

CITY OF WELLAND

POLICY

Policy Title: Municipal Arts & Culture Policy	
Date of Approval: October 19, 2010	Policy Number: SER-008-0008
Lead Role: Manager, Recreation & Culture	Support Role: Arts & Culture Coordinator
Cross Reference: By-law 2009-170	Next Review Date: 2021
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Policy Statement:

Arts and Culture contribute significantly to Welland's sense of place, civic pride and community well-being. Arts and culture also influences economic prosperity and tourism diversity leading to a thriving and healthy community.

Purpose:

The Municipal Arts and Culture Policy provides a framework to guide the planning, provision and support of arts and cultural services in the City of Welland.

Definitions:

Arts - refers to the creative arts in all its forms of expression:

- Visual arts (painting, sculpture, printmaking, fine craft, photography, mixed media)
- Literary arts (fiction, creative non-fiction, poetry, playwriting)
- Performing arts (theatre, music, dance, opera, mime)
- Media arts (film, video, sound recording, cyber arts)
- Material arts (crafts, ceramics, textiles)
- Arts industries (production-line fine craft, publishing, graphic and surface design)
- Civic arts (architecture, landscape architecture, urban design, art in public places)
- Culturally specific arts (arts influenced by the values, customs and traditions of peoples of historical or contemporary settlement)
- Community arts (recreational arts; variety or novelty arts)

Culture - refers to the values, customs, heritage and traditions that characterize the community. Culture is inclusive and reflects the elements and traits of peoples of historical and contemporary settlement, popular culture, and the places, physical amenities, events, products and creations that contribute to such values, customs and traditions.

Community - where mentioned in the policy refers to the Community of Welland. The Cultural life of a Community is shaped by the participating individuals and organizations through active involvement and participation, and is representative and inclusive of all origins, customs, heritage, beliefs and traditions of the people of Welland.

Public Art - refers to artwork in the public realm attached to or on City property which is accessible to the public and possesses aesthetic qualities for the enhancement of the City of Welland and Community involvement. Art in the public realm involves the process of increasing community awareness, understanding, and acceptance of public art as an important component of the environment.

Public Art enables community participation in the building of public space, greater public access to ideas generated by contemporary art, and citizens to take pride in public cultural expressions.

Public Art reflects the identity of the City and gives voices to the community while building relationships between diverse groups. Public Art gives meaning to place by interpreting the cultural, historical and social environment.

Artwork - may be permanent, semi-permanent, functional, or temporary, and includes all forms of art conceived in any medium, material, performance, media, or combination thereof, including civic infrastructure and furnishings, sculpture, landscape, painting, drawings, parades and kinetic works. Examples of Public Art include sculptures, murals, fountains, street furnishings, park amenities, light works, live art, and artists' collaborations on architecture, landscape architecture or amenity design.

Public Realm - includes places and things, such as building facades, parks, public open spaces, streets and recreational waterways that provide for unrestricted physical or visual access to the general public.

Guiding Principles:

1. Arts and Culture make a significant contribution to the quality of life and vitality of the community.
2. Investment in Arts and Culture will produce a significant contribution to the economic well-being of the community.
3. Arts and Culture activity will be accessible to all, regardless of culture, language, religion, race, gender, age, ability, sexual orientation or social standing.
4. Excellence in Arts and Culture will be recognized, appreciated, encouraged and communicated.
5. Infrastructure for the purposes of creation, production, presentation, promotion and distribution of Arts and Culture activities will be maintained and supported.
6. Arts and Culture will be an integral component of the Corporate Strategic Plan for the City of Welland.

Goals:

1. To build, expand and support existing events and festivals that enhance Arts and Culture (i.e. Rose Festival, Niagara Regional Exhibition, Culture Days, Friday Night Live, Feast Street, Supper Market, outdoor concert series and other Council approved events)
2. To advocate, research and promote the development of Arts and Culture.

3. To recognize, encourage and provide guidance to various groups, organizations and individuals contributing to the development of Arts and Culture.
4. To determine responsibilities and contributions of the City of Welland towards the future growth of Arts and Culture by adopting a sustainable funding policy framework.
5. To enrich the spirit and pride of citizens of Welland through Arts and Culture.
6. To involve artists and arts organizations in leadership roles in the overall planning and design of an Arts infrastructure.
7. To enhance existing spaces and develop new public spaces for Arts and Culture (e.g. theatres, performance spaces, galleries, murals, and outdoor spaces).
8. To provide opportunities and benefits for artists and the public to express their individual and collective ideas through Public Art as a means to support the arts, build community pride, enhance local character, and strengthen Welland's identity.
9. To engage citizens and develop partnerships with all sectors (e.g. private, public, nonprofit organizations) in the development of Arts and Culture.
10. To ensure that Arts and Culture is included in other municipal strategies and plans such as economic policy, social policy, downtown development and public works projects.
11. To develop an accessible inventory and network of Arts and Cultural assets and information within the City of Welland.

Policy Details:

1. Operational Practices and Procedures
 - 1.1. The Corporate Services Department will develop and implement operating practices and procedures that support the intent of the Arts & Culture Policy.
2. Public Art
 - 2.1. The City will guide the acquisition, development, planning and preservation, enhancement and removal of Public Art.
 - 2.2. The City will encourage public dialogue and participation in the decision making that affects the aesthetic appearance of the City and attracts visitors, tourists and new business.
 - 2.3. The City will ensure that decisions concerning the placement of Public Art projects are fair and consistent.
 - 2.4. The City will increase opportunities for local artists to display and make contributions to the community.
 - 2.5. A Public Art Review Team will be established to participate in decisions related to the selection, placement and approval of Public Art. Membership will include City, Museum and Library staff, as well as representatives from the Arts & Culture Advisory Committee.
 - 2.5.1. All decisions related to Public Art will be transparent and accessible.
- 2.6. Funding Framework
 - 2.6.1. The City will provide on-going maintenance of the Public Art.
 - 2.6.2. The City will apply for supplemental funding from the provincial and federal governments.
 - 2.6.3. A Public Art Partnership Fund will be established for the purpose of receiving private donations and for the ongoing maintenance of existing Public Art.

- 2.6.4. An inspection of Public Art will be conducted once annually by the Public Art Review Team and they will determine which pieces to repair (if any).
- 2.7. De-Accession or Removal
 - 2.7.1. In the event the artwork is damaged beyond repair, or becomes ineffective for reasons other than the owner's failure to maintain it, or in the event the work becomes an unreasonable burden to maintain, decision to allow its removal or relocation will be made by the Public Art Review Team.
- 2.8. Encroachment
 - 2.8.1. An application and permit shall be issued upon review and approval of City of Welland that allows the temporary placement of a privately owned object over, under and upon the public right of way or public property.
 - 2.8.2. The placement of objects, displays or other fixtures shall not interfere or be placed directly in front of, on or near a permanent Public Art sculpture, mural, monument, historic site, plaque or other art deemed to be Public Art.
- 3. Sustainability
 - 3.1. The Public Art Review Team will determine whether to accept a donation based on a scoring matrix of artistic merit, historical significance/connection to the city, and legacy.
- 4. Arts and Culture Mapping
 - 4.1. The City will develop and maintain an inventory of Arts and Culture programs, events and assets.
- 5. Community Engagement
 - 5.1. The City will engage artists, citizens and volunteers regardless of art form, age, ethnic culture or financial status to encourage access and enjoyment of the arts whether participating, performing, presenting, viewing or attending Arts and Culture events.
 - 5.2. The City will seek to engage children and youth in Arts and Culture programs in partnership with local school boards, agencies and organizations.
- 6. Recognition of Excellence
 - 6.1. The City will recognize volunteers involved in Arts and Culture through the Annual Volunteer Recognition Event.
- 7. Promotion
 - 7.1. The City will promote Arts and Culture to achieve the following outcomes:
 - 7.1.1. To increase the number citizens creatively involved in Arts and Culture.
 - 7.1.2. To increase the number of citizens attending Arts and Culture events.
 - 7.1.3. To increase the citizen involvement in Arts and Culture as a means for people to share their heritage, hopes, dreams, concerns and preferences.
- 8. Accessibility
 - 8.1. This policy will comply with the Accessibility for Ontarians with Disabilities Arts (AODA), 2005 and Accessibility Standards resulting from the Act.
 - 8.2. The City will ensure that participation in Arts and Culture opportunities is accessible to people of all ages and abilities.