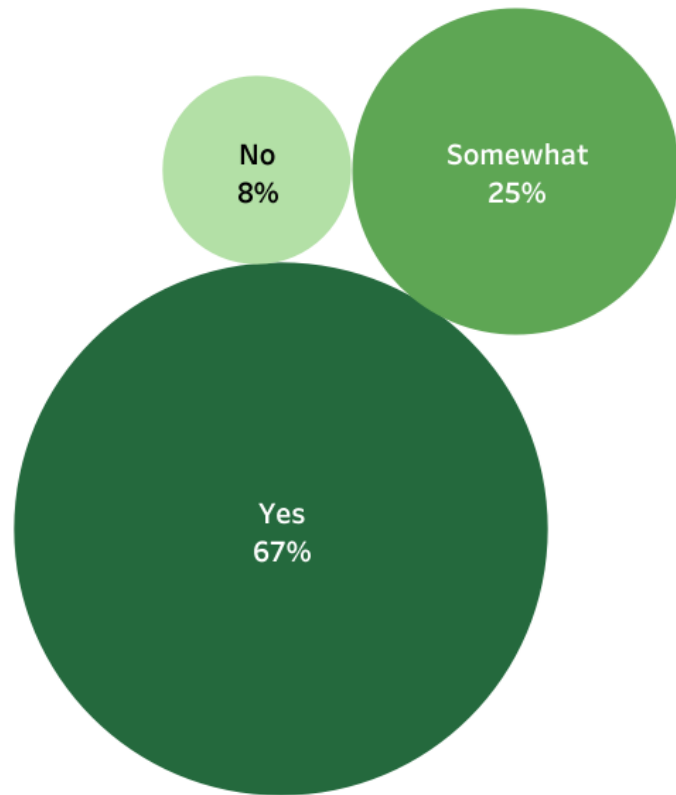
How community organizers conducted outreach



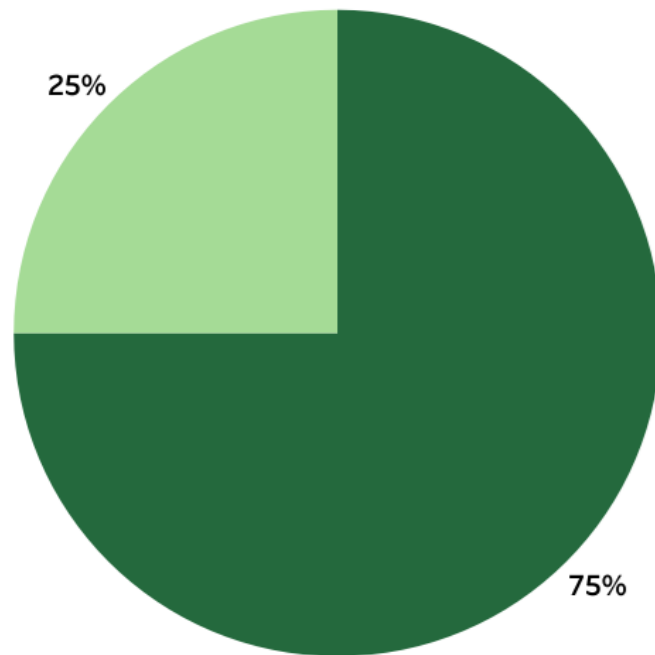
Did community organizer outreach impact event attendance?



Has Arts in the Parks changed community organizers' perspective on the possibilities for their park?



Has animating parks with the arts inspired community organizers to do more within parks?

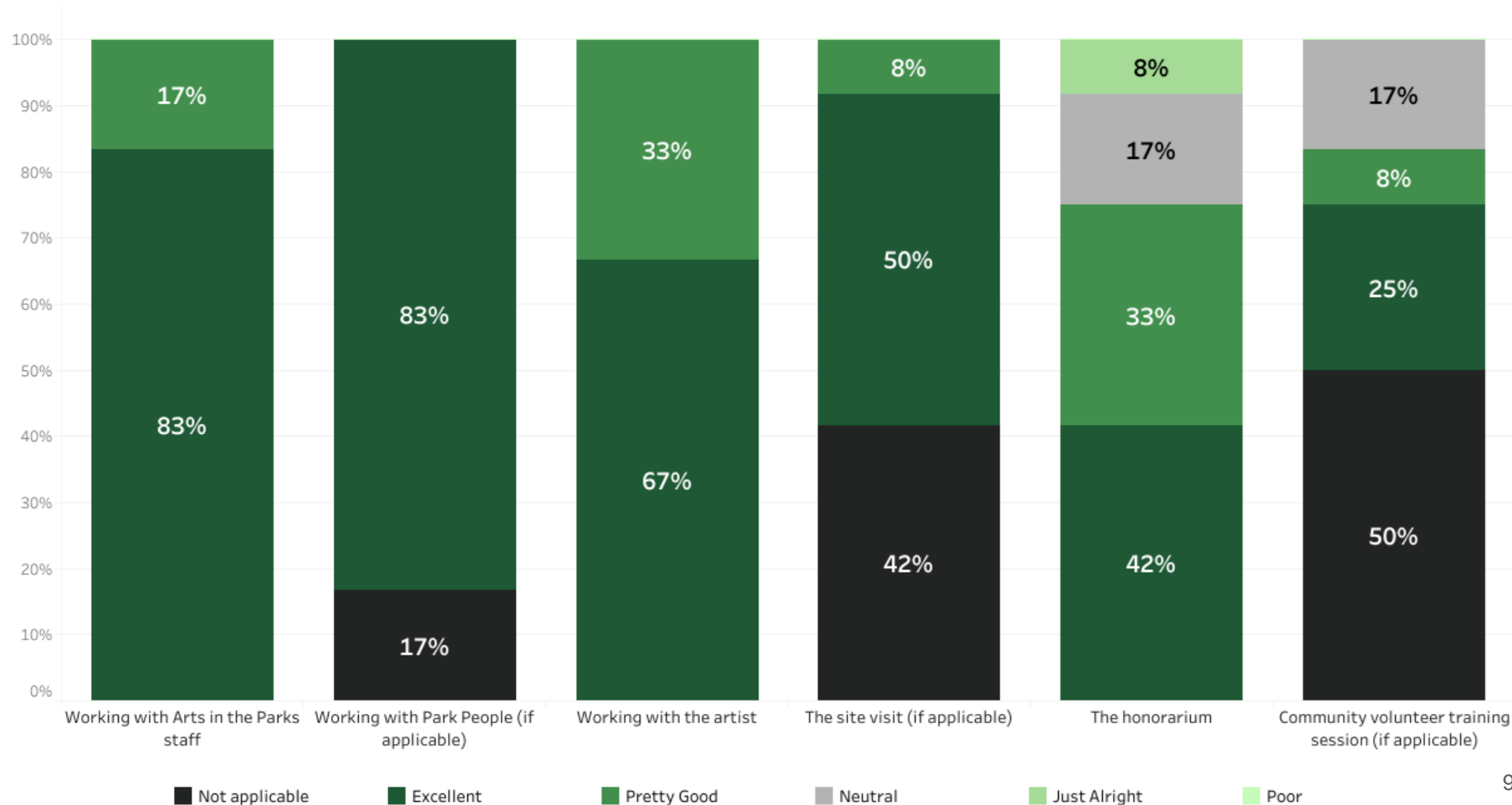


Has animating your park with the arts inspired you to do more within your park?

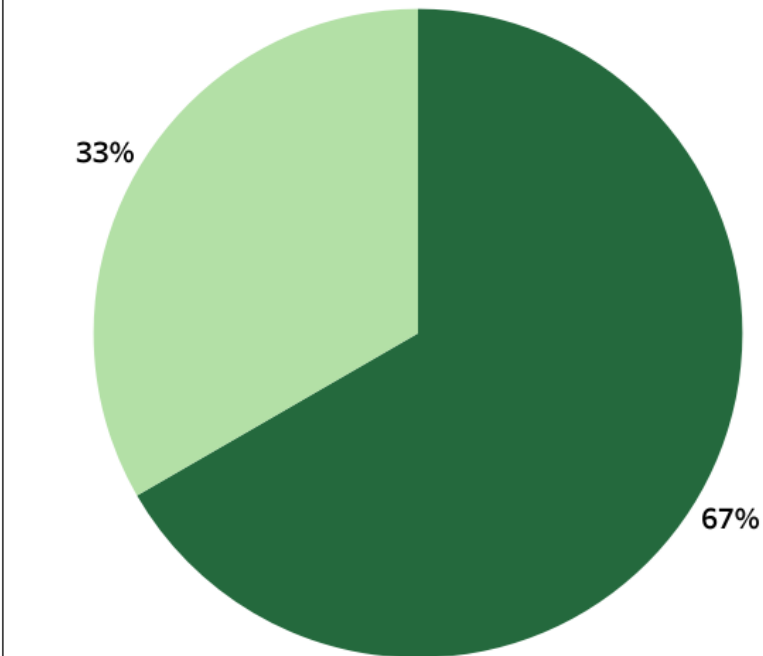
■ Yes

■ Somewhat

Community organizer opinions



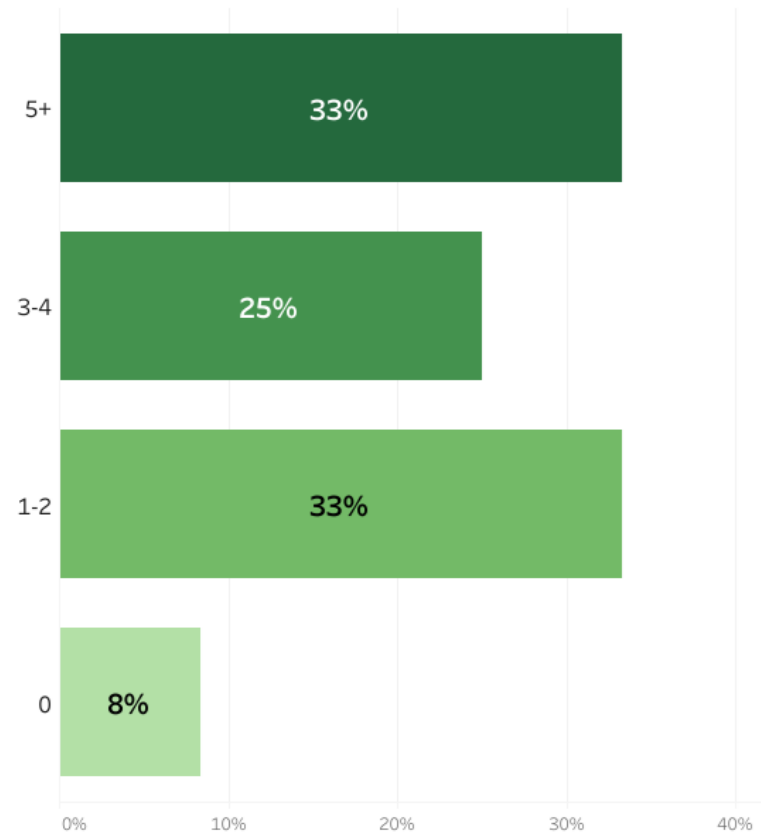
Has Arts in the Parks provided community organizers with the skills and knowledge to continue animating their park with the arts?



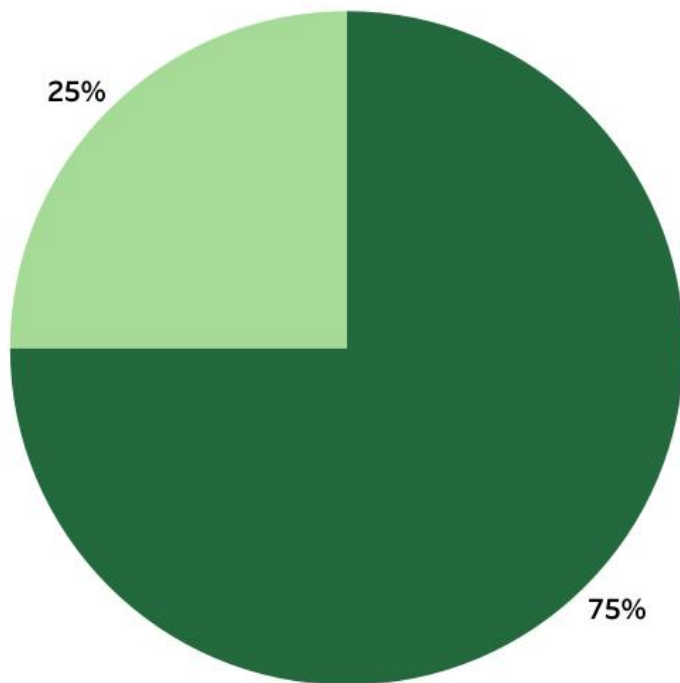
Do you think this experience has provided you with the skills and knowledge to continue animating your park with the arts?

■ Yes ■ No

Number of events that community organizers host year round



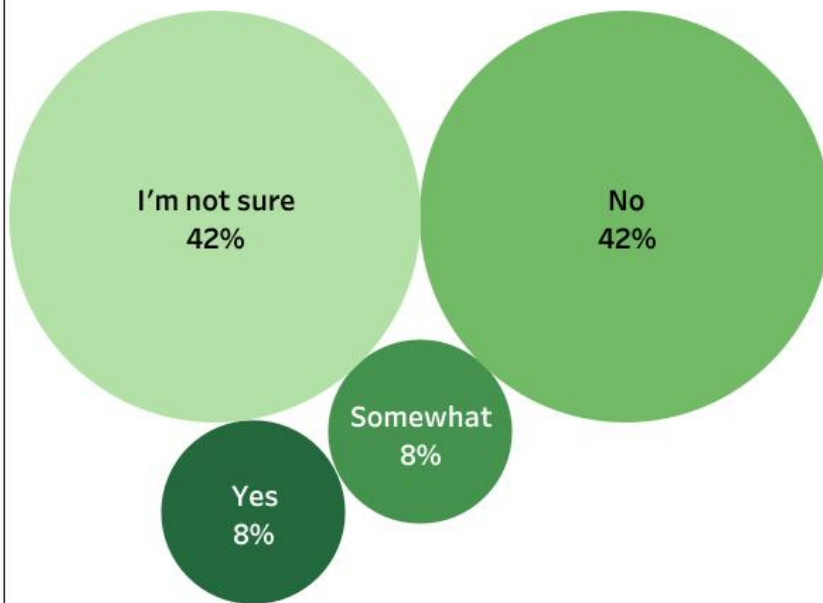
Was the program a good fit for the park?



Was the program(type of art and/or type of activities) a good fit for the park?

■ Yes ■ Somewhat

Do community organizers think there are enough opportunities for local artists to perform?



Partnerships

Arts in the Parks is made possible with the following partnerships:

Toronto Arts Council offers the Animating Toronto Parks grants program to support free arts programming presented by professional artists.

City of Toronto, through its Arts & Culture Services and Parks, Forestry and Recreation departments, is working closely with Toronto Arts Foundation to support the arts programming and facilitate the permit process.

Park People is an organization that works in partnership with communities, park staff and private enterprises to facilitate neighbourhood engagement in local parks, provide resources and information for local park citizens on best practices and build a network of local community park groups.



Acknowledgements

Compiled and written by:

Toronto Arts Foundation's Research Team: Margo Charlton (Research and Impact Manager) and Sally Nicholson (Research Assistant).

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And the many volunteers who collected surveys in the parks.

Contact Information

For more information about Arts in the Parks visit: artsintheparksto.org

For more information about Toronto Arts Foundation research and evaluation contact:

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A close-up, over-the-shoulder shot of the back of a person with long, wavy brown hair. They are wearing a bright orange t-shirt. Printed in white, bold, sans-serif capital letters across the upper back of the shirt is the hashtag "#ARTSINTHEPARKSTO". The background is a soft-focus green field.

#ARTSINTHEPARKSTO