

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
CORPORATE REPORT



**DATE:** April 29, 2024  
**TO:** Mayor and Council  
**FROM:** John Woolgar, Director, Recreation and Culture  
**SUBJECT:** White Rock – Home of International Artist Day

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**RECOMMENDATION**

THAT Council approve the Public Arts and Culture Advisory Committee’s recommendation, to endorse the select use of the phrase, “White Rock-Home of International Artist Day.”

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**EXECUTIVE SUMMARY**

Local artist, gallery owner and resident, Chris MacClure, initiated International Artist Day in 2004, which is now celebrated annually each year on October 25. Chris MacClure has offered to the City the opportunity of being known as “White Rock - Home of International Artist Day” and use of the logo. Chris MacClure is an internationally recognized artist and a “romantic realist fine art painter,” whose works have been exhibited across Canada, the United States of America, Mexico, and China.

The Public Art and Culture Advisory Committee at their April 10, 2024, meeting discussed and endorsed this opportunity:

*THAT the Public Art and Culture Advisory Committee recommend to Council that the City endorse the select use of the phrase “White Rock - Home of International Artist Day,” as determined by the Recreation and Culture Department and in consultation with the Communications Department.*

**INTRODUCTION/BACKGROUND**

Chris MacClure is a local artist, gallery owner and resident who was also the founder of International Artist Day in 2004, which is now observed on October 25 each year. This day is dedicated to celebrating all contributions artists have given to society. International Artist Day includes literary, theatrical, sculpting, painting, digital, drawing photography, glass, music, fashion and more. A website was established by Chris MacClure which offers information and support to artists and others to support International Artist Day.

International Artist Day is celebrated internationally and has drawn the attention of the Metropolitan Museum of Art, Art Gallery of Ontario, and National Galleries of Scotland. To mark the day, citizens are encouraged to support local artists, visit local creative arts spaces such as galleries, theatres, museums and “explore your inner artist” by signing up for a class or program.

The city has an established brand tagline, “City by the Sea,” and staff do not recommend widespread use of the phrase “White Rock - Home of International Artist Day,” as this may cause brand confusion for the residents and the public.

Staff recommend only limited and specific consideration for the use of this phrase that may include special events related to arts and culture such as the Arts Festival, Culture Crawl, and general arts programming.

The select use of the phrase “White Rock - Home of International Artist Day” would contribute to supporting the promotion of arts and culture-based events and programs. It would also support the City’s Cultural Strategy’s vision of a community that connects and engages by integrating arts and culture into the daily life of the city.

### **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

“White Rock - Home of International Artist Day” could be used as a promotional tool to advertise City arts and culture programs and activities in the Recreation & Culture Guide, newsletters, print ads and on social media. The phrase could also be used to promote the Arts Festival/Culture Crawl and Landmark Pop-Uptown Gallery. Finally, the City could utilize its social media platforms to acknowledge “White Rock-Home of International Artists Day” on October 25 each year.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

The Recreation & Culture staff will work closely with Communications Department staff to create guidelines where this phrase will be considered for use specifically when promoting White Rock arts and culture events, programs and experiences.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

1. Encourage positive community gatherings by designing and implementing inviting public spaces and beautification projects.

The City’s Cultural Strategy was adopted by Council in 2020. Select use of the phrase “White Rock-Home of International Artist Day” will:

1. Facilitate Economic Development through the Arts
2. Sustain Arts Programs and Festivals.

### **OPTIONS / RISKS / ALTERNATIVES**

The following option is available for Council’s consideration:

1. Do not endorse select use of the phrase “White Rock - Home of International Artist Day.”

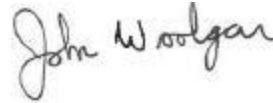
### **CONCLUSION**

The city has an established brand tagline, “City by the Sea,” and staff do not recommend widespread use of the phrase “White Rock - Home of International Artist Day.”. However, staff do recommend that under specific circumstances related to arts and culture programs and events, that use of the phrase “White Rock-Home of International Artist Day” will be complimentary to help further build the city’s reputation as a place where artists live and

work. It will also contribute to the promotion of cultural programs and events such as Arts Festival and Culture Crawl.

Respectfully submitted,

Approved by:

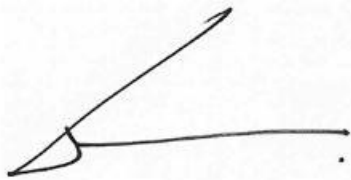


Rebecca Forrest  
Manager, Cultural Development

John Woolgar  
Director of Recreation and Culture

**Comments from the Chief Administrative Officer**

I concur with the recommendation of this corporate report.



Guillermo Ferrero  
Chief Administrative Officer