



The Corporation of the District of Saanich

Report

To: Mayor and Council

From: Suzanne Samborski, Director of Parks, Recreation and Community Services

Date: April 28, 2025

Subject: Community Mural Program – Phase 2 Update

File:

RECOMMENDATIONS

That Council endorse the administration of the Community Mural Program, including the Community Mural Grant Program, by staff.

PURPOSE

The purpose of this Report is to provide an update on Phase 2 of the Community Mural Program, including the development of a new Community Mural Grant Program and revisions to the existing process and guidelines for mural requests that do not seek funding support.

BACKGROUND

In 2022, Council approved Phase 1 of the Community Mural Program by supporting a pilot program that created three murals on Saanich-owned property, and endorsed the creation of an ongoing mural program that would include the development of a Community Mural Grant Program, mural program guidelines, and updates to the existing approval process for mural community requests that do not require funding support as part of their application.

Following Council's endorsement of Phase 2 of the Community Mural Program in 2023 and funding in 2024, Community Services has undertaken the development of the Program and associated annual grant program.

DISCUSSION

Significant review and consultation were undertaken with comparable municipal programs, including, but not limited to, The District of West Vancouver, Burnaby, Edmonton, Richmond, Surrey, Victoria, Vancouver, Ottawa, Toronto, Nanaimo, and the Township of Esquimalt. Staff reviewed Saanich's existing community grant programs and consulted with staff responsible for those programs to develop a suitable approach.

Staff also consulted internally across multiple departments regarding the mural program to ensure that its requirements and processes can function efficiently and effectively for the applicants and for the District. This comprehensive development phase helps ensure that its requirements reflect both current best practices as well as the needs and nature of the community of Saanich.

Program Overview

Phase 2 of the Community Mural Program establishes an ongoing mural program comprised of two streams (described below). Both streams will be supported by application forms, mural guidelines, and a mural artist directory/roster. These components are being finalized and will go-live as completed.

Stream A – Grant-Funded Community Mural Program

This stream supports the development of community-led murals through a grant program that provides matching funding of up to \$10,000, or 75%, of project costs (whichever is less). Non-profit organizations, registered charities, Saanich community associations and local First Nations are eligible to apply. Artists, businesses, schools, and other stakeholders may participate in an application led by an eligible organization.

Applicants may propose mural projects on privately-owned properties (with their written consent) and on public properties (with prior approval). Applications will be accepted annually.

Applications will be reviewed by Staff for eligibility, then evaluated based on requirements and criteria by an Inter-departmental ad-hoc Committee. Recommendations will be submitted to the Director of Parks, Recreation and Community Services (PRCS) or designate for final approval. A Community Mural Grant Program and Policy overview is attached for Council's reference (Appendix A).

Stream B – Privately-Funded Community Mural Program

Stream B updates the existing mural approval process for privately funded requests from private property owners, businesses, non-profit organizations, Saanich community associations, or other proponents that do not require financial support for their proposed project.

Proposed locations may include privately-owned properties (with owner approval) as well as public properties and infrastructure (with prior approval). Applications will be accepted on an ongoing basis and reviewed as received.

Staff will review eligibility and program requirements (see Appendix B, Community Mural Program Guidelines – Stream B) and consult specific Department representatives as needed (application-specific). The Director of PRCS (or designate) will review Staff recommendations and provide final approval.

Staff will continue with program refinements through ongoing consultations with associated departments and participant feedback.

COUNCIL OPTIONS

1. That Council endorse the administration of the Community Mural Program, including the Community Mural Grant Program, by staff.
2. That Council provide alternate direction to Staff.

FINANCIAL IMPLICATIONS

There are no financial implications. The Program is funded through its current \$50,000 annual budget allocation.

STRATEGIC PLAN IMPLICATIONS

The Mural Program helps achieve Council's Strategic Plan goals through supporting Community Well-Being and Economic Development by:

- Investing in community initiatives that enhance neighbourhoods and public spaces
- Proactively enabling and encouraging the creation of public art throughout Saanich
- Supporting artists to create easily accessible and engaging artwork in local places
- Increasing opportunities for First Nations and Indigenous artists and cultural representation, as well as for equity-deserving artists and communities

CONCLUSION

Council's endorsement of the administration of the Community Mural Program enables staff to finalize and launch the program in a timely way, providing more time to promote the program and for the community to develop project proposals, apply for mural grants, and begin realizing projects starting in 2025.

Prepared by: Brenda Weatherston, Community Programmer II

Approved by: Suzanne Samborski, Director of Parks, Recreation and Community Services

Attachments: Community Mural Grant Program and Policy Overview (Appendix A)
Community Mural Program Guidelines – Stream B (Appendix B)

ADMINISTRATOR'S COMMENTS:

I endorse the recommendation from the Director of Parks, Recreation and Community Services.

Brent Reems, Chief Administrative Officer