

Memorandum

Date: February 11, 2025
Submitted by: Community Services Department – Cultural Services Division
Subject: Delegation Response – PoMoArts, Art Out Side 2025, Arts Festival

At the October 22, 2024, Regular Council Meeting, Council received a delegation from PoMoArts who requested funding to support their proposal of a new multi-day festival (**Attachment 1**).

The Art Out Side Festival is planned to be a 20-30 day festival taking place between mid-July to mid-August annually and “encourages experimentation, new experiences, and supporting artist in exploring their practice out of its conventional sides. The art will be Out Side of convention, a curated group of emerging and professional artists performing, creating, and displaying art in different locations each day. Both temporary and permanent art works will be included, as feasible: chalk art, painted mural, dinner theatre, digital art projection, film screening, music, spontaneous experience, installations, etc.”.

PoMoArts has requested annual funding from the City in the amount of \$40,000 beginning in 2025 and would aim to decrease this amount over time as they work to secure other forms of funding and revenues. In addition to the City’s funding, PoMoArts is proposing to partner with the City and local businesses for the presentation of this festival. While details are not yet available, it is possible that additional funding may be required to support work by the City in partnering on this event, which may be in the form of staff time and fee waivers for city venue use.

Should Council wish to support the delegation request, staff propose the Arts Reserve as the funding source for 2025 with a request that PoMoArts report back after the festival prior to confirming funding for future years. The following motions are provided for Council consideration:

THAT the PoMoArts – Art Out Side 2025, Arts Festival delegation request be approved for 2025 and provided with a \$40,000 contribution, funded from the Arts Reserve as recommended in the memo dated February 11, 2025, from the Community Services Department – Cultural Services Division regarding Delegation Response – PoMoArts, Art Out Side 2025, Arts Festival;

AND THAT PoMoArts report back to Council following the 2025 festival with a debrief on the event and a proposal for ongoing funding.

Attachment(s)

1. Considered at the October 22, 2024, Regular Council meeting – Delegation – PoMoArts – Art Out Side 2025, Arts Festival.

Report Approval Details

Document Title:	Delegation Response – PoMoArts, Art Out Side 2025, Arts Festival.docx
Attachments:	- Attachment 1 - Considered at the Oct. 22, 2024, RC meeting - Delegation - PoMoArts - Art Out Side 2025, Arts Festival.pdf
Final Approval Date:	Feb 5, 2025

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

Nathan Taylor, Manager of Recreation, for Julie Pavey-Tomlinson, General Manager of Community Services - Feb 5, 2025

Stephanie Lam, City Clerk and Manager of Legislative Services - Feb 5, 2025

Lindsay Todd, Manager of Communications and Engagement - Feb 5, 2025

Paul Rockwood, General Manager of Finance and Technology - Feb 5, 2025

Anna Mathewson, City Manager - Feb 5, 2025