



TITLE: Photography Mural Project MCAP 2024

DATE: September 3, 2024

TO: Executive Committee

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the report be received as information and filed.

EXECUTIVE SUMMARY:

The Photography Mural Project - Community Pride in Pictures, is a project lead by the Arts & Culture Division of Parks, Recreation and Culture and funded by the SaskCulture Community Cultural Engagement Fund and the City's Municipal Culture Action Plan. The "Community Pride in Pictures" mural will be a collage of pictures submitted by local photographers in a design created by two local professional photographers. The mural will represent photographs of people experiencing the great opportunities and assets in our city. It will be installed on the west wall of the Prince Albert Public Library and will remain there for approximately 5 – 10 years.

PROPOSED APPROACH AND RATIONALE:

The Photography Mural Project is an initiative of the Municipal Culture Action Plan (MCAP). The MCAP has created many opportunities for local artists through poetry projects, Indigenous interpretive signs, visual art projects such as the 2nd Avenue banners, Theatre in the Park, and more. These projects align with the MCAP core themes and goals and in particular, recognize, honour, and strengthen the artistic and cultural community, which develops and enhances Prince Albert.

The goals of the project are to:

- Foster connection, pride and belonging.
- Uplift our Indigenous, immigrant and newcomer personal and collective identities.
- Present the beauty and diversity of our city.

- Provide an opportunity for photographers in our area.
- Increase the public art in our city.

A call for local photographers was done this summer and a jury is selecting photos for the mural collage in collaboration with the lead artists and their design.

The Prince Albert Public Library board has approved hosting this new mural for our city. The mural will be placed on one section of the west exterior wall of the library (see photo in the presentation attached). A description of the mural and its purpose will be placed on the section immediately left of the mural. The mural is made of the same vinyl material used with the Kistapihnanihk mural in the green space just south of City Hall off Central Avenue. The mural will be installed by Markit Signs.

The Public Art Working Group is aware of the project and supportive of this new public art for the city and will catalogue and maintain it as part of the City's public art inventory.

The installation and reveal of the mural will occur between mid-September and mid-October.

CONSULTATIONS:

This project is coordinated by Tia Furstenberg, Arts & Culture Coordinator.

We have met with the following people and/or organizations to gather their input for the project:

- Municipal Culture Action Plan Working Group
- Public Art Working Group
- Mann Art Gallery board of directors
- Prince Albert Public Library – Alex Jurorio and the library board

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The Photography Mural Project will have a reveal between late September and mid-October. The Prince Albert Public Library Board and staff, City Council, local media, and the Public Art Working Group will be invited to attend.

BUDGET/FINANCIAL IMPLICATIONS:

As stated, this is a project of the MCAP and is part of the MCAP budget. The cost of the project is \$10,000, of which \$5000 is funded through the SaskCulture Community Cultural Engagement and Planning grant and \$5000 from the MCAP annual budget.

OTHER CONSIDERATIONS/IMPLICATIONS:

The following City policies support this project:

- Municipal Cultural Action Plan
- Cultural Diversity and Protocol Policy

- Public Art Policy
- Civic Arts Policy
- Community Services Master Plan

There are no privacy, legal, safety or environmental implications.

OPTIONS TO RECOMMENDATION:

There are no options to the recommendation.

STRATEGIC PLAN:

This project aligns with the strategic priority “Promoting a Progressive Community” and the Culture Action Plan area of focus. It will help us celebrate our culture and community pride and highlight our diversity. The photography mural project also contributes to the vibrancy of the downtown

OFFICIAL COMMUNITY PLAN:

The Municipal Cultural Action Plan is part of the Official Community Plan. The Community Development department is part of the Public Art and MCAP Working Groups. Section 13 of the Official Community Plan speaks to Prince Albert culture and identifies a number of goals and policies to support this initiative.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

Power Point by Judy MacLeod Campbell, Arts & Culture Manager

ATTACHMENTS:

1. Photography Mural Project Presentation

Written by: Judy MacLeod Campbell, Arts & Culture Manager

Approved by: Director of Parks, Recreation & Culture and City Manager