



**City of Richmond**

**Report to Committee**

**To:** Planning Committee  
**From:** Terry Crowe  
Manager, Policy Planning

**Date:** November 25, 2003  
**File:** 7000-09-20

**Re:** **Artist Call For Street Banners to Celebrate Richmond's 125<sup>th</sup> Birthday**

**Staff Recommendation**

That an allocation of \$5,500 from Project #40853, originally approved in the 2003 Capital Plan, for artist designed banners to celebrate Richmond's 125<sup>th</sup> Birthday, be approved.

Terry Crowe  
Manager, Policy Planning

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Parks Design, Construction & Programs	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	
Finance	Y <input type="checkbox"/> N <input type="checkbox"/>	

## Staff Report

### Origin

- The theme for the City's 2004 Street Banner Competition (open to the public) between January and December 2004 is the "Celebration of Richmond's 125th Birthday".
- Recently, the City has unveiled an initiative to celebrate the City's 125<sup>th</sup> Birthday with a banner competition.
- To add to this year of celebration, this report presents a proposal to provide an opportunity for professional artists to participate in the City's Street Banner competition.

### Finding of Fact

#### The Proposal

In order to prepare a creative design for the banners, the artist will do some research on Richmond's unique location as an "Island City, by Nature". A great source is the Richmond's Archives, the Public Library and the Archives section on the City of Richmond's website at [www.city.richmond.bc.ca](http://www.city.richmond.bc.ca).

Artwork should celebrate and portray the celebration of Richmond's 125th birthday.

Examples include:

- Richmond Then and Now
- Changing cultures
- Heritage of Richmond
- Wakayama sister city program
- Happy Birthday Richmond

#### Competition Rules

- Original artwork should be on white or coloured paper, paint, ink, or pencil crayon, on heavy paper or cardboard. Hard copies of digital images are acceptable.
- Banner design submissions must measure 8" wide by 20" high.
- Designs may include four colours including white.
- Designs must be bold, simple shapes and strong colours.
- Artists may submit more than one entry.
- As banners will be hung in pairs, artists are welcome to submit sets of banner designs.
- Artist identification including name(s), address, and phone numbers must be placed in an unmarked sealed envelope affixed to the back of each design.

#### Artist Selection

- The artist would be selected by a panel made up of artists, designers and Richmond residents.
- One banner design will be selected for display in prominent locations on Richmond's streets starting March 2004.
- A \$2,000 honorarium will be given for the selected artist for their design.

#### Additional Comments

- All entries and reproduction rights become the property of the City of Richmond.
- Artwork may need to be modified to meet the needs of the Banner Contest.
- Winning artists will be contacted by February 20, 2004.
- Awards will be presented at a meeting of Council in 2004.

Relationship to Annual City's Banner Competition

This proposed banner competition will complement the normal City annual banner competition based on the same theme: "Richmond's 125<sup>th</sup> Birthday".

Benefit

The proposed artist call will:

- Increase the recognition of Richmond's 125<sup>th</sup> Birthday.
- Assist in recognizing important Richmond themes.
- Improve City's appeal.

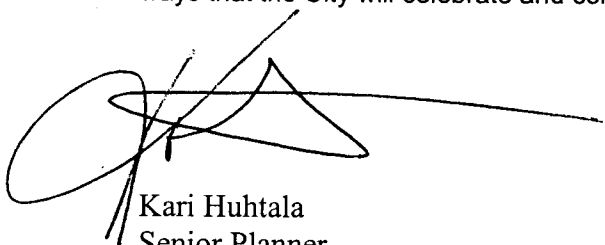
**Financial Impact**

\$5,500 from the Public Art Program (\$2,000 for artist honorarium, \$2,400 for banner production, \$750 newspaper advertisements, and \$350 for miscellaneous).

The \$5,500 is available from the 2003 Approved Capital budget. These funds will be carried over into 2004.

**Conclusion**

The City's 125<sup>th</sup> Birthday is an important milestone. The Street Banner Artist Call represents one of many ways that the City will celebrate and commemorate this event.



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