



CITY POLICY

POLICY NUMBER: C547

REFERENCE:

C458B Percent for Art to Provide and Encourage Art in Public Areas
Public Art Master Plan – City Council, 17/18 September, 2008

ADOPTED BY:

City Council
19 June 2009

SUPERSEDES:

New

PREPARED BY: Edmonton Arts Council

DATE: 21 May 2009

TITLE: **Public Art Administration, Registration and Outreach**

Policy Statement:

Edmonton's public art will be administered in an effective, coherent and unified way.

The purpose of this policy is to:

Ensure an effective, coherent and unified process in the procurement, conservation, education and outreach of the City's public art collection and programming.



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1) DEFINITIONS

- 1.1. **Accession:** the process of attaining and registering a newly created Public Artwork to the Civic Art Collection.
- 1.2. **Acquisition:** the process of attaining and registering a pre-existing Public Artwork to the Civic Art Collection.
- 1.3. **Art Bank:** an account set up to hold funds for public art conservation and outreach programming and to fund the protection of Civic Art Collection Artworks not currently on public display.
- 1.4. **Art Consultant:** an advisor, recognized by the Public Art Committee as having a broad knowledge of current public art-making practices as well as artists able to work in public art contexts.
- 1.5. **Artist:** A practicing professional art-maker recognized by peers as such; commissioned specifically to create an artwork or design project, or to collaborate on a design team to complete a public artwork.
- 1.6. **Art Selection Committee:** committees representing expertise in all areas relevant to selection of Artworks for the Civic Art Collection.
- 1.7. **City of Edmonton (City):** the official City of Edmonton municipality, a corporate entity.
- 1.8. **Civic Art Collection:** All Public Artworks recognized as being owned by the City of Edmonton.
- 1.9. **Commencement of a Public Art Project:** the point when the Critical Path including the final budget for a specific Artwork is confirmed by the City of Edmonton and EAC.
- 1.10. **Conservation of Artworks (Conservation):** The protection, preservation, or restoration of a public artwork by a qualified Conservator.
- 1.11. **Edmonton Arts Council (EAC):** A not-for-profit society and charitable organization that supports and promotes the arts community in Edmonton. The EAC has a service agreement to provide arts and cultural services for the City of Edmonton.
- 1.12. **De-accession:** the procedure of removing a Public Artwork from the Civic Art Collection.



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- 1.13. **Gift of Public Art (Gift):** Artworks or funds to acquire Artworks donated to the City of Edmonton.
- 1.14. **Maintenance of Artworks (Maintenance):** The inspection and routine work of keeping a public artwork in a high quality condition by City or EAC staff.
- 1.15. **Public Art (Artwork or Public Artwork):** any original work of art that is accessible to the general public. Typically, the creation of a Public Artwork takes into consideration site and context as part of its process; the Artwork can be functional, integrated or discreet to its site (types are further described in the MAP). Public Art mediums can include, but are not limited to: sculpture, installation, paintings, drawings, prints, photography, multi-media projects, murals, mosaics, land art/earth works, or projects which incorporate design, architecture, or landscape architecture. An edition, multiples or series of artworks may qualify provided the run is limited and consistent with professional artistic standards. While it is recognized that architecture, interior design, and landscaping are artistic in nature and have artistic components, this policy defines Public Art as a distinct component of a building project that, while it may be integrated to its site, is created by a person engaged as an Artist or its creation is directed by an Artist.
- 1.16. **Public Art Committee (PAC):** a committee mandated through the Percent for Art to Provide and Encourage Art in Public Areas C458B. PAC is a committee of the EAC. The Public Art Committee is comprised of, but not limited to, individuals who are visual artists, curators, architects, landscape architects, civil engineers and business representatives.
- 1.17. **Public Art Master Plan (MAP):** a ten-year public art planning document approved by Edmonton City Council in 2008.
- 1.18. **Public Artwork Critical Path (Critical Path):** a detailed plan for the Accession or Acquisition of a specific Artwork approved by the EAC and Project Manager. The plan will include: theme/purpose of the Artwork; placement of the Public Artwork; identification of critical stages, processes and dates in the Accession or Acquisition of the Artwork; final budget and payment schedules for the Artwork.
- 1.19. **Project Manager:** the individual responsible for the overall implementation of a building or construction project where a Public Artwork is to be included.
- 1.20. **Re-site:** the procedure of removing a public artwork from its current site to a new site location.



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2) PROCEDURES

- 2.1 **EAC SERVICE AGREEMENT:** As part of its service agreement with the City of Edmonton, the Edmonton Arts Council (EAC) will direct and administer the Public Art Administration, Registration and Outreach Policy C547.
- 2.2 **PUBLIC ART MASTER PLAN:** The administrative practices used by the EAC will comply with the relevant directives of the Public Art Master Plan and City of Edmonton administrative practice standards.
- 2.3 **SUMMARY OF ADMINISTRATIVE PROCEDURES**
- 2.3.1 PROJECT NOTIFICATION**
- 2.3.1.1 The EAC will be notified by relevant City of Edmonton Departments (mostly commonly by Planning and Development) when a Public Artwork project is confirmed as a result of Policy C458B.
- 2.3.1.2 The EAC will be notified by relevant City of Edmonton Departments when a Gift of Public Art is offered to the City.
- 2.3.2 SECURING CRITICAL INFORMATION**
- 2.3.2.1 For Artwork projects generated by implementation of Policy C458B, the EAC will contact the Project Manager who will provide relevant information as required by the EAC for the purpose of creating a Public Art Critical Path.
- 2.3.2.2 For Gifts, the EAC will contact the Gift donor to secure a gift proposal package identified in Policy C548.
- 2.3.3 ACCESSION/ACQUISITION**
- 2.3.3.1 The EAC will direct and implement the Accession of new Public Artworks and the Acquisition of existing Public Artworks, including Gifts of Public Artworks to the City of Edmonton, in accordance with Policy C548.
- 2.3.3.2 The EAC will enter into contracts with Artists on behalf, and as the agent of the owner of the Artwork, the City of Edmonton. The form and content of the contract will be approved by the Office of the City Solicitor.
- 2.3.4 REGISTRATION:** Public Artworks accepted to the Civic Art Collection, either through Accession or Acquisition, will be suitably registered and documented.
- 2.3.4.1 The EAC will, on behalf of the City, maintain and manage a public art archive database that holds a record of each Artwork in the Civic Art Collection. That record will contain the Artwork's critical information including but not limited to title, acquisition date, acquisition history, artist biography and contact information, maintenance requirements and records.



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2.3.4.2 The City will assist and provide resources for the process of documenting Public Artworks and, when applicable, will contact the EAC with relevant information on Artworks in the Civic Art Collection.

2.3.5 CONSERVATION AND MAINTENANCE

2.3.5.1 The EAC will direct Maintenance and Conservation of Artworks in the Civic Art Collection in accordance with Policy C549.

2.3.5.2 City Departments will contact the EAC if an Artwork requires a Conservation assessment or Maintenance, and assist with relevant Maintenance or Conservation when requested by the EAC and if the required resources are available.

2.3.5.3 The EAC will keep timely and complete Conservation and Maintenance records.

2.3.6 DE-ACCESSION AND RE-SITE

2.3.6.1 The City will contact the EAC if an Artwork is no longer suitably placed in accordance with Policy C549.

2.3.6.2 The EAC will assess options to Re-site or De-accession the Artwork and direct Re-siting or De-accession processes in accordance with Policy C549.

2.3.6.3 The City will assist with relevant Re-siting or De-accession processes when requested by the EAC and if the required resources are available.

2.3.7 FINANCIAL MANAGEMENT

2.3.7.1 A payment schedule by the City to the EAC for the Accession or Acquisition of each Public Artwork generated by Policy C458B will be determined at the Commencement of a Public Art Project.

2.3.7.2 Should, as a result of a change in plans related to a construction project by the City, the City terminate a Artwork project after an Artist has been contracted and Artwork production has commenced, the Artist will be reimbursed for the portion of the project completed, and the EAC will retain its administration and Conservation portion. Any remaining project production funds held by the EAC on behalf of the City will be returned to the City.

2.3.7.3 Up to 20% of the total funds allocated for a Public Artwork generated by implementation of Policy C458B or as a result of Gift to the Civic Art Collection will be reserved for Conservation, Maintenance, administration, interpretation and outreach related to the Civic Art Collection. The EAC will retain those funds.

2.3.7.4 The EAC will keep all City and other public art funds in a secure bank account and invest available funds in low-risk interest bearing investments.

2.3.7.5 The EAC will keep detailed and complete financial records and files for each Artwork project in the Civic Art Collection and provide the City with financial updates and reports on a timely and regular basis or on request by the City at any time.



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2.3.8 INTERPRETATION AND OUTREACH

- 2.3.8.1 The EAC and PAC will develop and implement outreach initiatives and programs that will assist in the general public's awareness and appreciation of the Civic Art Collection and to facilitate an appreciation in general of art in public places.
- 2.3.8.2 On behalf of the City, the EAC will direct and coordinate any requests for, and usage of, public art images and citations of projects in the Civic Art Collection. The EAC will be aware of and follow industry standards in fulfilling these requests.