



City of Port Moody

Strategic Priorities Committee

Date: November 19, 2024
Submitted by: Community Services Department – Cultural Services Division
Subject: Draft Art in Public Spaces Corporate Policy

Purpose

To propose a new Art in Public Spaces Corporate Policy, replacing the City's Public Art Policy, for Council review.

Recommended Resolution(s)

THAT Corporate Policy – Art in Public Spaces – 18-7940-2024-01 be adopted as recommended in the report dated November 19, 2024 from the Community Services Department – Cultural Services Division regarding Draft Art in Public Spaces Corporate Policy.

AND THAT Corporate Policy – Public Art – 18-7940-01 be rescinded.

AND THAT the Artwork Reserve be renamed to the Arts Reserve.

AND THAT a new Arts Facility Reserve be established.

AND THAT Council Resolution RC24/203 be rescinded:

THAT the City of Port Moody place a moratorium on the utilization of any development funds intended for arts initiatives until Council has had the opportunity to update its Art in Public Places policy pursuant to the findings and recommendations of the Mayor's Task Force on Arts and Business.

Background

The City adopted its first Public Art Policy in 2014 (**Attachment 1**). An Art in Public Spaces Master Plan was adopted in 2021 and the Development Sustainability report card was updated to align with this Master Plan. The proposed new Art in Public Spaces Policy replaces the previous Public Art Policy and aligns with the Art in Public Spaces Master Plan and broadens opportunities for the City and its residents. A review and update of the Public Art Policy is also a recommendation from the Mayor's Arts and Business Coalition Task Force.

Discussion

Port Moody installed its first piece of public art over twenty years ago and now has a collection that includes many permanent artworks such as sculptures and integrated pieces as well as numerous murals, community artworks, utility box wraps and pieces that celebrate Port Moody's heritage.

Public art is important to a healthy community. It beautifies and helps define place, sparks dialog, can inform and delight, may contribute to economic development through tourism, and contributes to community pride.

The *Americans for the Arts Public Art Network Council: Green Paper* has this to say about why public art matters:

“Cities gain value through public art – cultural, social, and economic value. Public art is a distinguishing part of our public history and our evolving culture. It reflects and reveals our society, adds meaning to our cities and uniqueness to our communities. Public art humanizes the built environment and invigorates public spaces. It provides an intersection between past, present and future, between disciplines, and between ideas. Public art is freely accessible.” (americansforthearts.org/)

Art in public spaces has evolved beyond just considering physical artworks in public spaces and recognizes that art can take many forms in the public realm. Physical artworks are still very important and relevant in the public realm and provide many benefits to the community; however, art in public spaces recognizes how all artforms, both passive and participatory, can contribute to vibrant public places and includes creative placemaking, performances, busking, arts programming, community art projects, etc.

The new Art in Public Spaces corporate policy (**Attachment 2**) builds on the City's Public Art Policy to better meet the City's and community's needs, aligns with the City's Art in Public Spaces Master Plan, and supports recommendations from the Mayor's Arts and Business Coalition Task Force.

One of the goals of the new policy is to provide a balanced approach to how funds are spent supporting the arts and to provide Council with options for supporting a variety of arts initiatives.

Key changes reflected in the new draft Art in Public Spaces policy:

Staff propose the creation of a new Arts Facility Reserve for the purposes of collecting and holding funds that can be used to renovate, expand, and construct arts facilities. Examples of how this fund could be used is to complete the work of the amphitheatre behind the Inlet Theatre, or the purchase and renovation of a warehouse to create a maker space.

Staff also suggest renaming the Artwork Reserve to the Arts Reserve to better reflect the broad range of projects and initiatives that it is intended to support.

Some changes to the way that the City funds the arts-related reserves, including the newly proposed Arts Facility Reserve, are recommended:

- a. a base annual City contribution of \$75,000¹ (2025), adjusted for inflation annually, to the Arts-related reserves;
 - i. 50% to the Arts Reserve;
 - ii. 20% to the Public Art Reserve;
 - iii. 10% to the Public Art Maintenance Reserve; and
 - iv. 20% to the Arts Facility Reserve.
- b. all major capital projects will allocate 1%³ of the construction budget for an integrated artwork specific to the project. Major capital projects are defined to be projects with a construction budget greater than or equal to three million dollars.

Footnotes related to above:

1. This new funding model replaces the previous model which was based on a combination of base amount and 0.3% of capital and operating projects. The contribution in 2024 was approximately \$62,000. Removing the formula connected to capital projects simplifies the funding model, provides consistent annual funding to the arts-related reserves, and allows for more accurate reserve balance forecasting. An increase to \$75,000 is proposed to help ensure sufficient funds are available each year to support initiatives as annual developer contributions will vary.
2. 50% of the funding is recommended to go to the general Arts Reserve to provide sufficient funding to support a variety of arts initiatives in the Community.
3. This amount remains the same as was in the Public Art Policy.

Currently, developers are encouraged to include public artworks as part of their development, calculated at 0.5% of their project's construction budget. They may also contribute arts-related spaces in their development and/or make a financial contribution to the City's arts-related reserves. It is important to note that this is a voluntary contribution, and many developers are happy to make this contribution as they see the benefit and value that adding public art to their project brings.

The new draft policy recommends a small increase of 0.1% to make the contributing amount 0.6% of a project's construction budget. Funding tiers are introduced such that developers are still encouraged to contribute public artworks, but to also include a financial contribution to the City's arts-related reserves relative to the overall contribution.

For development projects contributing:

- a. less than or equal to \$400,000, the priority is placed on the integration an artwork into their project, with a request that any unused funds be donated the city's arts-related reserves;
- b. greater than \$400,000 and less than or equal to \$2.5M¹, developers are requested to allocate \$400,000 plus 60% of the balance of the total contribution towards the integration of one or more public artworks or artistic spaces into their project and the remaining 40% as a financial contribution to the city's arts-based reserves; and

- c. greater than \$2.5M², developers are requested to allocate 60% towards the integration of one or more public artworks or artistic spaces into their project and 40% towards one of the following:
 - i. an Arts Endowment Fund³, under the developer's name, which could be managed by a third party such as the Port Moody Foundation, for the dedicated purpose of providing arts-related grants to Port Moody based arts, culture and heritage organizations and artists on an ongoing basis;
 - ii. the Arts Facility reserve⁴, or towards a specific arts facility capital project;

Developers may request to use 100% of their contribution towards public art and/or arts and culture spaces within their development. Requests will be considered on a case-by-case basis and presented to Council for approval. Requests must demonstrate that they meet two or more goals identified within this policy.

Developers may choose to solely make a financial contribution to the City's arts-based reserves. For smaller development projects and in cases where public art is not appropriate or possible, staff will recommend that 100% of the funding go towards the City's arts-based reserves.

Financial contributions from developers to the city's arts-based reserves will be allocated as follows⁵:

- a. 50% to the Arts Reserve;
- b. 20% to the Public Art Reserve;
- c. 10% to the Public Art Maintenance Reserve; and
- d. 20% to the Arts Facility Reserve.

Footnotes related to above:

1. The range of between \$400K and \$2.5M with a 40% financial contribution were chosen based on the maximum financial contribution of \$1M that this would generate to the City's reserves.
2. For arts contributions greater than \$2.5M additional opportunities for how the funds could be allocated are proposed, with consideration for funding future capital projects.
3. A \$1M or greater financial contribution creates the opportunity to create a trust that could provide arts grants in perpetuity. Using a conservative formula of 0.04%, a \$1M trust could generate approximately \$40K in grants each year. This also provides the opportunity to recognize a developer for their contribution by naming the grant after them.
4. Contributions to the new Arts Facility Reserve would providing funding for new capital initiatives, such the competition of the amphitheatre behind the Inlet Theatre. In these cases, developers may be recognized through a donor plaque, or in the case one project funded through the contribution of one developer, the capital project could be named after them.
5. The proposed distribution ratio for developer's financial contributions to the City's arts-related reserves is currently the same as that for the City's contributions. While they are the same, they are separated in the policy to easily allow changes to either.

The draft policy also provides guidelines on how reserve funds can be allocated. The Arts Reserve is the most general and is available to staff as a recommended funding source for various projects as well as to Council as a funding source to support community projects, provide seed funding to new initiatives, and generally provide greater support to the arts in the community.

Staff recommend that requests to fund initiatives, where a program already exists in support of that type of initiative, be funded from the existing program and when additional funds are needed, that the funding envelope be increased with a transfer from the Arts Reserve. The rationale is that this keeps similar initiatives within the same program. Three arts-related grants already exist (Artist Grant; Arts, Culture and Heritage Grant; and the Festival and Special Event Assistance Program) and the funding envelope for each of these programs may be increased at Council's discretion.

Other initiatives looking for one-time seed funding could be funded directly from the Arts Reserve. Any program or initiative that Council wishes to support on an ongoing basis should become an operating budget item as reserve balances can fluctuate from year to year and are not designed to provide ongoing annual funding.

The policy proposes the following appropriate expenditures for each reserve:

Arts Reserve: the arts reserve funds numerous arts-related projects and initiatives, including, but not limited to:

- a. Artist Grant stream of the Community Grant Program;
- b. Arts, Culture, and Heritage Grant stream of the Community Grant Program;
- c. arts-related capital purchases;
- d. seed funding to support new arts initiatives;
- e. increasing the funding envelope of the Festival and Special Event Assistance Program, as required to support new and existing events;
- f. activation of public spaces;
- g. funding staff artist projects;
- h. smaller arts-related capital improvements; and
- i. engaging an artist for an art project in the community.

Public Art Reserve: The public art reserve funds city-led public art projects, with the exception of major capital public art projects which are budgeted for within the overall project. A public art project may be suggested by Council, staff, community organizations, and residents. All proposed projects will be approved by Council and will follow the process outlined below.

Public Art Maintenance Reserve: Public Artworks are considered city assets and this reserve provides funds to ensure these assets are well cared for. General operating projects funded from this reserve will be established through the city's budgeting process to provide funding for maintenance. Specific maintenance/repair projects will be established as required, when additional funds are required.

Arts Facility Reserve: This reserve funds the acquisition, expansion, renovation, and construction of arts facilities and has a long-term goal of expanding cultural facilities. Examples of suitable projects include the expansion of an existing arts facility and the construction, renovation or acquisition of a new arts facility (i.e., the purchase and renovation of a warehouse, theatre or amphitheatre expansion, new cultural centre, etc).

The remaining portion of the draft policy addresses a number of administrative processes, outlining updated processes for how the City will proceed with public art projects and how staff will encourage developers to proceed with their public art projects. Changes have also been incorporated to help diversify public art in Port Moody.

As the Art in Public Spaces policy includes some new approaches to supporting the arts, staff will monitor its implementation over the next year and will report back to Council should proposed amendments be identified.

Other Option(s)

Council may direct staff to adjust portions of the draft policy and/or request staff to report back with additional information.

Financial Implications

Staff have proposed an increase to the amount that the City contributes to the City's arts-related reserves on an annual basis.

Communications and Public Engagement Initiatives

There are no communications or public engagement initiatives associated with the recommendations in this report.

Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 1.2 – Ensure financial stability;
- Strategic Goal 2.3 – Enhance community wellbeing.
- Strategic Goal 3. 3 – Enhance and expand parkland and open spaces.
- Strategic Goal 4. 2 – Enhance vibrancy through placemaking, arts, culture, heritage, and tourism.
- Strategic Goal 4. 3 – Leverage public spaces.

Attachment(s)

1. Corporate Policy – Public Art – 18-7940-01.
2. Draft Corporate Policy – Art in Public Spaces – 18-7940-2024-01.

Report Author

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Report Approval Details

Document Title:	Draft Art in Public Spaces Corporate Policy.docx
Attachments:	- Attachment 1 - Corporate Policy - Public Art - 18-07940-01.pdf - Attachment 2 - DRAFT - Corporate Policy - Art in Public Spaces - 18-7940-2024-01.pdf
Final Approval Date:	Nov 13, 2024

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

Julie Pavey-Tomlinson, General Manager of Community Services - Nov 12, 2024

Stephanie Lam, City Clerk and Manager of Legislative Services - Nov 12, 2024

Lindsay Todd, Manager of Communications and Engagement - Nov 12, 2024

Paul Rockwood, General Manager of Finance and Technology - Nov 12, 2024

Anna Mathewson, City Manager - Nov 13, 2024