

# INFORMATION NOTE

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**Title: Laneway Public Art Animation – Craft Council of NL Partnership**

**Date Prepared: July 4, 2019**

**Report To: Committee of the Whole**

**Councillor and Role: Deputy Mayor Sheilagh O’Leary – Economic Development, Tourism & Culture**

**Ward: N/A**

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**Issue: To provide an update on the laneway animation partnership between the City and the Craft Council of NL.**

**Discussion – Background and Current Status:** The City of St. John’s and the Craft Council of NL are partnering to carry out a laneway public art animation public art project in Solomon’s Lane in downtown St. John’s (which runs between Water St. and Duckworth St., and contains entrances to both the Craft Council Shop and Gallery, and the Ship Pub). It is a well-travelled laneway in downtown St. John’s, and a prime candidate for a public art project of this type, the main priorities of which will be to increase lighting in the area, generally enliven and introduce public art to the area, and contribute to a safe and welcoming environment. Through this partnership we are leveraging our annual public art programming, engaging community organizations, and developing a project that will help in creating interest, activity, and vibrancy in downtown.

The Craft Council will issue a Request for Proposals from proponents who wish to be considered as candidates to complete the project. The project should be completed no later than October 31, 2019.

Total funding for the Project will be Twenty Thousand Dollars (\$20,000.00). The City will provide the Craft Council a total sum of Fifteen Thousand Dollars (\$15,000.00). The Craft Council’s contribution to the Project will be Five Thousand Dollars (\$5,000.00).

The City and the Craft Council agree that a committee will be formed to help oversee the project. The Craft Council will be responsible for the implementation and oversight of the Project with the assistance of the Committee. One or more representatives from City staff shall sit on the Committee, along with representatives from the Craft Council, Downtown St. John’s, the City’s Arts and Culture Advisory Committee, and other stakeholders as appropriate. The Committee shall review submissions, select the successful candidate for the Project, and assist the Craft Council with administration and coordination of the Project as required.

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**Key Considerations/Implications:**

1. Budget/Financial Implications: The City will contribute \$15,000 of its approved Public Art and Murals budget to the project
2. Partners or Other Stakeholders: Downtown St. John's will be invited to sit on a multi-organization committee along with representation from City staff, City Arts and Culture Advisory Committee, and Craft Council of NL.
3. Alignment with Strategic Directions/Adopted Plans: Aligns with Economic Roadmap 2021
4. Legal or Policy Implications: The Craft Council will enter into an agreement with the City which outlines roles and responsibilities for all parties.
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: The Craft Council of NL and the City of St. John's will use various communications and outreach to make aware the project call.
7. Human Resource Implications: N/A
8. Procurement Implications: N/A – the Craft Council is the administrative lead on this project and is responsible for circulating the RFP.
9. Information Technology Implications: N/A
10. Other Implications: N/A

**Conclusion/Next Steps:** The City-Craft Council agreement is with the Craft Council of NL now for review and signing; as soon as that is complete, City staff will assist the Craft Council with the finalizing of the RFP for circulation as necessary and convene the aforementioned committee.

**Prepared by/Date:** Théa Morash/July 2, 2019

**Reviewed by/Date:** Elizabeth Lawrence, Director, Economic Development, Culture and Partnerships

**Approved by/Date:** Tanya Haywood, Deputy City Manager Community Services

**Attachments:**