

MUSICAL MOMENTS:

Audiences meeting artists through musical storytelling

OVERVIEW

Launched in 2020, *Musical Moments* is an initiative of The Musical Stage Company that brings musical experiences to Toronto and Greater Toronto Area communities. Harnessing the imagination and creativity of local artists, *Musical Moments* lights up the city through movement and song.

This year, *Musical Moments* will be looking at musical experiences that are creatively exploring a moment (or moments) of sweeping change that force us to shift who we fundamentally are, and transform our being. We would love all *Musical Moments* to shine a light on personal (and sometimes autobiographical) discoveries that artists have made as a result of exploring their own moments of internal transformation.

We are interested in how audiences can meet artists in a different way, as we continue to imagine the possibilities of what the relationship could be between artists and their communities through musical acts of creativity in outdoor public spaces.

Through commissions and open applications, we will award a minimum of \$35,000 to multiple artists so they can develop, produce and execute dynamic experiences in neighbourhoods across Toronto and the GTA.

These self-produced musical events will run from **May 21st to June 10th, 2022**, culminating in a final weekend of performances on **June 11th & 12th**, bringing these *Musical Moments* to an accessibly central location.

WHO CAN APPLY?

Musical Moments supports all self-identifying artists who wish to create dynamic and publicly accessible programming during the 2022 summer centered in musical storytelling experiences. We encourage artists from all areas of expertise including actors, singers, dancers, musicians, directors, choreographers, designers, craftspeople, creative producers, and technicians, to consider how their skills and talent could bring publicly accessible, musical experiences into people's lives. You may apply as a group or collective. Registered organizations may request permission to apply by emailing 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.

WHAT TYPES OF PROJECTS ARE ELIGIBLE FOR FUNDING?

Eligible *Musical Moments* projects will:

- Take place outside.
- Use musical storytelling as the primary tool in program delivery.
- Be publicly accessible and offered without a ticket price.
- Engage audiences as spectators, participants or collaborators.
- Aspire to create experiences that break the fourth wall in terms of: insight into process, access to the artists, or the artist-audience relationship.
- Creatively explores a moment or moments of sweeping change that force us to shift who we fundamentally are and transform our being. We would love all *Musical Moments* to shine a light on personal, sometimes autobiographical, discoveries that artists have made as a result of their own moments of internal revolution.
- Take place in the Greater Toronto Area 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.
- Have the public performance/offering(s) (minimum of 1) happen between **May 21 - June 10, 2022**.
- Be available for a cumulative *Musical Moments* performance on both **Saturday June 11th & Sunday June 12th, 2022**.
- Adhere to all COVID-19 regulations and Musical Stage Company vaccination protocols.
- Display artistic quality and skill in execution.
- Be programmed in an accessible location with attention paid to potential barriers to access.

We encourage artists applying to re-imagine the artist-audience relationship and dynamically explore breaking the fourth wall that allows insight into process and performance. The organizing artists may perform themselves, or may serve as facilitators to generate creative expression from audience members. Examples of *Musical Moments* might include:

- Musical storytelling around the theme culminating in a community town hall.
- Gathering stories from your community and creating songs to perform on a front porch or balcony.
- Organizing a weekly jam session based on the theme for amateur musicians or an ad hoc choir.
- Designing an installation on a front yard for the public to engage with.
- Creating musical telegrams for a community of seniors in a park.

HOW MUCH WILL MUSICAL MOMENTS FUND?

The Musical Stage Company will support artists with project funding ranging between \$2,000 and \$8,000 for Musical Moments.

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
- Event insurance
- Other reasonable costs directly associated with planning and executing the project
- Costs for increasing accessibility of the project (e.g. ASL interpretation)

*It is imperative that all artists involved in the 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 funding on artist fees, harnessing the power of creativity to animate public spaces and build community relationships.

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 and detailing exactly what you need will strengthen your application. Successful applicants will be awarded the full amount requested to ensure that projects are able to take place as articulated. There will be a spectrum of grants awarded between \$2,000 and \$8,000.

WHAT WILL THE INVOLVEMENT OF THE MUSICAL STAGE COMPANY BE?

The Musical Stage Company will work with funded projects to fine-tune the creative idea and consult on producing logistics. All *Musical Moments* events will be advertised as part of this initiative through The Musical Stage Company channels. The applicant will take the lead responsibility in organizing, planning, producing, and promoting (where necessary) their *Musical Moments* including securing all necessary permissions from any relevant unions, associations or municipal bodies, while following all public safety and health protocols.

Selected applicants will consistently stay in touch with the Musical Stage Company through the process. The Musical Stage Company will coordinate and produce the final *Musical Moments* event that will include all of the participants on the afternoons of **June 11th and 12th, 2022**.

WHAT ARE THE EXPECTATIONS FROM THE MUSICAL STAGE COMPANY?

The Musical Stage Company is expanding *Musical Moments* this year into a three-week event culminating in a weekend of *Musical Moments* performances. We encourage high quality musical experiences in artistry and execution. Outdoor performances are best experienced with the appropriate sound support. This may include speakers, microphones, monitors or any other form of tech that will elevate your musical outdoor experience. The participants of this year's *Musical Moments* are required to be available the full weekend of **June 11th & 12th, 2022**, for a culminating performance on a common site. Upon completion of each self-produced performance a brief show report will be submitted to the Artistic Programs Associate. Successful applicants will be asked to fill out a short "Impact Report Form" at the end of their project.

WHAT ABOUT COVID?

Musical Moments is set to begin on **May 21st, 2022**. As such, it is difficult to know right now what public health guidelines will be in place. We recommend conceiving events that meet the criteria for "Outdoor organized public events" that "are permitted up to 100 people."

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 6-weeks before performances/offerings. Projects that are unable to proceed due to restrictive public health regulations will be permitted to postpone.

We do however recommend considering the following when conceiving projects:

- All activity should take place outdoors.
- Do not plan for more than 100 participants (including event organizers).
- Consider the possible continued need for masking and physical distancing (except performers for the purpose of the performance).
- PPE and disinfectant may be required.
- The artists engaged must be fully vaccinated for Covid-19 or eligible for a valid medical or religious exemption in order to meet the terms of The Musical Stage Company's policies.

For more information on the province of Ontario's COVID-19 response framework, [click here](#).

SUBMISSION GUIDELINES

APPLICATION FORM:

To fill out the Application Form, [click here](#).

PROPOSAL:

Tell us about your project in writing (maximum 2 pages) or by video (maximum 5 minutes), and must include the following:

- What do you want to do? Describe the project.
- How will you be delivering high quality experiences that break the fourth wall in terms of insight into your process, access to the artists, or building an artist-audience relationship? Describe its potential impact.
- What are the key components of the project? Describe the steps you will undertake to make it happen.
- How does your project creatively explore: a musical experience that is a moment or moments of sweeping change that force us to shift who we fundamentally are and transform our being? How does your Musical Moment shine a light on personal, sometimes autobiographical, discoveries that artists have made as a result of their own moments of internal revolution?
- Who will be involved in delivering it and what skills do they have to deliver it? Tell us about the artist(s) involved.
- When could it take place between **May 21–June 10, 2022**?
*How many performances/offerings do you plan to provide (in addition to the mandatory **June 11-12** culminating event)?*
What days/times could it take place based on the availability of key artists and the needs of the performance/offering?
- Where will it take place; do you have a specific space in mind or a type of space you are looking for? Is it a public or private space? Do you have the space confirmed or is this something you will need to do upon confirmation of funding?
- What community or neighbourhood do you think the project will benefit and how will they find out about it?
- How much money do you need between \$2000–\$8000, and what will it be spent on? (i.e. your budget breakdown)
- What is the brief outline of your marketing plan? How you will get people to know about your event?
- How will you be considering accessibility when producing your *Musical Moment*?
- Are there potential accessibility barriers at your proposed location for your *Musical Moment*?

SUPPORT MATERIAL:

Include a resume (maximum 2 pages) or biography (maximum 1 page). If The Musical Stage Company is unfamiliar with your work, or if you wish to demonstrate past artistic work in the practice you are proposing in your application, please include 1 audio or video sample (maximum 5 minutes) of your past work.

Send the Application Form, the Proposal (text pages or video), and Support Material (optional) to: musicalmoments@musicalstagecompany.com by **Friday, December 10th, 2021 @ 5:00 PM**.

Successful applicants will be notified by Monday, Dec 20th, 2021.

The Musical Stage Company is committed to a human-centric work environment and meeting our artists' access needs in the course of their work. Should you require any access support in completing your application, please contact Artistic Programs Associate, Patricia Cerra, at patriciacerra@musicalstagecompany.com or (416) 927 - 7880 ext. 237.

APPLICATION ASSESSMENT

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 – 15% 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 the organizing artists (e.g. financial, professional development, advancement of creative practice, etc.).
3. The potential impact of the program on redefining the artist-audience relationship through musical experiences that break the fourth wall.
4. 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)

1. The suitability of budget/request amount for the described project scope.
2. The skills of the proposed individual or team to manage the project.
3. The promotional plan to ensure public knowledge of and participation in the program.
4. The viability of the program within an ever changing COVID-19 environment.

IMPORTANT DATES

HOW CAN I LEARN MORE?

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

- **Monday, November 29th, 2021 @ 1:00 PM ET**
- **Monday, Dec 6th, 2021 @ 1:00 PM ET**

To register for the information sessions, [click here](#).

For additional questions, email musicalmoments@musicalstagecompany.com

To see past *Musical Moments* participants (2021) and their work, [click here](#).