

May 6, 2010

SUBJECT: Report on Paint it Up! Youth Engagement Mural Program

OBJET: Rapport sur le programme À vos pinceaux! Programme de participation des jeunes aux murales

REPORT RECOMMENDATION

That the Board receive this report for information.

RECOMMENDATION

Que le conseil prenne connaissance du présent rapport.

Background

In early 2009 Crime Prevention Ottawa was approached by the City's Graffiti Management program, a partnership managed by Public Works, with the request that we work with them to deliver an anti-graffiti mural program. We accepted this challenge and worked with staff on a report to Council proposing a \$50,000 investment in mural projects to engage youth in positive outlets for creative energy. This was approved in principle last fall and the monies were included in the 2010 budget. The money has been transferred to Crime Prevention Ottawa to manage under the guidelines which were developed as part of the program.

Applications Process

Crime Prevention Ottawa and the City circulated a notice of the program starting March 1, 2010 and held two information meetings. Crime Prevention Ottawa's role was to work with agencies on their applications, host the information sessions and help create partnerships. The City's role was to consult with agencies with regards to mural location, By-Law approvals, and to help create partnerships. We received a total of 13 applications for a total amount requested of \$80,747.26.

Allocations Process and Decision Making

Crime Prevention Ottawa created an Allocations Committee made up of representatives of: the arts community, neighbourhood associations, the Graffiti Management Program, By-law and Regulatory Services Branch, Building Codes Services Branch, Recreation and Community Services Branch, Cultural Services Division and Crime Prevention Ottawa. The committee reviewed all the applications, scored them and then made decisions about funding allocations. There were five key factors in the committee's discussions and decision-making:

1. Youth engagement
2. Crime and graffiti prevention
3. Community arts and beautification
4. Community engagement
5. Budget and lead agency

The Allocations Committee recommended nine proposals for a total of \$50,000. This represents approximately 68% of the total amount requested. The proposals are largely clustered inside the greenbelt as only one application was received, and approved, from outside of the greenbelt. All of the projects seek to engage youth in learning about art and in the design of the proposed mural. The community will also be consulted about the content and style of the mural. The projects are intended to be summer activities and a final report will be submitted by November 15.

Crime Prevention Ottawa staff and City of Ottawa staff will continue to work closely with all of the projects to assist and to finalize approvals for the locations of the mural.

For the full list of the successful applicants please see the attached table.

2010 Paint it Up Program

| Agency | Project title and description | Amount |
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| Centretown Community Health Center 420 Cooper Street Ottawa, ON K2P 2N6 Nathasha Beaudin nbeaudin@centretownchc.org 613-233-4443 | “Healthy Pillars Project” Centretown Community Health Centre will partner with MASC (Multicultural Artists in the Schools and Community) and the Youth Services Bureau to beautify and improve the space directly outside of our centre by painting the pillars. The artist will work with a group of youth to identify images that reflect the community. | \$5,000 |
| Granite Curling Club 236 Royal Avenue Ottawa, ON K2A 1t7 Mari Wellman wellmanemail@sympatico.ca 613-722-5944 | “A Mural for Neighbourhood Security and Beauty” This project will instil in at-risk youth the satisfaction and pride of positive action at the same time as reinforcing that unpleasant graffiti is unacceptable. We aspire to accomplish this by involving youths, from the concept to completion, to learn to work together with a number of partners and individuals to create a pleasing work of art on the outside wall of the Granite Curling Club. | \$5,500 |
| Lowertown Community Resource Centre 40 Coburg Street Ottawa, On K1N 8Z6 Vanessa Maxwell vmaxwell@crcbv.ca 613-789-3930 ext. 320 | “Lowertown Youth Artbeat” Create a community focused mural on the field house in Jules Morin Park, designed collaboratively by youth participants and professional artists from Ottawa Urban Arts, in consultation with community members. The project will mentor 15 youth in various artistic mediums and foster transferable social, artistic and professional skills. | \$7,000 |
| Odawa Native Friendship Centre 12 Stirling Avenue Ottawa, ON K1Y 1P8 Alison Benedict Executive_director@odawa.on.ca 613-722-3811 | “Paint it Proud: Celebrating Roots” Create a community focused mural on the outside of Odawa Native Friendship Center, designed collaboratively by youth participants and professional artists from Ottawa Urban Arts. The project will mentor 15 youth in various artistic mediums and foster transferable social, artistic and professional skills. | \$7,500 |
| Operation Come Home P.O. Box 53157 Ottawa, ON K1N 1C5 Elspeth McKay emckay@operationcomehome.ca 613-230-4663 | “Graffiti Works: Lowertown community youth engagement mural project” The mural project will provide a number of youth an opportunity to paint mural wall in Ottawa and to showcase their talents in a more positive method. The youth that visit Operation Come Home are those who do not have access to art supplies and positive outlets for their interest in visual arts. | \$7,200 |

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| <p>Pinecrest-Quensway CHC 1365 Richmond Road Ottawa, ON K2b 6R7 Robbyn Collins r.collins@pqchc.com 613-820-4922</p> | <p>“Fostering Peace & Safety: Foster Farm’s Youth Mural Project” This mural project will enhance how community youth are engaged in the community, build on existing community assets, promote safety through beautification, and reduce barriers and stereotypes within this Ottawa Community Housing Neighbourhood.</p> | <p>\$4,000</p> |
| <p>Somerset West CHC 55 Eccles Street Ottawa, ON K1R 6S3 Fauza Mohamed Fmohamed@swchc.on.ca 613-237-6529</p> | <p>“Revitalizing Rochester” Engage a group of youth in the Rochester Heights social housing neighbourhood in designing & painting a mural in their community. It will develop their artistic knowledge, teamwork , and leadership skills as well as contribute to an increased feeling of safety and pride in the neighbourhood.</p> | <p>\$5,000</p> |
| <p>West Barrhaven Community Association 369-900 Greenbank Road Nepean, On K2J 4P6 James Gilliland, President James@barrhavencommunity.com 613-265-8854</p> | <p>“Larkin Park-Sports in action” The placement of a Mural portraying a sports theme along the east wall of Larkin House, a community multi-use facility situated in Larkin Park, Barrhaven. The project is a partnership between the community association, the LEO club and the Community Police Centre.</p> | <p>\$3,600.00</p> |
| <p>Youth Services of Ottawa 147 Besserer Street Ottawa, ON K1N 6A7 Liette Duguay lduguay@ysb.on.ca 613241-7913 ext. 412</p> | <p>“Mural Art Walls at Nanny Goat Hill Community Garden” The project envisions an artistic and gardening partnership with youth in the Centretown area. Murals will be painted on three retaining walls in the community garden at Bronson and Laurier. In addition, two garden plots will be available for young gardeners.</p> | <p>\$5,200</p> |
| | <p>Total</p> | <p>\$50,000</p> |