



Staff Report

Report Title: Community Mural Project

Prepared By: Taralyn Cronin, Business and Economic Officer

Department: BED

Date: Mar. 1, 2021

Report Number: BED-2021-03-11

File Number: D06 MUR 20

Attachments: Inspiration for Mural Project, Mural Estimate

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby approves Report Number BED-2021-03-11 prepared by Taralyn Cronin, Business and Economic Officer; AND FURTHER approves moving forward with the Community Mural Project as detailed in the 2021 Draft Budget; AND FURTHER grants pre-budget approval and an exception to the Purchasing Policy to hire MLE Designs to complete the three murals.

Background:

We had planned to have a mural installed on the west-facing side of the Point Clark public washroom building last year, but due to the COVID-19 pandemic this project was postponed. Over the past year, we have looked at a number of images of different murals from across North America and decided that we would like to orchestrate a Township-wide interactive mural project. A few interactive murals have appeared in southwestern Ontario over the past year. These murals encourage visitors to immerse themselves in the image and take pictures with the mural to share on social media via a hashtag. A great example of the type of mural we are looking at creating in Lucknow, Ripley and Point Clark, is the Kincardine Strong Wings mural in Kincardine, which is attached. Not only is it interactive, but it reflects the community by incorporating historical and cultural elements.

Discussion:

We would like to hire an artist to complete a total of three murals, one in each of the downtown areas of Lucknow and Ripley, and one in a busy tourist area in Point Clark. The mural in Lucknow will be located on the east side of Everlastings Flowers and Gifts and the one in Ripley will be located on the west side of The Hub. We have

permission from both of the commercial property owners and we will be drafting an agreement prior to installation. As mentioned previously, the mural in Point Clark will go on the side of the Point Clark washroom building, facing the lake.

We would like the murals to be similar to the one in Kincardine, but rather than creating angel wings, we would like to create butterfly wings. Each butterfly mural will incorporate elements of that community. This presents an opportunity to gather community input through Have Your Say HK. The trio of butterfly murals will provide symmetry and cohesion and connect all corners of the Township. These murals will also add colour and vibrancy to our downtowns/tourist areas. We are anticipating an increase in foot traffic as a direct result of the project and this will boost our local economy. We will be developing a unique hashtag so that we can view visitor photos on social media and measure the success of the project.

We have applied to the Rural Economic Development Fund for funding but wish to move forward with the project regardless of the success of the application. We will not find out until the end of March whether the application was successful. The application was submitted in partnership with the Lucknow Chamber of Commerce as they are planning on hiring an artist to paint a traditional mural on another building downtown. If the application is successful, we will receive up to \$10,200 towards the murals.

We also applied to Spruce the Bruce through the Streetscape Beautification Grant program; however, our project was deemed ineligible because the Township received funding through the Spruce the Bruce Program last year. The County of Bruce is not accepting applications from businesses, municipalities or community organizations if they received funding through the Program last year.

Since we are looking for a specific type of artwork, we recommend granting an exception to the Purchasing Policy and hiring MLE Designs. MLE Designs designed and painted the Kincardine Strong Wings mural and we were very impressed by the artist's work. Once the artist is hired, they can begin creating sketches of the murals so that we will be on track to have them installed between June 1st and August 1st of this year.

Financial Impacts:

The Community Mural Project is included in the 2021 Draft Budget.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to our goals in achieving a prosperous community, a vibrant community, and a spirited community.

Respectfully Submitted By:

Taralyn Cronin, Business and Economic Officer

Approved By:

Mary Rose Walden, Chief Administrative Officer