



City of
Peterborough

To: Members of the Arts, Culture & Heritage Advisory Committee

From: Becky Rogers, Manager, Arts, Culture and Heritage Division

Meeting Date: August 10, 2017

Subject: Report ACHAC17-039
DBIA Sponsorship of Mural in 2017 and 2018

Purpose

A report to inform ACHAC that the DBIA will sponsor a mural per year in the downtown in 2017 and 2018.

Recommendation

That the Arts, Culture and Heritage Advisory Committee (ACHAC) approve the recommendation outlined in Report ACHAC17-039, dated August 10, 2017 of the Manager, Arts, Culture and Heritage Division, as follows:

That ACHAC approve the sponsorship by the DBIA for additional murals in 2017 and 2018.

Budget and Financial Implications

There are sufficient funds within the Public Art budget to support the projects.

Background

In 2015, through Report ACHAC 15-001 the Arts, Culture & Heritage Advisory Committee (ACHAC) approved the proposed Downtown Business Improvement Area Public Art Mural Project.

In 2015 division staff began meeting with representatives from the Downtown Business Improvement area (DBIA) to explore the feasibility of a mural project at a downtown location. The DBIA committed \$1,000 towards the project and agreed they would be responsible for securing an appropriate site. The City agreed to provide the balance of the funding required, (projected at \$20,000). In 2016 the mural was completed on the east wall of the building at 114 Simcoe Street.

In 2017 the City's Corporate Sponsorship Coordinator and the DBIA agreed to increase the terms of the sponsorship for a minimum of two years. The new terms call for the DBIA to provide \$20,000 for murals in 2017 and 2018. The funding may continue after 2018, but the DBIA would like to consider alternative types of Public Art at that time.

In 2017 the Public Art Advisory Committee identified the YWCA property at 216 Simcoe Street as a location of choice for a future mural project. They agreed to use this site for the DBIA mural this year. Artspace will be managing both projects in 2017.

Submitted by,

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