

FINANCIAL MANAGEMENT COMMITTEE

TO: *MAYOR AND COUNCILLORS*

SUBJECT: MURAL GRANT FUNDING AMENDMENT

RECOMMENDATION:

THAT the Burnaby Mural Grant Program funding guidelines be amended to increase the maximum contribution for murals from \$3,500 to \$7,000 per mural, as outlined in the report titled “Mural Grant Funding Amendment” dated July 18, 2023.

REPORT

The Financial Management Committee, at its meeting held on July 18, 2023, received the *attached* report seeking Council approval to amend the current City of Burnaby Mural Program to increase the City of Burnaby contribution per mural from \$3,500 to \$7,000, and adopted the recommendation, **AS AMENDED**.

On behalf of the Financial Management
Committee,

Councillor S. Dhaliwal
Chair

Councillor A. Gu
Vice Chair

TO: FINANCIAL MANAGEMENT COMMITTEE (FMC)
FROM: GENERAL MANAGER COMMUNITY SAFETY
SUBJECT: **MURAL GRANT FUNDING AMENDMENT**
PURPOSE: To inform FMC of an amendment to the current City of Burnaby Mural Program re-allocating existing mural funds to increase the City of Burnaby contribution per mural from \$3500 to \$7000.

RECOMMENDATIONS:

THAT the Financial Management Committee receive this report for information on the Burnaby Mural Grant Funding amendment guidelines to increase the maximum contribution for murals from \$3500 to \$7000 per mural.

THAT the Financial Management Committee forward this report to Council for information.

1.0 POLICY SECTION

Enhancing aesthetics of the community and decreasing graffiti aligns with the following council-adopted policies: Community Safety Plan (2020), Social Sustainability Strategy (2011), and the Corporate Strategic Plan (2017).

2.0 BACKGROUND

A Mural Grant Policy and Procedure was developed in 2008 to assist with the application of murals in Burnaby in areas impacted by a high level of graffiti. To promote murals and deter graffiti, the City developed a Mural Grant Program which provides 50% cost-shared funding with property owners for the painting of murals up to a maximum of \$3,500. Previously, this would cover half of the average cost of murals estimated between \$5,000-\$7,000 in 2008. Currently the City of Burnaby Mural Program is allotted \$25,000 annually from gaming grant funding.

Since the inception of the City of Burnaby Mural Program 15 years ago, the cost of murals has increased substantially. Due to the cost of materials, equipment rental, and artist fees the average total cost of a mural has increased from \$5,000-7,000 in 2008 to \$10,000-15,000 in 2022/23. With the current funding of \$25,000, this adjustment would support the creation of approximately four to six murals annually.

This recommendation to increase funding to a maximum of \$7,000 per mural more accurately reflects this increased overall mural price and is in keeping with the original spirit of 50% cost-sharing with property owners. Increasing the amount would also provide greater incentive for property owners to engage in the creation of artistic murals, thus improving their local community.

3.0 GENERAL INFORMATION

3.1 Mural Program Enhancements to Community

The City of Burnaby mural program has played a part in community enhancement since inception in 2008. Murals have been created throughout Burnaby, adding artistic flair and enhancing local community identity in areas such as the Heights, Edmonds, Kingsway, Beresford Avenue and others. Burnaby murals have not only provided a proven method of enhancing community beautification but also have been a strong instrument for community engagement and deterring property crime.

A majority of the murals visible in Burnaby have been created through our Mural Program and this partnership between the City of Burnaby, property owners, and local artists. The mural program prioritizes high visibility community walls with a history of high levels of targeted graffiti vandalism. Murals are proven to be an effective method of reducing vandalism, enhancing community aesthetics, while building community culture through arts and support of local artists.

3.2 Increasing Number of Murals Created

This change in overall funding per mural is part of staff efforts to increase the number of annual murals created through the Burnaby Mural Program. Figure 1.0 below depicts the number of murals created through this program over the last eleven years.

Annual Number of Murals Created Through the Burnaby Mural Program

Year	Number of Murals	Note
2011	4	
2012	3	
2013	3	
2014	1	
2015	5	
2016	4	
2017	0	<i>Program affected by staff vacancy</i>
2018	2	
2019	2	
2020	4	
2021	1	
2022	1	

Figure 1.0. Table showing the total number of murals created on an annual basis between 2011 and 2022.

The number of program murals created annually decreased as the total mural cost to the business owner went up through rising supplies and wage costs. It is anticipated that increasing the total cost per mural will ultimately result in more murals created annually than under the current funding arrangement.

3.2.1 Complementary Youth Mural Program

It is anticipated that a Burnaby Youth Mural program will be approved for funding by way of Public Safety Canada Gangs and Guns grant funding. If supported, this innovative youth program will see more murals installed throughout. This program will complement the efforts of the Burnaby Mural Program, to increase the number and scope of mural projects throughout the City.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Community Safety department staff will work with the Corporate Communications team to update the public facing City of Burnaby website to reflect these funding changes.

5.0 FINANCIAL CONSIDERATIONS

As noted, no new funds are being sought at this time. The existing gaming funds allocated to this program (\$25,000 annually) will be distributed to a changed per mural amount from a maximum of \$3,500 to \$7,000.

Taking into consideration the expected Public Safety Canada Gangs and Guns funding to support the planned Youth Mural program, additional funding for the Burnaby Mural program is not required.

Respectfully submitted,
Dave Critchley, General Manager Community Safety

ATTACHMENTS

Attachment 1 – Summary of murals created through the Burnaby Mural Program 2011-2022.

REPORT CONTRIBUTORS

This report was prepared by Todd Polich, Anti-Graffiti Coordinator, and reviewed by Dawn Virginillo, Manager of Crime Reduction and Intervention.

Attachment 1 – Financial Management Committee Report on Mural Grant Funding Amendment

Summary of murals created through the Burnaby Mural Program 2011-2022.

Year	Address	Property Owner / Mural Sponsor	Property Owner / Mural Sponsor Contribution Amount	City Contribution Amount	Total Mural Cost
2011	195 North Hythe Water Pump Station	City of Burnaby	0	5,000.00	5,000.00
	Forest Grove Elementary	School District	1,001.00	1,001.00	2,002.00
	6170 Kingsway	Performax	3,257.00	3,257.00	6,514.00
	4816 Imperial	Jubilee Cycle	3,500.00	3,500.00	7,000.00
2012	9850 Austin Rd	North Road Bia	3,497.00	3,497.00	6,994.00
	4099 Hastings	Heights Merchants Association	1,653.09	1,653.09	3,306.18
	7012 Randolph Ave	Kingsway Imperial Neighbourhood Association	3,500.00	3,500.00	7,000.00
2013	Maywood Elementary	School District	2,600.00	2,600.00	5,200.00
	9388 Tower Rd	University Highlands	3,000.00	3,000.00	6,000.00
	7037 Antrim	Alpha Tech	5,800.00	3,500.00	9,300.00
	6037 Marlborough	Burnaby Neighbourhood House	3,000.00	3,000.00	6,000.00
2014	Capitol Hill School	School District	4,261.60	3,500.00	7,761.60
2015	4622 Hastings	Heights Merchants Association	1,310.74	1,310.74	2,621.48
	5310 Woodsworth St	Take a Hike Foundation	3,500.00	3,500.00	7,000.00
	3805 Kingsway	Encorp Bottle Depot	3,500.00	3,500.00	7,000.00
	7611 Edmonds St	Epic Community Group	1,270.49	1,270.50	2,450.00
	4622 Hastings St	Bon Bon Bakery	1,310.74	1,310.74	2,621.48
2016	3757 Canada Way	Marine Insurance office	3,160.00	3,160.00	6,320.00

Year	Address	Property Owner / Mural Sponsor	Property Owner / Mural Sponsor Contribution Amount	City Contribution Amount	Total Mural Cost
	3438 Dalebright Ave	North Road Business Improvement Association	3,500.00	3,500.00	7,000.00
	4329 Hastings St	Heights Merchants Association	1,140.35	1,140.35	2,280.70
	Clinton School	School District	3,500.00	3,500.00	7,000.00
2018	1200 Gaglardi Way Water Reservoir	City of Burnaby	0	7,500.00	7,500.00
	6178 Thorne St	About Thyme Nursery	2,500.00	2,500.00	5,000.00
2019					
	5289 Grimmer St Legion Building	City of Burnaby	0	5,000.00	5,000.00
	7272 Buller Ave	Private	3,500.00	3,500.00	7,000.00
2020					
	2150 Alpha	Heights Merchants Association	50,000.00	3,500.00	59,500.00
	4000 Hastings	Heights Merchants Association	6,048.00	3,024.00	9,072.00
	5575 Short St	Private	3,307.50	3,307.50	6,615.00
	7513 Edmonds St	Miami Auto Centre	3,500.00	3,500.00	7,000.00
2021	1000 Centennial Way	Horizons Restaurant	\$0 (City Property)	2,800.00	2,800.00
2022	T01 Lougheed Hwy.	City of Burnaby	9,500.00	3,500.00	13,000.00