

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: February 26, 2024

TO: Mayor and Council

FROM: John Woolgar, Director, Recreation and Culture

SUBJECT: Funding Request for White Rock P'Quals Promenade Sculptures Competition

RECOMMENDATIONS

THAT Council endorse the following recommendations of the Public Art and Culture Committee:

1. Decline the request for funding support as outlined in the White Rock Events Society's White Rock P'Quals Promenade Sculptures Competition proposal as presented to the Public Art and Culture Advisory Committee on January 11, 2024;
 2. Endorse Option 4: Explore Other Operating Models, as presented in the White Rock P'Quals Promenade Sculptures Competition on-table document; and,
 3. Authorize staff to negotiate with the White Rock Events Society and/or the artists to retain as many of the sculptures still at the waterfront as possible, for an additional year, to be funded from the Public Art Fund, up to a maximum of \$8000.
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EXECUTIVE SUMMARY

The White Rock P'Quals Promenade Sculptures Competition (Exhibition) is a free outdoor sculpture exhibition and competition organized by the White Rock Events Society (Society). Launched in September of 2023, the year-long exhibition features ten (10) sculptures created by artists from around British Columbia and displayed along the promenade east of the Pier. The city entered into a one-year agreement with the Society and provided one time funding of \$30,000 and \$10,000 of in-kind support from the Recreation & Culture and Engineering Departments.

The Society presented to the Public Art and Culture Committee at its January 11, 2024, meeting a proposal that included ongoing annual funding, in-kind support and a requirement that the city purchase the winning sculpture each year. Attached as Appendix A is the proposal and funding requests from the White Rock Events Society.

A motion was made and carried (2024-PACAC-003):

“THAT the Public Art and Culture Committee recommends that Council direct staff to bring forward a report outlining options to consider for supporting the sculpture competition

going forward, including funding information, which would also address the request from the White Rock Events Society for the City to purchase the winning sculpture annually.”

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2022-329 July 25, 2022	THAT Council: 1. Receive for information the corporate report dated July 25, 2022, from the Director of Recreation and Culture, titled “Promenade Sculpture Competition Update;” and 2. Waive the earlier requirement that White Rock Events Society secure commitments for 75% of the Society’s \$75,000 fundraising target (\$56,250) prior to any pedestals or sculptures being installed at the waterfront.
2022-388 October 3, 2022	THAT Council endorse \$30,000 be advanced to the White Rock Events Society for the White Rock Promenade Sculptures Competition to be utilized for the 2023 event.

INTRODUCTION/BACKGROUND

The Exhibition is an outdoor sculpture competition organized by the Society taking place from September 2023 to September 2024. The Exhibition features ten (10) sculptures from artists around British Columbia and has been a popular addition to the promenade. Many visitors and residents have viewed and photographed the sculptures as well as sharing them online.

The Exhibition is open for one year with a voting component for the public to choose their favourite sculpture. Artists are compensated by the Society as follows.

- \$500 honorarium for each artist;
- \$15,000 for the people’s choice winner; and
- \$5000 first place, \$1000 second place and \$5000 third place.

The Society will organize an auction at the end of the Exhibition to sell any unsold work with 70% of the proceeds distributed to the artists and 30% distributed to the Society.

The Society received one time funding of \$30,000 and \$10,000 in kind support from the city in 2022/2023.

On January 11, 2024, the Society delivered a presentation and proposal to the Public Art and Culture Committee with a request for the City to provide \$25,000 in annual funding, \$20,000 for in kind support and a requirement that the city purchase the winning sculpture each year for \$15,000.

If this were to occur, staff note that the winning sculpture would then require removal, new site preparation, installation and signage at an estimated cost of \$10,000 to \$15,000 as well as additional annual maintenance costs.

At the regular meeting of the Public Art and Culture Committee on February 15, 2024, staff presented the Committee with information and options to consider in response to the request for funding from the Society. Please see Appendix B for the information and options presented by staff to the Public Art and Culture Committee.

After reviewing the proposal from the Society and the options presented from staff, the Public Art and Culture Committee made the following motion at its regular meeting on February 15, 2024:

“THAT the Public Art and Culture Advisory Committee recommends that Council:

1. Decline the request for funding support as outlined in the White Rock Events Society proposal;
2. Endorse Option 4: Explore Other Operating Models, as presented in the White Rock P'Quals Promenade Sculptures Competition on-table document; and,
3. Authorize staff to negotiate with the White Rock Events Society and/or the artists to retain as many of the sculptures still at the waterfront as possible, for an additional year, with funding to be provided from the Public Art Fund, up to a maximum of \$8000.”

FINANCIAL IMPLICATIONS

There is no funding in the proposed 2024 operating budget for the Exhibition. The ability to draw from the public art and placemaking fund is guided by the Public Art and Placemaking Policy and could only be used to fund a request for artist honorariums.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Exhibition involves the support of many city departments including Recreation and Culture, Communications as well as Engineering and Municipal Operations.

ALIGNMENT WITH STRATEGIC PRIORITIES

Strategic Priorities

Community

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

Waterfront

Revitalize waterfront public spaces to be more inviting

Cultural Strategy

Sustain Diverse Arts Programs and Festivals

OPTIONS / RISKS / ALTERNATIVES

The following options or combination of options are available for Council's consideration:

1. Provide the full \$50,000 annual funding requested by the Society which includes \$25,000 cash, \$15,000 for purchasing the winning sculpture and \$10,000 for in-kind labour from the Engineering department. There would also be an additional \$10,000-\$15,000 required to relocate the winning sculpture purchased by the City.
2. Decline the funding request by the Society and ensure the sculptures as well as the concrete bases are removed after the end of the Competition in September 2024.
3. Approve a portion of the funding request to the Society with the City opting to purchase the winning sculpture each year only if recommended by the Public Art and Culture Committee and approved by Council.

CONCLUSION

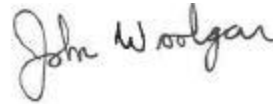
The Exhibition organized by the Society has been a popular addition to the promenade with many visitors and residents viewing, photographing and posting the images of the sculptures online. However, the City has limited funds to draw from for projects and the Public Art and Culture Committee has recommended Council decline the request for funding and explore alternative operating models for a similar exhibition.

Respectfully submitted,

Approved by,



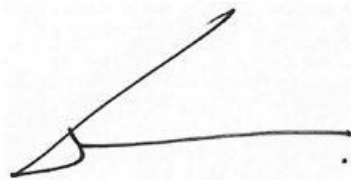
Rebecca Forrest
Manager, Cultural Development



John Woolgar,
Director, Recreation & Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: White Rock Events Society Proposal

Appendix B: White Rock P'Quals Promenade Sculptures Competition On-Table Document
from the February 15, 2024 Public Art and Culture Advisory Committee meeting