

NO: F035

COUNCIL DATE: **SEPTEMBER 23, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **September 16, 2013**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1840-01**
General Manager, Finance and Technology

SUBJECT: **Surrey Urban Screen Equipment**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council:

1. receive this report as information;
2. authorize staff to include \$190,000 in the 2014 Five-Year Capital Budget to assist in funding the replacement of the equipment operating the Surrey Urban Screen at Chuck Bailey Recreation Centre; and
3. approve the submission of an application for matching funding to the Canadian Heritage Canada Cultural Spaces Fund Program to cover the remainder of the costs of replacement of the equipment operating the Surrey Urban Screen all as generally described in this report.

INTENT

The purpose of this report is to provide background information supporting the recommendation to replace the equipment at the Surrey Urban Screen venue, and to obtain approval to continue the venue with funding for the replacement of equipment being partially addressed by way of a grant application to the Canada Cultural Spaces Fund Program.

POLICY CONSIDERATIONS

The development of the Surrey Urban Screen venue fulfilled the City's Public Art Policy as the public art feature for the Chuck Bailey Recreation Centre when it was constructed in 2009. It was recognized at the time that the related equipment had a five-year lifespan. The Public Art Plan (2012-2016) identifies the need to replace the technology supporting the Surrey Urban Screen and recommends that staff "prepare a plan for the replacement of the equipment at the Surrey Urban Screen at Chuck Bailey Recreation Centre, anticipating the sustainability of its technology" (3.0 General Public Art Opportunities, iv Expanding Surrey Urban Screen).

BACKGROUND:

The Surrey Urban Screen is located to the west of the Chuck Bailey Recreation Centre in the core of Surrey City Centre. As an architectonic projection, responsive to the shape of the west wall of Chuck Bailey Recreation Centre, it is a unique and iconic artwork venue that can be viewed by over 30, 000 SkyTrain commuters daily travelling between the Gateway and Surrey Central stations and by those frequenting the Chuck Bailey Recreation Centre and adjacent Youth Park. The venue is a featured part of the City Centre Public Art Walking Loop and ArtWalk app initiatives and relates to the Culture Corridor of City Centre.

Surrey Urban Screen serves as a cultural destination landmark in the City Centre neighbourhood and for the City, and is significant nationally and internationally as Canada's largest permanent, non-commercial, outdoor urban screen.

Timeline

- 2008 An urban screen projection venue, presenting leading edge digital media to large audiences was imagined by artists during the development of the Glocal project in the Surrey Art Gallery's TechLab. The Glocal project invited participants around the world to contribute images of the people and places where they lived. Glocal refers to the global and local communities coming together. Glocal was one of the projects developed as part of the many initiatives funded when Surrey was designated a Cultural Capital of Canada in 2008.
- 2009 The City's Public Art Advisory Committee recommended that Council support an urban screen as the public art feature at the Chuck Bailey Recreation Centre, a building proposed to support the Vancouver 2010 Winter Olympics as the Surrey 2010 Games Preparation Centre.
- 2010 The venue was opened in February 2010 with the Glocal exhibition featured in the Cultural Olympiad Digital Edition (CODE) – as part of the official Cultural Olympiad of the 2010 Winter Games – by the visionary artists, Jer Thorp and M. Simon Levin.

The Surrey Art Gallery assumed a role curating the programming of the venue, as an outreach and decentralized extension of the Gallery's already very successful program of showcasing digital art forms. The Urban Screen Advisory Committee was established.

Glocal was marketed to people around the world, and Surrey was represented in the Cultural Olympiad as an innovative, digitally smart city, responsive to art. Surrey Urban Screen is the only art venue legacy of the Cultural Olympiad.

The Surrey Art Gallery has continued to curate the programming of the Surrey Urban Screen and has initiated partnership projects with other organizations including youth groups for special events.

Funding

The overall capital cost of the original project was \$248,202. The Public Art Program contributed \$63,750 to the capital costs. Additional funding was raised through the Surrey Art Gallery. The Surrey Art Gallery Association's application to Infrastructure Canada was successful in securing \$118,685. One-time only grants were received from the Cultural Olympiad, the BC Arts Council Unique Opportunities grant program and the Canada Council for the Arts. This is summarized as follows:

Infrastructure Canada - Canadian Heritage	\$118,685
Cultural Olympiad	\$35,000
BC Arts Council Unique Opportunities	\$10,000
Canada Council for the Arts operating grant for the Surrey Art Gallery	\$17,767
Surrey Art Gallery Association (earned revenue fund)	\$3,000
City of Surrey Public Art program	<u>\$63,750</u>
	<u>\$248,202</u>

A modest operating fund for the venue is provided annually to support the technical costs for each exhibition, as well as artist fees, associated events and marketing.

DISCUSSION

The equipment at the Surrey Urban Screen venue will reach the end of its lifespan at the end of 2014. The time has come to evaluate whether to replace the technology, or to decommission the venue.

Over the past few years, the Surrey Urban Screen has demonstrated its success and potential to continue to make substantial contributions to the arts and the community where it is situated. Appendix "A" provides a summary of information on how Surrey Urban Screen has acted as a cultural destination with regional, national and international significance and has achieved enhancement goals and priorities of the Cultural Plan and as a vibrant social space engaging youth has achieved goals and action points of the Child and Youth Friendly City Strategy.

Canadian Heritage "Canada Cultural Spaces Fund Program"

The City has been encouraged by Canadian Heritage to apply to the "Canada Cultural Spaces Fund Program" (the "Program") for funding for the replacement of the technology supporting the Surrey Urban Screen. Matching funding is available from this source for the replacement of specialized equipment.

The objectives of the Program are to contribute to improved physical conditions for arts and heritage-related creation, presentation, preservation and exhibition, and to increased and improved access for Canadians to performing arts, visual arts, media arts and to museum collections and heritage displays through the construction and/or renovation of arts and heritage facilities. The Program also supports the acquisition of specialized equipment and the preparation of feasibility studies for the construction and/or renovation of cultural spaces.

Program criteria requires Council approval for each project that is submitted for funding under the Program. The Program finances up to fifty percent (50%) of eligible project expenses

for construction and/or renovation, specialized equipment purchases or feasibility studies for the development of a cultural space.

Specialized Equipment Upgrade for Surrey Urban Screen

365 Productions designed the equipment installation for Surrey Urban Screen and continue to maintain the equipment for the venue. They have provided a quote to upgrade and simplify the equipment installation, replacing the four (4) projectors with two (2) more powerful units. This replacement of equipment will serve to:

- enable a much simpler installation;
- ensure a more powerful projection (given the light spill on the Urban Screen with the development of the Youth Park and expansion of the parking lot in 2011); and
- provide a greater effective edge blend (the warping technology of these more powerful projectors allow for pixel adjustment based on tilt and axis rotation).

Two possible suppliers for these projectors are Christie Digital and Barco, and these projectors would require the following onsite upgrades:

1. re-installation of the existing electrical system from the top of the poles into the housings;
2. purchasing new protective housings for two projectors;
3. installation of new housings onto the existing platforms;
4. re-configuring of the hydro breakers inside Chuck Bailey Recreation Centre; and
5. focussing and alignment of new projectors using 3D-warp and blending.

The total expenses are estimated as follows:

Expense Detail	Total Expense
Projector replacement, 2 units, 18,000 lumens per	\$207,200
Housing replacement, 2 units	\$13,440
Electrical refit	\$2,800
Bulb inventory (5 years, up to 2,500 hours each with 1-2 years between changes, bulb and bulb housing unit cost \$2,000-\$4,000)	\$26,880
Labour for install and refit (reinstallation of electrical system, installation of new projector housings, re-configuring breakers, focus and blending of projectors)	\$28,000
Computer upgrade	\$11,200
Civic Facilities project management support charges	\$10,000
Contingency (15% of total)	\$44,928
5-year maintenance fund for equipment (10% of total)	\$29,952
	<u>\$374,400</u>

Urban Screen Advisory Committee Letters of Support

Established in 2010, the advisory committee for the Urban Screen includes representatives from Simon Fraser University - Surrey (School of Interactive Arts + Technology), Kwantlen Polytechnic University - Surrey (Fine Arts), Surrey School District 36, Emily Carr University of Art + Design and the University of British Columbia; along with independent media artists and curators, Chuck Bailey youth programming staff and Surrey Art Gallery curatorial staff. Every member of this committee has offered a letter of support to continue the venue, noting the benefits to their organizations and/or the community in general.

Public Art Advisory Committee Endorsement

The Public Art Advisory Committee considered the above information during its meeting on June 20, 2013 and unanimously resolved to endorse the proposal to replace the equipment at the Screen venue and to recommend the submission by the City of an application for a grant to cover 50% of the costs to the “Canada Cultural Spaces Fund Program.”

SUSTAINABILITY CONSIDERATIONS

The proposed continuation of Surrey Urban Screen assists in achieving the objectives of the socio-cultural and environmental pillars of the City’s Sustainability Charter; and more particularly supports the following scope of action items contained within the Charter through:

- raising awareness of and promoting Arts in City Centre, and supporting initiatives that recognize the importance of digital technology to youth and new cultural practices through inclusive site-specific exhibitions, public programs and events (**SC4: Cultural Awareness in the Community**);
- being viewable by pedestrian, motorists, SkyTrain commuters, and being accessible as part of the City Centre Public Art Walking Loop, ArtWalk app and QR code didactic initiatives (**SC6: Raise Awareness of Accessible and Appropriately Located Services within the City**);
- creating a high quality public realm and being part of the concept of “place-making” in City Centre, as the Public Art feature of a mixed use facility in a growing high density area (**EC9: Improve the Quality of Design in New Development and Re-development**); and
- welcoming viewers into an inviting public space with an attractive streetscape and pedestrian environment, increasing a sense of safety, ownership and community in a high profile gateway area in City Centre (**EN 13: Enhance the Public Realm**).

CONCLUSION

Based on the preceding discussion, it is recommended that Council:

- authorize staff to include \$190,000 in the 2014 Five-Year Capital Budget to assist in funding the replacement of the equipment operating the Surrey Urban Screen at Chuck Bailey Recreation Centre; and
- approve the submission of an application for matching funding to the Canadian Heritage Canada Cultural Spaces Fund Program to cover the remainder of the costs of replacement of the equipment operating the Surrey Urban Screen all as generally described in this report.

Laurie Cavan
General Manager,
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager,
Finance and Technology

Appendix A - Surrey Urban Screen – Public Art feature/outreach venue

Appendix “A”

Surrey Urban Screen – Public Art feature/outreach venue



Transience exhibition installation by Aleksandra Dulic and Kenneth Newby (Flicker Art Collaboratory) from September 18, 2010 to April 30, 2011, including interactivity and FM transmission of audio soundtrack

Surrey Urban Screen is a cultural destination with regional, national and international significance achieving Surrey Cultural Plan goals and action priorities:

(1) Leading Edge Digital Art: Surrey Urban Screen’s second exhibition featured Transience, a new site-specific artwork inspired by the daily travels of commuters and the diversity of Surrey’s population. As a computer driven artwork drawing from a database of thousands of images and sounds created by the artists, Transience created an infinitely changing presentation of both visual and audio experiences. Each time the SkyTrain passed nearby, the artwork responded to its movement to recombine and present content in a new way.

(2) National and International Recognition: Conferences: Transience artists Aleksandra Dulic and Kenneth Newby along with Liane Davison made the presentation “Surrey Urban Screen: A Collaborative Initiative between Artists and the Surrey Art Gallery” at the international ACM CHI Conference on Human Factors in Computing Systems in 2011. This past spring, Liane Davison and 365 Productions, the technical team who designed the venue’s equipment installation, made separate presentations at the 2013 Creative City Summit in Ottawa.

Partnerships: Surrey Urban Screen’s third exhibition Electric Speed, curated by Kate Armstrong and Malcolm Levy, was presented in conjunction with the McLuhan in Europe 2011 initiative celebrating the centennial birth year of Canadian media theorist Marshall McLuhan. Electric Speed commissioned new works by Canadian artists and was the only Canadian presentation of this international project. Berlin-based Mirjam Struppek, and founder of the International Urban Screens Association and co-initiator of the Media Facades Festivals, gave a presentation on urban screens and city building as part of the public programs for this project.

International artists: Since 2010 two Calls for Proposals have been issued, and the submissions from the last Call demonstrated growing local, national and international interest in the Surrey Urban Screen venue. The 46 proposals submitted by the deadline were not only from emerging and established artists/artists teams in the City and across Canada and North America, but also from England, Denmark, France, Germany, and Australia.

(3) Accessible, Decentralized Art Gallery After Dark: To support the exhibitions, free public programs featuring artist talks and panels have been held in the Chuck Bailey Recreation Centre multipurpose rooms and senior fireside lounge, as well as in the theatres at Simon Fraser

University Surrey and Surrey Arts Centre. Exhibitions on Surrey Urban Screen run thirty minutes after sunset until midnight daily.



Year of Gif exhibition installation by Governor General award winning artist Paul Wong from January 23, to May 26, 2013

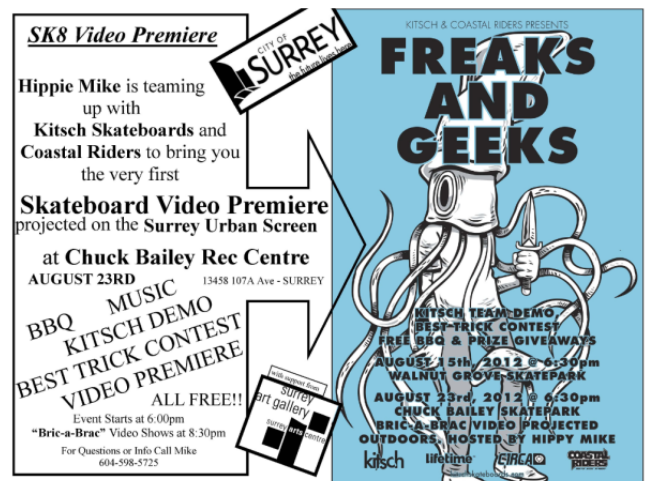


Rewrite the Year interactive artwork by Montreal-based artists Melissa Mongiat and Mouna Andraos as part of Electric Speed exhibition from December 2 to March 31, 2012

The Surrey Urban Screen venue achieves Surrey urbanization enhancement goals and action priorities in the Cultural Plan, specifically through:

- Goal A: Enhance the City Centre: A-1 Augment Cultural Focus: Create a cultural destination profile for City Centre Public Art Walking Loop; Host exhibits, shows and performances that draw regionally, nationally and internationally as facilities become available (**Note: In 3.6 Current Situation Overview section, Surrey Urban Screen is identified as a strength: International recognition of programming excellence e.g. TechLab and Surrey Urban Screen**);
- Goal B: Enhance Town Centres: B-2 Use Public Art to Reinforce Unique Town Centre Identities: Continue installation of Public Art in Town Centres based on priorities, themes and locations identified in Public Art Plan; On-going implementation of recommendations from the Strategic Plan for Arts and Heritage presence in Town Centres (**Note: Iconic artwork visible to pedestrians, motorists, SkyTrain commuters are identified and Priority Sites for Public Art in City Centre/Whalley include the artworks in the City Centre Art Walking Loop**);
- Goal C: Enhance Sense of Community: C-2: Expedite Decentralization of Arts and Heritage Services: Implement national and international exhibits in new exhibition space (**Note: To support the delivery of such programs the Urban Screen is identified**).

Surrey Urban Screen is a vibrant social space engaging youth and achieving Surrey Child and Youth Friendly City Strategy goals:
(1) Anticipates Youth Audiences: Urban Screen Advisory Committee member and Youth Park Coordinator Mike Faux (Hippie Mike) brought forward youth interest in screening videos on Surrey Urban Screen for their events. Surrey Art Gallery partnered with the Youth Park Coordinator and the Chuck Bailey Community Committee (including youth and seniors), building in



screening opportunities during scheduled artwork installations for Surrey Urban Screen exhibitions.

(2) Partners for Youth Events: Over 100 people attended the first summer event which included skate demos, best tricks, and the skate video premiere of Freaks and Geeks with FM transmission of the audio played by the DJ.

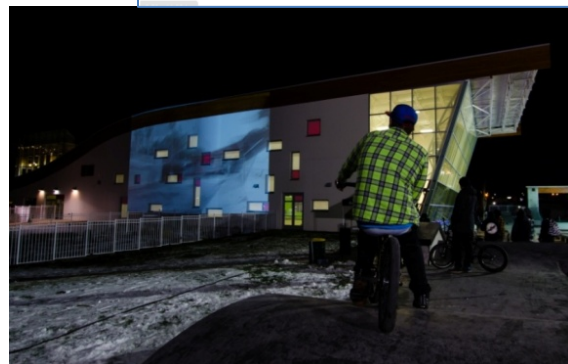
Anticipating winter weather, the second event focussed on BMX riders. Despite the snowy conditions over 50 people attended for the demos and Ten Pack & Macneil screenings.

(3) Supports Piloting Youth Initiatives: The upcoming summer event on Thursday, September 5 is expected to bring out youth and their families for screenings of their own videos they've created while in the Youth Park, as part of the new pilot First Thursday's video production program at Chuck Bailey.

The Surrey Urban Screen achieves goals and action points in the Child and Youth Friendly City Strategy, specifically through:

- Providing youth leaders with opportunities to organize child and youth events and activities at both the City-wide and town centre level (Action point 1.1b in Participation – Youth Committees and Engagement, Arts Implementation and implementation in other relevant Departments);
- Expanding the public art program to include art that anticipates young audiences and promotes interaction and play (Action point 2.2c in Public Space - Play Opportunities section, Arts implementation);
- Encouraging the development of neighbourhoods that are compact and walkable, and that enable young people to safely navigate their community on their own. Including way-finding features to encourage safe and easy travel for children and youth (e.g., signage, public art, lighting) (Goal 4 Walkable and Accessible Neighbourhoods and Action point 4.1d in Neighbourhood Design);
- Creating new exhibition opportunities to display art pieces that are created by children and youth. (Action point 6.1b in Program Design - All-Ages Programming section, Arts implementation);
- Supporting inter-generational activities (Action point 6.1d in Program Design - All-Ages Programming section, Arts implementation);
- Increasing opportunities for youth to participate in arts and culture activities by implementing the Youth Arts Strategy (Action point 6.4c in Program Design – Youth Programming 13+ years, Arts implementation);
- Piloting opportunities for youth to develop and run their own projects and events at City facilities with staff support (Action point 6.4d in Program Design – Youth Programming 13+ years);
- Provide intergenerational public gathering places in recreation centres and libraries to provide safe places for young people to socialize (Action point 6.4f in Program Design – Youth Programming 13+ years);
- Make City of Surrey programs and services inclusive and accessible to the diversity of children and youth in Surrey. Increasing inter-departmental communication with respect to programs

Support Video Presenting
Ten Pack & Macneil
BMX DEMO
& Video Showing
January 16th, 2013
5-8pm
Chuck Bailey Youth Park
13458 - 107A Ave
Demo @ 6pm / Video @ 7:15
Rain or Shine
Join BMX Riders from the **Ten Pack** and **Macneil** Teams at Chuck Bailey for a fun night of biking and then enjoy one of their videos on the **Urban Screen** on the side of the Rec Centre
(Plans to be announced May 03)
Music - DJ - Free BBQ - Prizes
Brought to you by:
Ten Pack Macneil FIENA eclair KINK MECA SURREY
For more info call Mike - 604-598-5723



Ten Pack & MacNeil screenings at BMX Youth Park event on January 16, 2013

and opportunity for young people (Goal 7 Program Delivery and Action point 7.5a in Interdepartmental Collaboration, Arts Implementation and implementation in other relevant Departments); and

- Promoting social cohesion by animating community spaces through events, arts and culture. Providing opportunities in civic facilities and parks for community groups to animate and program community spaces (Goal 9 Building Social Connections and Action point 9.1d in Activities to Build Social Connections).

The Key Features section of the Child and Youth Friendly City Strategy includes “Building on Surrey’s Strengths” as a strategy to recommend the continuation and further development of innovative and effective programs. If Surrey Urban Screen was continue beyond 2014, areas for growth include:

- Youth Park events to build on success of First Thursdays to premiere and screen work through projects initiated, conceived and produced by youth seasonally;
- Youth representatives on the Urban Screen Advisory Committee; and
- Event presentation of School District 36 Secondary School work on an annual basis (two members of the Urban Screen Advisory Committee are media arts teachers).



Freaks and Geeks screening at SK8 Youth Park event on August 23, 2012