



ADMINISTRATIVE REPORT

Report Date: February 20, 2019
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Meeting Date: February 26, 2019

TO: Vancouver City Council
FROM: General Manager, Arts, Culture and Community Services
SUBJECT: Public Art Boost – 2019 Recommendations

RECOMMENDATION

- A. THAT Council approve grant allocations of \$67,115 to support five projects, as listed in Table 4, source of funding is the Innovation Funding previously approved by Council on June 29, 2016 (RTS 11505). These five projects continue to advance the goals of the Public Art Boost motion and enable the City to benefit from the creativity and commitment of arts organizations and other partners to increase the amount and diversity of art expression throughout the city.
- B. THAT Council approve an allocation of \$100,000 to support the Creative City Strategy Symposium, listed in Table 4, source of funding is the Innovation Funding previously approved by Council on June 29, 2016 (RTS 11505). The Creative City Strategy Symposium advances the Public Art Boost motion by augmenting Vancouver's public art activities and creating a public awareness campaign.

Recommendation A is a grant and Council approval of grant recommendations requires eight affirmative Council votes pursuant to Section 206(1) of the Vancouver Charter.

REPORT SUMMARY

This report is the fourth regarding allocation of funds for the Public Art Boost motion approved by Council on May 31, 2016. The Boost provided \$1,500,000 in funding to augment Vancouver's public art activities and increase awareness through new events and projects. This report follows through on City objectives expressed in the Public Art Boost motion with allocations for the previously approved Innovation Fund. These recommendations leverage community partners with a special focus on redress and reconciliation, enabling them to produce significant public art projects, and strengthen

public awareness through the Creative City Strategy Symposium and partnerships with local arts and culture institutions.

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 2, 2016, following a Council Motion for a Public Art Boost, Council recommended funding of \$1,500,000 (RTS 11505) to augment Vancouver's public art activities and awareness through new events and projects, with an initial allocation of \$755,000. The motion (Appendix A) calls for more opportunities for local First Nations artwork in the public realm and directs staff to leverage community partners and create a public awareness campaign.

On March 29, 2017, Council approved Public Art Boost recommendations of \$490,000 for ten new partnership opportunities as well as allocations of \$148,000 for eleven community-led projects grants (RTS 11571).

On May 2, 2017 Council directed staff to develop a new, comprehensive Creative City Strategy that addresses current and emerging challenges and opportunities, reflects the culture and history of the city, and interfaces with other City policies and strategies.

On January 31, 2018 Council approved allocations of \$152,000 for twelve additional community-led public art projects (RTS 12342).

On May 25, 2018, Council received a Report Reference on the Creative City Strategy – Early Findings from Preliminary Engagement, which includes Reconciliation, Equity and Access, Investment and Visibility, Capacity and Collaboration.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

This report continues the significant steps to achieving Council's ambitious objectives for a Public Art Boost by leveraging community partners with Innovation Funding for six new projects, ranging from a carving apprenticeship for local Indigenous and immigrant youth

to support for the Creative City Strategy Symposium and including new public artworks by local artists. This report describes how key goals of the Boost motion are met, including community partnerships, Indigenous projects focusing on Reconciliation goals, and building public awareness and engagement around public art, responding to the need identified by staff through community consultation to bring together artists and the community to discuss emerging issues in Indigenous visibility on the land, monuments and memorials, and cultural redress.

REPORT

Background/Context

The City of Vancouver's Public Art Program manages civic funding to plan, program, commission and maintain public art. Significant works in a variety of scales, forms, and media contribute to the city's rich, diverse public realm. The Program also develops policy, and oversees and administers the public art process for major rezoning development projects.

The Public Art Program has been commissioning public art for more than 25 years and now manages a collection of over 300 permanent pieces of public art throughout the City. In 2018, the program completed 12 temporary artworks and 9 permanent artworks, including Germaine Koh's playful *SeeSawSeat* on Main Street at 51st Avenue, and *Finger Paint*, the 43 story mural by Elizabeth McIntosh at The Charleson on Pacific. Other artworks completed in 2018 include six new temporary two-dimensional artworks by Indigenous artists, commissioned through the Indigenous Mural program in partnership with Engineering Services.

The Public Art Program also regularly commissions Artist-Initiated Projects, selected through an open call in which artists propose ideas and sites for artworks in public spaces. The most recent Artist-Initiated Projects call in 2017 led to six new commissions currently being developed across the city. These include Helen Reed and Hannah Jickling's *BUBBLE TROUBLE*, a collaborative project with students at Queen Alexandra Elementary; *Occupying Chinatown*, a year-long artist residency by Paul Wong at Dr. Sun Yat-Sen Classical Chinese Garden; and *A Constellation of Remediation*, Indigenous gardens by Anne Riley and T'uy't'ananat - Cease Wyss to clean toxins from the soils at contaminated sites across the city.

Three additional permanent projects are underway: Lead Pencil Studio's *Home and Away* at Hastings Park, now in fabrication; Vanessa Kwan's *Houseplanters*, bronze sculptures for a Mount Pleasant park; and a significant new artwork by Rebecca Belmore and Osvaldo Yero for the newly expanded upper floors at the central Vancouver Public Library.

Public Art staff works regularly with staff of Planning, Urban Design and Sustainability, Park Board, and Engineering to identify opportunities to transform public spaces through encounters with art. Public Art Plans have been completed for Northeast False Creek and the Arbutus Greenway Project through consultations with artists and curators, Musqueam, Squamish, and Tsleil-Waututh First Nations, neighbouring communities, landscape architects and developers in order to respond to the many opportunities and demands for public art in these key areas.

In 2019, the Public Art Program will begin planning for the first Signature Fund project working with Musqueam, Squamish, and Tsleil-Waututh First Nations.

On May 31, 2016, Council approved a motion for a Public Art Boost (Appendix A) directing staff to report back to Council including identifying “quick start” projects for 2016; exploring opportunities to leverage the Innovation Fund; and supporting a public awareness campaign about Vancouver’s public art.

Examples of projects that continue to advance these goals of the Public Art Boost motion include:

- A two-dimensional decorative hardscape treatment at the crosswalk at Granville Street and 69th Avenue by Musqueam artist and weaver Robin Sparrow, in collaboration with the Musqueam Nation.
- *Ten Different Things*, a partnership with CityStudio and Emily Carr University of Art and Design commissioning ten artists to engage with and investigate the role of culture as a critical ingredient in the life of the city.

Strategic Analysis

Public Art Boost

Following the approval of a Public Art Boost, on June 29, 2016 Council approved recommended allocations of \$1,500,000 to create opportunities for artists and other partners to support Vancouver’s vibrant and world-class emerging art scene, 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.

The following phased allocation plan was also approved at that time:

Table 1: Summary of Total Public Art Boost Funding Allocation

Description		Sub-total Boost
Quick Starts	2016-2017	\$755,000
New Projects	2017-2018	\$745,000
Total		\$1,500,000

Quick Starts

Included in the June 29, 2016 report were five Quick Start projects, resulting in 80 new artworks. Table 2 below summarises the five quick start public art projects totalling \$755,000 as approved for the first phase of the Public Art Boost.

Table 2: Quick Starts – Public Art Boost (2016-2017)

Area	Project	Outcome	Public Art Boost
Partnerships	Vancouver Mural Festival 2016	44 murals and festival in Mount Pleasant	\$200,000
	Lumière Festival 2016, West End BIA	3 artist lighting projects for Jim Deva Plaza	\$45,000
	Imagination Zone: CityStudio and Emily Carr University of Art and Design	5 pilot projects (fall 2016) and 10 curated projects (2018)	\$110,000
	Musqueam Infrastructure Project (South Vancouver)	Crosswalk mural designed by a Musqueam artist (Marpole neighbourhood)	\$100,000
Community Public Art	Public Art Community Grants (2017 and 2018)	23 community-led projects	\$300,000
Total Quick Starts Boost			\$755,000

Public Art Community Grants 2017 and 2018:

A total of \$300,000¹ in grants was recommended to support community organizations working with artists to produce twenty-three new public art projects. Projects include Radix's series of free public interventions in False Creek designed to explore the geographic, social and political consequences of sea level rise, a new community mural at Frog Hollow Neighbourhood House, and the wilding of 221A's outdoor venue in Chinatown by T'uy't'ananat - Cease Wyss and a team of Indigenous youth.

The first phase of Public Art Boost allocations moved forward Council's goal of leveraging funds and partner resources to expand public art opportunities and enhance the experience of the public realm for residents and visitors. The subsequent phases of the allocations for the Boost continue this work.

Previous Projects Recommended

In total, allocations for thirty-three new public art projects were approved in 2017 and 2018.

In March 2017, along with recommendations for the Public Art Community Grants, staff recommended ten new projects to enrich Vancouver's public realm for a total of \$490,000 in grants. Recommended projects included support to increase the number of artists commissioned and reach broader audiences for ongoing events such as the

¹ Amount does not include \$32,050 contributed from the Public Art capital budget for a total amount of \$332,050 for the Public Art Community Grants.

Vancouver Mural Festival, the Lumière Festival and Façade Festival, as well as new singular projects such as a series of six temporary interventions by artists exploring material re-use, upcycling, and gift economies in Cathedral Square at Dunsmuir and Richards, and the upcoming inaugural commission for a dedicated art screen on The Independent at Kingsway and Broadway.

New Projects Recommended for 2019

Staff are now developing opportunities to use the remaining Public Art Boost Innovation Funds to partner with art and education organizations to enable significant new public art projects.

Table 3 below summarizes the previous Public Art Boost allocations and the remaining funds.

Table 3: Public Art Boost Allocations

Boost Phases	Allocation	Previously Recomm'd	Recomm'd this Report	Balance Remaining
2016 Quick Starts	\$755,000	\$755,000		
2017 & 2018 New Projects	\$490,000	\$490,000		
2019 New Projects	\$255,000		\$167,115	\$87,885
TOTAL	\$1,500,000	\$1,245,000	\$167,115	\$87,885

Source of funding is the Innovation Funding previously approved by Council on June 29, 2016 (RTS 11505). which requires a minimum match of 1:1 in external cash and in-kind support. In this report, funding is being recommended for six new projects totalling \$167,115 for this next phase of allocations.

New recommendations continue to advance the goals of the Public Art Boost motion, with special focus on the following areas:

- **Reconciliation:** Supporting redress and reconciliation and partnering to bring new indigenous public art projects to the city.
- **Opportunities:** Enabling significant new public art projects by community partners.
- **Public Awareness:** Strengthening the Creative City Strategy Symposium and public awareness through partnering with local arts and culture institutions.

These recommendations cover a range of diverse projects:

- *Wild Salmon Caravan* – Led by the Working Group on Indigenous Food Sovereignty in partnership with Vancouver Native Health Society, the Wild Salmon Caravan is a celebration of wild salmon through arts and culture, using the life cycle of wild salmon as a structure for public arts and education.
- *Ancient Cedar's Journey Home* – Coast Salish carver Gerry Sheena worked with local indigenous and immigrant youth to co-create a design for a pole to be installed at the new Collingwood Neighbourhood House Annex. The theme of the project "Home" from journeys of migration to experiences of colonial

dislocation, was translated into a design that reflects important Coast Salish carving themes.

- *Occupying Chinatown* – Extending from his year-long artist residency at Dr. Sun Yat-Sen Classical Chinese Garden, Paul Wong created a poster series for exhibition in transit shelters across the city. These posters include images of his mother Suk-Fong’s collection of Chinese herbs and medicines stored inside empty mayonnaise and instant coffee jars.
- Feminist Land Art Retreat – Following their residency at the Field House Studio, an off-site artist residency space and community hub organized by the Contemporary Art Gallery, Feminist Land Art Retreat’s interventions include aerial artworks, a poster campaign, and a webcast, challenging commonly held notions of how feminism is embodied and expressed.
- *Neighbours* – In conjunction with a solo exhibition in London, UK and public programming events in Vancouver, *Neighbours* by Myfanwy MacLeod is a poster series incorporating twelve watercolour images of different bird species gathered together as one flock and acting as notional surrogates for the varied population of peoples that make up the city. *Neighbours* is part of a sequence of projects presented by the Contemporary Art Gallery that examine our relationship to and impact on the natural world.
- Creative City Strategy Symposium – The Creative City Strategy Symposium will build awareness and clarify directions related to public art within the Creative City Strategy. Panels will explore Musqueam, Squamish and Tseil-Waututh visibility on the land, community-engaged art practices, and artists claiming space to center land and bodies that various forces have attempted to erase from the public realm and imagination.

Table 4 below lists all projects funded through the Innovation Fund including projects previously approved as well as new projects recommended in this report along with their special area of focus.

Table 4 – Innovation Fund Projects Including New Recommendations

Innovation Fund – Previously Approved Projects	Approved Amount	Match Amount
<i>Quick Starts 2016: Opportunities to use the Innovation Fund to leverage community partners to enable significant new public art projects.</i>		
• Create Vancouver Society – inaugural Vancouver Mural Festival	\$ 200,000	\$311,000
• West End BIA – Vancouver Lumière Festival 2016	\$45,000	\$55,946
Subtotal Quick Starts	\$245,000	\$411,500
New Projects Recommended Including Focus Area	Recomm’d Amount	Match Amount
<i>Reconciliation: Supporting redress and reconciliation and partnering to bring new indigenous public art projects to the city.</i>		
• First Nations Health Authority – <i>Wild Salmon Caravan</i>	\$ 20,000	\$46,075

• Collingwood Neighbourhood House – <i>Ancient Cedar's Journey Home</i>	\$5,000	\$106,700
Opportunities: <i>Enabling significant new public art projects by community partners.</i>		
• Dr. Sun Yat Sen Classical Chinese Garden – <i>Occupying Chinatown</i> poster series	\$16,250	\$150,000
• Contemporary Art Gallery – <i>Feminist Land Art Retreat</i> site activation and <i>Neighbours</i> poster series	\$ 25,865	\$116,650
Public Awareness: <i>Strengthening the Creative City Strategy Symposium and public awareness through partnering with local arts and culture institutions.</i>		
• Creative City Strategy Symposium	\$100,000	\$0
Subtotal New Projects	\$167,115	\$419,425
TOTAL INNOVATION FUND PROJECTS	\$412,115	\$786,371

Total allocations of \$412,115 from the Innovation Fund leverages \$786,371 external cash and in-kind support at a ratio of 1:1.9

Staff will report back on allocations for the remaining \$87,885.

Implications/Related Issues/Risk (if applicable)

Financial

This report is the fourth report regarding allocation of funds approved by Council on June 2, 2016. No new funds are requested. Please refer to **Appendix B** for a detailed breakdown of the previously approved Public Art Boost allocations and the source of funds.

This report recommends allocations of \$167,115. The source of funds for these recommendations is the Innovation Funding previously approved by Council on June 29, 2016 (RTS 11505).

The Innovation Fund has a target leverage of 3:1 matching requirements. The recommended \$167,115 contribution will leverage \$419,425 cash and in-kind support from external sources, a 2.5:1 ratio. Furthermore, Boost projects advance key civic objectives:

- City of Reconciliation goals
- Early finding themes of the Creative City Strategy's pre-engagement phase
- Healthy City Strategy long term goal "Expressing Ourselves"

Appendix C outlines the external investment leverage and alignment of the recommended projects to City Priorities. It also demonstrates clear outcomes and transformation toward City of Vancouver goals.

CONCLUSION

Since the Public Art Boost was approved by Council on May 31, 2016, staff have recommended \$1,245,000 in funding allocations to augment public art activities in Vancouver and raise awareness through new events and projects. This report identifies allocations of \$167,115 to support six new projects. Staff will report back on recommended allocations for the remaining funds.

The Public Art Boost has attracted a wide range of partners and projects that have continued to advance Council's goals of leveraging funds and partner resources to support the creativity and commitment of arts organizations and other partners' efforts to increase the amount and diversity of art expression throughout the city and enhance the experience of the public realm for residents and visitors alike.

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APPENDIX A

Motion 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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APPENDIX B

Public Art Boost Total Allocations and Source of Funds

	Public Art Boosts	Funding Source	Funding Allocation			
			2016	2017 & 2018	2019	Subtotals
<u>2016 Quick Starts</u>						
Create Vancouver Society (Mural Festival)	\$200,000	Innovation Funds	\$200,000	\$0	\$0	\$200,000
Lumière Festival Society	\$45,000	Innovation Funds	\$45,000	\$0	\$0	\$45,000
City Studio (Imagination Zone)	\$110,000	Capital	\$110,000	\$0	\$0	\$110,000
Musqueam Infrastructure Project	\$100,000	Capital	\$100,000	\$0	\$0	\$100,000
Public Art Community Grants	\$300,000	Capital	\$0	\$300,000 ¹	\$0	\$300,000
Subtotal Quick Starts	\$755,000		\$455,000	\$300,000	\$0	\$755,000
<u>2017 & 2018 New Projects</u>						
Create Vancouver Society (Mural Festival)	\$200,000	Capital	\$0	\$200,000	\$0	\$200,000
Public Art Boost Projects	\$290,000	Capital	\$0	\$290,000	\$0	\$290,000
Subtotal 2017 & 2018 New Projects	\$490,000		\$0	\$490,000	\$0	\$490,000
<u>2019 New Projects</u>						
Innovative Partnerships	\$ 67,115	Innovation Funds	\$0	\$0	\$ 67,115	\$ 67,115
Creative City Strategy Symposium	\$100,000	Innovation Funds	\$0	\$0	\$100,000	\$100,000
Subtotal 2019 New Projects	\$167,115		\$0	\$0	\$167,115	\$167,115
TOTAL	\$1.412M		\$455,000	\$790,000	\$167,115	\$1.412M

¹Amount of \$300,000 does not include \$32,050 contributed from the Public Art capital budget for a total amount of \$332,050 for the Public Art Community Grants.

Appendix C

Innovation Fund Guidelines and Alignment

City of Vancouver Innovation Fund:

Increasingly, more opportunities exist to work with other parties to leverage expertise, funding, and access to various in kind resources in order to focus on strategic areas important to the city. This form of leverage allows the City to continue to advance its policy priorities at a lower cost to taxpayers.

The Innovation Fund is expected to build on the City's experience in leveraging funding and expertise with outside agencies, other levels of government, private sector, universities and not-for-profits to advance key City priorities through aggressive leveraging of external partners.

Some examples of these types of unique opportunities would include: Enhancing the success of our urban aboriginal residents; enhancing our local economy with an emphasis on social enterprise particularly in the green sector; innovative child care programs for children at risk; cultural programs which enhance the community and create local jobs for artists; enhancing the involvement of our seniors in community; enhancing our sport strategy through partnerships of significant sporting initiatives; sport for youth at risk; and others.

Guidelines for accessing City of Vancouver Innovation Fund:

With the establishment of an Innovation Fund, one time innovative projects can be funded to advance key agendas in the city. Accessing the City of Vancouver Innovation is at Council discretion; however, the following guidelines have been established to optimize the use of the fund:

- Aligns with Council Agenda (Housing, Public Safety, Economy, Environment)
- Demonstrates clear outcomes
- Matching requirements – target leverage of 3:1 (minimum 1:1) 3rd party investment (cash and in-kind) to City funding
- Size of CoV contribution should enable a broad range of programs to be supported by fund (Guideline - maximum project size of \$250,000 recommended).
- Projects which are one-time innovative opportunities; maximum commitment for expenditure of funds - up to 2 years
- Supports transformation and innovation in meeting City goals; shines a spotlight on Vancouver

Table 5 on the following page indicates how the recommended funding in this report aligns with the guidelines for the Innovation Fund to support broader civic strategies and illustrates innovation and transformation.

Table 5 - Innovation Fund Alignment

2019 Public Art Projects

City Priorities	Project Alignment	Outcomes
City of Reconciliation Goals	<ul style="list-style-type: none"> • Promote Aboriginal Peoples arts, culture, awareness and understanding • Strengthen Musqueam, Squamish, and Tsleil-Waututh First Nations and Urban Aboriginal relations • Incorporate First Nations and Urban Aboriginal perspectives 	<ul style="list-style-type: none"> • Raise profile of Indigenous artists and events • Strong examples of Indigenous-led artistic practices and projects • Strengthen relationships with First Nations and urban Indigenous communities
Creative City Strategy - Early Findings Themes	<ul style="list-style-type: none"> • Reconciliation • Equity and Access • Visibility and Investment • Capacity • Collaboration 	<ul style="list-style-type: none"> • Support a range of projects in many creative disciplines • Represent the breadth of diversity and artistic expression • Promote local arts and culture • Improve arts access for new and under-served communities • Foster collaborative initiatives between diverse artists and communities
Vancouver's Healthy City Strategy (Expressing Ourselves)	<ul style="list-style-type: none"> • Increase public participation and engagement in arts and culture 	<ul style="list-style-type: none"> • Enable community partners to produce significant public art projects • Partner with local arts and culture organizations to strengthen their public presence • Strengthen public awareness through the Creative City Strategy Symposium
Investment leverage		
<ul style="list-style-type: none"> • Leverages 2.5:1 third party investment • \$167,115 one-time opportunity leverages • \$419,425 external support 	<ul style="list-style-type: none"> • \$289,425 Private sector (including sponsorships) • \$40,000 Partnerships with Indigenous organizations • \$90,000 Public sector Total: \$419,425 	