

# INFORMATION NOTE

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**Title:** Public Art (Mural) Partnership Recognizing Essential Workers

**Date Prepared:** June 16, 2020

**Report To:** Committee of the Whole

**Councillor and Role:** Councillor Debbie Hanlon, Tourism Culture & Immigration

**Ward:** N/A

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**Issue: To provide information on a Public Art (Mural) Partnership Recognizing Essential Workers.**

**Discussion – Background and Current Status:** The City of St. John's has been approached to partner with several arts organizations, namely Eastern Edge Art Gallery (lead organization), with Riddle Fence, Lawnya Vawnya, and the Craft Council of Newfoundland and Labrador, to carry out a public art (mural) project in St. John's. The theme of the artwork will be a recognition of frontline/essential workers, specifically a recognition of their important work throughout the COVID-19 pandemic. Through this partnership the City is leveraging its annual public art programming, engaging community organizations, creating a hopeful and buoying piece of artwork, and developing an important project that will help in expressing gratitude for and acknowledging essential workers in our community and beyond.

Eastern Edge Art Gallery will issue a Request for Proposals from proponents who wish to be considered as candidates to complete the project. Several proponents will be chosen to create a collaborative design for the mural. The project should be completed no later than October 31, 2020.

The total contribution from the participating arts organizations will be \$9,000 and the financial contribution from the City will not exceed \$18,000, for a total maximum investment of \$27,000.

The location of the mural will be determined through consultation with the participating arts organizations, the City, and any other relevant stakeholders. All physical distancing and other public health guidelines will be adhered to throughout the execution of the project.

The City and the participating arts organizations agree that a committee will be formed to help oversee the project. One or more representatives from City staff shall sit on the Committee, along with representatives from the participating arts organizations, and other stakeholders as

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appropriate. The Committee shall review submissions, select the successful candidates for the Project, and assist with administration and coordination of the Project as required.

The partnership approach is one that the City has used in the past few years as a means to successfully leverage financial investments, expertise and delivery of public art. Past mural partnerships have been great successes: the Solomon's Lane mural, designed by Jessica Waterman and completed in partnership with the Craft Council of Newfoundland and Labrador (2019), and the mural created by Jordan Bennett in Rawlins Cross, completed in partnership with Eastern Edge Art Gallery during "Identify: A Celebration of Indigenous Arts and Culture" (2018).

### **Key Considerations/Implications:**

1. Budget/Financial Implications: The City will contribute up to \$18,000 of its approved Public Art and Murals budget to the project. The partnership arrangement is similar to that for the previous mural projects in 2018 and 2019.
2. Partners or Other Stakeholders: a multi-organization committee will be formed. One or more representatives from City staff shall sit on the Committee, along with representatives from the participating arts organizations, and other stakeholders as appropriate.
3. Alignment with Strategic Directions/Adopted Plans: Aligns with *Our City Our Future – Strategic Plan 2019-2029*, especially directions 1 and 3 ("A Sustainable City," and "A Connected City"). Aligns as well with *Economic Roadmap 2021*, and *Planning for a Creative Future: The City of St. John's Municipal Arts Plan*.
4. Legal or Policy Implications: Eastern Edge, as the lead arts organization, 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 City of St. John's and the participating arts organizations will use various communications and outreach to promote both the RFP and the project overall.
7. Human Resource Implications: N/A
8. Procurement Implications: N/A – Eastern Edge Art Gallery will be the administrative lead on this project and is responsible for circulating the RFP. The roles and responsibilities, including procurement, will be outlined in the agreement noted above.
9. Information Technology Implications: N/A



10. Other Implications: N/A

**Conclusion/Next Steps:** City staff will assist Eastern Edge as necessary with convening the aforementioned committee and finalizing of the RFP for circulation.



**Report Approval Details**

Document Title:	Public Art (Mural) Partnership Recognizing Essential Workers.docx
Attachments:	
Final Approval Date:	Jun 17, 2020

This report and all of its attachments were approved and signed as outlined below:

**Elizabeth Lawrence - Jun 17, 2020 - 4:25 PM**

**Tanya Haywood - Jun 17, 2020 - 4:36 PM**