

ARTSCAPE

Application

for

**Artscape Studios
In The Distillery District**

formerly known as

The CENTRAL Studio Project

Release date – March 25, 2002

Application Deadline – April 15, 2002





The Gooderham & Worts Distillery was founded in 1832 by brothers-in-law William Gooderham and James Worts. Situated on the shores of Lake Ontario and adjacent to Ontario's first parliament building, it serviced the bustling three thousand person Toronto market. The Distillery thrived, growing to become the largest in the British Empire. It operated on the site until 1990.

Set on 13 acres and located in downtown Toronto, just minutes from the Gardiner Expressway, the Don Valley Parkway, and Union Station, the Distillery is the best preserved example of Industrial Victorian architecture in Canada. It has been the setting for countless movies and is the number one film location in the country.

Cityscape Holdings Inc. purchased the Gooderham & Worts Distillery District in December, 2001. It is redeveloping the Distillery as a pedestrian-oriented centre for arts, culture and entertainment. It will house numerous artists' studios, galleries, restaurants, cafés and boutique retail stores and will be the site of cultural and arts festivals.

The Distillery will be open to the general public for the first time in one hundred and seventy years this summer. Torontonians and tourists alike will be permitted to discover the architectural gem that exists in the heart of the city.

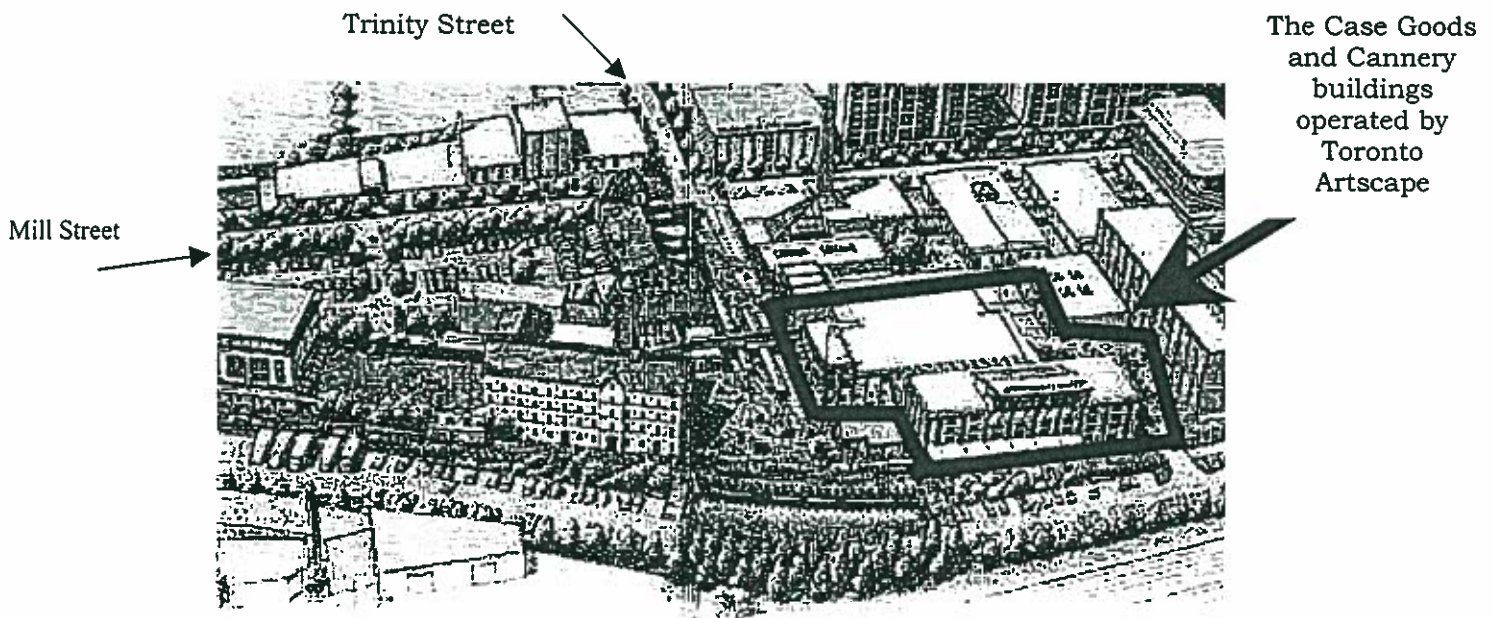
Cityscape is a privately owned commercial and residential development company, which has a special focus on heritage sites. Its properties include the Historic Stewart Building at College Street and University Avenue, the Massey lands on Jarvis Street and Wellesley Street, as well as Cityscape Terrace and Portland Park Village. More information on Cityscape may be obtained at www.cityscapedevelopment.com.

Artscape Studios in The Distillery District

Artscape and Cityscape have recently reached a twenty-year agreement to create affordable space for the arts in The Distillery District. The Case Goods and Cannery buildings (depicted below) will provide space for up to 50 non-profit arts organizations and individual artists.

Ground floor spaces in both buildings will provide opportunities for galleries and retail while space on upper floors will be divided between offices, artist work studios, rehearsal facilities and production areas. World-renown architectural firm Zeidler Grinnell Partnership has created the design for the project. Artscape Studios in The Distillery District will open in November 2002 after a \$3.4 million renovation.

Gross leasing rates for the Artscape Studios will range from \$10.00 - \$16.00 per square foot (plus hydro and GST) per annum, depending on the type of space. As in all other properties operated by Artscape, these rates reflect the minimum required to recover operating costs.



About Toronto Artscape

Toronto Artscape is a non-profit organization that creates space for the arts while building communities and revitalizing neighbourhoods. Since 1985, Artscape has developed a unique portfolio of properties that include low-cost artist studios, offices, programming spaces, live/work units, and an artist retreat centre at the following Toronto locations:

- 60 Atlantic Avenue
- 7th and 8th floors of The Darling Building - 96 Spadina Avenue
- 900 Queen Street West
- Parkdale Arts and Cultural Centre - 1313 Queen Street West
- Gibraltar Point Centre for the Arts - Toronto Islands

Tenant Selection Process

A tenant selection committee will assess all applications from non-profit arts organizations and individual artists. The criteria listed below will be used to rank applications. Successful applicants will be notified in late April or early May 2002. Shortly after notification, a formal commitment and a deposit will be required to secure a tenancy at Artscape Studios in The Distillery District.

Criteria for Non-Profit Organizations:

- Contribution to encouraging public visitation to the site
- Contribution to the diversity of the tenant mix
- Availability of appropriate space
- Compatibility with other tenancies
- Viability of preferred move-in date

Criteria for Individual Artists

- Evidence of professional status
- Availability of appropriate space
- Compatibility with other tenancies
- Viability of preferred move-in date

Defining a Professional Artist

Artscape defines a "professional artist" as an individual who receives, or has received, professional recognition as defined by any one of the following criteria:

1. Has presented his/her work to the public by means of exhibitions, publications, performance, readings, screenings, or by any other means appropriate to the nature of his/her work;
2. Is represented by a dealer, publisher, agent or similar representative appropriate to the nature of his/her work;
3. Devotes a reasonable proportion of his/her professional time as an artist to promoting or marketing his/her work, including but not limited to: presenting him/herself for auditions; seeking sponsorship, agent or engagements; or similar activities appropriate to the nature of his/her work;
4. Receives or has received compensation for his/her work, including but not limited to: sales; fees; commissions; royalties; residuals; grants and awards, any of which may reasonably be included as professional or business income;
5. Has record of income or loss relevant to the exploitation of his/her work and appropriate to the span of his/her artistic career;
6. Has received professional training, either in an educational institution or from a practitioner or teacher recognized within their profession;
7. Has received public or peer recognition in the form of honours, awards, professional prizes, or by publicly disseminated critical approval;
8. Has membership in a professional association appropriate to his/her artistic activity whose membership or categories of membership are limited under standards established by the association; or which is a trade union or is its equivalent appropriate to his/her artistic ability.

Please note: Applicants do not have to meet all the criteria in order to be considered "professional"; however, selection committee members will use the criteria as a guide by which to make the determination of eligibility.

Application for Artscape Studios In The Distillery District

Applications for Artscape Studios in The Distillery District must include:

For non-profit arts organizations

- a letter of intent indicating the proposed use of space that responds to the application criteria (please see attached)
- a summary of the organization's programming plans for the next three years
- a statement of how re-locating to the site will help the organization build its capacity or develop new audiences
- a one page company profile or history
- a completed application form

For professional artists

- a letter of intent indicating the proposed use of space
- a professional resume (please see attachment on how Artscape determines professional status)
- a completed application form (see below)

1. Please indicate the type of space you are interested in:

- Ground floor gallery space
- Programming space
- Artist work studio
- Office space
- Rehearsal space
- Other (please specify) _____

2. Please indicate details of the space you are currently leasing (if applicable):

Location _____

Size _____ (in square feet)

Move in date _____

Date of lease termination _____

3. How many square feet of space are you interested in:

- 300 -500
- 600 - 800
- 1,000 - 1,800
- 2,000 - 4,500
- 5,000 or more

4. Please indicate any special requirements related to:

Street front access _____
Parking _____
Sound _____
Ventilation _____
Toxic waste disposal _____
Other _____

5. Please indicate the ideal date you would like to move into the Artscape Studios in The Distillery District:

6. Please indicate the number of full-time people who will work in your space _____

7. Are you currently registered on the waiting list for Toronto Artscape?

Yes
 No

By signing below, I acknowledge that I (we) have read the application for Artscape Studios in The Distillery District and understand that my name or the name of the company/organization for which I am a signing officer may be listed as a potential tenant in the project in applications for its funding and financing.

Signature

Date

Print Name and Title (if applicable)

Company or Organization (if applicable)

Mailing Address (street, city, postal code)

Telephone

Fax

E-mail

Deadline for submission: April 15, 2002 by 5:00 p.m.
Mail or drop-off submissions to: Artscape Studios in The Distillery District
Toronto Artscape
60 Atlantic Avenue, Suite 111
Toronto, Ontario M6K 1X9
For more information - contact: Toronto Artscape
Tel: (416) 392-1038 ext 28