



REPORT

REPORT TO: Chair and the Members of the Community and Corporate Affairs Committee

REPORT FROM: Catherine McLeod, Senior Arts and Culture Specialist

DATE: January 17, 2020

REPORT NO.: ADMIN-2020-0004

RE: Public Art Banner Fabrication & Installation – Award of Single Source Contract

RECOMMENDATION:

THAT Report No. ADMIN-2020-0004, dated January 17, 2020, regarding Public Art Banners Fabrication and Installation Award of Single Source Contract, be received;

AND FURTHER THAT the Senior Manager of Purchasing & Risk Management be authorized to issue a single source purchase order to Cityscape Displays Inc., 3995 Sladeview Crescent, Mississauga, ON. L5L 5Y1, to an upset limit of \$54,000.00 plus HST;

AND FURTHER THAT \$11,000 be transferred from the Public Art Reserve to the Public Art Banner Project capital project to fund the total costs of the project.

BACKGROUND:

In May 2019, Council approved the budget, scope, scale and concept (RPT-ADMIN-2019-0005) of the Town's first public art project. The latter report stated that the budget approved was approximate subject to receiving detailed quotes. In September 2019, staff updated Council (MEM-ADMIN-2019-0013) on the award of the artist proposal for the Public Art banner project as recommended by an Art Selection Panel, and approved by the Public Art Advisory Board.

COMMENTS:

The purpose of this report is to seek Committee's authorization to issue a single source purchase to Cityscape Displays Inc. in order to fabricate the banners, supply and install needed hardware, and install and de-install the temporary art banners in Acton and Georgetown. This installation, scheduled for January/February, will include the removal of any Christmas decorations. The deinstallation, in June, will include the installation of Canada Day decorations - if needed.

The temporary banner project is a complex multistep project with tight timelines. In order to ensure that the project is carried out correctly and in a timely fashion, since the Town is undertaking this type of project for the first time, Town staff recommend that the work be carried out by a single contractor. Cityscape Displays Inc. offers both fabrication and installation services as well as hardware supply, windload calculations, and site surveys which is a valuable suite of services for this project.

Contracting the same company for the fabrication, installation/deinstallation and hardware supply:

- Reduces hardware costs as hardware can be provided 'on demand' so that the Town purchases only the amount of hardware required for the project. Once installation begins it is possible that more or less hardware might be needed than originally calculated.
- Increases efficiency and allows for installation in a timely manner as the Town does not have to store hardware and banners or transfer materials from multiple suppliers to the installer. Furthermore, there will be no wait times for additional supplies that might be found to be needed once installation begins.
- Ensures that the banners and hardware will be compatible.
- Allows for a seamless and streamlined process from start to finish which will allow the Town to meet its timelines on this project.

Recreation and Parks staff has previously contracted Cityscape Displays Inc. and found the company to be diligent, efficient and timely.

The proposal selected for the temporary art banners has been developed in a sequence and needs to be installed in a particular order. There are a total of 8 images which will be printed double-sided on four banners. Detailed installation instructions are required to ensure that each banner is installed not only in the correct location, but also in the correct direction so that the correct image is displayed on each side. Cityscape has prior experience (examples include several BIAs in Toronto, University of Toronto campuses, Town of Georgina, and the Dr. Seuss Experience) in hanging similar projects which gives staff confidence that the art exhibition will be installed correctly.

With the completion of detailed site surveys, coordination with the BIAs, and receipt of the final artist designs, the final detailed quote requires an additional \$11,000 to be

transferred from the Public Art Reserve to the Public Art Banner Project account to complete the project. The additional costs are related to the following:

- The receipt of the final artwork allowed the fabricator to calculate the printer set-up fees required for the designs;
- Test prints were required for the artist to approve;
- Additional hardware was required for poles in downtown Acton, downtown Georgetown and Dominion Gardens on poles where banners will not be installed in order to standardize the armature so that the BIAs and community groups can use all the poles for their future beautification and marketing efforts. These costs were partially offset by the allocation of funds from the Main Street Revitalization Grant as outlined in the 2019 Q2 Capital Status Report;
- The hardware design selected requires additional installation materials;
- Following a detailed site survey an additional nine banners were required to complete the exhibition; and
- Additional banners are required for archival purposes as well as for replacements for any damaged banners.

RELATIONSHIP TO STRATEGIC PLAN:

Installing the temporary art banner installation project will support the Strategic Plan's focus on:

- Continuing to implement the Integrated Community Sustainability Strategy, in particular as it relates to the Cultural Vibrancy pillar.

FINANCIAL IMPACT:

The funds required for this contract are available in the Public Art Banner Project account and from the Public Art Reserve. The Public Art Reserve has funding available annually for public art projects, such as the one cited in this report.

The recommendation of this report does not impact any future public art projects as they will be undertaken within the approved Public Art Reserve budget.

CONSULTATION:

Cultural Services staff consulted with Recreation and Parks staff on their experiences with Cityscape Displays Inc. as a contractor. Finance staff were consulted on this report.

The Downtown Acton and Downtown Georgetown BIAs have been consulted on the installation and de-installation of banners in their downtown areas. Town staff have coordinated the timing of the public art banner project to assist the BIAs in their beautification projects, including the installation of new standardized hardware on Mill Street East between Main Street and Bower Street in Acton, and on Main Street South between Maple Avenue and George Street in Georgetown, and for the removal of Christmas decorations and the installation of Canada Day decorations, if needed.

PUBLIC ENGAGEMENT:

The public will be engaged through their interactions with the banners in six high profile areas in Town. There will also be a talk with the artist and a webpage where the public can gain additional information on the artist and the project.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report advances, the Strategy's implementation.

This report supports the Cultural Vibrancy pillar of Sustainability and, in summary, the alignment of this report with the Community Sustainability Strategy is Excellent.

COMMUNICATIONS:

The Public Art Banner Exhibition will be promoted through a communications campaign in coordination with Corporate Communications.

CONCLUSION:

The Temporary Public Art Banner Project is the Town's first public art project to be undertaken since the approval of the Public Art Master Plan. The banner project will enliven the streetscape during the months of January – June 2020.

In order to complete this complex multistep project effectively and within the planned timeline, staff are requesting to work with Cityscape Displays Inc. as a single source purchase for this project. Following the receipt of the final artwork, detailed site surveys and coordination with community groups, the final scope and scale of the project was determined and a detailed quote was then obtained from Cityscape Displays Inc. To complete the project, an additional \$11,000 is required to be transferred from the Public Art Reserve to the Public Art Banner Project account.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Damian Szybalski". The signature is written in a cursive style with a large initial 'D'.

Damian Szybalski, Director of Economic Development, Innovation & Culture

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive style with a large initial 'B'.

Brent Marshall, Chief Administrative Officer