



TO: GENERAL COMMITTEE

SUBJECT: PUBLIC ART TEMPORARY EXHIBITION 2024

WARD: ALL

PREPARED BY AND KEY CONTACT: C .RYAN, PUBLIC ART COORDINATOR, EXT. 5293

SUBMITTED BY: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

GENERAL MANAGER APPROVAL: B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER, INFRASTRUCTURE AND GROWTH MANAGEMENT

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That per the recommendation of the Barrie Public Art Committee, the Economic and Creative Development Department through the Public Art Coordinator pursue an outdoor temporary public art exhibition in 2024 as outlined in Staff Report ECD004-23.
2. That the estimated budget of \$150,000 for the temporary exhibition be funded through an allocation of up to \$75,000 from the Public Art Reserve and a further \$75,000 fundraised through the Barrie Public Art Committee, subject to the City’s Public Art and Donation Policies and through the pursuit of grant funding programs.
3. That the Director of Economic and Creative Development be authorized to execute applications for grant funding in consultation with staff in the Finance Department.
4. That for any grant funding approvals, the Clerk be authorized to execute funding agreements in a form to the satisfaction of the Director of Legal Services and Director of Finance.

PURPOSE & BACKGROUND

Purpose

5. The purpose of this Staff Report is to receive endorsement of the recommendation of Barrie Public Art Committee to allocate \$75,000 from the Public Art Reserve in support of a temporary public art exhibition that will be curated and installed at various outdoor and indoor locations in Barrie the fall of 2024.
6. On May 9th, 2022, the Barrie Public Art Committee passed the following Motion:
 - a) ‘That BPAC endorses a request to Council for approval to withdraw \$75,000 from the public art reserve and for BPAC to support fundraising of \$75,000 in order to host a large temporary public art exhibition in 2024.’

Opportunity – 2024 Large-Scale Public Art Exhibition

7. Opportunities exist to continue to build the public art program to showcase Barrie as an arts and cultural destination and to strengthen the economic and community impacts of the program through placemaking, talent attraction, tourism, and downtown development.
8. There is an opportunity for Barrie to host a temporary public art exhibition event that will benefit from the marketing, audiences, and excitement generated by the *The Toronto Biennial* that is exhibited from September 21 to December 1, 2024. The proposed Barrie exhibition would fit within this timeline, scaled to suit the budget and resources of the public art program, currently targeted for a six-week presentation featuring two regional artists and four national artists.
9. Specifically, the exhibition would include up to six site-specific art installations at predominately outdoor publicly accessible sites (some indoor sites may be considered based on suitability, public access and programming capabilities). These artworks would be commissioned for the exhibition and would be unique to Barrie – created for Barrie in Barrie. It is an opportunity for artists to shine a spotlight on our city and respond to its history, architecture, and parklands while nodding to the great potential for the future of the City. Community programming and education opportunities will be developed to celebrate the exhibition and participating artists.
10. *The Toronto Biennial of Art* is Canada's leading visual arts event focused exclusively on contemporary art from around the world. For 10 weeks every two years, local, national, and international Biennial artists transform Toronto and its partner regions with free exhibitions, performances, and learning opportunities. Grounded in diverse local contexts, the Biennial's city-wide programming aims to inspire individuals, engage communities, and contribute to global conversations. Appendix 'A' provides an overview of *The Toronto Biennial of Art* and overall community impact.
11. While not directly affiliated with the Toronto Biennial, developing a project aligned with its timing provides an opportunity to leverage this audience and draw them to Barrie. In addition to elevating the profile of Barrie as a destination for art, culture & tourism, this event would serve as a professional development opportunity for our local and emerging artists.
12. The Public Art Coordinator will serve as Artistic Director for this event and will be supported by a contemporary art Curator with current experience in the national Canadian context. Ongoing dialogue between the Public Art Coordinator and the Deputy Director & Director of Exhibitions for the Toronto Biennial will foster opportunities to incorporate event best practices and broader marketing opportunities.
13. A conservative budget of \$150,000 has been established for the project and will be utilized for contracting the curator, administrating the call for submissions, the competition process and artist fees. Further, the budget will also be required to support artwork installation, signage, hosting fees for visiting artists, programming and educational activities, and an opening event.
14. Section 3.4 of the City of Barrie Public Art Policy states that "Temporary visual art projects provide opportunities to artists to experiment with the scope and scale of artwork and serves to increase public awareness of contemporary artistic practice and ideas about the public realm. From time to time, the City of Barrie will allocate funds specifically for temporary projects and will provide support for projects initiated by artists, arts organizations or communities."
15. A sub-committee of the Barrie Public Art Committee will be created to support the development of this exhibition including fundraising and input on artist selection. Fundraising efforts are targeted to support 50% of the budget (\$75,000) and will be raised through community fundraising and the pursuit of artistic and tourism grants, where applicable.

16. Fundraising efforts will occur in the remainder of 2023 to ensure budget targets are achieved and before artist works are commissioned. Contingency planning for shortfalls or surplus from the fundraising target will amend the scale of the exhibition. For example, a shortfall in fundraising may reduce the number of works, while a surplus could enhance marketing and promotion efforts and community programming.
17. The facilitation of an exhibition of this scale will rely on collaboration with the MacLaren Art Centre, Tourism Barrie, County of Simcoe, Georgian College, Barrie Public Library, and arts organizations. These groups will be engaged for advice, recommendations, and partnership opportunities for building out programming and support for the exhibition.
18. The artist selection and commissioning process will consist of:
 - a) An open call for qualifications to artists will be promoted nation-wide.
 - b) Artist submissions reviewed by the Public Art Coordinator, Curator, and members of the BPAC sub-committee.
 - c) Artists will be selected based on strength of experience creating temporary outdoor art in the public realm, diversity both in terms of art media and representation and inclusion, as well as artistic themes that suit the project aims.

ANALYSIS

Barrie Public Art Program Background

19. In September of 2012, Barrie City Council approved Motion 12-G-202 establishing the first Public Art Policy for the City that included establishing a Public Art Reserve to receive cash contributions from public and private donations, with staff being encouraged to seek contributions from private donations in support of the Public Art Policy.
20. Further, Council Motion 12-G-202, included an allocation of \$25,000 for the Public Art Reserve be 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.
21. Following the implementation of a Public Art Policy, the Barrie Public Art Committee (BPAC) was established to support the City's public art initiatives. The BPAC is not a formal committee of council, but BPAC consists of 12 volunteer community members with experience and backgrounds in visual arts, architecture, fundraising, communications, and design. One representative from the MacLaren Art Centre and one representative from the Downtown BIA is included in this group.
22. Since the approval of the Public Art Policy in 2012, the Barrie Public Art Committee (BPAC) has steadily built a public art collection for the City, with the following works:
 - 2016: Council accepted the donation of *Sea Serpent* by Ron Baird, now installed in Heritage Park and BPAC commissioned an artist-designed bicycle rack, *Dividers Made into a Juncture*, by Jennifer Davis and Jon Sasaki, installed at the downtown branch of the Barrie Public Library
 - 2018: BPAC temporarily installed Ted Fullerton's *Conversation at Dodona* in the stairway annex at City Hall and purchased *Soapbox* by regionally based, internationally known, artists Hanson & Sonnenberg.
 - 2020: BPAC commissioned a large permanent sculpture, *The Horn and The Heart*, by Order of Canada recipient, John McEwen, for Meridian Place.

-
23. BPAC also planned and executed successful temporary public art projects in recent years that offered a changing landscape of art and ideas to Barrie's citizens and visitors. In 2017, BPAC organized a temporary public art exhibition, *Art in Unexpected Places*, which featured five loaned pieces of contemporary art by artists based across Canada.
24. The public art program in Barrie has been further developed since the hiring of the Public Art Coordinator in June 2021, and has resulted in the development of *Brightening Barriers*, a temporary exhibition of unique commissioned artworks. *Brightening Barriers* has become a highly anticipated, award-winning, annual event supported through grant and fundraising activities, in addition to the City's contribution.
25. Through the work of the Public Art Coordinator, integrating the public art lens across the City's service functions has resulted in several opportunities to further Barrie's public art program at a community level. Examples include:
- Partnerships with Traffic Services to commission artwork for traffic cabinets for the graffiti abatement program;
 - Partnerships with Transit for the Maple Avenue mini-transit hub and the development of future projects to support increased ridership;
 - Consultation with Corporate Facilities on the facilitation of public art opportunities for the Allandale Transit Hub;
 - Consultation with Parks Planning regarding the Waterfront Strategic Plan and opportunities for public art projects for parkland;
 - The Public Art Coordinator and BPAC also supported public art initiatives sponsored by 5 City Councillors as part of their ward beautification projects in 2022.
26. Council has supported the continued contributions of public art to the City through Council Motion 21-G-128 that approved an Interim update to the Public Art Policy and in 2023, through the capital budget process, City Council approved a project to develop a public art strategy along with an update to the City's Plan for Culture.

Exhibition Analysis

27. In addition to the recent accomplishments of Barrie public art, there are precedents in Barrie's history for supporting ambitious public art endeavours.
- a) 1999 – Barrie City Council approved the MacLaren Art Centre *ArtCity* initiative, making public spaces and parkland available for placement of sculpture and other artwork, both temporary and permanent. (Staff Report PR009-99 MacLaren Art City Project).
 - b) 2003 – MacLaren hosted *Shore/lines*, an international exhibition of temporary, outdoor art supported by City of Barrie staff in Parks, Leisure and Culture. 12 artworks by 14 artists were commissioned and installed throughout Barrie's parks, waterfront, trails, and at RVH. Partnerships with Georgian College and the participation of nearly 100 volunteers made this event a successful reality.
28. In addition to elevating the profile of public art and Barrie's cultural landscape, this exhibition aligns with Council priorities & goals especially *Thriving Community*:
- Champion equity, diversity, and inclusion
 - Create and foster programs and opportunities to support community wellness
 - Foster growth in arts and culture
 - Expand and maximize access to parks and recreation opportunities
 - Continue to support a vibrant downtown

-
29. A temporary exhibition of contemporary public art at this scale will elevate Barrie's role as an arts and culture destination, enhance the experience of Barrie's outdoor spaces, and drive interest and positive engagement from citizens and visitors to Barrie. It will put Barrie on the map and contribute to talent attraction and retention and cultivate a strong community in support of the arts.
30. Exposure to the arts outside of our region is essential to growth and inspires meaningful artistic exploration in our City's emerging local artists. The senior and established artists we will showcase at this exhibition will provide opportunities for engagement and professional development to these local artists.
31. There are several positive economic impacts to developing cultural experiences such as the proposed temporary exhibition. Based on provincial statistics (source: Ontario Cultural Tourism Statistics 2014, Tourism Research Unit, Winter 2017):
- a) In 2014, there were 12.3 million Cultural visits in Ontario (attending: performances such as a play or concert, Museum or Art Gallery, Festival or Fair, Historic Site, Indigenous event), representing 8.8% of total visits to Ontario. Cultural visitors spent \$6.5 billion, or 27.0% of total visitor spending in Ontario.
 - b) Cultural visitors participate in a variety of activities with 44% attending a performance such as a play or concert, 36% visiting a historic site, 35% visiting a museum/art gallery, and 32% went to a festival/fair.

SITE & ENVIRONMENTAL AND MATTERS

32. The following site and environmental matters have been considered in the development of the recommendation:
- a) A list of preferred or preapproved sites and locations will be generated in consultation with staff in Parks Planning and Facilities, as required.
 - b) Environmental impacts and permit considerations related to the installation of the artworks will be considered.

ALTERNATIVES

33. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could choose not to endorse the recommendation of the Barrie Public Art Committee and not release \$75,000 from the public art reserve.

This alternative is not recommended by Staff or the BPAC as the Corporation of the City of Barrie would be missing an incredible opportunity to enhance the City and partner with several organizations, with relatively minimal cost to the organization.

FINANCIAL

34. There are no net new financial implications for the municipal tax base resulting from the proposed recommendation. The \$75,000 funding request would be an allocation from the existing Public Art Reserve Account that has a 2022 year-end balance of \$140,375.23.

-
35. The funds of the Public Art Reserve are used to fund and maintain projects in accordance with the City of Barrie's public art policy. Allocating \$75,000 from the reserve will ensure a healthy balance remains to support maintenance of the City's existing public art inventory and other projects.
 36. Per Council motion 12-G-252, the public art program has grown the annual allocation to the Public Art Reserve and is now at approximately \$55,000 per annum, with some funds operationalized annually to support projects such as Brightening Barriers.
 37. The total budget for the temporary exhibition project is estimated at \$150,000, with fundraising efforts targeted to support 50% of the budget and will be raised through community fundraising and applicable grants, and in alignment with the City's financial and donation policies. Contingency plans for the program have been developed should the fundraising target not be met.

LINKAGE TO 2022-2026 STRATEGIC PLAN

38. The proposed recommendation addresses the *Thriving Community* pillar of the 2022-2026 Council Strategic Plan:
 - a) Thriving Community
 - Champion equity, diversity, and inclusion
 - Create and foster programs and opportunities to support community wellness
 - Foster growth in arts and culture
 - Expand and maximize access to parks and recreation opportunities
 - Continue to support a vibrant downtown

APPENDIX “A” - Excerpt from *The Toronto Biennial of Art 2022 Evaluation Report*

Source: https://torontobiennial.org/wp-content/uploads/2022/11/TBA_2022-Evaluation-Report_20221124.pdf

3 THE BIENNIAL BY THE NUMBERS

153,835

Visits

72

Artists, Participants, and Performers

23

Commissioned artworks

9

Venues

22,262

Top attendance for a single art event (Judy Chicago’s *A Tribute to Toronto* at Sugar Beach)

44

School groups visited TBA

1,000

First print run of *A Treaty Guide for Torontonians* sold out

3.6

Average number of sites visited

61%

First time TBA visitors

87

Partners

5

Artist recipients were awarded a total of \$40,000 in prizes

88%

Visitors believe that a free TBA is important

80%

of exhibition artists identify as BIPOC

88%

Visitors felt TBA made contemporary art more accessible and inclusive

80%

Felt TBA centred and supported BIPOC artists

22%

Visitors engaged in public and learning programs

\$13M+

Total Economic Impact

330

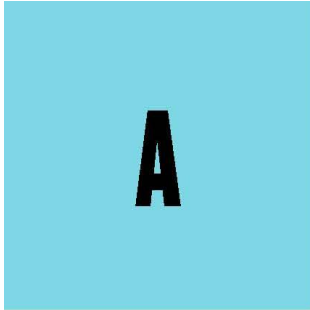
Jobs Created

21

Countries covered the Biennial in over 350 stories

175M+

Media Impressions



d. Economic Impact

TREIM

Bespoke estimated the economic impact of the 2022 Toronto Art Biennial using the Ontario Tourism Regional Impact Model (TREIM). TREIM is the most widely used input/output system for measuring tourism related economic impacts and provides a measure of interdependency between these sectors and the rest of the economy. The provincial economic multipliers provide the direct, indirect, and induced effects on economic metrics and can be used to measure the impact of Biennial tourists and Biennial operations spending on the gross domestic product (GDP), employment, and government tax revenues.

For the purposes of the TREIM calculation, a Biennial tourist is someone who has taken an overnight, out-of-town trip or an out-of-town same day trip of 40km or more from their place of residence to see the event. Employment figures include direct, indirect, and induced full-time equivalent jobs for the region of Ontario, including the Greater Toronto Area (GTA).

The economic impact of the Biennial's operational expenses cover three fiscal years (2020, 2021, and 2022).

OUT OF TOWN VISITOR SPENDING

Average Out of Town Visitor Spending	\$482
Total Visitor Spending	\$6,296,855
Total Impact of Out of Town Visitor Spending on the Toronto Economy (Direct, Indirect, Induced)	\$5,162,552

DIRECT ECONOMIC IMPACT IN TORONTO (DIRECT, INDIRECT, INDUCED)

Operations Impact	\$8,671,491
Visitor Spending Impact	\$5,162,552
Total Direct Economic Impact in Toronto	\$13,834,043

NUMBER OF FTE JOBS CREATED (DIRECT, INDIRECT, INDUCED)

Operations FTE Jobs Created	262
Visitor Spending Jobs Created	68
Total FTE Jobs Created	330

TAXES GENERATED (FEDERAL, PROVINCIAL AND MUNICIPAL)

Operations Taxes Generated	\$2,573,745
Visitor Spending Impact	\$2,127,465
Total Economic Impact of Taxes Generated in Toronto	\$4,701,210