



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE OFFICER - DEVELOPMENT

NOTED: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT
A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH
MANAGEMENT

RE: BARRIE PUBLIC ART COMMITTEE PROJECT FOR CANADA HEALTHY
COMMUNITIES FUNDING

DATE: MAY 31, 2021

The purpose of this Memorandum is to advise members of Council of the successful funding by the Canada Healthy Communities Initiative for a community engaged public art project by the Barrie Public Art Committee (BPAC).

Background

Barrie Public Art Committee

Established in 2012, the Barrie Public Art Committee (BPAC) operates as a working group comprised of two City Councillors, and volunteer members with a mission and mandate to enhance the City of Barrie by purposefully acquiring public art that inspires and connects the community in public spaces.

One of the goals of the BPAC is to enhance the community's sense of ownership and value by commissioning works that are site-specific and encouraging awareness of collective heritages, neighbourhood identities and the value of creativity and creative processes in urban living.

Canada Healthy Communities Initiative

The Initiative is a program that was established by the Government of Canada to fund small-scale infrastructure projects to create safer, more vibrant and inclusive communities.

The Barrie Public Art Committee applied for project funding of under \$100,000 and has been approved for \$40,000 in funding from this program to initiate a project that brings public art and small business together in the Downtown.

Barrie Together - Connecting Open Spaces Project (working title)

The project summary states: "As we slowly emerge from the limitations and imposed barriers necessary during the global pandemic, the Barrie Public Art Committee aims to relieve physical separation by turning fencing, fence posts and chain links into art installations and sites that bring us together. Barrie's downtown patio program offers a perfect opportunity for artistic interventions that will enliven streetscapes and create points of interest. Highlighting regional artists and original works of art, this initiative will provide safe and passive enjoyment for pedestrians and patrons in the downtown core. The collective experience created will celebrate that we are separated no more, as Barrie, together."

The project will see professional artists paired with downtown sidewalk patio operators to create art installations that will be temporarily installed on the businesses' patio fencing. The project funding allows for six artists and six patios to participate. Public calls for artists and patios to apply are being shared digitally and forms can be found at barrie.ca/publicart.



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Staff in Economic and Creative Development are working with the Downtown Barrie Business Association, ROWA staff in Operations, Access Barrie and other City departments to ensure the artwork installations adhere to patio standards and requirements. Artists will be provided with parameters within which they can work and agreements with both the artists and the businesses will be retained.

The Barrie Public Art Committee sees this funding as an opportunity to shine a light on Barrie's new downtown streetscape, drive business to participating and neighbouring businesses and provide an opportunity to support visual artists during this pandemic, where the arts and culture community has been so deeply impacted.

Staff will update Council and the broader public as the project unfolds.