

AGENDA ITEM NO: 7.1

MEETING DATE: March 11, 2025

**STAFF REPORT – COVER SHEET**

SUBJECT: Chilliwack Mural Festival DATE: March 3, 2025  
CDI Funding

DEPARTMENT: Recreation and Culture PREPARED BY: Carol Marleau

**1. SUMMARY OF ISSUE:**

The Chilliwack Community Arts Council will once again be hosting their annual mural festival from August 7 to 17, 2025. The ten-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 \$10,000.00 under Policy Directive No. 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. As the Chilliwack Mural Festival has minimal traffic control costs, some other hard costs, including funding for the sound stage, sound gear, seating rentals, park fee and portable toilet costs, could be supported under Policy Directive No. C-13 and are estimated to be \$6,000.00.

**2. RECOMMENDATION:**

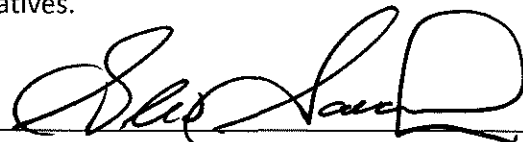
That Council approve the request from the Chilliwack Community Arts Council, for funding under the Community Development Initiatives Funding Policy, in the amount of \$6,000.00 for the Chilliwack Mural Festival, and further that the funding be provided after the submission of receipts and final report from the host organization.



Darrell Lindhout,  
Director of Recreation and Culture

**3. FINANCE COMMENTS:**

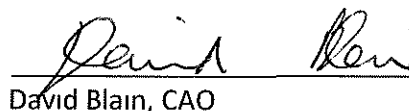
Funding for this event can be accommodated through funding allocated within the approved 2025 Financial Plan towards Community Development Initiatives.



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 (Executive Director) or Jade Lehti (President)

**Telephone** 604-505-7906

**Initiative/Event** Chilliwack Mural Festival

**Funding Requested:** \$10,000 for August 7-17, 2025, Festival

**State Purpose/Objective:**

The Chilliwack Mural Festival is a community-driven event celebrating art, culture, and music by creating murals, tours and live performances throughout downtown Chilliwack. This multi-stage, ten-day festival is designed to transform public spaces in Chilliwack into vibrant arts hub while providing a platform for local, regional and national artists and performers to showcase their talents. Funding is requested to support operational, infrastructure, and accessibility expenses such as traffic control, insurance, security, seating, accessibility, and porta-pottie rentals. 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 even!) and enhancing our overall cultural community.

**Financial Plan: See below for summary and attached for more detail.**

Our financial plan is to secure money with federal, provincial, municipal, and private funders. As a growing festival that is evolving and learning we hope to raise \$185,000 in both cash and in-kind donations in 2025 to support the full festival. With CDI providing up to 17% for events serving a specific audience/demographic, we believe that the \$10,000 is a reasonable request to support our expanded 10-day festival. Our festival is more than a one-day event and has built a reputation that is far reaching and valuable to the City of Chilliwack. Without the City's support, and dwindling support from provincial funding pots, now is the time to invest and ensure we have a successful and ongoing arts scene in Chilliwack.

Based on the economic impact assessment completed with Tourism Ch'illiwack, the 2024 event benefitted the surrounding business community \$400,000+ in three days. With an extension of the festival dates, and increased promotional tactics, we anticipate the numbers could easily double for the 2025 festival, leaving a more impressive economic impact and supporting local business. As many businesses are struggling in the downtown core, investing in multi-day events that attract thousands of visitors to the downtown core enhances its impact. Another item to note is that with the Vancouver Mural Festival retiring its festival due to financial struggles, and the Chilliwack Mural Festival has the potential to attract more people from the city and be esteemed as THE Greater Vancouver arts festival.

For the 2025 season, we also look to expand our murals and partner with the city on the Sardis side of town. With this expansion, the festival reaches more residents and tourists making their way to our beautiful lakes and mountains and opens the opportunity for celebration and tours, again impacting the local economy, the cultural impact, and community engagement.

**Budget outline for 2025:**

ITEM	DESCRIPTION	AMOUNT
Artists	Includes artists, performances, workshops, dancers, bands, live art, circus art, musicians for the August 7-17, 2025, dates	\$85,400
Staffing	Includes production, sound, marketing, administration, contractors, (accessibility, volunteer, vendor coordinators, etc ) and administrative costs to CAC	\$27,000
Event Operations	Includes rentals for the stage, sound, security, porta potties, supplies for interactive art, first aid, traffic control, food for volunteers/staff, seating, accessibility infrastructure, décor, insurance, van rental, gas for rentals, transportation, etc	\$37,950
Marketing	Includes videographer, photography, map printing, marketing materials, media partnership, wayfinding on site signage, volunteer t-shirts, digital ads, etc	\$22,450
<b>TOTAL:</b>		<b>\$172,800</b>
In Kind Hours	We anticipate over 700 hours of volunteer time This includes transportation to/from airport for artists/performers, set up/take down, event volunteers, pre-event volunteers, assisting with everything from marketing to accessibility	\$12,000

**Is the event currently offered in the community?** Yes, we have been running the festival event for five years with the event component for four There is currently no other event like the Mural Festival in Chilliwack with multi day programming throughout the downtown core We aim to be the best mural festival in BC if not Canada Our festival has attracted international and national interest, and we have built a network of esteemed artists that will recommend our festival to other artists

**The following free activities will take place between August 7-17, 2025\*:**

- August 7 Downtown Chilliwack mural tour and artist talk with 2025 muralists
- August 8 Artist talk "Future of the street art and AI"
- August 9 Mural tour and concert in Love Alley with regional musicians
- August 12 Alley dinner in partnership with Chew on This and public artist workshop
- August 13 Accessible mural tours in District 1881 and Downtown Chilliwack
- August 14 Chilliwack mural tour in Indigenous Alley + Mural tour with local Indigenous artist focus
- August 14 Behind the tag Artist workshop on the street
- August 15 Big street party from 4-9pm
- August 16 Big street party from 12-8pm
- August 17 Accessible tours in downtown Chilliwack

\* activities are subject to change

## **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 – three 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 (Gaming), BC Arts Council, Tourism Ch'illiwack, Downtown Chilliwack, District 1881 / Algra Brothers, The Book Man, Dogwood Monarch Lions, Rotary Club, Kiwanis Club, Stó lō Community Futures, UFV, CEPCO, Envision, FortisBC, Molson, Baker Newby, Smoking Gun Coffee Shop, Canex, 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. It's also an economic driver that puts Chilliwack on the map as an arts community = economic driver and builder of the creative economy. Based on the economic impact assessment, there is a financial benefit to the city and to local business. We see this has a driver for the festival and are looking to further increase the numbers.

**The benefits include the following, in line with CDI initiatives:**

**Revitalizing Public Spaces:** By creating visually appealing public murals, the festival enhances the city's aesthetic appeal and strengthens its cultural identity. This transformation not only contributes to the vibrancy of the downtown core and elsewhere but also drives economic growth by attracting tourism and increasing local engagement.

**Showcasing Artistic Talent:** With performances from over 50+ musicians and artists, the festival activates mural sites as dynamic cultural hubs. These events provide exposure to diverse audiences, offering performers access to new markets while drawing both tourists and residents to support downtown businesses.

**Boosting Local Tourism & Economy:** By attracting visitors from neighboring areas, the festival stimulates the local economy through increased spending at restaurants, shops, and entertainment venues. As hotel infrastructure expands, the long-term goal is to enhance accommodation options within the downtown core, further supporting economic sustainability.

**Strengthening Community & Brand Recognition:** The festival amplifies the visibility of sponsors, artists, local businesses, and organizers, fostering positive brand associations. Additionally, it elevates the city's reputation on both national and international levels—reflected in the 1,100 global applicants eager to be part of this cultural initiative.