



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Catherine McLeod, Senior Arts and Culture Specialist

DATE: September 18, 2020

REPORT NO.: ADMIN-2020-2027

RE: Public Art Implementation - 'Under Wraps' project

RECOMMENDATION:

THAT Report No. ADMIN-2020-2027, dated September 18, 2020, regarding the Public Art 'Under Wraps' project be received for information;

AND FURTHER THAT the recommended project's budget, scope, scale and concept be approved;

AND FURTHER THAT the requested budget of \$46,430, including 1.76% non-refundable HST, be transferred from the Public Art Reserve to a capital project dedicated to the implementation of the Under Wraps project, as outlined in this report;

AND FURTHER THAT a request for maintenance of public art be forwarded to Budget Committee for consideration as part of the 2021 Operating Budget;

AND FURTHER THAT a request to replenish the Public Art Reserve for \$46,430 be forwarded to the Budget Committee for review.

BACKGROUND:

From March - June 2020, the Town exhibited its first public art project under the Public Art Master Plan (PAMP) (ADMIN-2018-0021). This first project, entitled 'After Nature' by artist Ingrid Mayrhofer (ADMIN-2019-0013), was a temporary art banner project (ADMIN-2019-0005) featuring seven designs about climate change and at-risk species. The compositions incorporated local historical buildings with images of flora and fauna native to Ontario, most of which are on the endangered or threatened list, but are still present in the natural areas of the region. A total of 159 banners were installed in five locations in Acton and Georgetown. 'After Nature' experienced a very positive public response with some community groups requesting that the banners be re-installed in the future. Overall, the Town's first-ever public art project was a success.

COMMENTS:

The Public Art Advisory Board recommends that the next public art project entail the vinyl wrapping of utility boxes in designs created by artists. The project is proposed to be entitled 'Under Wraps'. The first stage of this project will be directed at local artists as part of the Cultural Services section's COVID-19 Recovery Programs for the arts and culture sector. Subsequent iterations of the project may be opened to a wider range of artists.

The following section outlines the recommended scope, scale, locations and budget of the 'Under Wraps' project. In the event of unforeseen circumstances, non-material modifications may be made to the scope, scale, locations and/or budget:

1. **Project Brief:** The Town's Public Art Program will invite professional artists or artist teams living in or having their artistic practice in Halton Hills to submit proposals for designs to wrap one of eleven Town-owned utility boxes in ten locations. Only one design per artist or artist team will be selected to ensure that there are opportunities for at least ten artists or artist teams.

The Commissioned artists will be responsible for developing their design. The Town will be responsible for the formatting, fabrication and installation of the vinyl wraps. The vinyl wraps will have an anti-graffiti coating applied and artist designs will follow graffiti mitigation design principles.

2. **Goals:** 'Under Wraps' will take advantage of existing Town infrastructure in the form of utility boxes, and use them as canvases to enliven the streetscape and profile the work of local artists. The project will support Halton Hills' local artists by commissioning them and raising the profile of Halton Hills' vibrant arts scene. High quality of life, which includes a vibrant arts and culture scene, is an important factor in economic development investment decision-making.
3. **Artwork Parameters:** Artwork may be site specific or suitable for installation in any of the identified locations, and may address any theme or topic. Artwork can be created in any medium, but must be suitable for reproduction as a 2-dimensional high resolution image. Artists may create artwork specifically for this project or may reformat existing work.
4. **Locations: Installation locations were selected based on:**
 - Priority sites identified in the Public Art Master Plan (PAMP);
 - Locations with high visibility and ample pedestrian, cycling and/or motorist traffic;
 - Locations with Town-owned utility boxes in good repair that are not planned to be replaced for at least 5 years; and
 - Staff consultation regarding infrastructure suitability for this project.

Recommended/Preferred Locations*

Intersection/Location	Site	Ward
Queen St. (HWY 7) & Tanners Drive	Northwest corner of the intersection	Ward 1
Queen St. & (Hwy 7) Churchill Rd.	Southeast corner of the intersection	Ward1
Glen Williams Park	Northwest end of the park, near the baseball diamond	Ward 2
Guelph St. & Mill St.	Northeast corner of the intersection	Ward 3
Guelph St. & (Hwy7) Brucewood Rd.	Southwest corner of the intersection	Ward 3
Mill St. & Edith St.	Entrance to the Edith Street Parking Lot	Ward 3
Georgetown Fairgrounds (2 boxes, 1 site)	Near Baseball Diamond #3	Ward 3
Guelph St. & (Hwy7) Delrex Blvd	Southeast corner of intersection	Ward 4
Gellert Community Centre Park	Southwest of Skatepark, near dugout for Baseball Diamond #1	Ward 4
Gellert Community Centre Park	North of Skatepark, near dugout for Baseball Diamond #2	Ward 4

*The above are the preferred locations. The project and locations may be adjusted pending detailed quotes, artist submissions, and changes to infrastructure replacement schedules – among other factors.

5. Scope and Scale: Phase 1 of 'Under Wraps' will consist of eleven wrapped boxes in ten locations featuring the work of ten local artists or artist teams. All locations being wrapped will depend on receiving appropriate artwork of sufficient quality, and the receipt of detailed quotes for fabrication and installation. 'Under Wraps' has been designed as a program that may continue in future years provided that:

- additional suitable sites are identified;
- partnerships are formed with private utilities; and
- Council approves subsequent project phases.

6. **Budget:** The budget for this project is approximately \$46,430, subject to receiving detailed quotes which could result in refinements to the project scope/budget.

Item	Estimated Costs (including 1.76% non-refundable HST)
Artist Fees	\$10,176 (\$1000/design)
Layout, Fabrication, Cleaning, Installation, Photography, etc.	\$30,019
Administration, including art selection panel honorariums, advertising, launch, promotion	\$2,035
Contingency	\$4,200
Total	\$46,430

7. **Timeline:** The anticipated project schedule is:

Date*	Project Phase
October 14, 2020	Launch Call for Proposals
November 10, 2020	Deadline for proposals via email
November 16 – 20, 2020	Arts Selection panel meets to review proposals and recommends finalists; Public Art Advisory Board (PAAB) reviews recommendations and confirms selected artists
November 23, 2020	Finalists notified
November 30 – December 4, 2020	Contracts finalized
January 7, 2021	Issue bid for fabrication and installation
January 11, 2021	Final artwork delivery
January 28, 2021	Bid for fabrication and installation closes
February 1 – 5, 2021	Award bid for fabrication and installation
February – March 2021	Artists' approval of formatting
April – June 2021	Wrap fabrication and installation – weather dependent

*Schedule is subject to change

- 8. Selection Process:** Proposals will be reviewed by an independent Art Selection Panel comprised of art professionals and community representatives. The Panel will receive technical input and advice from appropriate Town staff. The Art Selection Panel will recommend artists and/or artist teams for the award of the ten commissions to the Town's Public Art Advisory Board (PAAB) for approval. Upon approval by the PAAB, the selected work will be brought to Council for information as per the process laid out on in the Public Art Master Plan.
- 9. Project Readiness:** The PAAB and Town staff from several departments have dedicated a considerable amount of time and effort to develop this project by completing pre-project work. This has included:
- confirming available infrastructure;
 - defining project parameters;
 - researching and drafting the Artist Proposal Call;
 - researching vendors;
 - requesting a draft quote for budgeting purposes; and
 - researching utility box projects from across Canada.

This is a multi-step project tied to COVID-19 Recovery Programs, focused on the arts and culture sector. To ensure that successful artists can be selected prior to the end of 2020, a Request for Proposals has already been drafted with input from Purchasing staff. This will ensure that, pending Council approval, the project can continue to move forward expeditiously.

RELATIONSHIP TO STRATEGIC PLAN:

The 'Under Wraps' project relates to the priority area of Shaping Growth. It will contribute to making Halton Hills a prime investment destination by helping to raise quality of life. 'Under Wraps' also supports the Strategic Plan's Vision, Mission and Values as they relate to the elements of Halton Hills' small-town feel, cultural heritage, vibrant community and superior quality of life.

FINANCIAL IMPACT:

The total funding request for this project is \$46,430 (including non-refundable HST) - to be funded from the Public Art Reserve.

It is estimated that annual maintenance costs for this project will be \$4,600. Staff will forward the appropriate needs assessment information to Budget Committee for consideration as part of the 2021 Operating Budget. Budget Committee is also requested to review the request to replenish the Public Art Reserve with \$46,430. Doing so would ensure that the Reserve maintains a \$100,000 balance, which was intended to provide a secure and on-going funding source to implement the Public Art Master Plan.

CONSULTATION:

In the development of this project, Cultural Services staff consulted with staff from Transportation and Public Works, Recreation and Parks, Purchasing, and Finance.

PUBLIC ENGAGEMENT:

The Public Art Advisory Board, which includes representation from the arts and culture community, the Arts and Culture Working Group (volunteer community members), in addition to Town staff, developed the project idea and parameters. Utility Box Wraps was a project suggested by multiple community stakeholders during the public consultation process for the development of the Public Art Master Plan and is included in the 'What We Heard' portion of that Plan. Therefore, this project responds to public feedback received in response to the Town's public art initiative.

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, Economic Prosperity and Social Well-being pillars of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is Excellent

COMMUNICATIONS:

The artists Call for Proposals will be widely distributed throughout Halton Hills, including via artist networks, groups and organizations, to attract the best possible proposals. Town communications channels will be used in addition to paid advertising and local newsletters. Social media feeds focused on the arts and culture sector will also be used.

CONCLUSION:

'Under Wraps' will be the Town's second public art project. It will be engaging and help enliven the streetscape and support local artists. Under Wraps will raise the profile of local artists and the local art sector as well as that of the Public Art Program. It will contribute to supporting a thriving cultural sector that has been especially hard hit by COVID-19. Under Wraps is another example of the Town's ongoing commitment to cultural vibrancy and the delivery of responsive cultural initiatives.

Reviewed and Approved by,

A handwritten signature in dark ink, reading "Damian Szybalski". The script is cursive and fluid, with the first name and last name clearly legible.

Damian Szybalski, Director of Economic Development, Innovation & Culture

A handwritten signature in dark ink, reading "W. Andrews". The script is cursive and somewhat stylized, with the first initial being prominent.

Bill Andrews, Acting Chief Administrative Officer