
City of Kelowna

MEMORANDUM

DATE: August 2, 2006
FILE: 7800
TO: City Manager
FROM: Public Art Coordinator
RE: New Guidelines for Community Public Art Projects

**REPORT PREPARED BY: SANDRA KOCHAN, PUBLIC ART
COORDINATOR, CULTURAL SERVICES DIVISION**

RECOMMENDATION:

THAT City Council approve the Guidelines for Community Based Public Art;

AND THAT the Public Art Committee is authorized to proceed with the application process outlined therein.

BACKGROUND:

In 2005, the City of Kelowna Public Art Committee, assisted by Cultural Services Manager Lorna Gunn and Public Art Coordinator Sandra Kochan, conducted a review of its practices and objectives. The goal was to develop improved strategies, where warranted, for the planning and implementation of public art projects. One of the Committee's priorities was to build more community awareness of, and engagement with, public art.

As part of this review, public art programs from a number of jurisdictions in the Lower Mainland were examined. We gathered information about the different ways in which other municipalities acquire or develop public art. We learned that communities such as Vancouver, the City of North Vancouver and the District of North Vancouver all have Community Public Art Programs.

Community Public Art is a collaborative, collective creative process between a professional practicing artist and residents. Ideas and sites for projects are identified by community groups and then the ideas are brought to life by 'many hands' with the guidance of a professional artist.

The result is public art which reflects the aspirations and diversity of the community. Beyond the legacy of the art itself, other benefits include the development of community leadership, pride and identity, a sense of social cohesion through creative activity, and more understanding and appreciation of the role of art and creativity in every day life.

The key elements of a Community Public Art project are:

- A community group identifying a possible project and site. Projects may come from the wish to build social connectedness, to foster community pride and identity, to creatively work together on solving a neighborhood problem or some combination of these factors;
- The involvement of a professional artist with experience in leading community public art projects;
- A commitment to engage neighborhood residents to work on the project. This collaborative process is an essential component. The artwork may be designed by an artist, but it is actually constructed/completed by the general public.
- A commitment to contribute, through sponsorship or in-kind donations, a matching amount equal to the contribution sought from the Public Art Reserve Fund.

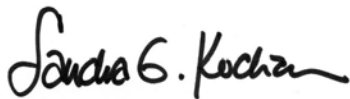
The role of staff and the Public Art Committee is to:

- Conduct an application process, evaluate proposals, and recommend projects to City Council for approval;
- Allocate a maximum of \$10,000 annually from the Public Art Reserve Fund for these projects. These funds are to be matched by applicants and may be allocated to one or more projects;
- Provide oversight of, and facilitate projects by liaison with various City Departments, artists and other community stakeholders; and
- Build awareness in the community of the unique opportunities for community building provided by Community Public Art projects.

Guidelines for Community Public Art Projects have been developed by the Public Art Committee and staff and incorporated into an application package, which is attached.

The first intake of applications will be on December 1, 2006, for projects to be approved and completed in 2007.

In anticipation of the December deadline and in order to encourage proposals, information sessions will be held in fall, 2006. These will be widely publicized and community and school groups will be invited to attend.



Sandra Kochan
Public Art Coordinator

Approved for inclusion

CC: David Graham, Director of Recreation, Parks and Cultural Services