
TO: GENERAL COMMITTEE

SUBJECT: PUBLIC ART INSTALLATIONS AND PAGEANTRY PROGRAM

WARD: ALL

PREPARED BY AND KEY CONTACT: O. GROVES, MANAGER OF CULTURE, EXT. 4794

SUBMITTED BY: O. GROVES, MANAGER OF CULTURE

GENERAL MANAGER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the following additional temporary public art installations be approved in principle as part of the “Illuminate Barrie” Canada’s 150th celebrations subject to funding approvals where applicable:
 - a) Quadriga, by Max Streicher – for installation at the Mady Centre; and
 - b) Rabbit, by Ryan Park – installation location to be determined.
2. That the Manager of Culture be delegated the authority to approve any additional temporary public art displays and any locations of such displays associated with “Illuminate Barrie”.
3. That a pageantry program comprised of up to 150 flags and banners provided by The Look Company and branded in the theme of Canada’s 150th celebration with logos of sponsoring businesses, be approved for temporary installations along the waterfront and in the downtown core as part of Barrie’s celebration of Canada’s 150th anniversary.
4. That the Manager of Culture be delegated the authority to review and approve the locations of temporary banners and temporary installations of flagpoles provided by The Look Company for the pageantry program as well as any sponsors included on flags and banners.

PURPOSE & BACKGROUND

Report Overview

5. In January City Council adopted motion 17-G-019 regarding Illuminate Barrie and the Canada 150th celebrations:

“That the following special event activities entitled “Illuminate Barrie” be approved in principle, as part of Canada’s 150th anniversary celebrations subject to the approval of the 2017 Business Plan and funding approvals where applicable:

 - a) An enhanced Celebrate Barrie event to be held on Labour Day weekend, as opposed to the first weekend in June when it is traditionally held. This will be a signature event that will feature a 2 day fireworks and culture festival with many family activities; and
 - b) Temporary public art displays will be placed at the following locations:

Limelight Saturday Night – at the base of Bayfield Street
Blue Lagoon – Five Points; and
Soapbox – or another display at Heritage Park

6. Since January staff has been working with the Barrie Public Art Committee to solidify agreements with the aforementioned artists and acquire additional exciting works to enhance downtown Barrie over the summer of 2017.
7. Two temporary installations have become available that were not confirmed when the initial staff report was presented. As a result, the Public Art Committee is interested in pursuing the scheduling of these installations, as the Committee budget permits. These installations are referred to in the motion and included in Appendices "A" and "B".
8. As the Corporation of the City of Barrie is enhancing the City's public spaces throughout 2017 staff in Invest Barrie has worked with The Look Company to create a pilot program that will engage the public, enrich our cultural events and improve the streetscape of our community for Canada's 150th anniversary.
9. The Look Company is an Innisfil based firm founded by Ed Burke in 1998. Their mission is to bring promotions, branding and messages to life through the use of wide format high definition digital textile printing. The Look Company has studios and facilities in Innisfil, Ontario, Vancouver, British Columbia, Doha, Qatar and Johannesburg, South Africa. As a market leader, The Look Company has provided expertise with world-class events such as the Canada Games, Asian Games, Commonwealth Games, FIFA, ATP, WTA and more recently Vancouver 2010 Winter Olympics.
10. If approved the Look Company would work with the City of Barrie to create a pageantry display that would include up to 150 flags branded in the theme of Canada's 150th celebration. They would install them along the waterfront and throughout the downtown core, and possibly at visitor gateways to the City. Part of this installation would also be a new banner on the Collier Street parkade which will replace the existing mural designed by local artist Carleigh Aikins, which was produced and installed by the Look Company in 2010.
11. The flags/banners would feature new designs on a quarterly basis that would be approved by City staff for suitability, creativity and impact.
12. The Look Company would supply new poles and install them where necessary to ensure a large scale impact throughout the downtown core. The locations would be vetted through City staff to ensure symmetry and balance in the design. They would also be reviewed for their impact on the construction projects along the waterfront over the summer of 2017.
13. The Look Company would pursue sponsorship opportunities on the banners so that local businesses can profile their companies. The selling of sponsorships would be the sole responsibility of The Look Company and a way for them to keep the project affordable by covering some of their printing costs. The sponsorships would be approved prior to installation by the City to ensure that they are in line with the values of the Corporation. The sponsorships would be in the form of logos that will appear in the bottom corner of the banners, so that they would not be a major component of the design.

ANALYSIS

14. This project is an opportunity to position the City of Barrie as a bright and vibrant community. The pageantry program will allow the City the chance to promote Barrie as an exciting Canada 150th celebration location.

15. This project will also provide City Council the opportunity to evaluate if engaging in a pageantry program is a direction that City Council would like to take in the future.
16. This pilot program is a positive way to work with a local corporation and attempt an initiative that might not otherwise be possible, due to budget restrictions.

ENVIRONMENTAL MATTERS

17. There are no environmental matters related to the recommendation.

ALTERNATIVES

18. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could decide not to permit the additional public art installations or the pilot project with The Look Company.

This alternative is not recommended as the City has the opportunity to gain increase engagement with the community for Canada's 150th celebrations. The installations and banners will do a lot to enhance the downtown and the waterfront in a year when the City is undergoing a tremendous amount of construction in this area. The staff of Invest Barrie has created a positive working relationship with The Look Company and these relationships are important in projecting a positive and cooperative brand of the City to the community.

FINANCIAL

19. There are no financial implications for the Corporation resulting from the proposed recommendation. All costs incurred in the pageantry program, such as the installation of poles or the printing and installation of banners will be covered by The Look Company.
20. Costs for the public art installations will be covered by the Barrie Public Art Committees budget and through Canada 150th funding from other levels of government and local sponsors. If those funds are inadequate then the installations will not proceed.

LINKAGE TO 2014-2018 STRATEGIC PLAN

21. The recommendations included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:
 - Vibrant Business Environment
 - Responsible Spending
 - Inclusive Community
22. The recommended motion is very much in line with City Council's goals as it will create a vibrant visual presence within the core of the city, while partnering with a local company. As the project is cost neutral to the City it is also align with responsible spending of tax dollars.

Attachments: Appendix "A" - Quadriga, by Max Streicher
Appendix "B" - Rabbit, by Ryan Park

APPENDIX "A"

Quadriga by Max Streicher



APPENDIX "B"

Rabbit by Ryan Park

