

City of Mississauga Corporate Report



<p>Date: January 5, 2021</p> <p>To: Chair and Members of General Committee</p> <p>From: Shari Lichterman, CPA, CMA, Commissioner of Community Services</p>	<p>Originator's files:</p> <hr/> <p>Meeting date: February 10, 2021</p>
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Subject

Cultural Investment in Neighbourhood Main Streets – Economic Recovery

Recommendation

1. That the report entitled "Cultural Investment in Neighbourhood Main Streets" as part of Cultural Districts Implementation and the City's Economic Recovery Framework, dated January 5, 2021 from the Commissioner of Community Services be approved.
2. That a new capital project be created with a gross and net budget of \$500,000 and that funding be allocated from account 30195 - Reserve for the Arts.
3. That all necessary By-Laws be enacted.

Report Highlights

- The 2019 Culture Master Plan outlines a vision to make Mississauga "known for its thriving culture scene" over a 10-year period. The devastating and multi-layered impacts of COVID-19 on arts and cultural organizations, small business and workers across the country, have underscored the importance of the plan's recommendations for supporting Mississauga's creative sector and the Community and Economic Recovery Frameworks.
- Staff recommends that the City seek Expressions of Interest for a two-year project between 2021-2023 to secure third party services for community-engaged public art and artist designed public realm improvements within the city's six Cultural Districts.
- Working in partnership with a third party service provider(s) will expedite delivery of and extend the City's capacity to implement its master plan vision. Staff propose that the *Cultural Investment in Neighbourhood Main Streets* project be funded from the Arts Reserve, which is intended to be used for projects or studies with city-wide impact. The project will use a total of \$500,000 in Arts Reserve funds to complete specific deliverables over a two-year period.

Background

The 2019 Culture Master Plan outlines a vision to make Mississauga “known for its thriving culture scene, where culture is at the heart of the city and embedded everywhere.” To achieve this, the City’s mission is to grow and support the creative sector, deliver cultural services and enable high quality experiences over a 10-year period from 2019-2029.

The devastating and multi-layered impacts of COVID-19 on arts and cultural organizations, small business and workers across the country have underscored the importance of the plan’s recommendations for supporting Mississauga’s creative sector and the City’s Community and Economic Recovery Frameworks. A key priority of the *Economic Recovery Plan for Creative Industries* is to build confidence amongst the local cultural sector to re-engage in their creative practice and activities throughout the public realm to re-establish public support.

The *Cultural Investment in Neighbourhood Main Streets* project is part of the Culture Division’s multi-level approach to stimulating community and economic recovery through arts, culture and creative industry-focused projects and grant funding opportunities. Several of the City’s existing plans and strategies provide a blueprint for how to support community and economic recovery, including the Cultural Districts Implementation Plan, Public Art Master Plan and Celebration Square Strategic Plan. Further detail on the alignment with these strategic plans can be found in Appendix I.

Comments

In order to expedite the implementation of Cultural Districts and stimulate the City’s Post-COVID recovery objectives, staff recommend that the City seek Expressions of Interest from third party service providers to undertake a two-year *Cultural Investment in Neighbourhood Main Streets* project between 2021-2023. Working with a third party service provider will boost Culture staff capacity by mobilizing additional resources in terms of time, knowledge and capital.

The *Cultural Investment in Neighbourhood Main Streets* project will enrich Mississauga’s public realm with arts, culture and creativity, inject vibrancy and vitality across the City’s Cultural Districts. Public art and artist designed public realm initiatives will include economic, skills and experience building opportunities for Mississauga’s artists and creative workers.

Many of these individual projects will be developed in collaboration with appropriate City business units, commercial partners, BIAs, community members and community organizations to ensure that they are representative and inclusive of the citizens of Mississauga and encourage a sense of belonging and connection. The third party service provider(s) will identify, address and remove barriers to inclusion, and provide opportunities for effective and meaningful participation.

Staff have developed an outline of proposed project types that will directly support implementation of key recommendations within the Culture Master Plan, Cultural Districts Implementation Plan, Public Art Master Plan and Celebration Square Strategic Plan and Appendix II provides a brief description of the proposed project types, as well as examples of how they could materialize across the city.

Proposed Procurement Process

Staff propose that the City issues a Request for Expressions of Interest (“REOI”). Given the range of proposed types of project deliverables, submissions from groups working in partnership and other collaborations will be encouraged.

The REOI will outline criteria for the type of third party service provider(s) City staff are seeking, which may include but not be limited to organizations with demonstrated experience in, a reputation for and the capacity to undertake:

- Public art procurement, production and installation;
- Procurement and project management of both large and small-scale artist designed public realm installations;
- Skills, resource and experience building opportunities for artists and creative workers;
- Establishing and managing mentorships and artist-in-residence opportunities;
- Undertaking meaningful engagement with under-represented communities throughout all aspects of a projects design, management and implementation; and
- Co-designing and/or co-producing projects in collaboration with community members and/or other project partners such as cultural and community organizations, local BIAs and developers.

Following the REOI process, the City could award a contract to one or more organizations to complete a specific number of project deliverables. Each organization will be required to submit project plans for each deliverable for review and acceptance by City staff prior to contract award. The local Councillor and BIA will be engaged in reviewing the proposed projects.

An evaluation framework will be prepared to analyze the project, which will include key performance indicators related to citywide community and economic benefit, impacts on the creative sector and the organization’s financial self-sufficiency.

Financial Impact

The two-year (2021-2023) *Cultural Investment in Neighbourhood Main Streets* project will require a total of \$500,000 to complete the project deliverables. Upon approval of this report by the General Committee, a new capital project for budget year 2021 will be created with a gross and net budget of \$500,000 and the funding will be allocated from account 30195 - Reserve for the Arts.

Conclusion

The proposed Request for Expressions of Interest for a two-year *Cultural Investment in Neighbourhood Main Streets* project (2021-2023) will support the City in responding to the pandemic's devastating and multi-layered impacts on both arts and cultural organizations and workers, small business and Mississauga residents. Bringing vitality and vibrancy to neighbourhood main streets within Cultural Districts will build a sense of place and support residents in reconnecting with the city, while also providing meaningful opportunities for participation in shaping public and cultural spaces and places.

Attachments

Appendix I: Cultural Investment in Neighbourhood Main Streets – Project Alignment

Appendix II: Cultural Investment in Neighbourhood Main Streets – Project Types



Shari Lichterman, CPA, CMA, Commissioner of Community Services

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