



ADMINISTRATIVE REPORT

Report Date: June 2, 2016
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VanRIMS No.: 08-2000-20
Meeting Date: June 29, 2016

TO: Standing Committee on Policy and Strategic Priorities
FROM: General Manager, Community Services
SUBJECT: Report Back on Council Motion for a Public Art Boost

RECOMMENDATION

- A. THAT Council approve a \$1,500,000 allocation of funding to create opportunities for artists and other partners to support Vancouver's vibrant and world class emerging art scene through events and projects over the next two years; sources of funding to be:
 - i. \$500,000 from the Innovation Fund, for matching grants; and
 - ii. \$1,000,000 from the 2015-2018 Capital Plan for Social and Cultural Grants - Unallocated.
- B. THAT, subject to approval of Recommendation A (i), Council approve a matching grant of \$200,000 to Create Vancouver Society for the 2016 Vancouver Mural Festival; the innovation fund will be matched by \$232,000 funds from the mural festival through cash and in-kind sponsorships.
- C. THAT, subject to approval of Recommendation A (i), Council approve a matching grant of \$45,000 to the Lumiere Festival Society for a series of artist lighting projects in Jim Deva Plaza, in partnership with the West End Business Improvement Association; the innovation fund will be matched by \$45,000 funds from the Society and the BIA.
- D. THAT, subject to approval of Recommendation A (ii), Council approve additional funding of \$300,000 over two years (2017 and 2018) for Community Public Art Grants. Staff will report back to request Council approval for specific grant recommendations in 2017 and 2018.

- E. THAT, subject to approval of Recommendation A (ii), staff proceed with the expenditure of \$700,000 for public art projects as detailed in this report and new projects as they are identified.
- F. THAT, subject to approval of Recommendation A(i), Council direct staff to report back on further plans for public art programming in 2017 and 2018, that harness the creativity and commitment of artists and other partners to increase the number and variety of opportunities for artistic expression across the city. This report back would include specific matching grant recommendations for the remainder of \$255,000 Innovation Funding allocated in Recommendation A.

Approval of the grant recommendations in Recommendation B and C above requires eight affirmative votes of Council.

REPORT SUMMARY

This report is an initial report back on the Council Motion for a Public Art Boost approved May 31, 2016. The report recommends \$1,500,000 in funding to augment Vancouver's public art activities and awareness through new events and projects over the next two years. The report also identifies five Quick Starts Public Art projects, funding for which totals \$755,000.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

Vancouver's *Culture Plan: Strategic Directions for the Next 5 Years* (2014-2018) received by Council in October 23, 2013 (RTS 10309) aims to support a diverse and thriving cultural ecology. Four specific directions related to the recommendations in this report are to:

- Expand support to emerging and innovative artistic practice
- Increase public participation and community engagement in arts and culture
- Promote local arts and culture
- Improve access to new and underserved communities

In 2014, Council approved *Maximizing Investment in the Public Art Program* (RTS 09535) which included program changes that enabled the commissioning of artworks of international significance for prominent sites through establishment of a new Signature Fund. The report also reaffirmed a strong City commitment to commissioning public art in neighbourhoods throughout Vancouver.

On June 1, 2016, *Public Art Program Update and Signature Opportunities* (RTS 10695) provided a report back to Council on Vancouver's Public Art Program, signature project opportunities and strategies to further support a world class program.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

This report is a significant step to achieving Council's ambitious objectives by funding five new innovative Public Art Boost Quick Starts and providing funding for future opportunities for public art projects in 2017 and 2018. Two of the Public Art Boost Quick Starts are innovative community-led public art projects. This report describes

how other key goals are met, including increasing public awareness, removing barriers to creating public art in Vancouver, and maintaining public artworks.

REPORT

Background/Context

Vancouver's Public Art Program uses civic funding to plan, program, commission and maintain public art artworks. As well, the program oversees and administers the process for which public art commissions by the private sector for major rezoning development projects are completed.

2016 is the 25th anniversary of Vancouver's Public Art Program; it has produced over 300 pieces of public art throughout the City. This year, to celebrate its anniversary the program will launch over 25 diverse temporary and permanent artworks to be built and installed over the next several years. This includes an open call for "Artist Initiated" projects, in which artists propose ideas and sites of their choosing. Three signature public artworks with substantive budgets will be launched in key Vancouver locations. These will include major artworks by local First Nations, a contemporary City of Reconciliation artwork and a commission in which an artist of international calibre will be invited to create a major artwork for Vancouver.

On July 8, 2014 the City of Vancouver was designated a City of Reconciliation with a goal of forming a sustained relationship of mutual respect and understanding with local First Nations and the Urban Aboriginal community. Staff are moving forward on the major public art commissions with the local First Nations as well as Canada 150+ large scale murals to be commissioned in collaboration with the Urban Aboriginal Community.

To assist with these projects, this summer, a recent graduate from University of British Columbia and Musqueam curator will explore these opportunities with the local Nations. The Public Art Program is also working with the Canada 150+ team on developing processes and protocols for working with the Nations.

Public art and design activities supported by other City departments such as Engineering Services' VIVA Vancouver that transforms road spaces into vibrant pedestrian spaces and parklets and Integrated Graffiti Management Program that facilitates 20-30 murals each year through grants and provision of materials. The Park Board also offers community arts programming and artist projects through its Field House Program.

Engineering Services, in consultation with Cultural Services, is moving forward with artist designed bike racks, re-introduction of the artist street banners program and an artist in residence in the City's Sustainability Group.

Strategic Analysis - Vancouver's 25-Year-old Public Art Program will be enhanced with a Public Art Boost

Through stakeholder engagement with artists, developers, curators and consultants on ways to enhance opportunities for public art in Vancouver, many stimulating ideas were generated:

- Introduction of major events celebrating public art focussing on a variety of media such as light (e.g., Nuit Blanche), murals and street art (e.g., Vancouver Mural Festival), sculpture (e.g., Vancouver Biennale) and carving;
- Innovative platforms (e.g., temporary platforms and urban screens);
- Interactive engagement projects;
- Partnering between arts-based and non-arts based organizations such as neighbourhood groups and business improvement areas;
- Expanding platforms for innovative temporary art (such as urban screens); and,
- Artist interventions with infrastructure projects such as bike racks, benches and other utilitarian art.

Council approved a motion for a Public Art Boost with direction to identify quick starts to be brought back to Council as soon as possible including:

- Identifying and making recommendations to remove barriers to producing public art;
- Identifying projects in process which can be enabled to be installed during the Summer of 2016;
- Exploring opportunities to use the Innovation Fund to leverage community partners to enable significant new public art projects for 2016 and 2017;
- Consulting with cultural and business communities, other organizations and interested residents on expansion of public and community art opportunities and projects;
- Putting forward a robust plan to ensure existing public art is maintained;
- Supporting a public awareness campaign about Vancouver's public art.

Quick Starts - Public Art Boost

In response to the Council Motion, staff recommend the following five Quick Start Public Art Boost projects.

1. Vancouver Mural Festival

The Create Vancouver Society is planning the Vancouver Mural Festival, Vancouver's largest not for profit celebration of street art. Scheduled for August 2016 in Mount Pleasant, its goal is to create a meaningful, exciting, accessible public event highlighting the diversity and energy of the city's world class visual art and music scenes. From large scale murals to public markets, music shows, and kids programs, the festival is intended for all ages and backgrounds.

The event is planning to bring some of the best mural artists from Vancouver and around the world to create up to twenty murals on prominent buildings on the Main Street corridor. Canada 150+ staff are

working with the Vancouver Mural Festival to facilitate required City approvals. Organizers have already raised close to \$140,000 and plan to raise a total of over \$200,000 in cash and in-kind sponsorships. Staff recommend a one-time matching grant of up to \$200,000 from the Innovation Fund to Create Vancouver Society to support the murals that will be commissioned for this festival.

2. Artist Lighting in Jim Deva Plaza

Lumiere Festival Society in partnership with the West End Business Improvement Association, and the Illuminating Engineers Society with curatorial support by the Burrard Arts Foundation are planning a series of artist lighting projects for Jim Deva Plaza this winter. Staff recommend a one-time grant of up to \$45,000 from the Innovation Fund to Lumiere Festival Society to be matched by the Society and BIA to support the artist-designed lighting projects.

Both of the projects noted in 1. and 2. above are good matches for the Innovation Fund because they enable activities that activate the public realm that have never previously been undertaken. They leverage outside funding, provide innovative opportunities to commission public art projects in communities, and highlight what is unique about Vancouver.

3. Imagination Zone Partnership with CityStudio

CityStudio is an innovation hub, housed at Vancouver City Hall, in which students from post-secondary schools collaborate on projects with City staff and community groups. A focus of CityStudio is to convene stakeholders, define problems, identify barriers and test solutions. Examples of previous CityStudio projects include "Keys to the Streets" in which pianos were placed in public spaces throughout Vancouver.

The 2016 fall semester at CityStudio will focus on the Creative City and build projects for a 250 square metre "Imagination Zone". Based on a model in Dublin, the Imagination Zone will be a public space that will encourage experiments in creating a healthy and creative city. The intention is for "trial and learning" - inviting citizens to participate in playful public art engagement projects. The Imagination Zone will also be an experiment to learn more about the City approval and regulatory processes. After the fall pilot, planning is underway for a year-long project in which an Imagination Zone Curator would be brought in to curate and manage public art projects in the zone for a year. Staff are recommending funding of \$10,000 to support the fall exploration and then \$100,000 to support a curator, artist fees and costs for art fabrication and installations for this project in 2017 from the public art boost.

4. South Vancouver - Musqueam Infrastructure Project

One of the challenges faced by local area planning is supporting community ideas for art integrated into public realm infrastructure projects such as street furniture. For example, as part of the Marpole

Community Plan and planning underway for Vancouver South, interest has been expressed by the community to integrate Musqueam culture, art and design into some of the public realm improvements underway. To better support such initiatives city-wide, staff recommend providing funding for artists and public art to be incorporated into a pilot project identified and implemented in partnership with Engineering Services, Planning and Development Services and Musqueam representatives. Staff are recommending \$100,000 for this public art/public realm project as part of the public art boost.

5. Expanded Community Public Art Grants

On June 1, 2016, Council approved \$464,650 in Community Arts Grants to 82 organizations. Included in this was a small pilot that included dedicated public art capital funding of \$45,000 to support community public art projects. Six one-time community public art projects were approved by Council as part of this program on June 1, including:

- The Façade Festival by the Burrard Arts Foundation, in partnership with the Vancouver Art Gallery in which an artist will create artworks to be projected on the gallery.
- A collaboration between Mount Pleasant Business Improvement Area, artists, students at Emily Carr University and residents to create a unique community public art plan.
- A mural organized by Vancouver Recovery Through Art at the Trout Lake Community Centre.

The Community Public Art Grants are a great opportunity to support many community led projects. As part of this public art boost staff recommend significantly expanding this program over the next two years to increase the number of projects supported and strengthen artistic and community outcomes.

To achieve this, the program will encourage non-arts based organizations to partner with local arts groups and artists. Staff will create this opportunity by encouraging over 200 Vancouver based arts and cultural non-profits that receive City Cultural Grants (which bring artistic and curatorial expertise) to partner with neighbourhood-based groups which build community. To better support these one-time special capital projects, maximum project funding will be increased from \$10,000 to \$20,000.

For the next two years, staff recommend increasing the community public art grant budget by \$300,000 (\$150,000 in each of the two years 2017 and 2018). This additional budget boost will be combined with existing annual public art capital budget allocation of \$90,000 (\$45,000 over the next two years) to result in an annual budget of \$195,000.

Table 1 below, summarises the five quick starts public art projects recommended for a total of \$755,000 as the initial approval of funds for the public art boost.

Table 1: Quick Starts - Public Art Boost (2016-2017)

Area	Project	Outcome	Public Art Boost
Innovative Partnerships	<i>New</i> -Vancouver Mural Festival	15-20 murals in Mount Pleasant	\$200,000
	<i>New</i> – Artist Lighting Projects Lumiere Festival, West End BIA	10-15 artist-designed lighting projects for Jim Deva Plaza	\$45,000
	<i>New</i> - Imagination Zone - CityStudio and Curator	5-10 student/ community projects in focused area such as Arbutus Corridor	\$10,000
	<i>New</i> - South Vancouver Musqueam Infrastructure Project	2-5 artist projects	\$100,000
Community Public Art	<i>Expanded</i> - Community Public Art Grants	20-25 additional projects over 2 years	\$300,000
Total Quick Starts Boost			\$755,000

New Projects for 2017 and 2018

In addition to the \$755,000 recommended for the projects discussed above, staff recommend budgeting an additional \$745,000, for a total of \$1,500,000 for partnership projects for 2017 and 2018 that will be identified in a report back to Council by the end of 2016 and as summarized in the table below.

Table 2: Summary of Total Public Art Boost Funding Allocation

Description		Sub-total Boost
Quick Starts	As recommended in this report and Table 3	\$755,000
New Projects for 2017 and 2018	To be allocated in report back in late 2016	\$745,000
Total		\$1,500,000

Vancouver Biennale

The Vancouver International Sculpture Biennale is funded through grants, corporate sponsorship, gifts in-kind, philanthropic donations and supplemented by the sale of art after each exhibition. The Vancouver Biennale is a non-profit charitable organization that exhibits temporary art in public space, creating a catalyst for learning,

community engagement, dialogue, and social action. As the 2014-2016 Biennale is wrapping up, staff are in discussions with the organization on ways to support the next Biennale including partnering on special one-time projects and commissions and promotions in 2017.

Removing Barriers to Producing Public Art

A noteworthy finding of the engagement staff have conducted is the day-lighting of barriers to the implementation of public art. It is particularly challenging for a neighbourhood organization to navigate the City's complex approval processes. Existing City (and Park Board) policies, practice, divergent departmental concerns and priorities, and obsolete policy makes getting the necessary approvals to implement public art projects overly time-consuming and, at times, unachievable.

An example of this is a SeeSawSeat by local artist Germaine Koh. The artwork resembles a new bench in which the seat tilts to become a gentle teeter-totter. The intent is to create a playful situation for social interaction and negotiation. This project is not yet installed; it has been in the City's review and approval processes for over seven years.

Staff will establish an interdepartmental staff team led by Community Services - Cultural Services that includes Park Board, Engineering Services divisions, Planning and Development Services and Real Estate Services and Facilities Management staff to review existing policy, identify barriers and propose policy and practice updates to be integrated throughout City departments. While work is underway to identify and remove barriers to implementation of public art, this interdepartmental approach with senior staff leadership will yield faster results. The staff team will report back to the Corporate Management Team by the end of 2016 with recommendations for changes to be implemented.

Public Awareness Campaign for Public Art

As the City's Public Art Program celebrates 25 years of creating extraordinary artworks for public spaces, a key objective has been to raise the awareness and profile of the program and public artwork. The following initiatives are underway:

- #25in25 - We are sharing the story via various digital media (e.g., Facebook, Twitter, website) of unique artworks created through the program.
- Vancouver's on-line official Public Art Registry provides information on over 400 public artworks. In partnership with Digital Strategy and Information Technology, an improved device-friendly interface that can locate nearby public art will be launched this fall.
- With Digital Strategy, a community partnership with Microsoft to use the Public Art Registry data for an interactive public art digital app is currently in development.
- Staff are currently exploring other digital media projects such as on-line walking tours using "Story Map", a software the City uses for GIS mapping and

photo sharing, and potentially launching #MuralMondays to showcase mural projects (and artists) on an ongoing basis.

Robust Plan for Public Art Maintenance

The Public Art Program has approximately 20 maintenance projects that are underway and staff estimate that there is a backlog of approximately 30 projects in need of maintenance.

The largest maintenance project underway is the restoration of the Mungo Martin Pole in Hadden Park. Bill McLennan, a highly respected local expert and a Curator Emeriti for the Pacific Northwest at the UBC Museum of Anthropology, is working with staff on consultation with the families of the artist and the local First Nations on whose traditional lands the Pole sits, to provide recommendations for its treatment.

For artworks installed on City and Park lands since 1991, whether commissioned by the City or through the Private Sector, 10% of the budgets have been contributed to the Public Art Maintenance Reserve. Artworks from prior to 1991 and some Park Board commissions have not contributed to the reserve and there is no source of maintenance funding for these works. Some artworks require a budget well beyond the total amount in the reserve. Staff will be including a capital budget increase through the 2017 Budget Process to address life cycle asset management needs of these public art assets.

Implications/Related Issues/Risk (if applicable)

Financial

In order to meet the Council's Public Art Boost Motion staff are recommending a total budget of \$1,500,000 for new projects and matching grants supporting the Council Motion, as follows:

- For larger community-led projects, in which 1:1 or greater matching funding leverages innovative partnerships, staff recommends \$500,000 from the Innovation Fund.
- Staff recommends that the remaining \$1,000,000 be funded from the 2015-2018 Capital Plan for Social and Cultural Grants. The table below summarizes the total funding requested in this report, the expected timing of disbursement, and the source of funds.

The details, timing and funding source of each project is detailed in Table 3 below.

Table 3: Public Art Boost Total Funding, Source of Funds and Timing

Project	2016	2017	2018	Total	Funding
Quick Starts					
Vancouver Mural Festival - <i>Grant to Create Vancouver Society</i>	\$200,000			\$200,000	Innovation Funds
Artist Lighting Jim Deva Plaza - <i>Grant to Lumiere Festival Society</i>	\$45,000			\$45,000	Innovation Funds
Imagination Zone CityStudio	\$10,000	\$100,000		\$110,000	Capital
South Vancouver Musqueam Infrastructure Project- - <i>Artist Commissions</i>	\$10,000	\$90,000		\$100,000	Capital
Community Public Art Grants*		\$150,000	\$150,000	\$300,000	Capital
New Projects for 2017 & 2018					
Innovative Partnership Grants		\$155,000	\$100,000	\$255,000	Innovation Funds
Artist Commissions		\$200,000	\$290,000	\$490,000	Capital
Totals	\$265,000	\$695,000	\$540,000	\$1,500,000	

**Please note, the additional funding for Community Public Art Projects would be announced in the fall of 2016 and 2017, but Council approval of the grants would not be until early in 2017 and 2018.*

Staff will report back on the outcome of projects put forward in this report as well as new projects coming forward for 2017 to be funded from the Innovation Fund and the 2015-2018 Capital Plan for Social and Cultural Grants at the end of this year. Staff will also include at that time key metrics on the public art program including projects supported through this boost.

CONCLUSION

This report is an initial report back on the Council Motion for a Public Art Boost approved May 31, 2016. The report recommends \$1,500,000 in funding to augment Vancouver's public art activities and awareness through new events and projects over the next two years. The report identifies five Quick Starts Public Art projects, funding for which totals \$755,000 and commits to reporting back in 2016 with plans for \$745,000 in 2017-2018.

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Approved by City Council, May 31, 2016

B.4

4. Public Art Boost (adopted unanimously)

MOVER: Councillor Deal

SECONDER: Mayor Robertson

WHEREAS

1. Vancouver has a successful public and community art program which has resulted in over 400 pieces of public art and community art installations of various forms throughout the City over the past 25 years;
2. Vancouver is well situated to expand the profile of public art in the city, with opportunities for public art such as numerous blank walls and public spaces;
3. Many local organizations, Business Improvement Areas in particular, are interested in expanding the amount of murals and other public and community art in their areas;
4. The City recently adjusted funding options for developers in an effort to increase funding for public art on civic, park, and private property through a process managed by the City;
5. Vancouver's public and community art should provide more opportunities to integrate local First Nations artwork in the public realm and reflect the multicultural nature and changing demographics of the City;
6. There are identified barriers to public art installations, including murals, which can and should be addressed;
7. Other cities such as San Francisco have examples of robust public art programs with high profiles and numerous opportunities for local artists.

THEREFORE BE IT RESOLVED THAT Council direct staff to create a "public art boost" with the following efforts:

- Quick starts to be brought back to Council as soon as possible and no later than the end of July. These should include:
 - Identification of barriers to public art and suggestions of what steps are necessary to remove them;
 - Identification of projects already in process which can be enabled to be installed during the Summer of 2016;
- Opportunities to use the Innovation Fund to leverage community partners to enable significant new public art projects for 2016 and 2017;

- Consultation with cultural and business communities, other organizations and interested residents on expansion of public and community art opportunities and projects;
- A robust plan to ensure existing public art is maintained;
- A public awareness campaign about Vancouver's public art.

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