

# Reference Committee Staff Report

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To	Infrastructure and Community Investment Committee
Subject	Public Art Strategy Update
Date	May 14, 2025
Ward	All
From	S. Schlichter, Director of Economic and Creative Development
Executive Member Approval	B. Araniyasundaran, P.ENG, PMP, General Manager, Infrastructure and Growth Management
CAO Approval	M. Prowse, Chief Administrative Officer

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## Recommendation(s):

1. That the City of Barrie Public Art Strategy attached as Appendix A to Report to Infrastructure and Community Investment Committee dated May 14, 2025, be received and approved in principle to guide the future planning and development of the cultural sector.
2. That the Implementation Guide and Actions identified in Appendix A, attached to Report to Infrastructure and Community Investment Committee dated May 14, 2025, be used to guide the development of the 2026-2035 Public Art Program operating budgets and future Capital Plans for Council consideration as part of the Business Plan approval process.
3. That the following implementation items be supported and included in the 2026 Budget and Business Plan with net-zero impact on tax base:
  - a. That the annual Public Art Reserve allocation of \$60,408.76 be fully operationalized to support temporary art projects on an annual basis including the Traffic Cabinet program and *Brightening Barriers*, with any unused funds being allocated to the Public Art Reserve;
  - b. Complete feasibility/revenue tool assessment to identify revenue opportunities to build sustainable funding capacity for public art via the mechanisms identified in the Public Art Strategy and develop a model to be presented to General Committee; and

4. That staff in the Economic and Creative Development Department report back to General Committee on the progress of the plan's implementation as part of the Department's Performance and Budget Reporting.
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## **Executive Summary:**

**This staff report is being presented in conjunction with Staff Report ECD002- 25, Culture Plan Update.** While both the Culture Plan Update and Public Art Strategy were jointly developed and connected with shared goals and priorities, they are being presented in stand-alone reports as each plan has its own unique set of goals and actions.

**The purpose of this Staff Report is to provide Council with the details of the Public Art Strategy component of the Culture Plan Update and Public Art Strategy including recommendations and associated implementation program.**

**The public art program has developed steadily since its inception in 2012 without a strategic plan, but with support from the Barrie Public Art Committee, City Council and Staff. This progress has gained attention from communities within the broader Barrie region and has become a model for unique public art projects and best practice.** The public art program is at a pivotal point in establishing its role as part of placemaking as Barrie continues to grow. The City's current investment will sustain current activity levels but does not have sufficient resources to support growth of the program.

**This document provides a ten-year plan for the strategic direction of the public art program in Barrie with guidance and recommendations based on best practices.** Intended to unfold in parallel to the Culture Plan Update, the Public Art Strategy has its own set of recommended actions that will support ongoing activities while building and expanding on the public art program. Some are achievable in the short term while others will be considered for the future. The short-term priorities include recommendations for resource models that will facilitate the proposed incremental growth of the program.

## **Key Findings:**

### **Project Scope**

The Public Art Strategy is guided by data driven analysis of the City's public art assets that include permanent installations and temporary programs, potential public art sites, as well as new forms and themes for public art that respond to the increasing diversity of our city. Community values, municipal best practice and stakeholder input determined the direction of the strategy.

**The methodology for the Culture Plan Update and Public Art Strategy was broken out into four phases:**

**Phase 1: Context Analysis** - Background review of City policies, plans, programs, and existing frameworks, discussions with City staff and advisory groups, and benchmarking amongst comparable municipalities to establish an initial foundation of knowledge of the current culture and public art landscape in Barrie.

**Phase 2: Community Engagement** - Community and Cultural Collaborator engagement to ensure that City-wide strategies and policies reflect and respond to the needs and desires of those who live, work, play, learn, and visit Barrie. In total, the project team engaged with over 725 people across pop-up events, online surveys, focus groups, and interviews.

**Phases 3 & 4: Report and Recommendations** - An initial draft of the Culture Plan Update and Public Art Strategy was developed for review by City staff, with report-back opportunities with those engaged in previous phases to ensure alignment.

**In addition to the 65 recommended actions delivered by MASSIVart in the final Culture Plan Update, 21 recommended actions were included in the Public Art Strategy.**

**MASSIVart identified six key strategic priorities, aligned with a set of goals for the Culture Plan Update. The Public Art Strategy is also guided by this larger vision for arts and culture in Barrie between 2025 and 2035:**

1. Fostering a **resilient and thriving** creative community
2. **Supporting spaces** for culture to thrive
3. Making **culture accessible** to all
4. Celebrating Barrie's **cultural diversity**
5. Furthering **reconciliation and Indigenous** futures
6. Becoming a **culture-friendly** municipality

Barrie's **vision statement** for public art was developed based on priorities identified in the engagement process. It serves as a **guiding inspiration for developing public art over the next 10 years** and can be championed by City partners, artists, and other collaborating entities to support **a cohesive and unified approach to public art.**

*Public art will become a defining feature of Barrie's identity and its communities, celebrating local talent while positioning Barrie as a cultural destination that attracts national and international artists.*

**This first Public Art Strategy offers a focused outline of next steps for Barrie's public art program including a 10-year vision, set of goals, thematic guidelines, and definitions of the types, roles, and locations of public art in Barrie.** This tool not only recommends best practices for developing a city-wide, integrated public art program but also funding models and resourcing.

## **Implementation Guide and Action Plan:**

**MASSIVart developed an Implementation Guide and Action plan** for the Public Art Strategy.

**Fundamentally, to grow the capacity of the program and execute on the framework developed by the consultants, incremental investment will be required in alignment with the growing capacity of the program.** The implementation guide provides a set of tools the City can consider to **support the continued growth and sustainability of Barrie's Public Art Program** across four areas:

<b>Implementation Guide for Public Art Strategy</b>	
Best Practices: Artist Selection Process	<p>A series of best practices are identified for the City to consider in its evolution of its Public Art Policy in the areas of:</p> <ul style="list-style-type: none"> <li>- Artist Calls</li> <li>- Selection Panels</li> <li>- Community Engagement</li> </ul>
Governance Model	<p>Identifies best practices in public art management and associated governance that includes:</p> <ul style="list-style-type: none"> <li>- Creating an Interdepartmental Working Group</li> <li>- Developing a full-time public art staff complement</li> <li>- Supporting Indigenous Engagement in Public Art through establishing an Indigenous Advisory Circle</li> </ul>
Funding Public Art	<p>Recommends a feasibility/revenue tool assessment for potential revenue opportunities to build sustainable funding capacity for public art through the following mechanisms:</p> <ul style="list-style-type: none"> <li>- Increase the maximum contributions to the Public Art Reserve by resuming the 10% increase for the annual contributions to the Reserve Fund over the next 10-year period</li> <li>- Municipal Capital Projects Percent-for-Public-Art</li> <li>- Municipal Fees &amp; Services</li> <li>- Integrating Public Art into planned and existing Capital Projects</li> <li>- Grants</li> <li>- Sponsorship &amp; Philanthropy</li> </ul>
Private Sector Incentives for Public Art	<p>Explore opportunities to incentivize private sector contributions of public art as part of construction and development. Several best practices have been provided for consideration in addition to art at construction sites through hoarding programs.</p>

The Implementation Guide is supported by a **Public Art Action Plan to implement the strategy over a 10-year period** and includes budget estimates, timelines and responsibilities broken down into short, medium and long-term.

The following actions are proposed to be implemented in 2026 and **build on established policies to develop the public art program through increased resourcing, funding and relationship building.**

2026 Action Plan		
Action	Cost/ Resource	Detail
Update the Public Art Policy 2012 (Updated 2021) in alignment with the Public Art Strategy.	BPAC & Staff time	Review the best practice recommendations to make updates to areas of: <ul style="list-style-type: none"> <li>- Artist Calls</li> <li>- Selection Panels</li> <li>- Community Engagement</li> <li>- Location Selection</li> </ul>
Form an Inter-departmental Working Group on public art	Staff time	Will include Parks Planning, Traffic Services, Corporate Facilities, Recreation & Culture, Transit, to identify key projects and programming to identify and integrate public art opportunities, including large-scale projects that will inform the revenue model development.
Complete feasibility/revenue tool assessment to identify revenue opportunities to build sustainable funding capacity for public art	Staff Time	Develop a Barrie-specific model for a sustainable public art program that supports both temporary projects and permanent/long-term programming.
Fully operationalize current Public Art Reserve Allocation to support temporary projects	\$60,408 – allocation of existing budget	Currently, approximately \$30,000 is operationalized to support the artist designed traffic cabinet program and <i>Brightening Barriers</i> . Operationalizing the remaining funds will support opportunities for new projects, expand the traffic cabinet program to increase public art across wards, and fully support <i>Brightening Barriers</i> as an annual program without the need for fundraising. Allowing staff to focus on the new action items identified for 2026.

Continue to Strengthen partnerships with MacLaren Art Centre	Staff Time	Identify opportunities of commonality with their new strategy to leverage resources, knowledge and programming, including: - Building relationships with local Indigenous Peoples
Develop Messaging and Communications Plan	BPAC & Staff Time	Develop a communications plan for widely sharing the City of Barrie's Public Art Vision, Goals, and Thematic Guidelines.

**Beyond 2026, many of the program actions identified in the first year of implementation will inform future recommendations, both in the short and long-term.** As currently structured, the public art program is at capacity both with human and fiscal resources and as such, future recommendations will need to consider investments in the areas identified below:

## **2027 – 2028 PROPOSED ACTIONS**

### **PROGRAM DEVELOPMENT AND CAPACITY BUILDING**

- Explore incentives programs for private sector contributions for public art during or before construction of a development or redevelopment (e.g., public art on construction hoarding, subsidies to activate vacant or underdeveloped spaces, etc.)
- Resume the 10% increase for the annual contributions to the Public Art Reserve Fund over the next 10-year period to expand funding for Temporary / Exhibition projects.
  - \$6,040 – 2027
  - \$6,644 – 2028
- Implement feasibility/revenue tool assessment to identify revenue opportunities to build sustainable funding capacity for public art and associated projects to be funded in short-term
  - Budget implications to be determined
- Develop resource capacity through elevating temporary position to a full-time Public Art Officer position.
  - Estimated \$52,000 - \$63,500 incremental cost per annum (estimate to be validated through job evaluation process)
- Create capital project to develop a hoarding program to be funded from prior Section 37 Community Benefits allocation under By-law 2018-133.
  - \$75,000;

## **RELATIONSHIP BUILDING**

- Continue to build relationships with local Indigenous Peoples. Discussions should include developing an Indigenous Advisory Circle or subcommittee to support identifying practices and processes for working with and supporting Indigenous artists and communities that respond to Indigenous protocols, as well as identifying opportunities to increase the visibility of Indigenous Peoples.

## **Financial Implications:**

### **2026 Budget Implications**

For 2026, staff are recommending the use of existing budgets, dedicated reserve funds and resources to accomplish some of the short-term recommendations outlined in the Public Art Strategy. Although there is no new funding ask associated with these actions, operationalizing the remaining public art reserve allocation would inject \$30,000 investment into temporary art programming for the City.

### **Public Art Reserve**

In September of 2012, Barrie City Council approved the first Public Art Policy for the City (updated 2021) that included creating a Public Art Reserve. Further, an allocation of \$25,000 for the Public Art Reserve was established in the 2014 Business Plan with annual increases of 10% per year for a 10-year period to be approved by Council in the overall budget approval process. This contribution reached its capacity in 2024, with approximately 50% of the allocation being operationalized to support annual programs – Artist Designed Traffic Cabinet program and *Brightening Barriers*.

The Public Art Reserve is used to fund and maintain projects in accordance with the Public Art Policy. This fund is to be used to fund Public Art projects and support maintenance of the City's collection as the City is responsible for the maintenance of the public art within its collection.

The Public Art Reserve has been utilized to support several projects, including the acquisition of *Soap Box*, *Seeds to Sow* temporary exhibition, and *Exhale* the permanent installation planned for the Barrie Allandale Transit Terminal. Further, the reserve has also supported scheduled maintenance of the *Sea Serpent*.

As of the writing of this staff report, the reserve has a balance of \$126,497.

### **The Role of Fundraising**

Fundraising has been a required element of the public art program to make projects fiscally viable. This includes both permanent (*The Horn and The Heart*) and annual temporary public art programs (*Brightening Barriers*). For annual, temporary programs, fundraising is not sustainable due to donor fatigue and the human resource investment. Raising funds limits the actual return on investment at the expense of other potential projects. Annual projects are best supported and sustained through a dedicated operating budget. Fundraising is better suited, and typically more effectual, for larger permanent installations, or temporary exhibitions that are special events.

Grant funding is also a fundraising avenue and continues to be pursued but is also best suited to large-scale projects. Moreover, opportunities are limited as municipalities are often excluded from applying for visual arts funding.

### **Developing a Sustainable Model**

The consultant's report provides cost-estimates in the form of an estimated dollar range across public art project types. This range starts at \$25,000 and scales to \$500,000+ dollars and above pending on the type of project (ie. temporary vs. large scale iconic).

Leveraging the City's current public art reserve contribution to support annual temporary projects provides a sustainable pathway for this form of art in the city.

In the absence of bonusing provisions that have historically been utilized to support municipal public art programs under the Planning Act, new funding pathways need to be explored.

The consultants identify several models for the City to review and consider, including a municipal capital projects percent-for-public art policy that pro-actively dedicates between 0.5% to 2% of specific municipal capital project costs to fund public art.

A Barrie specific example is the Barrie Allandale Transit Terminal with its \$29.6 million budget and \$23.2 million construction cost. A .5% percent for public art policy would have generated:  $\$23,000,000 \times 0.005 = \$115,000$  (0.5%) for public art. Under this type of structure, funding amounts could be pooled annually into the Public Art Reserve to support a variety of permanent projects or tie to the project of origin.

As part of the 2026 Public Art Strategy action plan, staff would work to explore this and other revenue models to provide Council with a structure and associated fiscal impacts to be considered to build a sustainable program to support mid to large scale permanent projects across the city.



## Alternatives:

**Alternative #1** – The Infrastructure and Community Investment Committee could choose not to endorse the Public Art Strategy in principle and maintain the current program in its current form.

This alternative is not recommended as culture is recognized as a key element of a thriving community, one of Council's Strategic Priorities for 2022-2026. Adopting the report in principle enables staff to be adaptive to the needs and opportunities in the community by assessing and prioritizing implementation of the plan. Regular updates and any requests for investment will come forward through the annual budgeting process for Council consideration where and when appropriate.

**Alternative #2** - The Infrastructure and Community Investment Committee could accelerate initiatives identified for implementation in 2027 and 2028 to 2026, such as resuming the 10% annual increase in the current contribution to public art or advancing the elevation of the part-time resource to full-time.

This alternative would accelerate the work identified in Staff Report ECD003-25 for 2027 and 2028 and would result in a net budget increase in the 2026 budget.

## Strategic Plan Alignment:

Affordable Place to Live	X	The Culture Plan Update recommends enhancing affordability by increasing support for subsidized, low-cost, and free programming.
Community Safety	X	Public art is documented to increase community and pedestrian safety.
Thriving Community	X	The Culture Plan Update champions equity, diversity, and inclusion, supports community wellness, fosters growth in arts and culture, and contributes to a vibrant downtown.
Infrastructure Investments	X	Public art is documented to support active transportation and public transit use.
Responsible Governance	X	The Culture Plan Update fosters accountability and transparency, finds efficiency and champions innovation.

## **Additional Background Information and Analysis:**

Similar to the Culture Plan Update, in-depth research of Barrie's culture and economic sectors in Phase 1, and engagement with multidisciplinary organizations, creatives, and community members in Phase 2, The Public Art Strategy shares **some key insights:**

- **Barrie's culture is unique:** the waterfront, being "a city of festivals" that is alive with music and performances, the MacLaren Art Centre, a blossoming public art scene, and evolving populations.
- Expanding Barrie's heartbeat: Some of the values and aspirations for Barrie's future include more cultural venues and performance spaces, **fostering collaboration in the creative community**, increasing visibility of Indigenous Peoples, celebrating multiculturalism and diversity, and **expanding culture across the city**.

Sector-wide trends emerged that impact the Public Art Strategy similarly to the Culture Plan Update:

- **Cultural tourism**
- **Collaboration and partnerships**
- **Prioritizing reconciliation**
- **Diversifying population and demographic shift**
- **Digital transformation of cultural content**

**The Public Art Strategy is also shaped by existing City of Barrie plans and policies.**

Aligning with these frameworks ensures that Barrie's cultural development is integrated with broader city initiatives, fostering a cohesive approach to growth and ensuring that culture continues to be a vital part of Barrie's strategic vision. MASSIVart reviewed and considered recommendations and priorities from the City of Barrie Official Plan 2051, the City of Barrie Strategic Plan 2022–2026, the City of Barrie Tourism Master Plan (2020), the Barrie Waterfront Strategic Plan Update (2023), and "Building a Creative Future" (2006), the City's original Culture Plan to inform the Culture Plan Update and Public Art Strategy.

The Public Art Strategy builds on research and community engagement undertaken as part of the Culture Master Plan Update. **Insights heard from participants about Barrie's public art program, include:**

### **STRENGTHS**

- **Clear Processes** for City commissions and donations, aligning with best practices.
- **Collaborative Decision-Making** through The Barrie Public Art Committee (BPAC), integrating community objectives into City decisions.

- **Diverse and Engaging Public Art Collection** featuring a variety of styles and mediums.
- **Strong Cross-departmental Partnerships** indicated through collaboration among City departments, Council, and community groups.
- **Support for Local Artists** demonstrated through commissioning of local and regional artists.

## CHALLENGES

- **Limited Funding** as public art relies on municipal funding, which primarily supports smaller-scale, temporary works. This limits the program's ability to expand, diversify the collection, and commission large-scale, landmark artworks.
- **Uneven Geographic Distribution** of artworks, most are concentrated downtown and along the waterfront.
- **Indigenous Relationships and Representation** requires investment to ensure current (and future) public art projects on City owned land are reviewed in consultation with Indigenous communities, rightsholders, and other organization or community groups.

## FUTURE ASPIRATIONS

- **Expand Public Art Across the City** ensuring future initiatives prioritize bringing art into all neighbourhoods, creating vibrant experiences citywide.
- **Prioritize High-Impact Locations** at key gathering places, such as the waterfront, Meridian Place, larger community parks and greenspaces, and community centres, should be focal points for new public art.
- **Celebrate Barrie** by showcasing local talent reflecting the city's diverse communities and histories.
- **Enhance Indigenous Visibility** by strengthening relationships with Rights-Holders and Indigenous Peoples.

The following **guiding principles** respond to the insights collected in the engagement process and will steer Barrie's **implementation of the Public Art Vision** and ensure that art becomes a defining feature of the city's identity.

- Public Art in Every Ward
- Create a Diverse Public Art Program
- Support Local Artists
- Collaborate with Indigenous Peoples
- Attract National and International Talent
- Promote Equity and Inclusion
- Engage the Community
- Promote Sustainability and Environmental Stewardship

**Thematic Guidelines** provide a framework for a cohesive and impactful public art program in Barrie. **The following six themes arose from engagement**, where community members were asked what **values** public art should embody.

- Celebrating Community
- Championing Sustainability
- Embracing Diversity
- Fostering Innovation
- Honouring History and Heritage
- Prioritizing Indigeneity

During the engagement for the City of Barrie’s Culture Plan Update and Public Art Strategy, **community members were asked “Where should public art be located?”**. The most popular locations mentioned were:

- Along the waterfront, public squares, and community facilities (45-50%)
- Parks, green spaces, and street infrastructure (37%)
- Neighbourhoods outside of downtown (20%)
- City and transportation infrastructure (10%).

To expand on community feedback, and align public art locations with the City of Barrie Official Plan 2051 (2023) and relevant reports (e.g., City of Barrie Waterfront Strategic Plan (2023)), the following key location typologies were developed:

Community and Cultural Facilities	
Barrie’s public facilities, such as community and recreation centres, cultural venues, and public spaces like City Hall and Meridian Place, serve as essential gathering spaces within the city. Integrating public art into these locations can strengthen community bonds, celebrate diversity, and enrich the cultural experiences available to residents and visitors.	
Potential Themes	<ul style="list-style-type: none"> <li>• Celebrating Community</li> <li>• Embracing Diversity</li> <li>• Honouring History and Heritage</li> <li>• Prioritizing Indigeneity</li> </ul>
Potential Artwork Types	<ul style="list-style-type: none"> <li>• Sculptures</li> <li>• Murals</li> <li>• Architectural Integrations</li> <li>• New Media</li> <li>• Art Installations</li> </ul>
Potential Artwork Roles	<ul style="list-style-type: none"> <li>• Landmark Feature</li> <li>• Activating/Animating Spaces</li> <li>• Commemoration</li> <li>• Cultural Celebration</li> <li>• Stimulate Dialogue</li> </ul>

Public Art Example	The City of Burlington recently selected artist Xiaojing Yan to create a new sculpture for the Skyway Community Centre. A citizen jury shortlisted three finalists, with community members selecting the winning artist and their design titled <i>Ephemeral Reverie</i> . The intent of the project was to create an artwork that complements the design of the new community centre, while acting as a beacon for the main entrance of the building and promoting sustainability.
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## The Waterfront

The waterfront is an ideal location for public art, featuring a collection of monumental pieces, multi-use trails, and year-round attractions. The Waterfront Strategic Plan (2023) highlighted public art opportunities, including the creation of gateway artworks at key locations and trail access points, rotating public art and light installations, and an arts trail along the West Shore. Furthermore, the Plan emphasizes that public art should reflect the unique diversity of Barrie.

Potential Themes	<ul style="list-style-type: none"> <li>• Celebrating Community</li> <li>• Embracing Diversity</li> <li>• Honouring History and Heritage</li> <li>• Prioritizing Indigeneity</li> </ul>
Potential Artwork Types	<ul style="list-style-type: none"> <li>• Sculptures</li> <li>• Landscape Integrations</li> <li>• Eco-Art or Land Art</li> <li>• Functional and Play-Based Art</li> <li>• Art Installations</li> </ul>
Potential Artwork Roles	<ul style="list-style-type: none"> <li>• Landmark Feature</li> <li>• Gateway Marker</li> <li>• Wayfinding</li> <li>• Activating/Animating Spaces</li> <li>• Commemoration</li> <li>• Cultural Celebration</li> </ul>
Public Art Example	Celebration Circle at the Spirit Garden is an open-air pavilion and outdoor theatre along Thunder Bay's waterfront. The form of the Celebration Circle is inspired by Roy Thomas' concept for the space to pay homage to Turtle Island based on the Anishinaabe Creation Story. The site was designed in collaboration between Indigenous artist and architect Ryan Gorrie of Thunder Bay and Brook McIlroy architects. Its form is inspired by traditional Anishinaabe bentwood building techniques using wood harvested by Indigenous artist George Price and fabricated at Fort William First Nation.

## Parks and Natural Spaces

Barrie has 300 hectares of scenic park space which is beloved by community members for its passive uses, playgrounds, community gardens, trails, beaches, and sports fields. In these spaces, artwork can serve to engage new audiences (i.e., those who are typically involved in recreational activities), further community connection and highlighting unique natural features in Barrie.

Potential Themes	<ul style="list-style-type: none"> <li>• Celebrating Community</li> <li>• Embracing Diversity</li> <li>• Honouring History and Heritage</li> <li>• Prioritizing Indigeneity</li> </ul>
Potential Artwork Types	<ul style="list-style-type: none"> <li>• Sculptures</li> <li>• Landscape Integrations</li> <li>• Eco-Art or Land Art</li> <li>• Functional and Play-Based Art</li> <li>• Art Installations</li> </ul>
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Public Art Example	<p>Arts in the Parks is a free, family-friendly summer initiative that brings public art, theatre, music, film, and workshops to parks across Toronto, making the arts accessible to all communities. The program is run by Toronto Arts Foundation in partnership with the Toronto Arts Council, City of Toronto, and Park People. The City of Toronto, through its Arts and Culture Services and Parks, Forestry, and Recreation departments, works closely with Toronto Arts foundation to support the arts programming and facilitate the permit process.</p>

## Gateways and Corridors

Engaging people while in motion—whether through bike networks, pedestrian pathways, or key access points into the city or neighbourhoods with art - can create a sense of welcome and orientation, transforming transit routes and entry points to enhance the journey for commuters and visitors alike.

Potential Themes	<ul style="list-style-type: none"> <li>• Celebrating Community</li> <li>• Embracing Diversity</li> <li>• Honouring History and Heritage</li> <li>• Prioritizing Indigeneity</li> </ul>
Potential Artwork Types	<ul style="list-style-type: none"> <li>• Sculptures</li> <li>• Murals</li> <li>• Architectural Integrations</li> <li>• New Media</li> <li>• Functional and Play-Based Art</li> </ul>

Potential Artwork Roles	<ul style="list-style-type: none"> <li>• Landmark Feature</li> <li>• Gateway Marker</li> <li>• Wayfinding</li> <li>• Activating/Animating Spaces</li> <li>• Stimulate Dialogue</li> </ul>
Public Art Example	<p>Art Bus: Connecting Communities with Public Art in Calgary wraps seven transit buses with original artworks. The buses are in service for 12 weeks in the fall and are seen by estimated 76 percent of Calgarians seven times, for a total of 10.3 million impressions. In addition to the exterior bus wrapping, panels on the inside of the bus will share information about the artist and show some of their pre-existing artworks. This temporary public art project provides opportunities for artists, offers an engaging visual art experience for citizens, and celebrates Calgary's cultures, communities, histories, geography and diversity.</p>

## Consultation and Engagement:

**Community engagement was essential to ensuring that the Culture Plan Update and Public Art Strategy reflect and respond to the needs and aspirations of those who live, work, play, learn, and visit the city.** Community consultation addressed both the Culture Plan and Public Art Strategy and engagement was carried out in the first two phases of the process.

Engagement tactics were designed to gather a broad spectrum of input and feedback by centering diversity, equity, inclusion, and accessibility through multiple barrier-free engagement opportunities, travelling across the city to engage different audiences, and utilizing both digital and in-person techniques. **In total, 725+ people were engaged via community pop-ups, surveys, interviews, focus groups, and a Culture Night Out event.**

### Feedback from the Barrie Public Art Committee and Arts Advisory Committee

**Upon receipt of the final draft report of the Culture Plan Update and Public Art Strategy, staff presented the plans, all recommended actions and a proposed implementation plan for accomplishing the proposed 2026 recommendations to the Barrie Arts Advisory Committee and the Barrie Public Art Committee.** Both committees expressed support for the plans and for the phased approach to implementation considering existing resourcing. Key feedback from the committees included:

The need for funding to support the Public Art Strategy was of the most interest. Re-instating the 10% annual increase to the public art allocation was favored as the most straightforward method of increasing operating. There was also great interest in exploring opportunities within the municipality for a Corporate Facilities percent for art policy as well as working with private developers on an incentive program – both recommendations

from the consultants have best practice precedents.

There was also positive feedback regarding the development of an inter-departmental working group to forecast opportunities for public art among city departments. Collaborative planning and potential for budget pooling was seen as a progressive next step for Barrie public art.

### **Environmental and Climate Change Impact Matters:**

There are no environmental and/or climate change impact matters related to the recommendation.

### **Appendix:**

Appendix A – Public Art Strategy (Excerpt taken from full Culture Plan Update and Public Art Strategy report)

### **Report Author:**

Carol-Ann Ryan, MA, Hons.BA, Public Art Coordinator, Economic & Creative Development

C. Pollard, Manager, Small Business and Creative Sector

**File #:** R09