

## MUSICAL MOMENTS:

### Artists Bringing Communities Back Together Through Musical Storytelling

**Musical Moments** is a new initiative of The Musical Stage Company that brings musical experiences to local communities by harnessing the imagination and creativity of artists. After a year of isolation, disconnection and shuttered performing arts centres, we dream of a summer where artists bring joy, magic and togetherness back into people's lives through musical acts of creativity. Through a simple application process, we will award \$25,000 in grants to artists so they can develop, produce and execute dynamic ideas across Toronto neighbourhoods.

This new initiative is made possible thanks to the generous support of William J.S. Boyle, C.M.

#### Who can apply?

Musical Moments supports artists who wish to create dynamic and publicly accessible programming during the 2021 summer, centred around musical storytelling. We encourage artists from all areas of expertise to consider how their skills and talent could bring joyful experiences into people's lives including, but not limited to, actors, singers, dancers, musicians, directors, choreographers, designers, craftspeople, creative producers and technicians. You may apply as an individual, group or collective. Incorporated organizations may request permission to apply by emailing [musicalmoments@musicalstagecompany.com](mailto:musicalmoments@musicalstagecompany.com).

We are actively seeking submissions from candidates of all backgrounds, abilities, and ethnicities and we are committed to diversity, equity, and inclusion within this selection process. We especially encourage folx who identify as Women, gender minorities, Black, Indigenous, People of Colour, LGBTQ2S+, d/Deaf, Mad, Disabled/People with Disabilities, and/or Neurodiverse to submit.

## Program Guidelines

### What types of projects are eligible for funding?

Eligible **Musical Moments** projects will:

- Take place outside.
- Use music and/or musical storytelling as the central mode of creation and program delivery.
- Be accessible to the general public, or targeted to a specific high priority public group who require the programming to be delivered in space that is not accessible to the general public (e.g. a senior's residence, hospital for front-line workers).
- Be offered without a ticket price.
- Engage audiences as spectators, participants and/or collaborators.
- Aspire to open hearts, reignite togetherness or create joy.
- Take place in the City of Toronto ("M" postal code) and be organized by artists who reside in the Greater Toronto Area (City of Toronto, York, Halton, Peel and Durham).
- Target a specific community or neighbourhood.
- Be offered live for at least 1 performance/offering.
- Have the first public performance/offering happen between July 3, and July 25, 2021. (Additional performances/offerings as part of the program may take place after this period).
- Adhere to all provincial health regulations. Successful applicants will be expected to establish their own COVID-19 safety protocols, to be approved by MSC.

We encourage artists applying to think beyond the traditional artist-audience relationship at a concert or play and imagine new ways to use their talents to inspire public audiences through programming. The organizing artist may perform themselves, or may serve as facilitators to generate creative expression from audience members. Examples of Musical Moments might include:

- Performing a nightly song from a front porch or balcony.
- Organizing a weekly jam session for amateur musicians or an ad hoc choir.
- Designing an installation on a front yard for cars to see as they drive by.
- Creating musical telegrams for a community of seniors.
- Developing a performance for front-line workers.
- Designing a DIY musical kit for local children.
- Offering a dance class.

## Program Guidelines

### How much will Musical Moments fund?

The Musical Stage Company will give away \$25,000 in grants ranging between \$1,000 and \$5,000 for Musical Moments. We expect to fund approximately 7-8 projects.

Eligible expenses include:

- Fees for artists to plan and execute programming at no less than \$18/hour\*
- Materials and supplies
- Travel costs
- Permits and rentals
- Promotional costs
- PPE and COVID related safety costs
- Other reasonable costs directly associated with planning and executing the project

\*It is imperative that all artists involved in planning and executing the project are paid for all of their time, including the project applicant. As such, we anticipate that most projects will spend the majority (if not all) of their grant on artist fees, harnessing the power of individual creativity to animate public spaces.

Applicants may ask for 100% of the funding that they require to execute the project - it is not necessary to have other sources of funding. Asking for exactly what you need will strengthen your application – successful grants will be awarded the full amount requested to ensure that projects are able to take place as articulated, but there will be a spectrum of grants awarded between \$1000 and \$5000.

### What will the involvement of The Musical Stage Company be?

The Musical Stage Company will review applications, make funding decisions and issue payments. While we will spotlight the Musical Moment events happening across the city and attend as many Musical Moments as possible to observe and document their success, the applicant will be responsible to organize, plan, produce, and promote (where necessary) their Musical Moment including securing all necessary permissions from any relevant unions, associations or municipal bodies. Selected applicants will stay in touch regularly with a representative from The Musical Stage Company who will be available to offer guidance as needed.

## What about COVID?

Musical Moments is set to begin on July 3, 2021. As such, it is difficult to know right now which zone of public health Toronto will be in. We recommend conceiving events that meet the criteria for “Organized public events” in the “Orange-Restrict” zone at a minimum.

The Musical Stage Company will share its COVID-protocols with all grantees and grantees will be asked to submit a 1-page COVID safety plan to The Musical Stage Company a minimum of 3-weeks before performances/offerings. Projects that are unable to proceed due to public health regulations will be permitted to postpone.

We do however recommend considering the following when conceiving projects:

- All activity should take place outdoors.
- Attendance should be limited to between 10-25 people (including event organizers and performers) at a time.
- A physical distance of 2 metres should be maintained at all times (except by performers for purposes of the performance if desired).
- Face coverings should be worn at all times (except by performers for purposes of the performance if desired).
- Plexiglass or other barriers may need to be considered as separation for certain types of performance and rehearsal activity.
- Contact information and/or screening may be required from all patrons.

The province of Ontario’s COVID-19 response framework can be found here:

<https://www.ontario.ca/page/covid-19-response-framework-keeping-ontario-safe-and-open>

## How do I apply?

### 1. APPLICATION FORM

Fill out the Application Form which can be found [here](#).

### 2. PROPOSAL:

Please provide a Proposal about your project in one of the following formats:

### Option 1:

- A 2-page (maximum) written project description (See project description requirements below); and
- A 1-minute (maximum) audio or video of past work that demonstrates your proficiency in the artistic practice which will be utilized in your program (e.g. singing, acting, design, dance).

### Option 2:

- A 5-minute (maximum) audio or video submission consisting of:
  - Your project description (See project description requirements below); and
  - A sample of your past work that demonstrates your proficiency in the artistic practice which will be utilized in your program (e.g. singing, acting, design, dance).

Please only submit in one of the two formats offered for the proposal.

Regardless of whether your project description is provided in writing or by audio/video, it should explain:

- What do you want to do? (i.e. describe the project)
- Why do you believe this initiative will bring joy, magic and/or togetherness back into people's lives? (i.e. describe its potential impact)
- When will it take place? (including how many performances/offerings)
- Where will it take place?
- What community or neighbourhood do you think the project will benefit and how will they find out about it?
- What are the key components of the project? (i.e. describe the key steps you will undertake to make it happen)
- Who will be involved in delivering it and what skills do they have to deliver it? (i.e. tell us about the artist(s) involved)
- How do you see the program being safely delivered during COVID-19?
- How much money do you need (between \$1000-\$5000) and what will it be spent on?

3. SUPPORT MATERIAL (Optional): Include a resume (maximum 2 pages) or biography (maximum 500 words) for the artistic lead.

## Program Guidelines

4. Send the Application Form, the Proposal (text pages and/or audio/video), and Support Material (optional) to: [musicalmoments@musicalstagecompany.com](mailto:musicalmoments@musicalstagecompany.com) by Friday, May 28 @ 5pm.

If the suggested modes of application do not meet your access needs, feel free to email [musicalmoments@musicalstagecompany.com](mailto:musicalmoments@musicalstagecompany.com) and we will be happy to work with you to create alternate ways to share your idea with us.

Successful applicants will be notified by Friday, June 4, 2021. Successful applicants will be asked to fill out a short “Impact Report Form” at the end of their project.

### How will my application be assessed?

All applications will be reviewed by a panel consisting of Musical Stage Company artistic staff and an external advisor with expertise in community engagement/placemaking. All applications will be assessed using the following criteria):

#### **IMPACT (60% of score – 20% per criteria)**

1. The potential impact of the program on its intended public (e.g. inspiring, bringing joy, reigniting gathering, rebuilding neighbourhood spirit, etc.)
2. The potential impact of the program on redefining the role of artists in the community.
3. The potential impact of the program on elevating, empowering and engaging BIPOC, female, non-binary, queer, disabled and other marginalized voices (and their intersections) in both program leadership and audience.

#### **VIABILITY (40% of score – 10% per criteria)**

5. The suitability of budget/request amount for the described project scope.
6. The ability of the proposed individual or team to manage the project.
7. The promotional plan to ensure public knowledge of and participation in the program.
8. The viability of the program within an ever changing COVID-19 environment.

### How can I learn more?

The Musical Stage Company will host two 1-hour information sessions on applying for Musical Moments on:

Friday, May 7, 11am

And

Monday May 17, 4pm

[To register, click here!](#)

### About The Musical Stage Company

The Musical Stage Company is the largest and leading charitable musical theatre company in Toronto. Established in 2004 as Acting Up Stage Company, we strive to make Canada a leader in musical theatre. We believe “it’s better with music” and apply this philosophy to all of our programming on- and off-stage including our contemporary professional musical productions and concerts, our investment in Canadian writers and the development of original musicals, and through our diverse community programs that aim to enrich lives by sharing stories through music.

Since 2004, we’ve been rewarded with rave reviews, sold-out performances, 105 Dora Award nominations, 23 Dora Awards and 19 Toronto Theatre Critics’ Awards.

For more information visit [www.musicalstagecompany.com/](http://www.musicalstagecompany.com/)

For additional questions, email [musicalmoments@musicalstagecompany.com](mailto:musicalmoments@musicalstagecompany.com)