

AGENDA ITEM NO: 7.3

MEETING DATE: April 2, 2024

STAFF REPORT – COVER SHEET

SUBJECT: Chilliwack Mural Festival DATE: March 18, 2024

DEPARTMENT: Recreation and Culture PREPARED BY: Carol Marleau

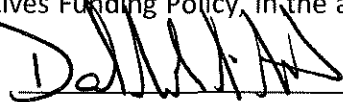
1. SUMMARY OF ISSUE:

From August 15 to 17, 2024 the Chilliwack Mural Festival Society will be hosting their annual mural festival. The three-day event will include walking tours, live performances, DJs, dancing and artists creating free standing murals so attendees can witness the works first hand.

The society is seeking funding in the amount of \$12,000.00 under Policy Directive C-13, Community Development Initiative Funding, to help offset costs associated with the event. In order to be consistent with other large special events, such as the Downtown Business Improvement Association's Car Show and the Pride Festival, staff has been looking at funding some of the hard costs associated with this event i.e. traffic control, etc. As the Chilliwack Mural Festival has minimal traffic control costs some other hard costs could be supported. Funding for the sound stage, sound gear, seating rentals, park fee and portable toilet costs are estimated to be \$5,000.00 and would be supportable under Policy Directive C-13.

2. RECOMMENDATION:

Recommendation that Council approve the request from the Chilliwack Mural Festival Society, for funding under the Community Development Initiatives Funding Policy, in the amount of \$5,000.00 for the Chilliwack Mural Festival.



Darrell Lindhout
Director of Recreation and Culture

3. FINANCE COMMENTS:

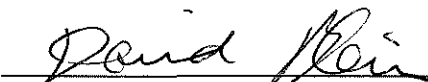
Funding for this event can be accommodated through funding allocated within the approved 2024 Financial Plan towards Community Development Initiatives.



Glen Savard, Director of Finance

**4. CHIEF ADMINISTRATIVE OFFICER'S
RECOMMENDATION/COMMENTS:**

Supports recommendation.



David Blain, CAO

Organization: Chilliwack Community Arts Council

Address: 8465 Harvard Pl #12, Chilliwack, BC V2P 7Z5

Contact Person: Lise Oakley

Telephone: 604-505-7906

Initiative: Chilliwack Mural Festival

Funding Requested: \$12,000 for 2024 (less than 10% of the three-day festival – event budget)

State Purpose/Objective:

The Chilliwack Mural Festival is a community-driven event celebrating art, culture, and music by creating murals, tours and live performances. This multi-stage, three-day festival is designed to transform public spaces in Chilliwack into vibrant arts hub while providing a platform for local and regional artists and performers to showcase their talents. Funding is requested to support sound and lighting equipment, sound technicians, marketing specific to the event, and production-related expenses. This will enable the festival to provide a unique experience for the community and the audience, ultimately bringing economic benefit to the community (year-round event!) and enhancing our overall cultural community.

Financial Plan: See attached.

Our financial plan is to secure money with federal, provincial, municipal, and private funders. We have achieved over \$126,000 in 2022, over \$154,000 in 2023 and aim to raise \$205,000 in 2024.

While we consider murals as part of the overall festival and the main interest based on survey data, the 2024 budget to the City DOES NOT include muralist fees or expenses.

In summary, our budget for the August 15-17, 2024, festival is \$185,250.

ITEM	DESCRIPTION	AMOUNT
Artists	Includes performances, workshops, dancers, bands, live art, circus art, musicians for the August 15-17, 2024, dates.	\$68,100
Staffing	Includes production, sound, marketing, administration, and site leads (accessibility, volunteer, vendor coordinators, etc.) and administrative costs to CCAC	\$43,000
Event Operations	Includes rentals for the stage, sound, security, porta potties, supplies for interactive art, first aid, traffic control, food for volunteers/staff, seating, décor, insurance, van rental, etc.	\$30,450
Marketing	Includes videographer, photography, map printing, marketing materials, media partnership, wayfinding on site signage, volunteer t-shirts, merchandise to sell, designer fees, digital ads, etc.	\$43,700
TOTAL:		\$185,250
In Kind Hours	We anticipate over 700 hours of volunteer time. This includes transportation to/from airport for artists/performers, set up/take	\$11,550

	down, event volunteers, pre-event volunteers, assisting with everything from marketing to accessibility	
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Is the event currently offered in the community? Yes, we have been running the festival event for two years now
There is currently no other event like the Mural Festival in Chilliwack.

Recognition: How will the city be recognized? Are there other partners in the initiative?

- The city will be recognized through our sponsorship program This includes the following:
- The City's logo will be displayed in the main CMF performance areas and on wayfinding materials
- Speaking opportunity at the event – 3 minutes during peak times
- Your logo on all press releases or ads for the event
- The City's logo will appear on the CMF website
- The City's logo will appear on the festival posters (500 copies)
- The City's logo will appear on CMF flyers (1,500 copies)
- The City's name will be mentioned on the official Facebook event page for the event
- A shout-out on social media to channels to 10,000+engaged followers

Our other partners include: Heritage Canada, Government of BC, BC Arts Council, Tourism Ch'illiwack, Downtown Chilliwack, District 1881 / Algra Brothers, The Book Man, Chilliwack Monarch Lions, Rotary Club, Kiwanis Club, Stó lō Community Futures, CEPCO, Envision, FortisBC, Walmart, Molson, Baker Newby, Smoking Gun Coffee Shop, the Chilliwack Foundation, Kiwanis Club of Sardis, etc

Benefits: (What are the direct and indirect benefits to the community?)

The purpose of the special event (Chilliwack Mural Festival) is to engage and enrich the local community by providing a platform for artists, performers, and residents/visitors to come together and celebrate art, culture, and music

The benefits are:

- 1) Transforming public spaces by creating visually stunning murals, contributing to the city's aesthetic appeal and cultural identity
- 2) Activating the murals by showcasing the talents of over 30+ performers and musicians, allowing them to perform in front of a diverse audience and gain exposure to a new market
- 3) Attracting visitors from neighbouring areas, the festival intends to boost local tourism and contribute to the local economy through increased spending on dining and shopping As hotels become more available, our long-term goal is to see increased accommodation
- 4) Enhancing the reputation and visibility of the sponsors, artist community, local businesses, and organizers through positive brand association with the event

CHILLIWACK MURAL FESTIVAL BUDGET 2024

TASK AND EXPENSES TABLE							CHILLIWACK MURAL FESTIVAL		BUDGET 2024		PERFORMING ARTIST FEES		MURAL FEES	
TASK	SUPPLIER	DESCRIPTION	FEES	PAID	HOTEL	EQUIPMENT	SUBTOTAL				DESCRIPTION	FEES	DESCRIPTION	FEES
1	Muralists													
	Artist Hospitality		\$1,500.00											
	International		\$5,500.00	\$1,250	\$600									
	International		\$5,500.00	\$1,250	\$600	\$1,800								
	National or Regional		\$4,000.00	\$850	\$600	\$250								
	National or Regional		\$4,000.00	\$850	\$600	\$250								
	Local		\$3,500.00	\$550	\$0	\$300								
	Local		\$3,500.00	\$550	\$0	\$0								
			\$27,500.00	\$5,250	\$3,400									
2	Event Rentals													
	L&L	Sound Gear Rental	\$1,250.00											
	A1	Sound Stage Rental	\$2,200.00											
	TBD	Seating Rentals	\$800.00											
	Custom Event Rentals	Picnic Table Rentals	\$3,600.00											
	Clearway	Van Rental	\$1,000.00											
	CMFs	Walkie talkies	\$0.00											
	Tent rentals	10x30s	\$650.00											
	Grand Hall	Event space rental	\$1,250.00											
	Valley Waste	Porta Potties	\$650.00											
3	Event Staffing													
	Staffing fees	Production sound curation, etc	\$43,000.00											
	Event Supplies													
	Community wall supplies	Plywood paint, printing	\$2,000.00											
	Kids zone supplies	Printing, supplies, paint	\$550.00											
	Canex	Plywood	\$500.00											
	Festival Hospitality	F&B	\$750.00	In Kind										
	Decor	Games, umbrellas, backgrounds	\$6,500.00											
4	Event Operations													
	Westland	Insurance	\$2,500.00											
	GYB	Traffic Plan	\$700.00											
	Foundations	First Aid Staff	\$500.00											
	Griffin	Security	\$1,250.00											
	Event Artist Fees													
	Performance/Artist fees		\$68,100.00											
Subtotal			\$137,750.00											
5	Miscellaneous													
	Prestand	Merch T-shirts, Totes, etc	\$4,000.00											
	Sonic Bank	Volunteer + Staff T-shirts	\$2,000.00											
	Sonic Bank	CMF Stickers	\$750.00											
	Claudia Wyler	Photography	\$1,500.00											
	Colla	Videographer	\$4,500.00											
	Plaques	w/ mural info	\$200.00											
	TK Graphics	Signage	\$5,000.00											
	Minute Man	Printing & supplies	\$200.00											
	Tourism	Map printing	\$5,000.00											
6	Media Partners													
	Minute Man	Flyers	\$300.00											
	Minute Man	Posters	\$500.00											
	Kim Janzen	Graphic Design	\$3,000.00											
	ROGERS (Sonic, Star)	Radio ads	\$1,500.00											
	Good	META Ads	\$3,000.00											
	Good	Google Ads	\$500.00											
	Influencers		\$1,500.00											
	Media Partners	6042now	\$1,000.00											
	Media Partners	Georgia Straight/PVC	\$1,500.00											
7	Event Supplies													
	GAK supplies		\$300.00											
	Paint supplies		\$1,000.00											
	MISC		\$2,500.00											
Subtotal			\$3,800.00											
TOTAL							\$185,250.00							

May 27, 2022

Re: Letter of Support for Chilliwack Mural Festival Application to Tourism Events Program Fund

To Whom It May Concern,

The Chilliwack Economic Partners Corporation (CEPCO) is pleased to provide this letter of support for the grant application by the Chilliwack Mural Festival (CMF) to the Tourism Events Program Fund. CEPCO is the economic development organization for the City of Chilliwack. Our mandate is attracting and facilitating economic growth in Chilliwack.

The Chilliwack Mural Festival brings year-round joy, excitement, and connection to downtown Chilliwack, with street art that is as diverse as the artists who create these magnificent murals. CMF works with local, national, and international emerging and established artists to bring the world to Chilliwack, while promoting diversity and inclusivity in arts and culture in Chilliwack.

CEPCO values the partnerships of community organizations and agencies that work together to create an atmosphere, environment, and economy that will assist Chilliwack to become an outstanding destination for tourism investment, business opportunities, and an exceptional quality of life.

We look forward to enjoying the new additions to the Chilliwack Mural Festival in 2022.

Sincerely,



Netty Tam
Manager of Business Development



Feb 7, 2023

RE: Chilliwack Mural Festival – Nature of Participation

To Whom it May Concern,

Algra Bros Developments Ltd has been collaborating with the Chilliwack Mural Festival for the past two years.

Last year specifically we worked together to activate District 1881 as a part of the Festival with the Community Mural Wall being located on our site with live music and other performing artists. This event is contributing to the downtown revitalization that the City, Algra, and CEPCO have been partnering on.

Our company has provided financial support for local and regional artists to come to Chilliwack and paint their murals at District 1881. The money was given to the Festival Coordinators and distributed to the artists based upon their needs.

Algra Bros is happy to be working with the Chilliwack Mural Festival again this year to make 2023 an even bigger success.

Sincerely,

Dave Algra

Marleau, Carolyn

From: Lise Oakley <hello@chilliwackmurfestival.com>
Sent: March 11, 2024 9:30 AM
To: Marleau, Carolyn
Subject: CDI | Mural Festival Application 2024 [EXTERNAL]
Attachments: Chilliwack Mural Festival - Participation pdf; CHWK Mural Fest - CEPCO 2024 pdf; CDI Funding Application - CMF 2024.docx, Event Budget - CMF - 2024 .pdf

Hi Carol,

I've attached the application form for the 2024 Chilliwack Mural Festival. I've included all questions/information required, two letters of reference, and the budget breakdown. We can provide additional references from Tourism Ch'illiwack if you need more (Allison has been away).

My request is higher than the initial ask. As I read through the document carefully, I noticed the %'s, and compared it to the flight fest amount. When we look at CMF, building up art assets, tours, and potentially more programming throughout the year is a longer-term benefit.

Thanks again for the support,
Lise

--

Lise Oakley (she/her)
CMF Event Director
e: hello@chilliwackmurfestival.com
p: 604-505-7906



*We'd like to acknowledge that the Chilliwack Mural Festival
is on the unceded traditional territory of the Stó:lō people*

Organization: Chilliwack Community Arts Council

Address: 8465 Harvard Pl #12, Chilliwack, BC V2P 7Z5

Contact Person: Lise Oakley

Telephone: 604-505-7906

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