

POLICY NAME	Public Art	POLICY NO.	1.6.10
POLICY OWNER	Arts, Culture & Communications Coordinator	REVIEW PERIOD	
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PURPOSE

Public Art is a significant tool for promoting the cultural vibrancy of Sechelt, encouraging economic development, and creating a sense of enhanced civic pride and identity. The District of Sechelt believes in the value of Public Art and demonstrates its support by preserving and collecting artworks that are significant to Sechelt and its residents. The Public Art Program complements Sechelt’s corporate strategic goals of creating a “bold, innovative community where people want to live, work and play.” This Policy will provide the framework for the District of Sechelt to encourage, fund, select, preserve and, as required, de-accession Public Art.

POLICY

Public Arts Program and Policy Attached.



Public Art Program & Policy

District of Sechelt
2013

Artwork: "Paradise Found" 2011, by Todd Clark

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1. PROGRAM OVERVIEW

1.1. Mission Statement

To enrich the quality of life for residents and visitors alike through the creation of art in public places, thereby demonstrating the value of art and cultural heritage in Sechelt.

1.2. Purpose

Public Art is a significant tool for promoting the cultural vibrancy of Sechelt, encouraging economic development, and creating a sense of enhanced civic pride and identity. The District of Sechelt believes in the value of Public Art and demonstrates its support by preserving and collecting artworks that are significant to Sechelt and its residents. The Public Art Program complements Sechelt's corporate strategic goals of creating a "bold, innovative community where people want to live, work and play." This Policy will provide the framework for the District of Sechelt to encourage, fund, select, preserve and, as required, de-accession Public Art.

1.3. Program Plan

The District of Sechelt's Public Art Program's short and medium-term priorities include:

- Implementing best practices in the management of a Public Art Program;
- Creating and Managing a Public Art inventory;
- Mapping Public Art and Cultural Heritage on an online Culture Map;
- Creating a Public Art Walking Tour & Educational Program;
- Supporting Community-driven Art Projects on an annual basis;
- Developing a commemorative Public Art project to celebrate the District of Sechelt's 30th Anniversary (June 30, 2016), and;
- Responding to opportunities for community partnerships, donations, and private and/or developer contributions.

1.4. Background

The oldest artworks in the District of Sechelt's collection are two watercolour paintings created in 1914 by Alfred A. Bradbury. These paintings of the Sechelt waterfront and shíshálh First Nations village were purchased by Sechelt Council in 1973 for their significant historical and cultural value to the community. In the 1980s the District was given a totem pole by local shíshálh First Nation artist Frank "Frankie" Dixon Jr. This piece was one of the first totem poles the artist carved and depicts an eagle, raven, mask, grizzly bear, and frog. More recently, the District of Sechelt began commissioning works of art for addition to the public art collection. In 2005, the District commissioned the first artwork to be permanently installed in the Spirit Square Sculpture Garden (then referred to as 'Block 7'). Officially unveiled in

July of 2006, local artist Michel Beauvais' granite sculpture "*A place of infinite beauty, between two waters*" is a tribute to the local ecology and cultural history of Sechelt. Since the Spirit Square Sculpture Garden was created, the District of Sechelt has continued to develop its Public Art Collection for the benefit of both residents and visitors to the community.

1.5. Context

Public Art is included in the District's broader policies and plans. The *Official Community Plan* (2010) articulates a Community Vision for Sechelt that includes:

Create Walkable Neighbourhoods - Sechelt facilitates a variety of transportation modes that link neighbourhoods, with more sidewalks, bicycle routes and transit.

Walkable neighborhoods will be greatly enhanced with the inclusion of public art. As well, educational walking tours of the Public Art Collection and local heritage sites will encourage residents and visitors to explore and enjoy their community in new ways.

Diverse Heritage and Arts Community - Sechelt celebrates its arts and preserves its rich cultural heritage.

An important part of celebrating and preserving our local cultural heritage is to develop the Public Art collection and maintain the artworks and heritage objects that are currently in the public realm.

Downtown First - Sechelt has a vibrant Downtown that acts as a focal point for the entire community.

The majority of the works in the Public Art collection are located in or near the downtown of Sechelt. This is something that could be further developed through collaboration with civic projects such as sidewalk upgrades and beautification initiatives.

Public Art also aligns with the Official Community Plan's emphasis on *Social Well Being*. In particular, the stated need for a community that includes opportunities for "**learning, interaction**", "**creativity**", and "**participation in community life**." (Section 10, p. 73). The need to focus on the appearance of the downtown area is emphasized in *Section 6. Downtown Sechelt*, the plan indicates "New development also needs to present a more attractive 'face'." Density Bonus provisions within the Official Community Plan include "Public Art" as one of the community amenities encouraged by the District of Sechelt. In addition, the Official Community Plan

articulates a commitment to Public Art (Section 11. Arts, Culture and Heritage) as follows:

Public Art
11.7 The District supports public art as a valuable community amenity contribution with new development applications (see density bonus provisions in chapter 5, Residential).
11.8 The District of Sechelt will facilitate planning for art in public places with artists, local businesses and community facilities.

Beyond the Official Plan, the District of Sechelt’s *Sustainability Action Plan* (2011) recommends the provision of “**opportunities for art, culture and recreation to enrich community life.**”

Lastly, the District of Sechelt’s *Importance of Arts and Culture Policy 1.1.6* (1997) states that “Council support and encourage art in public places.”

1.6. Values & Guiding Principles

Accessibility

Given its ‘public’ nature, the District will strive to ensure that public artworks are both visually and physically accessible. The District will also be proactive in sharing knowledge and information with the community.

- Physical accessibility to the artwork (municipally owned areas frequented by the general public, and publicly accessible interior areas of municipally owned buildings)
- Access to a Public Art Inventory & Database
- Appropriate acknowledgement of the artworks (e.g. maps, labels and signage)
- Processes which are inclusive and transparent to the public

Artistic excellence

Public art acquired by the District will be of the highest quality and will exemplify expert skill and craftsmanship. The District will maintain the integrity of the artworks over time to reflect the value of public art to our community and cultural development.

- Encouraging of high artistic standards
- Choosing works on the basis of artistic merit by qualified adjudication and selection
- Encouraging a high calibre of urban design by incorporating artworks into the infrastructure of Sechelt

Community engagement

Public art engages the community at large and, as such, is inherently collaborative. The community will be provided with opportunities to engage in various stages of the public art planning and implementation processes.

- Contributing positively to the quality of life for Sechelt residents
- Providing programs and opportunities for the community to learn about the public art
- Enhancing the community's sense of ownership and value by commissioning works that are site-specific and that respond to the natural, social and built environment of Sechelt
- Encouraging the joint participation of artists, the community, and local businesses in projects that meet specific community needs and aspirations.

Diversity

Public art initiatives strive to build a sense of community, and as such should reflect the diverse interests of the community. The District will support public art initiatives from a broad range of artists.

- Encouraging a broad range of artwork in terms of media, scale and style.
- Reflecting the diversity of Sechelt's cultural communities.
- Supporting artists at various stages of career development.

Sustainability

The District will ensure that public art projects are supported by sustainable funding and management programs so that public art continues to play an important role in the vision for long-term growth and improvement of the community. The District will develop management plans to ensure works retain the original intentions of the artist and are not compromised by a lack of care and maintenance.

- Supporting a funding strategy that ensures necessary resources for both development and maintenance of the Art Collection
- Ensuring that all artworks in the District of Sechelt collection will be part of a coherent program of maintenance, conservation and preservation.
- Encouraging projects that are responsive to the natural environment and local ecology.

2. GLOSSARY

Accession (or Acquisition): The process of acquiring and registering a work of art to the Public Art Collection.

Call to Artists: Project announcement or advertisement that informs artists of a public art opportunity.

Conservation: The protection, preservation, or restoration of an artwork by a qualified Conservator.

Deaccession: The formal process to permanently remove an object from the Public Art Collection.

Private Sector Public Art: Artworks that are privately owned but located in the public realm publicly visible places, ordinarily commissioned by the private sector.

Public Art (Artwork or Public Artwork): any work of art that is accessible to the general public. Artwork may be permanent, semi-permanent, functional or temporary, and includes all forms of art conceived in any medium, for example, installation, sculpture, mosaic, glass, fabric, painting, environment, photography, etc.

Public Art Collection: All artworks recognized as being owned by the District of Sechelt.

Public Art Inventory: The public art inventory refers to a comprehensive database describing art in the Public Art Collection and/or located in the public realm. The inventory will detail the following, if known: artist, title, location, material, installation date, owner and/or project initiator. The inventory will be updated with information about new commissions and changes in locations of existing works.

Public Art Reserve Fund: A District reserve that holds monies for public art acquisitions, maintenance and related Public Art programs.

Public Realm: Public realm (or Public Space) is defined as an area accessible to and frequented by the general public, though not necessarily owned and operated by the District of Sechelt. This includes, but is not limited to parks, streets, trail systems, public facilities, courtyards, squares, building exteriors, and interior public areas of municipal buildings.

3. GOVERNANCE

3.1. Role of Mayor & Council

- Approve the Public Art Policy and any changes as needed;
- Approve recommendations from the Arts Coordinator related to the acquisition, loan, or deaccession of Public Art;
- Act as an advocate for art in public spaces in the District of Sechelt;
- When needed, convene a panel of qualified professionals to provide expert advice on public art projects;
- Authorize expenditures from the Public Art Reserve Fund; and
- Approve the annual Public Art Program budget.

3.2. Role of Arts Coordinator

The management of the collection will be the responsibility of the Arts Coordinator who will:

- Develop, maintain and promote the Public Art Program;
- Establish and maintain the Public Art Inventory;
- Oversee the art selection process;
- Advise on appropriateness of placement and location of artworks;
- Coordinate conservation of the Public Art collection as required;
- Act as liaison between artists, community groups, and the District;
- Provide advice and support for community-driven public art projects;
- Report on policy recommendations to Council;
- Review and recommend proposed donations of artwork;
- Recommend artwork to be de-accessioned;
- Recommend processes and systems to fund, maintain/conservate, document, interpret, and promote public art projects; and
- Recommend to Council an annual budget for the Public Art Program.

4. BRANCHES OF THE PUBLIC ART PROGRAM

4.1. Public Art Collection & Spirit Square Sculpture Garden



Greta Guzek
Fortuitous Arrival, 2009
Collection of the District of Sechelt
Public Art Collection



Michel Beauvais
A place of infinite beauty, between two waters, 2006
Collection of the District of Sechelt
Spirit Square Sculpture Garden

Purpose

The purpose of the Public Art Collection and Sculpture Garden is to acquire and publically display artworks that have cultural or historic significance to Sechelt. These works will enhance District-owned buildings and public spaces, and the collection will be developed and maintained for the enjoyment and education of the entire community.

Goals

- Enhance the attractiveness of Sechelt, and promote cultural tourism;
- Enrich the public environment and promote awareness, understanding, access and enjoyment of art as part of everyday life for Sechelt locals and visitors;
- Collect and preserve works of cultural and/or historic significance to Sechelt and the lower Sunshine Coast;
- Develop a diverse, high quality public art collection that is diverse in style, scale, media and artists;
- Promote local talent and artistic ability; and
- Celebrate and preserve the vibrant cultural heritage of Sechelt.

Public Art acquisitions will range in scope and scale. To the extent feasible and appropriate, opportunities for Public Art should be identified and undertaken in conjunction with municipally funded infrastructure projects. These opportunities will emerge as the District of Sechelt is planning a new facility, renovating an existing facility, or developing a park, street or public space. The District of Sechelt's

Parks and Public Works, and Development departments will also be able to identify potential art opportunities in the initial stages of an infrastructure project.

Incorporating art into functional objects is an affordable, high-impact way to meet the District of Sechelt’s goal of creating a vibrant downtown and making Sechelt a place where people want to “live, work, and play”. Integrating public art into infrastructure design will require the District of Sechelt work with artists in the design of public amenities such as benches, drinking fountains, fencing, public washrooms, bicycle racks, man-hole covers, skateboard parks, bike pump tracks, tree grates, community gardens, even the District’s water and sewer infrastructure could be distinctive and dynamic, reflecting civic pride, creativity, and care for the public realm. This should be done on a program-by-program basis with first priority being to contribute to a vibrant downtown.

These opportunities include:

- Major street reconstruction/streetscape projects
- New and retrofitted civic buildings and civic infrastructure
- New building construction projects
- Parks and open space projects
- Partnerships on capital projects by other public agencies such as Sunshine Coast Transit, shíshálh First Nation, the Sunshine Coast Regional District, and the Downtown Revitalisation Advisory Committee.

4.2. Community-Driven Public Art Projects



Cowrie St. & Wharf Ave. banners
Sunshine Coast Arts Council project



Hydro Box Paintings
Downtown Revitalization Initiative

Purpose

The purpose of Community-Driven Public Art Projects is to engage our local residents and artists in the collaborative development of art, strengthening connections within the community. When integrated into the everyday lives of our residents, community-art projects are an effective means of addressing social and

cultural concerns, enriching our experience of the community, and enhancing the livability of Sechelt.

Goals

- Provide opportunities for resident artists and crafts people at all levels and career stages;
- Enhance the sense of community identity unique to Sechelt;
- Encourage artworks that reflect community diversity, values, history, nature and culture;
- Engage citizens through participation in creative projects'
- Encourage the creation of publicly accessible, permanent or temporary artworks that have artistic merit and community benefit; and
- Reflect the diversity, needs, and ambitions of the community.

Community-driven arts projects provide a unique way for the District of Sechelt to brand itself. It also enables our local artists to engage in creative activity with community. This program supports partnerships and collaboration between artists, community arts organizations, the municipality and other community groups such as the Sechelt Visitor Centre, the Sechelt Public Library, the Sechelt Downtown Business Association, and the Sechelt Aquatic Centre. Projects range in size and scope to include both permanent and temporary installations, murals, street art, and performances. Potential locations for these projects include, but are not limited to: community centres, municipally-owned buildings and public facilities maintained by the District of Sechelt, parks, public squares and other public gathering places. Transitional properties can also be used for temporary projects (e.g. development sites and construction fencing).

Examples

The Cowrie St. and Wharf Ave. Banner Project

The Cowrie & Wharf Banner Project began in 1994 as a joint venture between the Sechelt Chamber of Commerce and the Sunshine Coast Arts Council. Every fall, elementary school students are asked to submit designs for the banners, which are then hung on Cowrie Street the following year. The District of Sechelt's Parks and Public Works Department hangs the completed banners from the light posts on Cowrie Street for the summer months. Since 2003, the street banner project has been sponsored entirely by the Sunshine Coast Arts Council.

The Sechelt Skatepark Murals

The Skateboard Park in Sechelt was originally built by the Rotary Club in 1996. In 2006 the District of Sechelt agreed to take over maintenance of the park and its surrounding greenery. In August of 2013 a "Paint the Park" initiative was launched in order to revitalize the look of the skateboard park. A team of local graffiti artists, muralists, and youth will be given the opportunity to create new large-scale murals at the skatepark and participate in its revitalization. This project was made possible

by funds from the District's Community Crime Programming Reserve.

4.3. Amenity Contributions

Purpose

To enhance and animate the public spaces of private developments.

Goal

The provision of Public Art on private property

The voluntary inclusion of artworks, often featured at the entry or access way of the property, is becoming more common as developers recognize the added value that artwork can bring to a building project. As outlined in Section 5.20 of the District of Sechelt's *Official Community Plan (2010)*, "Amenity Contributions" are voluntary and the developer can obtain a density bonus in exchange for public art. In keeping with the guidelines for amenity contributions, private sector developers will be encouraged to integrate Public Art into the design of a site, buildings and/or landscaping, especially in publicly accessible and visible areas of the site, including, but not limited to building facades, floors, ceilings, courtyards, or entrances.

4.4. Public Art on Private Property

Throughout the District of Sechelt, works of art including murals, sculpture, and First Nations' poles have been created by artists and located on publicly accessible private property. Some were commissioned by businesses and some commissioned by other government agencies such as the shíshálh First Nation. While these are recognized as forms of public art, they are not officially part of the District of Sechelt's Public Art Program or Collection.

5. PROCEDURES

5.1. Acquisition

Artworks for the Public Art Collection may be acquired through direct purchase of completed artwork, commissioning of new work (e.g. competitions, requests for proposals, or direct commissions), community-based art projects, donation, amenity contributions and/or private development initiatives.

5.2. Inventory

The Arts Coordinator will create and maintain an inventory of the District of Sechelt's public art collection. Information in the database will include name and bio of the artist, as well as detailed description of each artwork, media, materials, dimensions and location. The Public Art inventory records will be updated when new works are acquired and following routine inspections, maintenance and conservation.

5.3. Copyright

In accordance with the Copyright Act, the District of Sechelt recognizes the artist as owner of copyright including moral rights and will negotiate the transfer of certain rights with each individual artist. In particular, the District of Sechelt will request the right to reproduce images of the artwork for public relations, documentation and educational purposes. As well, if the artwork is displayed in any publication issued by the District of Sechelt, the name of the artist shall be included.

6. FUNDING STRATEGIES

Background

As a first step towards sustained funding of a Public Art Program, in 2007 Council endorsed the Arts, Culture and Heritage Advisory Committees' recommendation that \$2,000 be set aside annually for the purchase of public art. In 2010, the amount allocated to Public Art Acquisition was increased to \$5,000. In 2011, the Public Art Reserve Fund was established and \$5,000 was transferred into that Fund (representing unspent 2010 Public Art Funds). At that same time it was recommended that future unspent public art acquisition budget dollars go into the Public Art Acquisition Reserve.

6.1. Public Art Reserve Fund

The District of Sechelt has adopted a policy of annually dedicating funds for public art, with any unspent monies being held in the Public Art Reserve Fund.

Accumulated funds enable future opportunities to commission larger works of art, as well as restorative maintenance in the future. Unspent monies will not be returned to the District of Sechelt's general operating revenues.

The District of Sechelt will, on an annual basis, contribute funds to the purchase of Public Art and/or Community Art Projects. Of that contribution, 5% will be committed to maintenance of existing and future artworks. The balance will be used for the purchase, planning, design, fabrication, and installation of a minimum of one Community Public Art project and/or Public Art acquisition each year.

6.2. Maintenance and Conservation Fund

The District of Sechelt is responsible for the maintenance of all public art in the District's collection, whether commissioned, purchased, or donated. Funds to cover the cost of any maintenance, cleaning, conservation or repair will be held in a Public Art Maintenance Fund.

6.3. Donations

Donations and gifts can help fund public art projects and acquisitions in the District of Sechelt. Donations of art will be directed to the District of Sechelt's Arts Coordinator for review and consideration.

6.4. Government and Foundation Grants

Community-driven Public Art projects, managed by an arm's length non-profit organization (e.g. the Sunshine Coast Arts Council or the Coast Cultural Alliance) may be eligible for municipal Grant-in-Aid funds, other government arts grants, and/or funds from private foundations.

7. MAINTENANCE

It is the responsibility of The District of Sechelt to maintain all permanent works of art within the Public Art Inventory. In an effort to build sustainability into the public art program, all public art acquisitions will include a maintenance fund in the budget for the conservation of the artwork. Current and accurate information is critical to preserve public art. The District of Sechelt's Parks & Public Works department will undertake cursory inspections of the outdoor public artwork on a regular basis. On an annual basis, the Public Art Collection will be thoroughly inspected by the Arts Coordinator and the following carried out: condition reports; photo documentation of any changes to the condition; report on any repairs; update records, files and the Public Art Database. A qualified art conservator or restorer may be contracted to undertake the inspection, if deemed necessary.

7.1. Insurance

All public artworks owned by the District of Sechelt through purchase, commission and/or donation are the property of the District of Sechelt and are insured under the District of Sechelt's Insurance Policy.

7.2. De-Accessioning

The District of Sechelt has the right and responsibility to deaccession Public Art when necessary. The deaccessioning of Public Art will only occur after the District of Sechelt undertakes a comprehensive assessment of the work(s) in question. All reasonable efforts shall be made to resolve problems or re-site the artwork, in consultation with the artist and/or donor.

Reasons for de-accession include, but are not limited to:

- Endangerment of public safety
- Restoration is not possible
- Site redevelopment
- Theft or accidental loss

District staff will be responsible for preparing a report providing the justification for recommending deaccessioning and the proposed method of disposal. In the event of accidental loss, theft or vandalism, the District of Sechelt retains the right to determine whether replacement or deaccessioning of the artwork is appropriate. The deaccessioned art may be moved, sold, returned to the artist or destroyed, with any monies received through the sale of the work(s) being placed in the Public Art Reserve Fund for new acquisitions.

8. COMMUNITY OUTREACH

The Public Art Program will strive to stimulate community interest and engagement through the provision of educational and programming opportunities for learning, participation, and experimentation in arts and culture. The value of public art will be communicated to the public through use of the following means:

- Informational one-sheets
- Online and print-based marketing
- Outreach and Educational Programs

8.1. Informational One-Sheets

These will provide standardized information about each artwork, including: name of artist, title, date of creation, funding recognition, and any other key information that would assist viewers in appreciating the artwork. Quick Response (QR) codes could be added to Sechelt's Heritage Panels; when activated, these would link users directly to the District of Sechelt website for further information on Cultural Heritage and where to locate more Heritage Panels in the community.

8.2. Marketing Materials

The primary marketing tool for the Public Art Program is the District of Sechelt website. The District website will offer:

- A map (both online and in print) of artworks in the public realm
- Information on artworks in the Art Collection and Sculpture Garden
- Information on how to apply for a public art opportunity
- Information on the street banner program and any other community-based art projects in progress
- A copy of the *Public Art Program and Policy*

8.3. Educational Programs

The District of Sechelt will provide opportunities for the public to learn about and become involved with the art in their streets through:

- Public art walking tours & self-guided maps
- Artist talks
- Informational One-Sheets

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