



Policy Increases Public Art Funding

Date: Friday, July 16, 2010

For Immediate Release

VICTORIA, BC – Yesterday, the City’s Governance and Priorities Committee approved in principle, a policy to increase funding for art in public spaces and expand opportunities for artists and members of the public to participate in the process. The *Art in Public Places Policy* is the result of a six-month review of the City’s public art policy that was established 17 years ago.

“In providing additional funding for public art, we position Victoria as an arts and culturally-rich and vibrant Capital City for future generations,” said Mayor Dean Fortin. “The new policy also helps support local artists at a time when arts funding has been reduced in our community.”

Under the proposed policy, annual funding for public art will increase by \$92,000, to a total of \$150,000; this includes \$135,000 for new artworks and \$15,000 for the maintenance of existing pieces.

The City will also contribute up to 1% of the total construction costs for exceptional, significant civic projects, with the money going to a new Art in Public Places Reserve Fund. The funding can be used to incorporate public art into a project’s design, to create a stand alone piece onsite, or for public art at another location.

The policy also increases community representation on a project’s selection panel and proposes a five-member Art in Public Places Committee.

The review process provided Victoria citizens ways to learn more about the previous policy, ask questions and provide input on how they would like to see it improved. The public was invited to participate in a community forum, two focus groups, and to provide input by way of print and online surveys. In addition, a 14-member steering committee assisted in the development of the new policy, by considering public input and reviewing public art best practices of North American cities. The proposed policy will be considered by City Council in August.

The *Art in Public Places Policy* does not apply to public art on private land. Public art is defined as an original artwork, selected, commissioned, created or donated for location in the public domain, and created by an artist. For more information, visit www.victoria.ca and click on *What’s New*.

– 30 –

For More Information:

Terri Askam
Manager of Culture, Sports and Neighbourhoods
Parks, Recreation and Culture Department
Cellular: 250.415.8843