

Considered at the November 23, 2021 Council meeting

185



City of Port Moody Report/Recommendation to Council

Date: November 4, 2021
Submitted by: Arts and Culture Committee
Subject: Outdoor Arts Festival

Purpose

To provide Council with information regarding a resolution passed by the Arts and Culture Committee to create an Outdoor Arts Festival.

Recommended Resolution

THAT the report dated November 4, 2021 from the Arts and Culture Committee regarding Outdoor Arts Festival be received for information.

Background

At the November 1, 2021 Arts and Culture Committee meeting, the Committee received a presentation from the Arts Festival Subcommittee and passed the following resolution:

ACC21/023

THAT the Outdoor Arts Festival Proposal be approved with the requested budget and staff support.

Discussion

The 2021 Arts and Culture Committee Work Plan included the Outdoor Arts Festival as an item and was approved by Council on February 23, 2021. As the COVID-19 pandemic continued through the summer of 2021, the Committee requested that a film competition be added to the 2021 Work Plan to help build on the potential to create and market an arts festival event in 2022. The Revised 2021 Arts and Culture Committee Work Plan was approved by Council at the July 13, 2021 Regular Council meeting.

At the March 1, 2021 Arts and Culture Committee meeting, the Arts Festival Subcommittee was formed, and the Subcommittee provided ongoing updates throughout the year on planning efforts. At the November 1, 2021 Arts and Culture Committee meeting, the Arts Festival Subcommittee presented their final draft (**Attachment 1**) to the Committee and provided an overview of the proposed budget and Festival details, including a Fast Film Contest, live performances, a Battle of the Brushes event, and an outdoor market.

Considered at the November 23, 2021 Council meeting

186

Other Option(s)

1. THAT the report dated November 4, 2021 from the Arts and Culture Committee regarding Outdoor Arts Festival be referred to staff for information.
2. THAT the report dated November 4, 2021 from the Arts and Culture Committee regarding Outdoor Arts Festival be referred to staff for action.

Financial Implications

Further information on financial implications would be provided by staff should this report be referred to staff for action.

Communications and Civic Engagement Initiatives

Further information on communication and civic engagement requirements would be provided by staff should this report be referred to staff for action.

Council Strategic Plan Objectives

The proposed Outdoor Arts Festival aligns with the Council strategic objective of creating an attractive and vibrant community through events, arts, and culture.

Attachment

1. Port Moody Outdoor Arts Festival.

Report Author

Jennifer Mills
Committee Coordinator

Considered at the November 23, 2021 Council meeting

187

Report Approval Details

Document Title:	Outdoor Arts Festival.docx
Attachments:	- Attachment 1 - Port Moody Outdoor Arts Festival.pdf
Final Approval Date:	Nov 8, 2021

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

Tracey Takahashi, Deputy Corporate Officer - Nov 4, 2021 - 3:54 PM

Dorothy Shermer, Corporate Officer - Nov 4, 2021 - 5:03 PM

Rosemary Lodge, Manager of Communications and Engagement - Nov 5, 2021 - 12:45 PM

Paul Rockwood, General Manager of Finance and Technology - Nov 8, 2021 - 9:13 AM

Tim Savoie, City Manager - Nov 8, 2021 - 9:27 AM



“Inhale possibility, exhale creativity.”

Laura Jaworski

It's time.

After almost 2 long years apart, it's time to bring the people of Port Moody together. We would like to hold a one-day arts festival which will support artists from multiple disciplines and create a vibrant, exciting, and enjoyable cultural event.

Port Moody is the City of The Arts, and our goal is to put Port Moody on the map as a cultural and artistic hub for the Lower Mainland. We want this festival to be the first brick on a solid path towards that result. This festival will explore multiple artistic disciplines in a real-world, hands-on way to the people of Port Moody, and the rest of the Tri-Cities area.

The festival will be divided into 4 parts:

- A Fast Film Contest, which will take place at least a month before the rest of festival. It will exist, primarily, as an online presence, and it will act as a teaser for what is to come. As a City of the Arts, we also want to inspire our young people to be a part of this event, so we are also pleased to offer, in cooperation with the Port Moody Library, a Filmmaking Workshop for Youth - ages 15 to 18. This workshop will be led by a professional film director and instructor and will be designed to encourage our young artists to be a part of the contest.

- A live performers venue which will see the Kyle Centre step in as two black box theatres. The Large Resource Room will play host to 2 performance troupes to stage 2 shows up to 45 minutes each while the smaller Pool Room will act as a smaller, round house theatre which would be ideal for children's performers or musicians for up to 4 performances that day. Attendees will be able to purchase tickets for live performances at a nominal price.
- The Arts Centre will be the nexus of an interactive experience for our residents. Visitors will be encouraged to participate by interacting with our artists and purchasing their wares. A Band of Roving Minstrels and Buskers will weave around the area, entertaining folks as they meander through the festival axis. Children and the Young at Heart will be encouraged to make art with an 'Artist Node' which will feature chalk and stencils to enable visitors to leave their artistic stamp on the asphalt.
- The day will culminate in a final event: The Battle of the Brushes, which will pit 3 artist groups against each other in a fight to artistic perfection. The final paintings will be made available for sale through an auction.

We want to be a city that supports artists from multiple disciplines and to create a vibrant, exciting, and enjoyable cultural mecca.



3

Contents

Introduction	2	Battle of the Brushes	10
Fast Film Contest	4	About the event	10
What is a Fast Film Contest?	4	Eligibility	10
How does the contest work?	5	What are the prizes?	11
What are the prizes?	5	Location and accessibility	11
A film workshop for fourth	6	Outdoor Art Market	12
JASON KARMAN	6	Accepted categories	12
Festival Performances	7	Location and accessibility	13
Eligibility	8	Artist sales	13
Artist Fees	9	Art Fest Map	14
Location and accessibility	9	Arts Festival Budget	15-16

Fast Film Contest

What is a Fast Film Contest?

A Fast Film Contest is a competition that tasks filmmakers to create an original short film within a tiny time frame. In this case, filmmakers will be asked to write, shoot, edit, and submit a 4 to 7 minute film within the space of 72 hours. We plan to offer prizes to the top 2 films, a special prize for the best use of Port Moody in a film, and a prize for the best film made by a youth.

At the start of the contest, Filmmakers will be sent three Required Elements that must be incorporated into their film. These elements will be held in secrecy until just before the contest begins to ensure that the filmmakers are following the rule that the film that they create is new for our contest.

Here is an example of the successful 48 Hour film contest that was held in June/21.

<https://www.rngfest.com/>



4

Fast Film Contest

How does the contest work?

When filmmakers register their teams ahead of the contest, they will have to agree to produce only "Family Friendly" content. They will be able to produce any kind of short film and this contest will be open to Port Moody Residents as well as residents of Metro-Vancouver.

When the contest begins, each film team will be sent their Required Elements, with 72 hours to write, shoot, and upload their films to our server. The contest will have 2 judging panels. One panel would consist of volunteers who will view the films for appropriate, legal content and will select the finalists. The second panel will be a small group of well-known Port Moody artists or filmmakers with ties to our city. This 'celebrity panel' would then select the 1st, 2nd place and Special Prize winners.



What are the prizes?

First Place	\$500
Second-Place	\$350
Youth Prize	\$100
'Best Use of Port Moody'	\$100
Audience Choice*	\$150

*The Audience Choice award will be decided through online votes.

All films which are received on time and in the correct format will be available on our website for 5 days. Voting for the Audience Choice award will take place online, and filmmakers will be encouraged to invite their friends to view all the films and vote. This will be key to driving the audience to our website: participants will be frantic to get their friends to vote and will send word of our contest and festival all over social media.

Fast Film Contest

A Film Workshop for Youth

If this event is approved, we are ready and able to work with the Port Moody Library to present a Fast-Film workshop for youth which would align with our mandate to encourage young people to participate in Port Moody cultural events. The Port Moody Library is ready to schedule this workshop. Jason Karman, and up-and-coming director from Vancouver has agreed to take time away from editing his first feature to run the workshop. He is an experienced instructor at La Salle College and has also run Youth Workshops at Cineworks in Vancouver.



JASON KARMAN

Jason Karman is a Vancouver-based screenwriter and director. His 17 short films have screened internationally at festivals, including the Melbourne Queer Film Festival, Whistler Film Festival, and Vancouver Queer Film Festival. In 2011, Jason received the Gerry Brunet Memorial Award at Vancouver Queer Film Festival for I'M IN THE MOOD FOR LOVE, and in 2015 was the recipient of the Jury Choice Award at Reel Pride Winnipeg for KIMCHI FRIED DUMPLINGS. He is the 2016 recipient of the James Lee Foundation Scholarship and received the 2019 Best Editor Award at the Vancouver Short Film Festival for LIONHOOD. Recently, Jason graduated from the University of British Columbia with a Master of Fine Arts in Film Production and Creative Writing.



<https://www.cfmdc.org/filmmaker/6829>

Festival Performances

"I don't need a stage to perform. We just need something to stand on."

Travis Scott
American rapper and record producer



We must support our artists to help them flourish. They will need a space and they will need an audience. The Kyle Centre is the perfect venue for the performers at our festival. It's centrally located near the Arts Centre and has ample parking.

So, send in the clowns... the singers... the circus performers... and dancers...



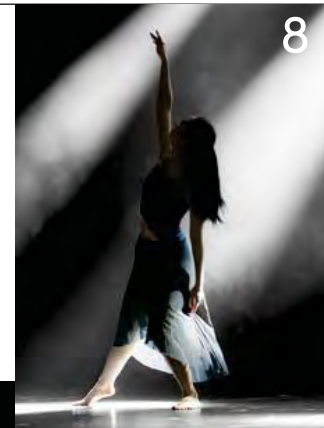
The new Kyle Centre was officially opened June 25, 1978. It included a small library, two large activity rooms, meeting rooms, snooker room, workshop space and a kitchen. Because of its proximity to the old city hall, it was used extensively for city orientated activities.



Festival Performances

Eligibility

We'll start with a general call to all performers throughout the Lower Mainland, asking each troupe to submit a short audition video, up to 10 minutes long, that highlights the artists' strengths in their discipline of choice and complies with the technical requirements of the Kyle Centre. A priority will be placed on the selection of Port Moody and Tri-City artists but in the end, we want a variety of entertaining performers who are comfortable on stage.



7

8

Festival Performances

Location and accessibility

Kyle Centre - Dance Room

There are two performance spaces in the Kyle Centre. The large Dance Room in the Kyle Centre seats 125 people with ample space for a performance corner; we expect to be able to seat 90 to 100 people per performance.

Artist Fees

We will provide a reasonable stipend to all the artist groups who perform at our festival. Our large venues performers will receive a stipend of \$600 per day for two 45-minute shows.



Kyle Centre - Activity Room

The Activity Room at the Kyle Centre seats up to 75 people per show. And this will be the ideal location for a children's performer, or another smaller act. We will choose 2 performers who are best able to fill this space. They will be offered a maximum of 2 shows and we'll run 4 shows at the Kyle Centre - Activity Room venue.



Artist Fees

Our small venues performers will receive a stipend of \$150 for one 45-minute show.



Battle of the Brushes

About Event

The Battle of the Brush is a live painting competition in which teams of artists compete in a time-limited competition before their spontaneous collective works are displayed and judged by Port Moody art connoisseurs. Here's the TWIST: the subject and theme to be painted is revealed just minutes before the painting begins at 5:00 pm!

There are 3 teams (possibly 4 teams) of artists. Each team consists of 2 artists. The teams compete for 90 minutes in two 45-minute halves. The artists will paint an original piece of art in front of a live audience on a 24 x 36 canvas.

There is a half-time musical performance where a local musician is spotlighted, showing their talent to the crowd.


Once the 90 minutes are up, the crowd votes, and the winning team wins a cash prize (see following page), and certificate and possibly prizes from sponsors.



Eligibility

City of Port Moody focuses on promoting local emerging and established artists who have a defined style of art. We promote collaboration through teamwork, because of this, our shows are team based. We encourage all the artists living or working in the Tri Cities to apply, although artists from all Metro Vancouver are also welcome to apply.

Battle of the Brushes



What are the prizes?

Once the time is up, each Artist's Team will be auctioning off their own painting. The money raised from the auctions will go towards the operating expenses of "Port Moody Art Festival 2022" to help us continue to thrive by offering a new event in 2023.

Regardless of the auction each artists team will receive:

1st	\$600
2nd	\$400
3rd (and if 4th)	\$200

11

Location and accessibility

We are planning on holding the Battle of the Brushes 2022 in front of Port Moody Art Centre on the green area, next to Kyle Centre and the parking lot.



Art supplies are provided by the City of Port Moody (we are hoping for sponsors). Each team will receive acrylic paints, canvasses, drop sheets, brushes, and palettes.

Outdoor Art Market

12

Fine Art and Fine Craft outdoor art show and sale. We are encouraging local emerging and established artists and craft makers from Tri Cities to submit their applications for the opportunity to participate in our community engaging outdoor art market and sale event. The City of Port Moody will choose 12-15 local artists who will best demonstrate a broad range of arts and crafts.



Accepted Categories

2D – Original two-dimensional work including graphite, charcoal, chalk, pastels, wax crayon, inks, and ashes.

3D Functional – Dimensional work that has a function – such as wearable fiber or woodwork.

3D Non-Functional – Art that serves an aesthetic not functional purpose. Generally, "sculptures."

Painting – Original, two-dimensional work created with pigment, including oils, acrylics, watercolor, egg tempura, etc.

Photography – Signed prints created by the artist from his/her own original negative or digital files that have been "taken" and processed by that artist or under the artist's direct supervision.

Jewelry – No buy/sell or buy/sell fill-in kits allowed.

Outdoor Art Market

Location and accessibility

We are planning on holding the Fine Art and the Fine Craft Market 2022 in front of Port Moody Art Centre on the green area, next to Kyle Centre and parking lot.

Support: A group of volunteers will be present on site throughout the entire festival to assist artists from load in to load out.

Artist Parking: we will make our best effort to provide close parking, especially to facilitate access for persons with disabilities.

Exhibitor Spaces: About 12-15

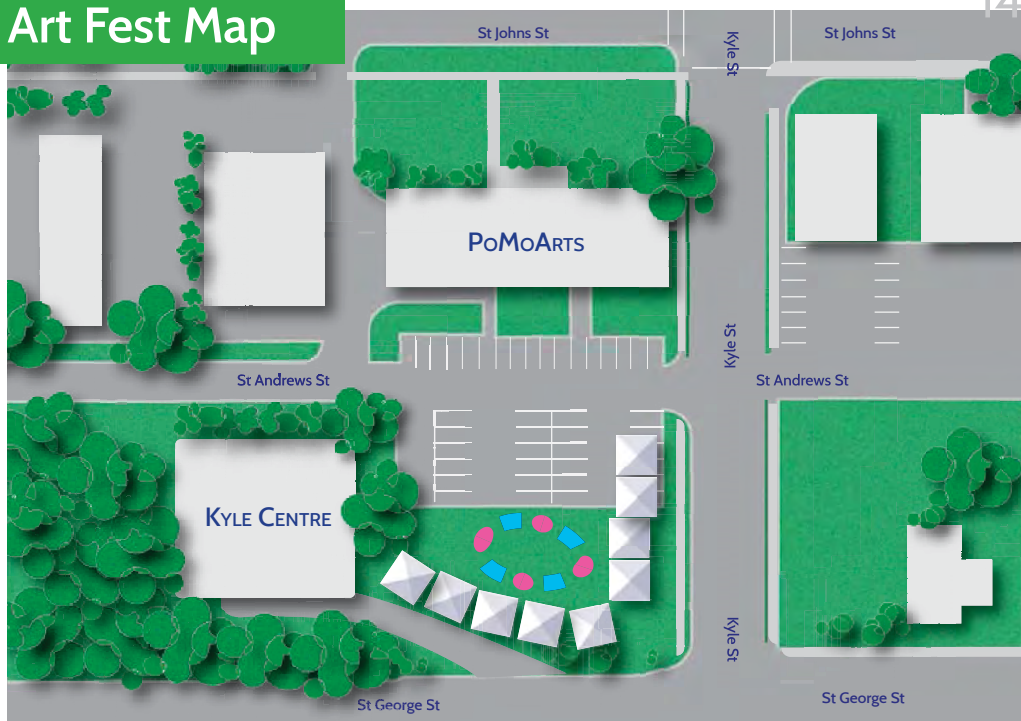


13

Artist sales

Artists keep all their sales income from the show.

Art Fest Map



14



10' x 10' - market tent



Battle of the Brushes area

Considered at the November 23, 2021 Council meeting

195

Arts Festival Budget

15

Film Contest-Youth Workshop			
Item	Location	Expenses	Explanation-Request
Workshop for Youth	Port Moody Library	\$550	Hire instructor with directing experience ** This expense will be shared with the Library**
Publicity	?	\$600	Primarily Directed Ads on FB
Prizes for Entrants	?	\$1200	1st: \$500 2nd: \$350 Best use of POMO: \$100 Youth Prize: \$100 Audience Choice \$150
Registration fees	Through Perfectmind?	??	Registration Fees Structure: Early Bird: \$50 - 2 weeks before Regular: \$75 - until 3 days before Late: \$100 - until 6 hours before *** We expect a minimum of 20 entrants and can assume between \$1100-\$1200 in fees
Request for Volunteers	Through Perfectmind	??	Help with volunteer applications
Online Screening	Host: POMO Website??	??	
Gifts for Judges - Support for volunteers	NA	\$800	Swag for Judges; Hand Sanitizer/Water for volunteers
Gala/ Screening*	Inlet Theatre 7pm-10pm	\$600	Show is 2 hours - 7:30-9:30 Staff: Tech - \$250 - FOH (X2) \$350 *** Projected Revenue from Gala Ticket Sales: \$900
Tentative Total		\$3750	

Performing Artists			
Item	Location	Expenses	Explanation-Request
PR	NA	\$600	Posters/ Directed Ads/ Postage/ Printing
Transportation	NA	\$2500	Moving stuff around - Van rental? Insurance?
Contingency	NA	\$1100	What if something goes wrong?
Performance Spaces X 2 Open: 11:30 to 7:30	KYLE CENTRE (2 days - Rehearsal - Performance) Space 1: 4 X 45 min Space 2: 4 X 30 min	\$5000	Kyle Centre paid Staff (\$500) Tech 2 days (\$500) \$2500 - Rented Lights/Amps \$1100 - Seating for Audience Facility Rental - \$400 (Facility open from 11:30 to 7:30pm)
Performing Groups	NA	\$2400	\$600 per group - as many as 2 performances per day
Buskers	Around the Arts Centre/ Arts Market/ Kyle Centre	\$1250	5 X \$250 - (8 to 9 hour day)
POMO Support	Perfectmind Website Sales	???	Tickets for the shows will be a nominal \$5 each, available online which means that no volunteer/ FOH will have to handle cash. *We can create a 'waitlist' so that IF there are unsold seats at show time, we can offer those seats to walk-ins as a PWYIC donation box. It can be donated to the Arts Centre or some other charity **Project Revenue from Ticket Sales: \$1300
Request for Volunteers	Through Perfectmind	??	Help with volunteer applications
Volunteer Support	NA	\$1500	Logo Name tags/ Water/ Snacks/ Hand Sanitizer, ETC
On-site Support	Around Kyle/ Art Centres	???	What will the city cover? Garbage Collecting, Additional Facilities etc.
Tentative Total		\$14350	

Arts Festival Budget

16

Battle of the Brushes			
Item	Location	Expenses	Explanation-Request
Prizes for Artists	NA	\$1200	1st \$600 2nd \$400 3rd \$200 *Conversely, we can average it out to \$400/artist and the prizes can be symbolic
Silent Auction for finished pieces	NA	\$400	License? Misc. Projected Revenue from Auction: \$600
Photographer	festival	\$1300	** will the city supply this?
Paint Supplies	NA	\$600	Brushes/paint/ Canvasses
PA system (Rental)	NA	\$700	** Does the City supply this?
Easels	Arts Centre??	??	Loan from Arts Centre??
Tent Rental	POMO??	??	Does Port Moody own these?
Total		\$4200*	

Arts Market			
Item	Location	Expenses	Explanation-Request
Tents (X4)	Arts Centre Area	??	Can we borrow these?
Tables (X 8)	Arts Centre Area	??	Can we Borrow these?
Table Fee	POMO Support - Perfectmind?	??	Can these fees be paid through website? Table Rental: \$40 X 8 tables = \$320* recoup
Request for Volunteers	Through Perfectmind	??	Help with volunteer applications
Support Services	Arts Centre Area	\$1200	Volunteer support, Garbage's, Hand Sanitizer
Facilities	POMO Support	??	Can we use Kyle Centre / Art Centre Washrooms?
		\$1200*	

* Tentative

Arts Festival Budget	
Film Contest - Workshop	\$3750
Live Performances	\$14350
Arts Market	\$1200
Battle of the Brushes	\$4200
TOTAL	\$23500
Projected Revenue	\$4220*
Cost	\$19280*

* Tentative

Considered at the November 23, 2021 Council meeting

196



Thank
you!