

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



**DATE:** May 8, 2024

**TO:** Public Art and Culture Advisory Committee

**FROM:** Rebecca Forrest, Manager Cultural Development  
John Woolgar, Director Recreation & Culture

**SUBJECT:** 2024 Street Banner Program – Community Banner Selection

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**RECOMMENDATION**

THAT the Public Art and Culture Advisory Committee endorse the 2024 Street Banner Art Panel’s community art banner selection.

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**EXECUTIVE SUMMARY**

The City launched a street banner program on March 20, 2024, inviting the White Rock and Surrey community to submit their art to be featured on banners located in the Uptown, Five Corners, West Beach, and East Beach neighbourhoods. Over 150 works of art were submitted for consideration. A volunteer Art Selection Panel made up of community members and professional artists reviewed the submission and selected 8 works to be featured.

**PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
Motion: 2024-065 February 26, 2024	It was MOVED and SECONDED THAT Council:  1. Endorse the proposed Street Banner Program, as presented by the Manager of Cultural Development, and amended to incorporate feedback from the Committee.  2. Authorize the release of funds from the Public Art and Placemaking budget, up to an amount of \$10,000; and,  3. Direct staff to proceed with banner design Option Three (3), as presented in the proposed Street Banner Program presentation.

**INTRODUCTION/BACKGROUND**

The street banner program is a program that aims to add vibrancy to White Rock and opportunity for local artists and emerging artists to create designs that reflect the history and culture of the city, creating a sense of place. A program guide was developed and artist of all abilities and experience were encouraged to apply. The banners will be featured in the Uptown, Five Corners, West Beach, and East Beach neighborhoods and will be changed out twice a year for the next 24 months.

The program is open to residents of all ages who live in White Rock or Surrey. Community members submitted over 150 works of art to be considered with varying themes including identity, history and place, the ocean/sea, arts and culture and City by the Sea.

Following the city’s Public Art and Placemaking Policy (708) a selection panel was established to evaluate the art submissions. The panel consisted of two representatives of the Public Art and Culture Committee, one representative from the White Rock Business Improvement Association (BIA), one community member who is an active arts and culture advocate and the Manager of Cultural Development (non-voting).

The panel reviewed all submissions and evaluated the art based on originality, connection to neighbourhood and theme. The final selection shows the diversity and talent of artists we have in the community (Appendix A). The selected artists will receive \$300, their own printed banner as well as their artwork to be featured on the city’s website.

In conjunction with the community art banners, “Welcome to White Rock” banners and neighborhood banners have been created that utilize the city’s brand guidelines to establish a foundational style for the banner (Appendix B & C).

<b>Location</b>	<b>Season</b>	<b>Artist</b>
East Beach	March - October	<u>Elayne Preston</u>
East Beach	November - February	Luke Davidson
West Beach	March - October	Saya Kustra
West Beach	November - February	Carla Maskall
Five Corners	March - October	Debra Wright
Five Corners	November - February	Alyssa Steinhubl
Uptown	March to October	Trish Jamieson
Uptown	November - February	Jon Lavoie

Installation of the banners is anticipated to start the first week of June 2024.

### **FINANCIAL IMPLICATIONS**

Up to \$10,000 from the Public Art Fund was approved for development and implementation of the Street Banner Program

### **LEGAL IMPLICATIONS**

The artists have agreed to conditional use of their art for the street banners and any products created from them that may include items such as banner bags. Artists will retain the copyright of their art.

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

The Recreation and Culture Department worked closely with the Communications Department to promote the program online and in the newspaper.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

The Recreation and Culture Department will work closely with the Engineering and Operations Department to install the banners.

## **ALIGNMENT WITH STRATEGIC PRIORITIES**

### **Council Strategic Priorities:**

Community

2. Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

### **Cultural Strategy:**

2.2 Maintain and grow the public art program.

3.3 Support a thriving Uptown arts district, “Beyond the Beach”

## **OPTIONS / RISKS / ALTERNATIVES**

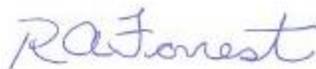
The following options are available for Committee consideration:

Do not endorse the Street Banner Art Panel’s selections. This will result in a delay in banner installation and would contradict the City’s Public Art and Placemaking Policy.

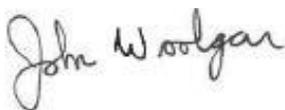
## **CONCLUSION**

The Street Banner Program was a success, with over 150 submissions. The aim of this program was to be open and accessible to a variety of artists and community members of all ages who wanted to create a sense of place. The artists selected represent the community and their art illustrates their connection to White Rock.

Respectfully submitted,



Rebecca Forrest  
Manager, Cultural Development



John Woolgar  
Director, Recreation and Culture

Appendix A: Selected Community Art Banners

Appendix B: Welcome to White Rock Banner

Appendix C: Neighbourhood Banners