

---

**TO: GENERAL COMMITTEE**

**SUBJECT: PUBLIC ART INSTALLATION AND CANADA'S 150<sup>TH</sup> INITIATIVE**

**WARD: ALL**

**PREPARED BY AND KEY CONTACT: O. GROVES, MANAGER OF CULTURE, EXT 4794**

**GENERAL MANAGER APPROVAL: Z. LIFSHIZ, EXECUTIVE DIRECTOR INVEST BARRIE**

**CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER**

---

**RECOMMENDED MOTION**

1. That the following special event activities entitled "Illuminate Barrie" be approved in principle, as part of Canada's 150<sup>th</sup> anniversary celebrations subject to the approval of the 2017 Business Plan and funding approvals where applicable:
  - a) An enhanced Celebrate Barrie event to be held on Labour Day weekend, as opposed to the first weekend in June when it is traditionally held. This will be a signature event that will feature a 2 day fireworks and culture festival with many family activities; and
  - b) Temporary public art displays will be placed at the following locations:
    - Limelight Saturday Night – At the base of Bayfield Street;
    - Blue Lagoon – Five Points; and
    - Soapboxes or another display – Heritage Park.

**PURPOSE & BACKGROUND**

Report Overview

2. 2017 will mark Canada's 150<sup>th</sup> anniversary of confederation and celebrations will abound nationwide to honour this significant historic year. The City of Barrie would like to engage the community through interactive events and activities that will honour our great country, our diverse people, stunning geography and unique culture through a theme of fire and light – aptly titled Illuminate Barrie.
3. To help guide the celebrations, a Canada 150<sup>th</sup> committee was formed in 2016. The committee consists of: Councillor Rose Romita, Councillor Andrew Prince, Rod Jackson (Chamber of Commerce), Tammi Taylor (Burl's Creek/Republic Live), Dave Carr (Rock 95, Central Ontario Broadcasting Corporation), Sarah Kastner (RVH Foundation), Shakir Barmare (Local Cultural Event Organizer), Adam Mitchell (The Look Company), Carol-Ann Ryan (representing the Barrie Public Art Committee), Steve Lee Young (City of Barrie Recreation Services), Arin Donnelly (City of Barrie Culture Branch).
4. The Canada 150th committee has met twice and reviewed preliminary plans for 2017. They will be meeting again at the end of January to discuss next steps once they have received preliminary approval for their vision.

- 
5. Plans from this committee include, but are not limited to the following:
- An enhanced Celebrate Barrie event that is proposed to be moved to the Labour Day weekend as a grand finale to the summer.
    - a) Celebrate Barrie is normally a day-long celebration of our community in June. However, in 2017 the festival's regular location will be under construction in the month of June. As a result, Celebrate Barrie is proposed to be moved from its June date to the Labour Day weekend - a time that is not normally programmed. The intent is to join Canada's celebration and ignite a passion for our country with a two-day signature festival that will highlight the unique stories of Canada and our region. It will include some of the elements of Celebrate Barrie that tie in to the broader theme such as the family programming, educational displays, a heritage village, live entertainment, and community groups celebrating the diversity of Canadian culture and unique history of our region. The festival will also include Canadian foods, a market highlighting local growers and makers, lumberjack demonstrations, and other activities that are distinctly Canadian.
    - b) The highlight of the festival will be a 2 night fireworks extravaganza that will take place on the waterfront. This event will be reminiscent of the "Benson and Hedges Symphony of Light", previously shown at Ontario Place. A breath-taking fireworks display will light up Kempenfelt Bay, offering a one of a kind experience to our residents and tourists alike. Pyro-technics will be choreographed to music with displays created according to the Canada 150<sup>th</sup> theme and within the context of the music.
    - c) Heritage Park will be home to Vague de Cirque – a large tent programmed with acrobatics, dance, poetry, clowning, fantasy and of course a great deal of laughter. Vague de Cirque was inspired by small traditional European circuses, reflected in the size of the tent (200 seats), the circular stage and caravan lifestyle - paying tribute to circus arts. Vague de Cirque will enhance the 2 day festival by providing programming throughout the day and evening.
6. Contributing additional visual celebration to the Canada 150<sup>th</sup> initiatives is the Barrie Public Art Committee (BPAC). The BPAC is a volunteer committee of the City of Barrie, consisting of arts and design professionals, members of Council (Councillor Ward and Councillor McCann), City of Barrie culture staff and interested community members. This committee secures art by facilitating donations, commissioning new works and organizing temporary installations. BPAC is inspired by the opportunity of Canada's 150<sup>th</sup> celebrations to celebrate our country's history with artwork by Canadian artists. BPAC's goal is to make the downtown a destination for interesting public art installations that will appeal to residents and visitors, and encourage them to visit public spaces. BPAC intends to profile living contemporary artists in celebration of the 150<sup>th</sup> and hopes to expand their audience for public art through these exhibits.
7. The Barrie Public Art Committee would like to present 3 temporary installations that include video projection, interactive sculpture and multi-media works by nationally recognized Canadian artists. Images and descriptions of the four installations are attached as Appendix "A".
8. In addition to the planned activities for 2017, the City of Barrie also participated in the "Mural Mosaic Project" - a cross country celebratory program organized by Phil Allain. Mr. Allain created a template for a large scale mural on tiles, to be reflective of the nature of our City. He then sent us art supplies to complete the project and arrived in Barrie during Culture Days to assemble the mural and adhere it to a plywood frame for display. The mural was collaboratively painted by a number of local artists from the Barrie Art Club and the Parkview Art group, as well as members of the community and two local not-for-profit community organizations, namely the Community Living Association and Camphill. The result can be seen in Appendix "B", and it will be displayed at a community facility in the near future. This project was completed and paid for in 2016.

9. While the Canada 150<sup>th</sup> celebrations are recommended to be held during the Labour Day weekend, the City's Canada Day celebrations will still take place and provide another great opportunity for our community and tourists to celebrate our country's anniversary. Fireworks and family activities will still abound in complement to Promenade Days in downtown Barrie.
10. In addition to the dedicated 150<sup>th</sup> events, culture staff have also considered the impact of the Canada 150<sup>th</sup> celebration in their other planning, and as a result several events throughout 2017 will be enhanced with the 150<sup>th</sup> theme. As an example, the Winterfest ice and snow sculptures will be created this year with a 'Distinctly Canadian' theme.
11. To support the planned events, in 2016 staff from the culture branch had applied to several provincial and federal programs that provide funding assistance for Canada 150<sup>th</sup> celebrations. Details regarding the various applications are as follows:

Funding Organization	Application Date	Amount \$	Expected Response
Ontario 150 Program	Sept 28, 2016	\$70,000	Late 2016/Early 2017
Celebrate Ontario	Nov 8, 2016	\$50,000	March 2017
Barrie Community Foundation	Oct 25, 2016	\$15,000	N/A
Canada 150 Fund	Oct 21, 2016	\$50,000	May 2017
Canada Council for the Arts (public art installations only)	Oct 31, 2016	\$150,000	March 2017

Staff will provide updates to Council regarding the outcomes, as the information becomes available.

12. It is important to note that if we are successful in acquiring funds from the aforementioned organizations it will be used to enhance our fireworks and culture festival. In the event we are not funded by any of them, then we will solely use the funds provided to us in the 2017 budget and adjust the size of the events, the enhancements and the art installations accordingly. The Canada 150<sup>th</sup> committee are creating a sponsorship committee that will also be looking for corporate sponsors to assist with funding these celebrations.
13. The money within the current public art budget is not enough to install the four installations that we have profiled. The Barrie Public Art Committee are not only applying to other levels of government for funding but they are working with local business owners and developers to garner financial support for the four art installations. If they do not manage to secure additional funds they will adjust the number of installations accordingly.

## **ANALYSIS**

### **THE EVENTS**

14. 2017 is a time to show our pride for our country, unite our nation, build legacies and celebrate everything that makes Canada so great – our culture, our diversity, our stunning landscapes, our history and our heroes. Celebrating this landmark anniversary provides us with a perfect opportunity to profile our beautiful city and show Canada what Barrie has to offer and what we are capable of.
15. A signature festival on Labour Day weekend will feature cultural programming that will highlight stories of Canada and our region, including a line-up of entertainment, a local food and makers market, heritage re-enactments and displays, and other exciting programming that will celebrate the diversity of Canadian culture. In other words - there will be something for everyone. Programming will culminate each day with a large scale fireworks display on Barrie's waterfront, which lends itself to 360 degree viewing. Choreographed to music, Barrie's waterfront is ideal for such a unique event. Labour Day has always presented a gap in local programming.

16. Fireworks displays of this magnitude are few and far between in Ontario, and Barrie's waterfront provides an ideal setting for this unique event. One of the goals will be to provide a one-of-a-kind tourism experience through this cultural event. VIP viewing areas will offer a unique experience for residents and tourists alike and will provide an opportunity for the City to offset some of the costs of the event.
17. Ongoing and planned construction projects in 2017, including construction along with waterfront, the completion of Centennial Park, and the implementation of the Military Heritage Park and Meridian Place, will potentially create restrictions for these events. These will be taken into consideration by event staff in their planning.

#### PUBLIC ART

18. It is important to note that the public art installations that are being considered for 2017 have previously been exhibited in other cities world-wide, and have been well received. A great example of this is the team of Sans Facon, comprised of artists Tristan Surtees and Charles Blanc, who have previously displayed their exhibit (Limelight Saturday Night) in cities in the UK, USA, Botswana, as well as Berlin, Istanbul, Prague and Frankfurt.
19. An exciting component of Limelight particular installation is the partnerships and performances that it naturally lends itself to, for example the Huronia Symphony is already planning mini-concerts in the limelight of string quartets, single cellists and violinist, as well as a combination of their musicians who will be performing in the space and then taped by the videographer. The Simcoe Contemporary Dancers will also be using the space for small performances that will be enjoyable for the community to watch and participate in at no cost.
20. A component of the programming for the public art installations will be walking tours throughout the downtown core that will guide residents and tourists through the installations and provide them with insight on the artist's concept and the relationship of the art to our community and our celebrations.
21. In participating in 2017 celebrations, Barrie will be promoted as a Canada 150<sup>th</sup> celebration destination with an extensive and interesting history and future.

#### ENVIRONMENTAL MATTERS

22. There are no environmental matters related to the recommendation.

#### ALTERNATIVES

23. As this report is being presented for approval in principle there are no alternatives presented.

#### FINANCIAL

24. The costs associated with the celebrations, an additional \$90,000 for the fireworks festival has been included in the 2017 Business Plan. The Barrie Public Art Committee has a small annual budget of \$27,500 that is part of the operating budget. No additional staff resources will be required to implement the recommendation as \$37,000 was approved in 2016 for a part time staff resource to assist with the Canada 150<sup>th</sup> initiatives.

**LINKAGE TO 2014-2018 STRATEGIC PLAN**

25. The recommendations included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:
- Responsible Spending
  - Inclusive Community
26. Canada 150<sup>th</sup> initiatives will celebrate our accomplishments, honour individuals (such as Canadian artists), and educate our community on our history and what we have achieved. The events will demonstrate our pride in our Country and ignite our passions for Canada, while being free and inclusive to the broader community. Anyone regardless of socio-economic status will be able to enjoy the fireworks, the Canadian programming, the Canadian music performers and the visual arts installations.
27. Staff are working hard to ensure that value is maximized for all programming, and are also applying to provincial and federal levels of government for funding support. The Public Art Committee has applied for funding, and are also engaging in conversations with corporate and local business sponsors to support their installations. The Canada 150<sup>th</sup> committee is organizing a sponsorship committee that will follow suit by approaching local corporations to support these exciting events.

Attachments: Appendix A -Temporary Art Installations  
Appendix B - Mural Mosaic Project

**APPENDIX "A"**

**TEMPORARY ART INSTALLATIONS**

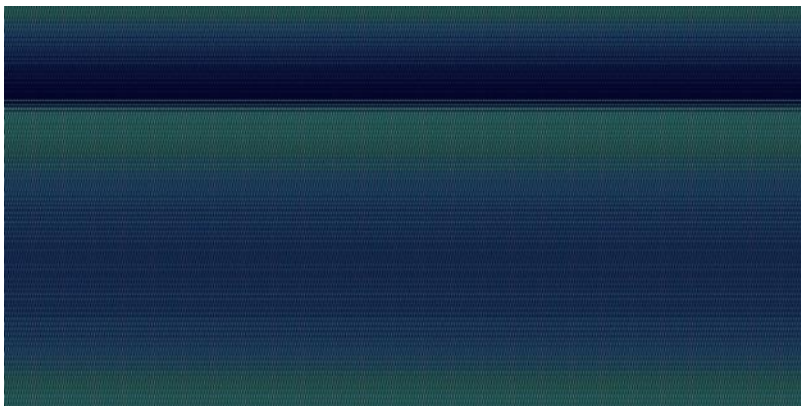
**Sans Façon – Limelight: Saturday Night**



Limelight offers a site for community to gather and celebrate Canada's birthday. Activating an otherwise benign streetscape, residents of Barrie and visitors alike can revel in the theatrical spotlight to perform, play and connect. Proposed for the waterfront, this piece would draw passers-by from the downtown, linking the two sites as destinations for amusement and leisure.

This engaging work was initially installed in Glasgow Scotland for their Festival of Lights when they replaced existing streetlights with theatre spotlights creating the invitation for passers-by to temporarily transform the street into a stage. A testimonial from the City of Calgary's Ashley Guindon states "The project was a great success, very impactful for such a simple and elegant concept. We got a ton of walk-by participation as well as people who heard about it on social media and came out just to perform in the limelight (including a drummer and a group from a nearby community musical)".

**Nicolas Sassoon, Blue Shore**



Blue Shore is an animated video proposed for projection onto the wall of an historic building at the Five Points in downtown Barrie. This corner of the city's major downtown intersection was plagued by an arson fire in 2007 destroying an historic hotel as well as several businesses and apartments. Currently

the site is a vacant lot that's been temporarily re-purposed as a parkette. Presenting Blue Shore here would serve as a healing symbol for contemplation where people can gather and reflect. It also happens to be within viewing distance of Kempenfelt Bay, the body of water that is central to Barrie's identity.

**Chris Hanson & Hendrika Sonnenberg, Soapbox**



Soapbox speaks to the past, present and future of Canada as a place that welcomes free and democratic expression. The historic associations of the public soapbox, when placed in a con-temporary context, serve as a celebration of communication and its evolution into present-day forms. Proposed for Heritage Park, it is a functional piece ripe for public engagement.

APPENDIX "B"

MURAL MOSAIC PROJECT

