



Report to: General Committee

Date Report Authored: August 28, 2014

SUBJECT: Public Art Update/Pan Am Public Art
PREPARED BY: Moe Hosseini-Ara, x3596

RECOMMENDATION:

- 1) That the report entitled "Public Art Update/Pan Am Public Art" be received; and,
- 2) That the presentation entitled "Public Art Update" be received and approved; and,
- 3) That a new Culture Department 2014 capital project be created for 'Pan Am Public Art'; and,
- 4) That the remaining funds from the International Indian Film Academy (IIFA) Buzz Events' in the amount of \$15,717.35 in account 031-222-0074 be transferred to the new 'Pan Am Public Art' account; and,
- 5) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To provide an update on the Culture Department Public Art Program and to request use of remaining funds from the IIFA Buzz Event. The funds will be used for implementing public art and enhancing the public realm during the Pan Am Games. The public art will remain in place as a legacy component of the Pan Am games

BACKGROUND:

In 2011, the City of Markham hosted numerous IIFA Buzz Events. At the completion of IIFA, there was a surplus remaining of \$31 434.70 remaining from the event. The remaining funds were earmarked by Council to be allocated and used for future cultural activities.

On September 26, 2011, Council directed 50% of the funds (\$15,717.35) remaining in IIFA to be allocated to the South Asian Mela annual event over a period of three years and that staff report back on the remaining balance in IIFA. (Appendix A)

OPTIONS/ DISCUSSION:

Markham is an official host city of the 2015 Pan Am Games. Entertainment and cultural festivals will add to the overall experience during the Games. Council has formed the Markham Pan Am Host Committee. The vision of this Committee is to "Inspire/engage community by celebrating our diversity, and shared passion for sport and culture".

A sub-committee to the Host Committee is the Pan Am Activation Culture Committee. An objective of this sub-committee is to "Create a lasting cultural tribute/legacy to the

Pan Am Games having taken place in Markham, including supporting City efforts to secure public art”.

The Culture Department plans to align with this vision and objective through strong cultural programming thereby contributing to the Pan Am legacy through the installation of Public Art related to the Games.

Markham initiated a Public Art Program in 2003. In 2012 Markham approved a Public Art Policy to direct the integration of public art into public places. Also in December 2012 Markham approved a Culture Plan identifying public art as a key contributor to the uniqueness and identity of Markham. The Public Art 3 Year Plan will be brought forward to Council in Q1, 2015.

Objectives of the inclusion of Public Art into the Markham’s Public Realm are as follows:

- To create a sense of cohesiveness to Markham’s diverse identities,
- To connect distinctive city centres and neighbourhoods within the larger context of Markham,
- To make creative public spaces to enhance the visual quality of Markham and engage residents and visitors,
- To emphasize Markham’s distinctiveness through an accessible and high quality public art collection.

The Public Art Update presentation (Appendix B), outlines the various projects that are completed or in progress. Below is a list of those projects.

In Progress	Henderson Bridge Mural – Phase 2
	South East Community Centre and Library – “Top Garden”
	Cornell Community Centre – “Cloud Flower”
	Too Good Pond – Sculpture
	Markham Museum – Sculpture
	TACC Developments (Kennedy Road & 16 th Avenue) - Sculpture
Completed	Henderson Bridge Mural – Phase 1
	Traffic Box Wraps – “Spirits of Markham”

The funds remaining from IIFA Buzz Events will be used towards the Public Art component of the cultural programming. Public Art works may include traffic wraps, street art and parking lot art related to the Games.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Staff recommends that the remaining balance in IIFA (account 031-222-0074) in the amount of \$15,737.35 will be attributed to public art for the Pan Am Games, and a new Culture Department 2014 capital project ‘Pan Am Public Art’ will be created.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

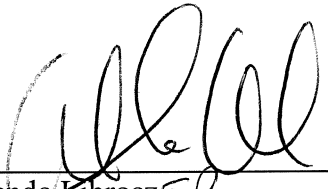
ALIGNMENT WITH STRATEGIC PRIORITIES:

Acquisition of Public Art for the Pan Am Games aligns with the Building Markham's Future Together and the Integrated Leisure Master Plan. The Culture Plan (CP) identifies that the Culture Department will work with Pan Am to create cultural programming while engaging the community (CP Recommendation #31). The Culture Plan also identifies that the "implementation of the Public Art Program and annual plans bring art into places where people live, work and come together. (CP Recommendation #3).


BUSINESS UNITS CONSULTED AND AFFECTED:

Finance

**RECOMMENDED
BY:**



Brenda Librecz
Commissioner of Community
& Fire Services



Moe Hosseini-Ara
Director of Culture

ATTACHMENTS:

Appendix A: Council Resolution September 26, 2011

Appendix B: Public Art Update/Pan Am Public Art Presentation –September 15, 2014