



City of Port Moody

Report/Recommendation to Council

Date: January 10, 2022
Submitted by: Community Services Department – Cultural Services Division
Subject: Arts and Culture Committee's Proposed Art Festival

Purpose

To provide Council with additional information to assist when considering the Arts and Culture Committee's proposal to produce an arts festival.

Recommended Resolution(s)

THAT the report dated January 10, 2022 from the Community Services Department – Cultural Services Division regarding the Arts and Culture Committee's Proposed Arts Festival be received for information.

Background

A report from the Arts and Culture Committee, proposing an arts festival, was presented to Council on November 23, 2021 (**Attachment 1**). Council requested additional information from staff.

Discussion

Prior to discussing this proposal, staff feel that it is important to highlight the Committee's Terms of Reference (**Attachment 2**). The Committee is structured as an advisory committee rather than as a working committee and does not include the organization of events within its Terms of Reference.

The purpose of the Committee is:

To provide Council with advice and recommendations on arts and culture matters as detailed below and within the terms of the Council Committee System Policy and the Council Strategic Plan.

To encourage and support communication, cooperation, and coordination among arts and culture organizations, other City committees, and Port Moody organizations.

Staff have met with the Outdoor Arts Festival subcommittee to further discuss the proposed event. In principle, staff are supportive of creating a multidisciplinary arts festival and have the following information to share in consideration of this request.

The subcommittee is requesting a significant amount of support from City staff, wishing to have this event presented as a City event under their organization and direction. This includes:

- graphic design and marketing;
- creating and posting calls for performers and volunteers;
- managing online registrations and uploads;
- some equipment to use; and
- staff.

Over the years, staff have had conversations regarding the best way to supporting events proposed by a committee and strongly feel that the organizing responsibility needs to either rest with the Committee (as a community-led event) or with staff (as a city-led event). A partnership or hybrid approach would be very challenging given that staff would then be working under the direction of the Committee, which would impact work plans.

The City has skilled and experienced event coordinators whose job it is to produce the various City events, and have the full support of the City behind them. This ensures a consistent approach to producing quality events. The challenge with providing staff support to a committee-led event is that the Committee would now be directing staff's work and staff are then expected to adjust to the needs of the Committee and event. Recent discussion at the January Arts and Culture Committee meeting suggests that the Committee is open to considering additions to the scope of the festival and is considering expanding the activities/events offered. An event with an evolving scope would be challenging to allocate resources to.

Producing a multi-disciplinary festival such as this requires significant time. As a City-led event, very preliminary staff time estimates are:

- ~60 hours of Communications and Civic Engagement staff time for design, branding, content creation, etc.; and
- 100+ hours of Cultural Services staff time for planning, organizing, and technical support.

Should Council wish to see this event take place as a City event, staff recommend that staff be directed to report back with a revised framework and budget for the event, and that the event be weighed and considered along with the other events that the City presents. It should also be noted that should Car Free Day continue as a City event, all event staff will be fully engaged in planning that event and would have very limited time to organize another event taking place earlier in the month.

As a community event, the Committee retains the overall vision and work of producing the event. Staff would support this event similarly to other community events, by providing advice, and direction on how to access specific services. In this particular case, staff would also be involved in managing the budget by approving quotes and financial payments. The Committee could consider creating an event-specific Facebook page to manage artist and volunteer calls. This could serve as the base for their marketing strategy and the City would then be in a position to amplify their posts, so that they still benefit from the City's social media following.

This approach creates a very clear division in responsibilities, while keeping the creative vision and responsibility with the Committee.

In the past, the Arts and Culture Committee has successfully presented two events using this model: The Youth Arts Festival (2012-) and KaBoom (2014). In both cases, the Committee was provided with a budget, and staff provided advisory support, and technical support for the events themselves when held in the Inlet Theatre. KaBoom was presented once, while the Youth Arts Festival was handed over to the Port Moody Arts Centre after the first year, and they continued to present it for an additional three years, with funding provided by the City.

The current Arts and Culture Committee has a strong vision and tremendous passion for organizing this event and have made it the cornerstone of their draft 2022 Work Plan, with the entire Committee participating in its organization. Should Council wish to support the Committee's request in presenting this event, staff recommend that it be treated as a community event and that the Committee be provided with sufficient funding, such that they are able to contract the additional services required. This could include graphic design, marketing, printing, equipment rental, and contracting technical staff. Staff would be available to the Committee in an advisory capacity.

Other Option(s)

The following alternate motions are provided for consideration.

1. THAT the Arts and Culture Committee be provided with a budget of up to \$25,000 for the purposes of producing an arts festival with limited staff support as outlined in the report dated January 10, 2022 from the Community Services Department – Cultural Services Division regarding Arts and Culture Committee's Proposed Art Festival;

AND THAT the budget of up to \$25,000 for the proposed arts festival be referred to the Finance Committee to identify a funding source.

2. THAT staff prepare a framework and budget for a City-led arts festival as outlined in the report dated January 10, 2022 from the Community Services Department – Cultural Services Division regarding Arts and Culture Committee's Proposed Art Festival.
3. THAT the Committee's request to produce an arts festival be received for information.

Financial Implications

The Arts and Culture Committee has requested \$19,280 to produce this event. Should Council wish to see the Committee produce this event, staff recommend increasing the budget by \$5,720 for a total \$25,000 to allow for the contracting of technical staff and equipment rentals.

Communications and Civic Engagement Initiatives

The Communications and Civic Engagement resources required will vary greatly depending on Council's direction. Should staff be directed to produce the marketing materials, approximately 60 hours of staff time is estimated to produce branding and graphic design and prepare various marketing materials.

Council Strategic Plan Objectives

Producing and supporting events in the community supports Council's objective of creating an attractive and vibrant community through events, arts, and culture.

Attachment(s)

1. Report considered at the November 23, 2021 Council meeting – Outdoor Arts Festival.
2. Terms of Reference – Arts and Culture Committee.

Report Author

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Report Approval Details

Document Title:	Arts and Culture Committee's Proposed Art Festival.docx
Attachments:	- Attachment 1 - Report considered at the November 23, 2021 Council meeting - Outdoor Arts Festival.pdf - Attachment 2 - Terms of Reference - Arts and Culture Committee.pdf
Final Approval Date:	Jan 17, 2022

This report and all of its attachments were approved and signed as outlined below:

Ron Higo, General Manager of Community Services - Jan 12, 2022 - 1:57 PM

Tracey Takahashi for Dorothy Shermer, Corporate Officer - Jan 13, 2022 - 11:48 AM

Natasha Vander Wal for Rosemary Lodge, Manager of Communications and Engagement - Jan 13, 2022 - 3:32 PM

Paul Rockwood, General Manager of Finance and Technology - Jan 14, 2022 - 11:04 AM

Tim Savoie, City Manager - Jan 17, 2022 - 2:23 PM