



Staff Report to Council

Parks, Recreation and Culture

FILE: 15-7780-01/25

REPORT DATE: January 27, 2025 **MEETING DATE:** February 04, 2025

TO: Mayor and Council

FROM: Jodi Callaghan, Special Event & Volunteer Coordinator

SUBJECT: Year In Review – Pitt Meadows Art Gallery

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:

RECOMMENDATION(S):

THAT Council:

- A. Receive for information the Staff Report titled “Year in Review – Pitt Meadows Art Gallery” as presented at the February 4, 2025 Council Meeting; OR
 - B. Other.
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PURPOSE

To provide Council an update on the first year of operation of the Pitt Meadows Art Gallery at its new location in the South Bonson Community Centre.

- Information Report Decision Report Direction Report

DISCUSSION

Background:

The Pitt Meadows Art Gallery [PMAG] opened in November 2017 at 12492 Harris Rd. In March 2021, Council announced the PMAG site as the preferred location for the new autonomous RCMP detachment, and research for an appropriate new location for the Art Gallery began. On June 20, 2023 a decision was made to utilize a room in the South Bonson Community Centre [SBCC] for the new PMAG location. Renovations began in October of 2023 and were completed in February 2024. The Art Gallery re-opened to the public at its new location in the SBCC on March 2, 2024.

The original plan was to re-locate the existing PMAG structure to a location within the Civic Centre. Based on the pricing received from contractors relative to the budget, it was staff's assessment that this was no longer a viable option. The report to Council on June 14, 2023 outlined many positive attributes of the SBCC location, including:

- Integration into a well-used City facility with established parking;
- High walk-in traffic and active transportation visibility many months of the year;
- Supports the recommendation within the Parks, Recreation and Culture Master Plan to develop a central hub for arts programs;
- Allows for greater flexibility for displays / programs [examples include activating the outdoor plaza for exhibitions, or Artist in the Parks program];
- Artists are familiar with the space as SBCC is home to the Open Art Studio; and
- Near Parks and other community amenities that could draw in a demographic of people that may otherwise not be exposed to art.

The SBCC location also offered potential synergies with local businesses and the added benefit of PMAG visitors shopping locally while visiting Osprey Village. In addition, having staff and volunteer presence in the SBCC facility would allow for public use of the washroom facilities during Gallery operational hours, which achieves a discussion point when Council deliberated the 2023 business plan.

During the review of alternate locations, one of the largest concerns raised by the art community was that a gallery in Osprey Village wouldn't have the same visibility and number of walk-in visitors as it did at its previous location on Harris Road.

Analysis:

The Art Gallery has now been open for one year in the new location. Feedback from visitors and artists has been extremely positive and walk-in stats and sales have increased substantially.

During the 2024 operational year, Art Gallery volunteers tracked attendance and noted a total of 4,755 visitors to the Art Gallery. 2019 was the closest comparable number of visitors when we saw 2694 guests, which is a 43% increase in walk-in visitors. A poll done by Art Gallery volunteers estimate that 70% of gallery guests were from foot traffic in Osprey Village. Gross sales of artists work and the Art Gallery shop in 2024 were \$57,657, a 42% increase over the previous record year in 2021.

Exhibition Year	In Person Visits	Gross Sales
2019	2694	\$19,811
2020	1050	\$17,617
2021	1770	\$33,349
2022	1779	\$24,042
2024	4755	\$57,657

There was concern that, because the Art Gallery had been closed for 14 months for the relocation and renovation, the residents may not be inclined to return. A key initiative within the 2024 Culture Business Plan was to promote and re-establish the PMAG customer base. Staff made it a priority to ensure all facility signage was updated, and that marketing and communication plans were widely distributed.

Other noted benefits of having the Art Gallery in the SBCC is that the building is now staffed and open to the public 7 days a week, providing washrooms and a chance to view the building for possible bookings and inquire on programming. Art Gallery volunteers appreciate the consistent presence of staff in the building during their shift for both safety reasons and customer inquiries.

Staff are preparing for another six engaging exhibitions in 2025, showcasing a variety of mediums, artists and art collectives. They continue to work on enhancing offerings in the Art Gallery store, collaborating with feature artists and reviewing best practices regarding artist compensation through the Canadian Artists Representation Le Front Des Artistes Canadiens (CARFAC).

COUNCIL STRATEGIC PLAN ALIGNMENT

- Principled Governance Balanced Economic Prosperity Infrastructure
 Community Spirit & Wellbeing Corporate Pride Public Safety
 Not Applicable

WORKPLAN IMPLICATIONS

- Already accounted for in department workplan / no adjustments required
 Emergent issue / will require deferral of other priority(ies)
 Other

FINANCIAL IMPLICATIONS

- None Budget Previously Approved Referral to Business Planning
 Other

PUBLIC PARTICIPATION

- Inform Consult Involve Collaborate Empower
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KATZIE FIRST NATION CONSIDERATIONS

Referral Yes No Other

SIGN-OFFS

Written by:

Jodi Callaghan,
Special Event & Volunteer Coordinator

Reviewed by:

Carleen McDowell,
Manager of Recreation & Culture

ATTACHMENT(S):

A. None