

Community Public Art



2012 Community Public Art Program Guidelines

Application Deadline: December 9, 2011

What is Community Public Art?

Community public art is a collaborative, collective creative process between a professional practicing artist and a community. It is as much about process as it is about the artistic product or outcome. It is a way for the community to creatively address and express its needs and aspirations. (Inspired by the Ontario Arts Council, *Community Arts Workbook*, 1998, p.7)

This is an initiative of the City of Kelowna Public Art Program. It is a competition. A total of \$15,000 per year from the City of Kelowna Public Art Fund is available. One or more projects and applications for up to a maximum of \$10,000 will be considered. Since 2007, the following Community Public Art Projects have been completed:



- **Reach For The Stars Mural** (Artist Scott Tobin, Graffiti Eradication & Prevention Program): rear wall of Dan's Tire Service, 355 Spedding Court, facing Springvalley Middle School yard (completed in 2007);

- **Martin Avenue Mosaics** (Artist Holliby Ross, North End Residents' Assoc.): behind the Martin Avenue Community Centre, 1434 Graham St. (completed in 2007);



- **Waterscapes Banners** (Artist Dawn Emerson, Central Okanagan Science Opportunities for Kids Society): Parkinson Recreation Centre, 1800 Parkinson Way (completed in 2008);



- **Okanagan Blessing Mural** (Artist Graham Chambers, Communities in Bloom): east wall of 420 Leon Avenue (completed in 2009);



- **Pride Mural** (Artist Scott Tobin, Okanagan Rainbow Coalition): south wall of 1476 Water St. (completed in 2009)



- Also completed in 2010/11: **Sand Spiral** (Artist Lori Mairs, Cool Arts); **Fulfillment** (Artist Ed Goodon, Canadian Mental Health Association); **Leon Ave. Banners** (various artists, Communities in Bloom).

Many of these projects use media such as terra cotta, pebbles, tile, glass, fabric, metal and paint. These media make it easy for many people to get involved in the creation of the artwork. We also welcome proposals for projects using innovative new media such as performance (musical/theatrical/dance/other), video and film.

Street or directional signage will not qualify for this program, but pole banners for mounting on existing streetlights may be considered. Please contact City Staff for more information.

For more information on Community Public Art projects visit kelowna.ca/culture or pick up a copy of the Public Art brochure.

Goals for Community Public Art

- Encourage the creation of publicly accessible, permanent or temporary artworks that have artistic merit and community benefit. Community benefits include encouraging or documenting social change and strengthening understanding between diverse communities.
- Foster community pride, identity and cohesion through a collaborative artistic endeavor and the creation of artwork legacies.
- Support local leadership in community art projects while respecting the role of artists and other design professionals.
- Reflect the diversity, needs and ambitions of the larger community.

Eligibility

Non-profit organizations which deliver the majority of their services within Kelowna may apply to the Community Public Art Program. These may include neighbourhood associations, school groups, service clubs, aboriginal groups, and other community groups. Agreements will be signed only with a non-profit organization. Unincorporated community groups will need a non-profit sponsor organization to receive and manage funds.

Successful applicants must have the legal authority to sign a Memorandum of Understanding with the City of Kelowna. A sample Memorandum is included in these guidelines. General liability insurance is a mandatory requirement for any organization signing a contract with the City and applicants are encouraged to ensure that they can meet this requirement before submitting an application. The Memorandum includes provisions governing scheduling and timelines, risk management, progress reporting, payments and communications. Successful applicants will report to City Staff and to the Public Art Committee during the project period.

Community Public Art Program funding cannot be used for:

- Retroactive funding for art projects already in progress or completed;
- Activities primarily aimed at fund-raising;
- Activities or products with a commercial purpose;
- Capital improvements;
- Purchase of property, equipment or collections;
- Reduction or elimination of existing organizational deficits or interest on same; or
- Directly or indirectly acquiring academic courses or credits.

Community Public Art Program funding is intended to support new projects which are not already being supported by the City of Kelowna. Individuals, groups or agencies associated with the City of Kelowna or projects which already receive financial or in-kind support from the City pursuant to any other program or function are ineligible for funding.

Other Requirements

Applicants are expected to complete the project within the calendar year of the application, unless otherwise agreed.

Funding may be used to support project activities over a period of more than one year, as long as the proposed start and end dates are disclosed in the application.

Unless otherwise agreed, the final artwork will become the property of the City of Kelowna. Copyright is shared by the City and the artist.

Funding from the City of Kelowna for community public art projects is provided on a matching basis. This means that applicants are expected to match, from other sources (usually a combination of cash and in kind), the funding they are requesting from the City. For example, if you are applying for \$2,500, you must demonstrate that you have the equivalent amount arranged from other sources. Matching cannot come from other City of Kelowna programs or sources. Collaboration between organizations and businesses is encouraged.

Applicants are encouraged to explore other funding options such as:

- Embrace BC (www.embracebc.ca)
- BC Arts Council (www.bcartscouncil.ca)
- Central Okanagan Foundation (www.centralokanaganfoundation.org)
- Vancouver Foundation (www.vancouverfoundation.ca)

Applicants are also expected to gather community support through donations of volunteer time, services, materials and supplies, and cash. In kind contributions and donations are included in the calculation of the matching requirement.

What is included in an application?

- Site selection - importance to community or neighbourhood, located on publicly accessible land, permission;
- How will you engage an artist or design professional in the planning and creation of the work? (artist can be a facilitator, resource person, or someone who assists only with technical support);
- What makes your project innovative and unique?
- **How will you engage community residents in site selection, collaborating with the artist and creating the actual art work?**
- What kind of legacy will the creative process and/or the artwork create for your community or neighborhood?
- Who will lead and manage the project?
- **If your project is for a temporary work of art, how will you document the creative process and share that documentation with the community? It is the applicant's responsibility to create and share this documentation through an event, exhibition, signage or some other public permanent record;**
- How will you ensure the safety of the site, the artwork and the people involved in the project?
- If the work is intended to be permanent, is it going to be resistant to vandalism, what kind of long term maintenance will be needed and will your organization be involved in it?
- Can you complete the project within one year? If not, provide details about the start and end dates of the project.

Responsibilities of the sponsoring organization:

- Contribute cash and/or in-kind resources;
- Ensure that funds are in place to cover all costs and that the project will run smoothly;
- Engage the artist and the community in the planning and creation of the artwork;
- Provide organizational and administrative support for the artist;
- Ensure that the artists are fairly compensated for their work and that fees are paid on time and at the agreed upon level; and
- Carry out insurance, financial, reporting and other responsibilities related to the grant.

Responsibilities of the artist(s):

- Participate in the planning and creative process with the sponsoring organization and the community;
- Provide an estimate of the costs for the artist's labour and materials;
- Consider issues of public safety, durability, maintenance and operating costs in the design and delivery of the project;
- Provide materials and information as requested for documentation of work in progress and the completed work;
- Work with the applicant organization to complete the project and provide progress reports as requested; and
- Participate in unveiling/dedication events for the project as requested.

Evaluation

City staff will first review the applications to ensure that they meet the program requirements and are technically feasible.

The Public Art Committee, assisted by additional experts as needed, evaluates proposals using the following criteria:

- Quality of the community process (level of community leadership and participation, cultural diversity of community participation and demonstrated in kind and cash support);
- Relevance of the site to the neighborhood or larger community;
- Artistic merit (expertise of artist if identified, quality of production, innovation and good contextual 'fit' with the site); and
- Financial need.

The Public Art Committee and City Staff are not directly involved in the management or implementation of projects. However, they are available to provide information and guidance as needed.

Obtain Forms & More Information

Application forms are available:

- on the City's website at kelowna.ca/culture or
- at Recreation & Cultural Services, Capri Centre Office, #133 - 1835 Gordon Drive

For more information, contact Amanda Parks, Public Art Committee, akayeparks@gmail.com.