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STAFF REPORT: Community Services



REPORT TO: Council
MEETING DATE: July 11, 2016
REPORT NO.: CSPW.16.104
SUBJECT: Canada 150 Mosaic Program
PREPARED BY: Shawn Everitt, Director of Community Services

A. Recommendations

THAT Council receive Staff Report CSPW.16.104 entitled “Canada 150 Mosaic Program”;

AND THAT Council approve the commitment for an 8’ x 8’ mural with the Canada 150 Mosaic Program;

AND THAT Council authorize Staff to enter into a partnership with the Beaver Valley Outreach and Thornbury BIA to share the costs for the Canada 150 Mosaic Program as outlined in this Report;

AND THAT Council approve the mural be placed on the Town Hall building.

B. Background

This report is a follow up to correspondence received at the June 20, 2016 Council meeting requesting Staff to provide additional information regarding the Town’s potential involvement in the Canada 150 Mosaic Program.

Staff contacted representatives of the Canada 150 Mosaic Program and confirmed that 13 of the 15 community locations in Ontario have been allocated, that the program does not have a formal application process and that it is a first come first serve basis allocation.

Staff have confirmed that the Town will have a spot held until July 12, 2016 and, if approved, the Town can commit to the program at that time. Staff have contacted the Beaver Valley Outreach (BVO) and there is potential for support and a shared funding partnership for the program. At the time of this report being developed the BVO had expressed significant interest in partnering on this project. At the July 6, 2016 BIA meeting, the Thornbury BIA approved the commitment of funds as a 1/3 partner at \$4,166.

Pending approval of Council, the Town would be responsible for funding 25% of the \$12,500 upon commitment with the Canada 150 Mosaic Program. Staff is recommending that the 25% (\$3,125) be funded from the 2016 Community Services Special Events budget.

C. The Blue Mountains' Strategic Goals

Goal #2 - Engage our communities and partners

Goal #3 - Support healthy lifestyles

Goal #4 - Promote a culture of organizational and operational excellence

D. Environmental Impacts

None at this time

E. Financial Impact

Total cost of the 8' x 8' mural is \$12,500 (\$3,125 due in 2016 to commit to the program and \$9,375 to be paid in 2017).

Funding Breakdown

Town	\$4,168
BVO	\$4,166
Thornbury BIA	\$4,166
TOTAL	\$12,500

F. In Consultation With

Senior Management Team

Deputy Treasurer / Manager of Accounting and Budgets

Beaver Valley Outreach

Thornbury BIA

G. Attached

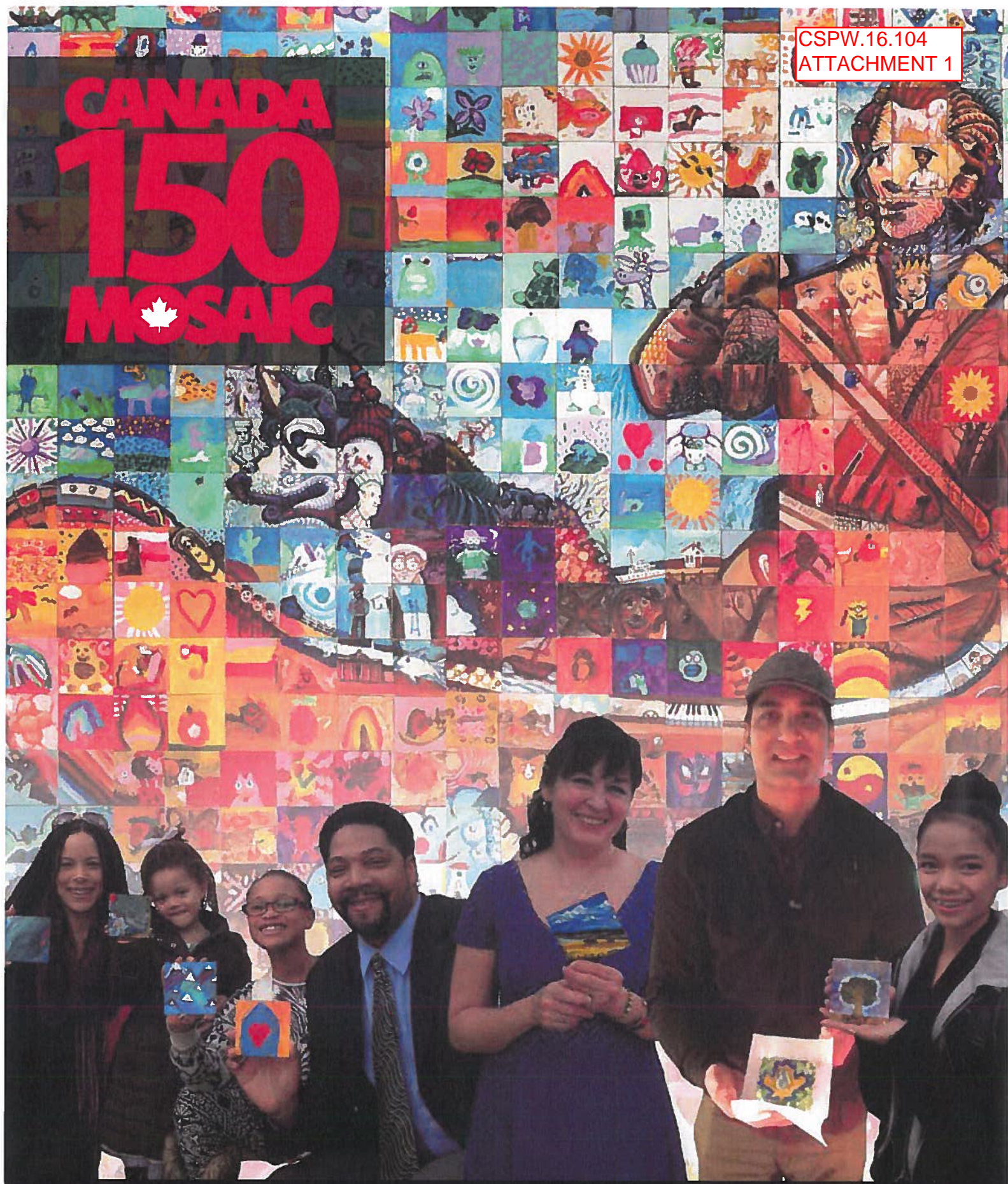
1. Canada 150 Mosaic Program Detail Sheet

Respectfully submitted,

Shawn Everitt, Director of Community
Services

For more information, please contact:
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CANADA 150 MOSAIC



*The National Mural Created by
Canada's Communities Celebrating 150 Years*

Message from Lewis Lavoie

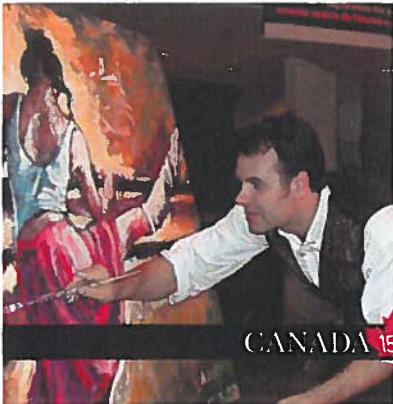
Hello,

What would a unified painting of Canada look like if it was painted by expressions of our people? As an artist, I am fascinated at the thought of what the final image will be when thousands of individual paintings, created by Canadians from coast to coast, are combined into one overall piece of art.

Not long after completing the first mosaic murals eleven years ago, it became apparent to us that these murals had the ability to involve practically anyone, from professional artist to "first timers", from the very young to our senior citizens. No matter what their background everyone had one thing in common, they were part of a bigger picture. From the smallest of us to the most influential, we all part of a bigger story. To me, this is the sheer definition of what a community is. It seemed that overnight, communities began asking us to create murals.

Naturally, it came to me it would be incredible to create a mural that would connect our whole country. For years, I have been exploring what this would look like. Finally, the timing is perfect as Canada is about to celebrate 150 years.

I have chosen the train and railroad and feel it is the ultimate theme for connecting the murals. Railways played an integral role in the process of tying regions together. My vision is to do the same with these murals. All aboard!



Lewis Lavoie
Key Artist/Director of Mural Mosaic

A handwritten signature in black ink that reads "Lewis".

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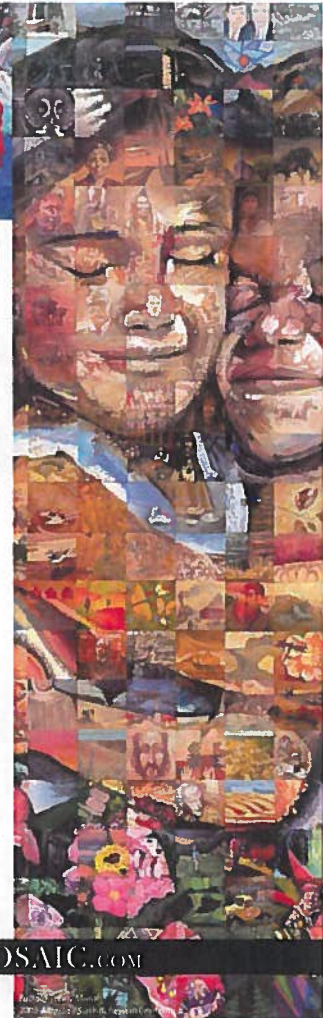


Mural Mosaic

Mural Mosaic began in 2003 and was founded by the trio of Lewis Lavoie, Paul Lavoie and Phil Alain. Led by renowned artist Lewis Lavoie, the trio is based out of St. Albert AB and have been orchestrating collaborative murals around North America involving artists and non-artists alike from all over the world.

Their murals have been featured at such events as the 2010 Winter Olympics in Vancouver, the 2012 Summer Olympics in London, the Centennial celebration of the Calgary Stampede, the Alberta Saskatchewan Centennial of 2005, the Edmonton Centennial of 2005 and a Royal unvelling for Queen Elizabeth II.

The murals have included special guest team members ranging from renowned artists to celebrity and political guests. Some past participants and guests include The Barenaked Ladies Kevin Hearn, William Shatner, Mike Myers, Dan Aykroyd, Robert Bateman, Michelle Grant, Bill Lishman, Ian Tyson, Former Premiers Lorne Calvert and the late Ralph Klein and literally thousands more.



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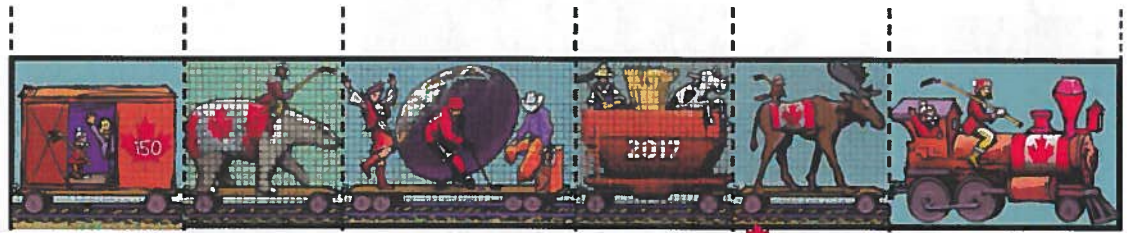
Project Purpose

In 2017, Canada will turn 150 years old. It is a country that has welcomed the world through its borders.

To celebrate this birthday, the Mural Mosaic team is launching a bold undertaking. Over a two year span, the trio plan to create a mural including all provinces and territories, over 80,000 paintings and 150 individual murals that when united will form one gigantic mural mosaic. The mural, if ever connected would be over 365 meters wide (4 football fields) x 2.5 meters high (8 feet).

The mural will represent a cultural mosaic, a time capsule, a visual portrayal of history, an art masterpiece from the soul of the nation. An art piece that fifty years from now, may inspire another generation, who will in turn be able to celebrate through the mural, and maybe take it upon themselves to add to this memory.

Like the first settlers to come to the country, this project is full of ambition, adventure and the desire to trail blaze into new exciting frontiers. It will also face great challenges and obstacles. But, if history proves itself correctly, the trio of art explorers – Lewis Lavoie, Paul Lavoie and Phil Alain will find their way and en route will meet up with like-minded art explorers and something remarkable will be born.



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Project Goal

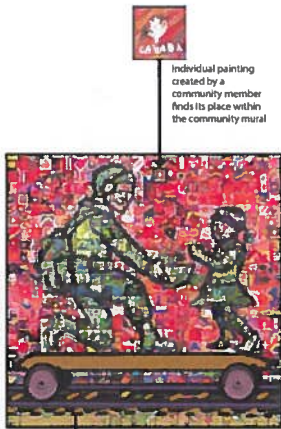
150 Murals in 150 Communities completed by July, 2017.

Each province and territory will have only 5-15 individual communities who will be selected to represent the province and the nation. Each community will host an event inviting participants from far and wide from their region to participate and create their own community mural, which will then connect to the nation.

Upon the completion of the entire Canada 150 Mosaic, each community mural will reside in the town or city where it was created as a reminder of the 150th anniversary, and the pride of the community and the nation.



The Making of a Community Mural



Individual painting created by a community member finds its place within the community mural

Community Mural finds its place in the Canada 150 National Mural



Community mural virtually connects to the next community mural resulting in The Canada 150 Mosaic.

Community Mural Events

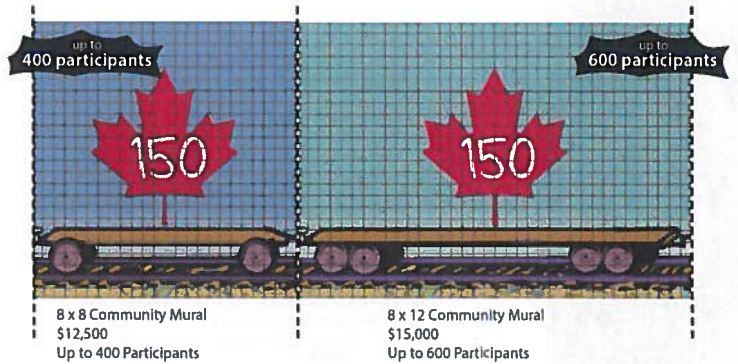
Each community mural created will have between 400-750 tiles to paint. The Canada 150 Mosaic team of artists and facilitators will come to your community and work with you to create an ultimate two-day painting event like no other.

Any skill level is welcome, all ages are welcome, you do not have to be an artist! Every tile painted will be 4 inches x 4 inches in size, creating a unified community mural.

Once your community mural is complete it will be virtually connected to other communities creating one massive overall National mural connecting the country coast to coast. Your mural contribution to the Canada 150 Mosaic will be permanently displayed in your community creating a lasting legacy landmark of Canada's 150th celebration.



Community Investment



Your Community Mural Includes:

- ✓ Mural designed by Lewis Lavoie - uniquely representing your community
- ✓ The Canada 150 Mosaic team travels to your community to facilitate painting workshops
- ✓ All materials
- ✓ Travel and Administrative Costs
- ✓ Up to 600 community members involved
- ✓ Mounting, clearcoating and photographing (ready to hang)
- ✓ 25 poster prints of your completed community mural
- ✓ Online presence virtually connecting to other communities on Canada150Mosaic.com



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Contact

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www.canada150mosaic.com

