



City of Richmond

Report to Committee

To: Planning Committee
From: Terry Crowe
Manager, Policy Planning
Re: Artist Call For Street Banners to Celebrate Richmond's 125th Birthday

To Planning - Dec 2, 2003
Date: November 25, 2003
File: 7000-09-20-036

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 125th Birthday, be approved.

Terry Crowe
Manager, Policy Planning

FOR ORIGINATING DIVISION USE ONLY		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
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 125th 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.

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 125th Birthday".

Benefit

The proposed artist call will:

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

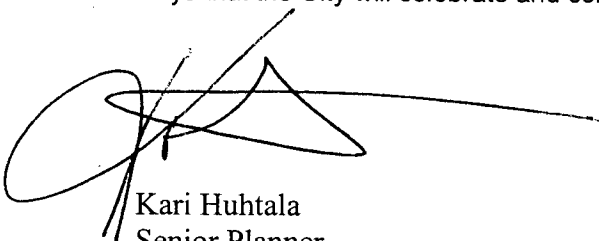
Financial Impact

\$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 125th Birthday is an important milestone. The Street Banner Artist Call represents one of many ways that the City will celebrate and commemorate this event.



Kari Huhtala
Senior Planner
(4188)

KEH:keh