

# Report to Council



**Date:** May 28, 2018  
**File:** 1840-40  
**To:** City Manager  
**From:** C.McWillis, Cultural Services Manager  
**Subject:** Community Art Program Guidelines

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## **Recommendation:**

THAT Council receives for information the report from the Cultural Services Manager dated May 28, 2018, regarding revised Guidelines for the Community Art Program.

AND THAT Council approves the revised guidelines for the Community Art Program as set out in the report of the Cultural Services Manager dated May 28, 2018.

## **Purpose:**

To provide for Council approval the revised guidelines for the Community Art Program.

## **Background:**

As a sub-program of the City of Kelowna's Public Art Program, the Community Art Program supports projects that engage practicing artists with residents in a collaborative, collective, creative process which results in a temporary or permanent work of art. It is as much about process as it is about the artistic product or outcome. It is a way for the community to creatively address and express its needs and aspirations. (Inspired by the Ontario Arts Council, Community Arts Workbook, 1998, p.7)

Some of the identifying characteristics of Community Art are:

- It addresses community concerns and/or reflects community identity;
- It provides a participatory creative experience which is accessible to a broad range of people;
- It is a way for artists to apply their skills in community development and building cultural and social sustainability; and
- It has a goal to connect people, either emotionally or aesthetically, through the creative process.

Community art can employ a range of media. Permanent installations often include mosaic, textile or other individual elements which are then assembled into a larger work. Temporary installations often include digital media, performance and other works that are ephemeral in nature. Permanent projects may be located on public or private property and must be publicly accessible. Temporary projects must be documented in a format that can be shared in a public setting and retained as a publicly accessible permanent record.

The program welcomes artists from any discipline and encourages unique and creative ideas. Artists are expected to engage with the community in the planning and implementation of the project.

Grants are available for up to 50% of the total project cost, to a maximum of \$10,000 and require matching support from other sources which is equal to or more than the amount provided by the City. Matching contributions may be cash or in kind and must be identified, even if not confirmed, in the application. Projects must be completed within 12 months of the grant award unless alternate arrangements are made with City staff.

Prior to 2017, applicants had to be a BC-registered non-profit organization but revisions introduced last year broadened the eligibility to also allow local artists to independently or as a collective apply to the program and allow an on-going intake of applications throughout the year as opposed to a single deadline.

This year, the guidelines:

- were reorganized to provide greater clarification about eligible projects
- highlight the importance of community engagement and process
- removed a reference to a particular year

In anticipation of policy revisions and consolidation regarding AL&C grant administration (report forthcoming) the guidelines will remain unchanged for future years or until reviewed and amended by staff within the framework of the overarching grant policy.

Up to \$15,000 is allocated annually from the Public Art operational budget to support projects under this program.

One project received funding under the Community Art Program at the end of 2017. More details on this project will be provided as a part of an upcoming public art program summary report from Parks and Building Planning.

#### **Internal Circulation:**

Divisional Director, Active Living & Culture  
Divisional Director, Infrastructure  
Parks & Buildings Planning Manager  
Planner Specialist, Parks & Building Planning  
Communications Advisor

#### **Existing Policy:**

The information in this report is submitted pursuant to Cultural Policy 274 and the City of Kelowna Cultural Plan.

**Financial/Budgetary Considerations:**

Up to \$15,000 is allocated annually from the Public Art operational budget to support projects under this program.

**Considerations not applicable to this report:**

Legal/Statutory Authority  
Legal/Statutory Procedural Requirements  
Personnel Implications  
External Agency/Public Comments  
Communications Comments  
Alternate Recommendation

Submitted by:

C.McWillis, Cultural Services Manager

**Approved for inclusion:** J. Gabriel, Division Director Active Living & Culture

cc:

Divisional Director, Financial Services