



To: COUNCIL

Meeting Date: 10/22/2024

Subject: Core Areas Transformation Fund Installation and Placemaking Request

Submitted By: Michael Launslager, Director of Economic Development

Prepared By: Matthew Walker, Economic Development Officer

Report No.: 24-014-CRE

File No.: C11

Wards Affected: Ward 5

RECOMMENDATION(S):

THAT Report 24-014-CRE Core Areas Transformation Fund Installation and Placemaking Request be received;

AND THAT Council approve the funding request through the Core Areas Transformation Fund (CATF) for a new installation within the Cambridge Sculpture Garden.

EXECUTIVE SUMMARY:

Purpose

This report seeks Council approval to provide funding through the CATF for a new sculpture installation in the Cambridge Sculpture Garden (CSG).

Key Findings

The Cambridge Sculpture Garden has submitted an application for a funding contribution towards a new installation which will increase the level of participation and tourism in the space, as well as further promote placemaking in Downtown Cambridge.

City of Cambridge staff have reviewed the proposed application and project and believe that it furthers the efforts of enhancing a local landmark and beautifying one the city's core areas.

The City of Cambridge's support for local placemaking efforts aims to inspire greater levels of collaboration from across the community to enhance public spaces and contribute to the city's position as an attractive destination for investment, talent and jobs.

Financial Implications

Through the CATF application process, the applicant is requesting \$12,000 to help fund the installation of a new sculpture within the CSG.

The City will provide up to \$12,000 from the Core Area Transformation Reserve Fund and provided to the applicant upon proof of completion of the project. The project will be required to be completed within one calendar year of receiving funding approvals.

STRATEGIC ALIGNMENT:

☒ Strategic Action

Objective(s): PLACEMAKING - Promote and create a wide range of destinations and activities that capitalize on the beauty of the rivers and heritage buildings

Strategic Action: Create and activate spaces that offer things for people to do

OR

☐ Core Service

Program: Not Applicable

Core Service: Not Applicable

BACKGROUND:

The CATF is a multi-year project and package of financial incentives which recognizes that vibrant, healthy core areas are a fundamental building block of great cities. The CATF was established in 2019 to promote growth in the City's three core areas. The program is based on three investment pillars that will act as a guideline to allocating funds from the CATF. The three pillars are Private Sector Stimulus, Strategic Land Acquisition/Disposition and Placemaking and Experiences.

This application for Council's consideration falls under pillar three of the CATF - Placemaking and Experiences. This funding pillar is designed to help enhance capital projects or partnerships that encourage experiences and create a unique sense of place. Proposals under this pillar may be initiated by city staff, city council or members of the broader community.

The CSG has been a charitable organization since 2006 and has created infrastructure and obtained public art for the city with support and funding from granting organizations

such as Grants to Groups, Trillium Foundation, ArtsFund, Ontario Arts Council, and Cambridge Community Fund as well as support from businesses and private donors. Developing and preserving an urban greenspace in a core area of the city, providing river views and access, experience with contemporary art, and a peaceful garden setting are all goals of the CSG.

Vibrant, healthy core areas are a fundamental building block of great cities. When people travel to cities for business or pleasure, they will undoubtedly visit the city's downtown. Cities are measured by the health of their downtown and the downtown's health is reflective of the City's health overall.

ANALYSIS:

The CSG is a long-standing installment and public space which enhances and exhibits place-making efforts within the City of Cambridge. To further its impact and reach, the creation of new installations is needed to sustain and attract new visitors to the area; this mandate also supports objectives and goals within the City of Cambridge's strategic plan including creating vibrant neighbourhoods and enhancing our core areas.

This application has met the requirements of the CATF program's third pillar of placemaking through beautification and enhancement of City of Cambridge properties and open space areas. Public spaces, art installations, community gardens and the lighting of public assets are all examples of placemaking and experiential projects that are important for marking our core areas attractive destinations within our community.

The Economic Development Advisory Committee (EDAC) provided feedback surrounding the application. The group has recommended that the application be approved, with a further suggestion that lighting improvements be considered for future installations in the sculpture garden.

The creation of new installations will also encourage future artists to utilize spaces around the city and sculpture garden, leading to greater levels of collaboration between the City of Cambridge and various artists. As such, it is the opinion of City staff that this application and project be supported.

It is important to note that as City staff analyze any future applications made by the Cambridge Sculpture Garden to other City of Cambridge funding programs (such as Community Grants), consideration will be given to CATF funding that has been applied for or received, as per City policy.

EXISTING POLICY / BY-LAW(S):

There is no existing applicable by-law.

FINANCIAL IMPACT:

The total financial impact of this project is up to \$12,000, which will be provided to the CSG to fund the creation and artists' costs of the proposed installation. This funding would come directly from the Core Area Transformation Reserve Fund and fits the criteria of the Placemaking and Experiences pillar.

Matching funds of \$12,000 will be paid by the CSG. As per the CATF pillar policy, the CSG will be asked to show proof of project completion before City funds are released.

Final funds will be granted to CSG upon the completion of the installation and will be reviewed by economic development staff prior to final approval. Final receipts for materials used will be required before funds can be received

PUBLIC VALUE:**Collaboration:**

The Economic Development division welcomes this opportunity to collaborate with the CSG to enhance the existing space for residents and visitors alike, in addition to supporting local artists.

ADVISORY COMMITTEE INPUT:**Advisory Committees Consulted:**

Economic Development Advisory Committee

- The Economic Development Advisory Committee was consulted with the proposed use of CATF capital to support the installation of a new sculpture in the CSG and provided support for the project.

PUBLIC INPUT:

Posted publicly as part of the report process.

INTERNAL / EXTERNAL CONSULTATION:

The Staff Steering Committee for the CATF was consulted and given the opportunity to provide feedback and questioning. The Staff Steering Committee is outlined in the CATF Application outline document in Appendix A. The Staff Steering Committee is made up of members of the Parks and Recreation, Engineering, Arts and Culture, Forestry and Horticulture, Design and Approval, and Economic Development Departments.

The City of Cambridge Finance Division was also consulted through the application review process to provide feedback.

CONCLUSION:

In order to support the pillar of the CATF and the strategic action of placemaking, staff along with support from the Economic Development Advisory Committee recommend the funding of \$12,000 from the CATF for this CSG installation be approved and delivered upon project completion within one calendar year of said approval. Any future applications for funding will be reviewed by staff, giving consideration to all funding sources applied for and received.

REPORT IMPACTS:

Agreement: **No**

By-law: **No**

Budget Amendment: **No**

Policy: **No**

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director

Deputy City Manager

Chief Financial Officer

City Solicitor

City Manager

ATTACHMENTS:

1. 24-014-CRE Appendix A – CSG CATF Application Form Outline
2. 24-014-CRE Appendix B – CSG Placemaking Project Proposal
3. 24-014-CRE Appendix C – Purpose of the Sculpture Garden