

CITY OF WHITEHORSE COUNCIL POLICY



PUBLIC ART POLICY

Policy Number:	2017-01
Approved by:	Council
Effective date:	March, 2017
Next revision due:	2021
Department:	Parks and Community Development Services

PURPOSE The primary purpose of the City of Whitehorse Public Art Policy is to provide an effective mechanism for the City to acquire art for municipally-owned buildings and facilities as defined in this policy.

AUTHORITY Council Resolution #2017-05-04 dated March 13, 2017

POLICY STATEMENT

The Council of the City of Whitehorse believes:

- That every resident in Whitehorse is entitled to the opportunity to enjoy, experience and share in the community's rich and varied Arts; and
- That significant economic benefit is derived from the Arts; and
- In providing opportunities for artists and art organizations to be involved in community process.

The City of Whitehorse believes that public art is a vital part of the recreational, cultural and economic well-being of the community. This Public Art Policy applies to the City of Whitehorse and arts-related activities within City boundaries, and represents the expressed needs and desires of the community. The purpose of the Public Art Policy is:

- (1) To guide City decisions on planning, programming and the allocation of resources as they relate to public art; and
- (2) To facilitate broad participation in the Arts by residents and visitors.

As one of Canada's capital cities, Whitehorse has an added responsibility to showcase the work of Yukon artists. This policy will enhance the national profile of Whitehorse as a capital city that is proud to represent a truly unique region of the country.

SCOPE

This policy applies to the City of Whitehorse, the Whitehorse arts community and the general public. There are no exceptions provided in this policy.

DEFINITIONS

PUBLIC ART means physical works of art and cultural property¹ located within public spaces. It may include the following categories:

“Performing”	Actor, Comedian, Dancer, Musician, Singer, etc.
“Visual”	Artisan, Carver, Painter, Potter, Quilter, Sculptor, Weaver, etc.
“Literary”	Biographer, Historian, Playwright, Poet, Storyteller, Story Writer, Translator
“Cultural Industry”	Photographer, Recording Artist, Videographer, Filmmaker, Graphic Designer, Book and Periodical Publisher
“Multicultural”	Events, (<i>Commissioner’s Potlatch, Storytelling, Gathering of the Clans</i>)
“Environmental”	Parks and Public Areas, Landscaping
“Recreational”	Festivals (<i>Rendezvous, Canada Day</i>), pre-school classes, summer day-camp activities, hobbies
“Architectural”	Buildings and Grounds (design and concept)

CITY means the municipality of the City of Whitehorse.

COUNCIL means the duly elected Council of the City of Whitehorse.

DIRECT BENEFITS means benefits to the end user of a program or service. Usually referred to benefits derived from individuals engaged in fee for service programs and services.

PUBLIC BUILDINGS AND FACILITIES means municipally owned buildings and facilities that are frequented by the general public.

PRINCIPLES AND VALUES

Principles and Values are the fundamental and enduring beliefs or ideals shared by our community that direct the way the City shall make decisions and undertake activities related to any given policy.

The values set out in the Public Art Policy are the ideals, or checks and balances, identified in the policy development process. Values serve as points of reference to guide the City in its implementation of the Public Art Policy.

¹ UNESCO Recommendation for the Protection of Moveable Cultural Property, 1978, Article I (1): (vi) For further information refer to the article Comparison of Definitions of Cultural Property In Different International Instruments.

Public Art Policy Principles and Values

Community benefit	A civic Public Art Policy is a community-building tool. It is a vehicle for expression of community spirit and pride.
Community Legacy	Art fosters the creation of a sense of place: our past, present and future
Arts as a Commodity	Arts and Arts Education is a product. It provides residents and visitors with things to do, things to see and things to learn.
Inclusive and Consultation Based	Implementation of the Public Art Policy is dependent on participation from artists, patrons and audiences. To be effective we must ask, listen, consult and involve.
Focus on Local and First Nation Art	Promote our local art, showcase our local art, purchase local art and make art accessible for all.
Economic Benefit	Vibrant and active arts spark economic development and foster tourism.

RESPONSIBILITIES

Implementation of this Public Art Policy will involve many different organizations and will require partnerships with organizations and artists external to the City. The Civic roles will include requirements for City Council, the Parks and Community Development Services, Economic Development Department, Engineering, Planning and Infrastructure and Operations Departments and the Council Services Departments:

City Council:

The role of Whitehorse City Council is to adopt a Public Art Policy, prioritize funding to support the policy through the annual budget process, specify the allocation on projects at the recommendation of the ad hoc advisory team, initiate policy review, facilitate partnerships and incorporate elements of the Public Art Policy in its Official Community Plan, City of Whitehorse Strategic Plan, Parks and Recreation Master Plan, Economic Development Strategies and departmental directives.

Parks and Community Development Department

The role of the City's Parks and Community Development Department is to administer the Public Art Policy and incorporate public art into daily business objectives, annual action planning, long term strategic planning, preparation of budget proposals, and implementation of the annual program. The department serves as the primary contact for an ad hoc public art advisory team.

Economic Development Department

The role of the City's Economic Development Department is to incorporate the Public Art Policy into daily business objectives and long term strategic planning.

Engineering Services, Infrastructure and Operations and Planning Departments

The role of the City's Engineering, Infrastructure and Operations and Planning Departments is to incorporate the Public Art Policy into daily business objectives and long term strategic planning, including issues of zoning, planning, capital projects budgeting, and city revitalization.

Legislative Services Department

The role of the City's Legislative Services Department is to incorporate the Public Art Policy into daily business objectives, particularly when promoting City Council and when purchasing gifts. Local art should be selected where practical.

GENERAL POLICIES

The City of Whitehorse Public Art Policy has ten distinct policy directions. These policy statements are representative of the public will as gathered in the policy development phase. Each policy item is accompanied with desired outcome statements that may result from implementation.

- 1. The City recognizes the substantial economic contribution of the Arts to the financial health of the community, and incorporates that value into its long range economic planning.**

Desired Outcomes

- (1) Arts attractions enhancing the City's image will encourage visitors to extend their stay.
- (2) Arts education as a product will be marketed.
- (3) The Arts may be incorporated as enhancements that add value to convention and special event marketing.

- 2. The City recognizes the development of public art education as a cultural tourism product.**

Desired Outcomes

- (1) Visitors will come to Whitehorse to participate in cultural tourism.
- (2) Partnerships with business, arts groups and other governments will be fostered to develop the cultural tourism sector.
- (3) City publications will promote public art.

- 3. The City 'leads by example' and incorporates consideration of public art into all aspects of defining the image of the community.**

Desired Outcomes

- (1) An effective mechanism for determining the appropriateness and method of placement of public art within municipally-owned buildings and facilities shall be considered consultatively as described under section 7(2) of this policy.

(2) The City will have public art incorporated in municipal planning and development.

4. The City showcases public art in marketing and economic and investor initiatives.

Desired Outcomes

- (1) Public Art will be featured more as a "value-added" attraction.
- (2) Public Art will gain exposure through regular City marketing efforts in new areas.
- (3) The quality and value of local and First Nations art will receive heightened recognition

5. The City seeks and promotes partnerships with the arts community and for public art.

Desired Outcomes

- (1) Arts professionals will be invited to participate in municipal planning, advisory committees and consultative processes.
- (2) The City will be assisting the Arts by using its leverage and partnering in new fundraising opportunities.
- (3) Increased opportunities for growth in the Arts as a source of economic development and recreation will occur.

6. The City provides consideration of the Arts in the development of above ground public oriented improvements and planning processes.

Desired Outcomes

- (1) Art will be considered in the design and development of City public buildings and facilities.

7. The City seeks to designate for Art a minimum of one percent (1%) of a new building's capital construction budget for City-owned public buildings and facilities deemed appropriate for public art installation.

The percentage for Public Art allocation will be calculated on portions of the eligible capital costs (excluding site servicing, landscaping, furniture, fixture and equipment costs, and consulting costs).

Desired Outcomes

- (1) Acquisition of Public Art will be mandated for installation in all City-owned public buildings and facilities as defined in this policy.
- (2) In keeping with the principles set out in this policy, an *ad hoc* public art working group shall be established to consult with staff, review materials and make recommendations regarding potential acquisitions and the disposition of public art. The working group shall also advise on the development of public art projects and any matters related to the development and promotion of public art. The reporting structure shall be as per the standard City procedure.

- (3) The primary aim of the review as set out under section 7(2) of this policy shall be to make determination on the accessibility of City-owned buildings or facilities to the general public and consequently the appropriateness of locating public art within the space using all or a portion of the 1% identified in the capital project for that purpose. In addition, recommendations shall be made for the re-allocation of any remaining balances to projects on other publically accessible spaces within the boundaries of the City of Whitehorse.

8. Public Art shall be accessible to all and funded by the Percentage for Art.

Desired Outcomes

- (1) A Public Art Policy and Art Trust Fund will ensure that art will be purchased and displayed by the City.
- (2) Art purchased by the City under the Public Art Policy shall be accessible to all.

9. The City seeks to designate sustained funding for the arts.

Desired Outcomes

- (1) Funding for the arts will be available for initiatives of demonstrable benefit to the community through the grant process.
- (2) Multi-year funding will ensure greater financial certainty and long term planning by Arts organizations.

10. The City enlists artists and other members of the community to act in an advisory role for the implementation and review process of this Policy.

Desired Outcomes

- (1) An ad hoc Working Group will be created, resulting in effective two-way dialogue between the City and the Arts community.
- (2) The views of the Arts community will be solicited and presented to Council on an ongoing basis.

Ad Hoc Working Group

An *ad hoc* Working Group shall be established to work collaboratively with administration and the Whitehorse Arts community to advocate for public art, advising on public art projects, policies, procedures, guidelines and plans as they relate to the City of Whitehorse Public Art Policy and in support of administrative staff and programs.

The responsibilities of the ad hoc Working Group are outlined in the Terms of Reference.

The *ad hoc* Working Group shall operate at arm's length and report its activities and make recommendations as per standard administrative procedure.

The *ad hoc* Working Group shall be appointed at the recommendation of administration and shall conduct their duties in accordance with Council policies, the terms of reference and the management framework of The City of Whitehorse.

REPEALING OF EXISTING POLICIES

The Arts Policy adopted by Council Resolution #2000-01-12, including all amendment thereto, is hereby repealed.

APPENDIX A

The Public Art Ad Hoc Working Group Terms of Reference

◆ March 2017

Supporting References

Please note that some of the documents listed below may not be publicly available

Related Council Policies, bylaws, Joint Agreement and other applicable Acts and Regulations and appendices

Contact Department of Parks and Community Development Services for additional applicable Procedures, Bylaws, Acts and/or supporting references

History of Amendments

<u>Date of Council Decision</u>	<u>Reference (Resolution #)</u>	<u>Description</u>
January 10, 2000	<u>#2000-01-12</u>	Initial Approval Date
March 13, 2017	2017-05-04	New Policy Approved

APPENDIX “A”

PUBLIC ART AD HOC WORKING GROUP TERMS OF REFERENCE

Mandate

The Public Art Ad Hoc Working Group is established to provide expert community input on public art for the City of Whitehorse in accordance with the Public Art Policy. The Working Group is responsible for:

1. Reviewing all public art project plans to ensure desired outcomes are met as set out in the Public Art Policy
2. Making recommendations on the accessibility of City-owned buildings and facilities and the appropriateness of the location of public art in accordance with the Public Art Policy
3. Promoting awareness and understanding of the importance of high-quality public art
4. Advising and making recommendations to administration on public art policies, guidelines, plans and issues as they relate to the City of Whitehorse
5. Reviewing all acquisitions of public art according to established desired outcomes set out in the Public Art Policy
6. Acting as a resource to City Council and to its Committees, boards and administration on all public art matters referred to the group, and making recommendations for achieving Council's vision for the Arts.
7. Collaborating with the Parks and Community Development Department staff in carrying out the vision of the Public Art Policy

Composition

Members will be appointed at the discretion of administration and shall include a minimum of three or up to five members consisting of a combination of visual artists and citizens at large chosen from a broad range of individuals with experience or interest in public art.

Membership shall also include one representative from City administration, preferably from the Parks and Community Development Department. The Director of Community and Recreation Services will be a non-voting member of the working group.

Term

Ad hoc – Maximum term served may vary.

Meetings

Meetings will be held on an as-needed basis.

Recommendations

The Parks and Community Development Department will facilitate delivery of the recommendations of the Ad Hoc Working Group to management and Council.

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