

Percent For Art Policy Review - Update

Recommendation

That the November 28, 2017, Urban Form and Corporate Strategic Development report CR_4995, be received for information.

Executive Summary

This report provides an update on the five year review of the 'Percent for Art' policy. This review was conducted jointly by Administration and the Edmonton Arts Council and identified areas for possible improvement. Administration recommends that potential revisions to the 'Percent for Art' policy be postponed to ensure strategic alignment with Edmonton's 10-year arts and heritage plan, '*The Art of Living*', due for update in 2018/19.

Report

Background

City Policy C458C - Percent for Art to Provide and Encourage Public Art in Public Areas, was first introduced in 1991 and has since undergone several revisions to reflect changing priorities and process improvements. In the latest revision in 2010, three additional policies (C547, C548, C549) were introduced to further detail procedures related to policy administration, the addition and removal of art from the Civic Art Collection, and the selection, gifting and conservation of art. All four policies are interrelated and are further referred to as the 'Percent for Art' policy.

The Edmonton Arts Council is a key partner in the administration and delivery of public art initiatives, as envisioned in *The Art of Living: A Plan for Securing the Future of Arts and Heritage in the City of Edmonton* (2008-2018). The successful partnership of Edmonton Arts Council and the City of Edmonton over the years has resulted in the creation of a variety of notable art installations that enhance Edmonton's architecture and public realm.

Administration and the Edmonton Arts Council initiated a five-year review of Policy C458C, and identified areas for possible improvement; however, the process was then paused to ensure strategic alignment and integration of the 'Percent for Art' policy with Edmonton's 10-year arts and heritage plan, '*The Art of Living*', due for update in 2018/2019.

Observed Areas For Improvement

The review of the 'Percent for Art' policies and procedures suggested several possible areas for improvement (detailed in Attachment 1), such as the following:

- consolidating all four policies into one;
- defining with more clarity which projects qualify and how the percent for art budget is calculated;
- allowing some flexibility in terms of art budget allocation and placement of art; and
- clarifying the roles of participants in the 'Percent for Art' program, such as the Percent-for-Art Coordinator, the Edmonton Arts Council and City project managers.

In preparation of '*The Art of Living*' update, the Edmonton Arts Council commissioned an independent study of its public art program in the context of public art governance best practice from other Canadian municipalities. This study suggested areas for further consideration, including:

- aligning public art objectives and outcomes with the overarching City of Edmonton and Edmonton Arts Council strategic goals, including alignment of Edmonton Arts Council long-term public art planning with the City of Edmonton capital plan and budget cycles;
- examining the Civic Art Collection conservation needs and developing a conservation strategy and public art implementation plan for the next 10 years;
- allowing more flexibility in long-term public art planning, including budget planning, budget allocation and strategic art placement;
- creating a collaborative City of Edmonton-Edmonton Arts Council decision-making model that addresses public art investment allocation; and
- responding to community needs through meaningful consultation.

'*The Art of Living*' update will consider the observations of both the 'Percent for Art' policy review and the Edmonton Arts Council's independent study.

Next Steps

Edmonton Arts Council is undertaking city-wide engagement and consultations as part of the planning and research for the update to '*The Art of Living*'. One area of focus is the role of public art in placemaking. The outcomes of the research and feedback from Edmonton's citizens will assist in forming the update to the City of Edmonton's public art strategy, implementation plan, and policies.

The Edmonton Arts Council will present the revised *'The Art of Living'* to City Council in 2018 or early 2019. Subject to Council's direction, Administration will work with the Edmonton Arts Council to revise the 'Percent for Art' policy to align with the City of Edmonton's vision and goals for public art.

Budget/Financial

Administration currently budgets one percent for art within each qualifying capital profile. Funds are then transferred from the capital profile to operating budget and released to the Edmonton Arts Council, typically in three payments. Administration is not pursuing changes to this process at this time.

Public Engagement

The 'Percent for Art' policy review involved focused consultations with internal and external stakeholders and subject matter experts, including consultations between Administration and Edmonton Arts Council staff, and the Public Art Committee. This Committee is a strategic advisory group of the Edmonton Arts Council that comprises representatives from the arts sector, the local community, and the design and development industries (such as Edmonton Design Committee, Urban Development Institute and others).

Another round of public engagement will be organized as part of the upcoming public consultations for *'The Art of Living'* update in 2018/2019, which will inform the 'Percent for Art' policy update.

Corporate Outcomes and Performance Management

Corporate Outcome(s): Edmontonians are connected to the city in which they live, work and play.			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Effective and efficient service delivery: Project management practices are effective, consistent and aligned	Project timeliness	50 percent completion (2017)	100 percent completion (2019)

Attachments

1. Areas for Improvement Observed in the 'Percent For Art' Policy Review.

Others Reviewing this Report

- T. Burge, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- C. Campbell, Deputy City Manager, Communications and Engagement
- D. Jones, Deputy City Manager, City Operations
- R. G. Klassen, Deputy City Manager, Regional and Economic Development
- A. Laughlin, Deputy City Manager, Integrated Infrastructure Services
- R. Smyth, Deputy City Manager, Citizen Services