

Corporate Public Art Policy Update

RECOMMENDATIONS:

That the Community Development Committee recommend that Council:

1. Approve the updated Corporate Public Art Policy;
2. Approve the transfer of \$12.1 million approved capital budget and funding to the Arts and Culture service line (Budget ID 446510), from the budgets listed in Attachment 4, as directed by the Public Art Policy “per cent for art” calculation contribution for the 2023-2026 budget cycle; and
3. Approve the use of the unrestricted funding source, the Reserve for Future Capital (RFC), to replace up to \$10 million of restricted funds within the \$12.1 million approved capital budget and funding to the Public Art Program (2023-2026).

**RECOMMENDATIONS OF THE COMMUNITY DEVELOPMENT COMMITTEE, 2023
FEBRUARY 22:**

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2. Approve the transfer of \$12.1 million approved capital budget and funding to the Arts and Culture service line (Budget ID 446510), from the budgets listed in Attachment 4, as directed by the Public Art Policy “per cent for art” calculation contribution for the 2023-2026 budget cycle; and
3. Approve the use of the unrestricted funding source, the Reserve for Future Capital (RFC), to replace up to \$10 million of restricted funds within the \$12.1 million approved capital budget and funding to the Public Art Program (2023-2026).

Opposition to Recommendations: Councillor Chu and Councillor McLean

HIGHLIGHTS

- The updated Corporate Public Art Policy (the policy) provides direction for commissioning new artworks, acquiring existing artworks, delivering public art programming, activating The City of Calgary Public Art Collection, and maintaining and conserving the collection through a “per cent for art” capital funding strategy. This policy update enables funds to be used in a flexible manner, but does not change the investment for public art.
- The policy also reflects the transition of the Public Art Program (the program) to a third-party operator that is responsible for developing new public artworks and programs.
- The policy outlines the new roles for program delivery and defines a change to the funding process which ensures the per cent for art funds are obtained from unrestricted sources and utilized in the most effective way possible.
- What does this mean to Calgarians? This updated policy will secure the delivery of a flexible and responsive public art program for Calgary. The policy reduces barriers for Calgary’s local artist community, and improves transparency for Calgarians, which directly supports investment in the local creative economy.

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- Why does this matter? The policy will secure a cross-corporate commitment to supporting the program, and creates the mechanism to secure flexible capital funds for the delivery of public art.
- Background and Previous Council Direction is included as Attachment 1.

DISCUSSION

The Public Art Program was put on hold, at Council direction, in 2017. During this time, Administration looked at best practices of public art programs across North America and was directed by Council to work with a consultant to develop recommendations on how to move the program forward in an effective manner. In 2019, Administration brought forward a recommendation to move the program to a third-party operator, which was approved by Council. A competitive Request for Proposal process was directed by Council, and Calgary Arts Development Authority was the successful proponent. The contract with the third-party operator started on March 20, 2021.

The updated Public Art Policy, presented in Attachment 2, directs how The City and the third-party operator deliver public art to Calgarians. The City will continue to own the Public Art Collection on behalf of Calgarians and will be responsible for maintaining and activating over 1,300 artworks through exhibits, educational activities, and loans. The City will also focus on initiatives needed to address the disparity of genders, cultures and artistic practices in the Public Art Collection. For example, only two per cent of the collection is by Indigenous/Metis/Inuit artists. The third-party operator is responsible to develop new public artworks and programs.

The policy outlines a new internal process that will enable the “per cent for art” capital funds to be gathered from unrestricted funding sources (starting in the 2027-2030 budget). The former process used funds tied to specific initiatives, which often resulted in public artworks being constrained to the site of infrastructure projects. These sites were often in places that are difficult for residents to access, such as on bridges over major roadways or at interchanges. The unrestricted funding model will enable the third-party operator to be responsive to community context and civic priorities. This also allows for greater flexibility in how public art is delivered to Calgarians.

There will continue to be opportunities to integrate public art into civic amenities with high public interaction and visibility, such as recreation centres and parks. The third-party operator will be closely connected with City services through a Public Art Liaison and the Interdepartmental Public Art Team, a newly created advisory group to (a) enable communication, (b) provide insight on strategic alignment, and (c) provide feedback. Transparent and community-based processes will be developed to guide decision-making on the locations and types of artworks to be commissioned.

Additional policy changes respond to what The City heard through engagement with the public and arts community – to provide a program that is engaging, relevant and accountable. Flexible funding, in combination with updated best practices focusing on enabling equity, diversity, inclusion and accessibility, will remove barriers for a variety of artists and artistic practices. This includes ensuring equal opportunities for Indigenous and other equity-deserving artists to participate in the program. The changes outlined in the policy support and empower local artists in their career development and play a role in strengthening the local arts community through collaboration, mentorship and access to resources. The policy also encourages a range of

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experiences for the public, including temporary and permanent artworks, and small to large-scale projects.

It should be noted that the new corporate policy template prompted additional edits, but the intent of the original content remains the same.

Once the updated policy is approved, The City will move forward with the new funding process for the program. The City will continue to work with the third-party operator.

EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | | | |
|-------------------------------------|---|--------------------------|---|
| <input checked="" type="checkbox"/> | Public engagement was undertaken | <input type="checkbox"/> | Public communication or engagement was not required |
| <input checked="" type="checkbox"/> | Public/interested parties were informed | | |
| <input checked="" type="checkbox"/> | Dialogue with interested parties was undertaken | | |

Administration conducted public engagement as part of the Request for Proposal research stage to understand Calgarians' expectations and priorities for public art in our city. Led by Art + Public UnLtd, engagement included multiple virtual engagement opportunities from March to June 2020. Nearly 3,000 Calgarians, including members of the former Public Art board, Public Art Alliance, local artists, Councillors and the general public provided input. Tactics included:

- One-on-one interviews with members of the arts community (March-May 2020)
- Five, hour-long online engagement sessions (March-June 2020)
- A month-long online survey (May-June 2020)

The full Community Engagement Report, including the pillars and supporting principles, is presented in Attachment 3.

IMPLICATIONS

Social

The policy enables a strategic, customer-focused approach to delivering public art to Calgarians. This reduces barriers for equity-deserving communities and artists at all stages of their careers, and encourages gathering and connection, which supports the development of community and social cohesion.

The policy aligns with the Social Wellbeing Policy principles.

Environmental

The policy continues to support the use of public art in building awareness with residents about critical environmental issues, such as the important role the Bow and Elbow Rivers play in the life of our city. Public art projects will follow City best practices and comply with environmental standards and requirements.

The policy aligns with The City of Calgary's Environmental Policy.

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Economic

The policy continues to support the investment in visual art, which yields direct economic benefit for local artists, fabricators, architects and engineers, and indirect benefit by raising Calgary's profile as an attractive place to live, work and play.

Service and Financial Implications

Other:

The policy secures a cross-corporate commitment to support the public art program and creates the mechanism to secure flexible capital funds. As presented in Attachment 4, for the 2023 – 2026 budget, \$12.1 million will be transferred to the Arts and Culture service line (Budget ID 446510) and provided to the third-party operator to support the commissioning of future public art projects. Restricted funding includes sources such as grants and utilities. The approval of this report will enable the draw of up to \$10 million from the Reserve for Future Capital to remove restrictions, enabling the third-party operator to deliver community-driven public art projects and services.

RISK

There is a risk the third-party operator will not be able to sustain the standard of operations proposed by The City. The City will provide institutional experience, and support the new organization to adhere to corporate reporting standards.

ATTACHMENTS

1. Background and Previous Council Direction
2. Corporate Public Art Policy Updated
3. Public Art Program Community Engagement Report
4. 2023-2026 Service Plans and Budget Contribution to Public Art Program
5. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Katie Black	Community Services	Approve
Carla Male / Les Tochor	Corporate Planning & Financial Services	Consult
Michael Thompson	Infrastructure Services	Consult
Doug Morgan	Operational Services	Consult