



PUBLIC ART AND PLACEMAKING

TOWN OF INNISFAIL





Land Acknowledgement

We acknowledge that this territory is home to the Metis Nation of Alberta, Region #3 within the historical Northwest Metis Homeland. We acknowledge the many First Nations, Metis, and Inuit who have lived in and cared for these lands for generations.

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Introduction

The Innisfail Public Art and Placemaking Framework is a transformative roadmap designed to integrate public art and placemaking into the heart of the community. It leverages the power of creativity, collaboration, and cultural expression to enhance public spaces, foster connections, and celebrate Innisfail's unique identity. By embedding art into everyday spaces, this framework provides opportunities for residents and visitors to engage with the town's rich physical and cultural landscapes.

Public art is more than a beautification tool—it plays a pivotal role in strengthening the social fabric of rural towns like Innisfail. It fosters collaboration, community pride, and cultural storytelling while creating free, accessible experiences for people of all ages and backgrounds. Additionally, public art drives economic growth, attracting visitors and supporting local businesses. By transforming underutilized spaces into vibrant community hubs, Innisfail can improve safety, functionality, and aesthetic appeal, all while reinforcing its identity as a dynamic and welcoming community.

Through public art and placemaking, Innisfail can transform its public spaces into dynamic environments that resonate deeply with both residents and visitors. These initiatives enrich daily life by providing moments of inspiration and reflection, creating spaces that encourage people to pause, connect, and appreciate their surroundings. Underutilized areas can be revitalized into safe, functional, and attractive places that foster social interaction and instill a sense of belonging. These efforts not only enhance the physical environment but also strengthen the social fabric of the community by creating spaces that are inclusive, welcoming, and reflective of local identity.

A Collaborative Effort

This framework serves as a valuable resource for the Town of Innisfail, its Council, and local representatives to effectively implement public art and placemaking initiatives. It provides a structured roadmap for aligning the efforts of artists, cultural organizations, and community groups with the town's shared goals and values. By fostering collaboration among interest holders, the framework establishes a foundation for sustainable, impactful public art projects that honor Innisfail's rich history, address current needs, and envision a vibrant future.

By adopting the Innisfail Public Art and Placemaking Framework and the accompanying Public Art and Placemaking Policy, the town positions itself as a cultural leader in small town rural Alberta, transforming its public spaces into vibrant hubs of connection, creativity, and celebration. This commitment strengthens Innisfail's reputation as a forward-thinking and inclusive community, ensuring lasting benefits that will be enjoyed by generations to come.

Our Vision

To create a town where public art and placemaking inspire creativity, inclusivity, and sustainability while celebrating Innisfail's cultural heritage.

Purpose

This framework serves as a practical guide for the Town of Innisfail, its staff, Council, and community interest holders to plan, implement, and sustain public art and placemaking initiatives. It offers structured processes to align these efforts with Innisfail's cultural, social, and economic goals while addressing community aspirations and long-term sustainability.

The Framework is Designed to:

- 1 Support informed decision-making: Provide clear strategies and actionable steps for effective public art and placemaking projects.
- 2 Unify Interest Holders: Foster collaboration between municipal departments, artists, community groups, and private partners.
- 3 Streamline project planning: Establish processes for site selection, funding, community engagement, and maintenance.
- 4 Reflect community values: Celebrate Innisfail's heritage, diversity, and unique identity while promoting inclusivity and environmental responsibility.
- 5 Promote long-term impact: Build a foundation for sustainable cultural tourism, enhanced public spaces, and community pride.



Guiding Principles

1. Inclusivity and Representation

Celebrate diversity by integrating Indigenous stories, intercultural exchanges, and equity-deserving communities into public art.

2. Community Engagement

Involve residents in participatory design processes, ensuring local ownership of public art projects.

3. Sustainability

Use durable, eco-friendly materials and align designs with environmental goals.

4. Accessibility

Ensure public art installations are accessible to people of all abilities, creating welcoming and inclusive spaces.

5. Innovation

Embrace new mediums, such as interactive installations and digital art to push creative boundaries.

Key Concepts of the Framework

Understanding the foundational concepts of public art and placemaking is essential for effectively implementing the framework. These terms provide clarity on the approaches, tools, and outcomes that shape vibrant public spaces. By defining these key ideas, the framework establishes a shared language for interest holders, ensuring alignment and collaboration in transforming Innisfail's public spaces into dynamic and inclusive hubs of creativity, connection, and cultural expression.

These concepts, when integrated thoughtfully, provide a comprehensive framework for creating meaningful, sustainable, and engaging public art and placemaking initiatives tailored to Innisfail's unique needs and identity.

Placemaking

A collaborative process that reimagines public spaces to promote belonging, accessibility, and vibrancy. It blends art, design, and community input to create people-centered places that reflect local culture and heritage.

Creative Placemaking

The integration of art, culture, and community-driven ideas to transform public spaces into vibrant hubs of engagement and identity.

Public Art

Public art today is a dynamic, participatory, and evolving practice that transcends traditional boundaries of sculpture and murals. It is no longer confined to static monuments or decorative elements but instead exists as an interactive, multi-dimensional experience rooted in community engagement, storytelling, and innovation. Public art responds to the unique cultural, social, and environmental contexts of the space it inhabits. It adapts to its surroundings and evolves to meet the changing needs of the community, often functioning as a living, breathing component of community life.

Public Art Festivals and Events

Organized gatherings that celebrate art through live performances, mural painting, sculptures, and workshops. These events transform public spaces into hubs of creativity and engagement.

Place Identity

Place identity refers to the unique character and sense of place that distinguishes one community or space from another. Public art plays a critical role in reinforcing a community's identity by reflecting its history, culture, and values.

Example: A mural celebrating a town's Indigenous heritage or historical landmarks can reinforce local identity.

Co-Creation and Participatory Design

This concept emphasizes the active involvement of community members in the creation and design of public art and spaces. Co-creation ensures that the outcomes resonate with the people who use and live in the space, fostering a sense of ownership and pride.

Example: Community-driven projects where residents contribute ideas, stories, or physical elements (e.g., tiles in a mosaic) for a public artwork.

Temporality and Flexibility

While traditional public art was designed to endure, modern projects frequently embrace temporality, including pop-up installations, performances, or seasonal works. This approach allows for experimentation, diversity, and adaptability. Flexible design elements allow public spaces to adapt to changing needs, seasons, and events. These ephemeral projects can energize a space, experiment with new ideas, and accommodate evolving community priorities.

Example: Temporary art installations or pop-up events in public spaces that attract attention and bring energy to underutilized areas.

Placemaking as Process, Not Product

Placemaking is increasingly viewed as an ongoing process rather than a one-time effort. Successful placemaking involves continual engagement, iteration, and maintenance to keep spaces relevant and engaging.

Example: Regularly updating art in public squares or hosting recurring community events to maintain vibrancy.

Equity and Inclusivity

Public art and placemaking should reflect the diversity of the community and be accessible to all, regardless of age, ability, income, or background. Equity ensures that historically marginalized groups have a voice in shaping public spaces.

Example: Art installations that include multilingual signage or designs accessible to individuals with disabilities.

Sustainability and Eco-Design

Sustainability in public art and placemaking focuses on minimizing environmental impact while integrating green design principles. Art and spaces can promote environmental awareness and incorporate renewable or recycled materials.

Example: Public art powered by solar energy or incorporating living plants into installations.

Activation of Underutilized Spaces

This concept involves turning neglected or underused areas into vibrant community hubs through art and programming. Activation often leads to increased foot traffic and revitalization.

Example: Transforming vacant lots into community gardens with artistic features or painting murals on abandoned buildings.

Storytelling and Narrative

Public art often serves as a storytelling medium, communicating shared histories, cultural traditions, or contemporary issues. Narrative-based art can deepen connections between residents and their environment.

Example: Sculptures or plaques that share the history of a significant event or individual tied to the community.

Resilience and Adaptability

This concept involves designing public spaces and art that can withstand and respond to social, economic, or environmental changes. Resilient design ensures that spaces remain functional and relevant in the face of uncertainty.

Example: Art installations that double as flood barriers or flexible seating that can be rearranged for various uses.

Multisensory Experiences

Engaging multiple senses (sight, sound, touch, smell) in public art and placemaking creates more immersive and memorable experiences. This approach makes spaces more inclusive and stimulating.

Example: Soundscapes, tactile sculptures, or installations incorporating scents from local flora.

Creative Economy and Local Talent Development

Public art initiatives can stimulate the local economy by supporting artists, attracting tourism, and promoting local businesses. Investing in local talent ensures cultural authenticity and economic growth.

Example: Commissioning and hiring local artists.

Cultural Exchange and Connectivity

Public art and placemaking can foster intercultural exchange by showcasing diverse perspectives and connecting different groups. This promotes understanding and unity within a community.

Example: Interactive art pieces that invite contributions from people of varied cultural backgrounds.

Integration of Play and Joy

Incorporating elements of play and fun into public spaces encourages engagement across age groups. Playful designs can enhance a sense of wonder and community connection.

Example: Public art that includes climbable sculptures or interactive light installations.

Public-Private Partnerships

Collaboration between governments, private businesses, and community organizations can fund and support public art and placemaking projects. These partnerships often bring more resources and expertise to initiatives.

Example: A private developer funding a public plaza with art as part of a larger urban redevelopment project.

Evaluation and Metrics of Success

Measuring the impact of public art and placemaking projects is essential for continuous improvement. Metrics may include community satisfaction, increased foot traffic, or economic benefits.

Example: Conducting surveys or using foot traffic sensors to evaluate the success of a public art installation.



Trends in Public Art and Placemaking

Public art and placemaking are essential tools for building vibrant, inclusive communities. In recent years, placemaking has evolved in response to changing societal needs, technological advancements, and a growing emphasis on inclusivity and sustainability. Emerging trends in placemaking are transforming how communities design and interact with public spaces. These trends prioritize adaptability, accessibility, and the integration of creative solutions to meet the diverse needs of residents and visitors. In the Town of Innisfail, embracing these trends provides an opportunity to reimagine public spaces as dynamic environments that promote connection, well-being, and cultural expression.

The following section outlines key trends shaping public art and placemaking, offering insights into how Innisfail can incorporate innovative approaches to enhance its Public Art Placemaking Framework. By understanding and applying these trends, the town can create public spaces that are not only functional but also deeply engaging, reflective of community values, and responsive to the evolving demands of its residents.

Community-Driven Art Projects

Artists engage local residents to co-create public art projects that reflect the unique identity, values, and stories of the community. Murals, sculptures, and installations can be tailored to reflect cultural heritage or address specific local issues, fostering pride and unity.

Temporary Art Interventions

Through pop-up galleries, street performances, and interactive installations, artists can quickly transform underutilized spaces into vibrant community hubs. These temporary interventions bring visibility to neglected areas and create excitement, encouraging residents to rethink how they engage with their surroundings.

Activating Public Spaces Through Events

By organizing festivals, workshops, and interactive performances, artists bring people together in public spaces, making them livelier and more inclusive. These events provide residents with opportunities to interact, learn, and participate, enhancing the sense of belonging and collective ownership of community spaces.

Collaborating on Design and Planning

Artists often work with urban planners, architects, and community leaders to incorporate aesthetic and experiential elements into the design of public spaces. This collaboration ensures spaces are not only functional but also visually inspiring and engaging for residents of all ages and backgrounds.

Utilizing Technology for Interactive Experiences

Some artists use digital tools, like augmented reality (AR), to create interactive experiences that allow community members to explore local history, culture, and art in innovative ways. This technology can make public spaces more engaging and accessible, reaching broader audiences and creating unique experiences.

Creating Dialogue Around Social Issues

Many artists use their work to address social issues like inclusivity, environmental sustainability, and health equity. Through thought-provoking art that raises awareness, artists initiate conversations, encouraging communities to advocate for equitable and sustainable spaces.

Engaging Youth and Equity-Deserving Communities

Artists often lead workshops or mentorship programs for youth and groups, encouraging them to express themselves and contribute to placemaking. By involving diverse voices, artists help ensure that public spaces reflect the entire community, fostering a sense of ownership among groups that may feel excluded. Through these activities, artists foster vibrant, inclusive communities, transform public spaces, and create a sense of shared identity and pride. Their work is often the catalyst that transforms spaces from mere infrastructure into cultural and social hubs where people feel connected and engaged.

Applying the Trends

To apply these areas to the Town of Innisfail Public Art Placemaking Framework, we can integrate innovative placemaking trends and highlight the role of artists in fostering vibrant and inclusive public spaces.

1 Data-Driven Planning and Development

Leverage data and community feedback to identify underutilized spaces and opportunities for public art installations. Use surveys, social media engagement, and demographic data to understand community needs and preferences.

Role of Artists: Artists can collaborate with data analysts to translate insights into creative public art that reflects community identity. For example, an artist could create a mural highlighting local history based on stories collected through community engagement tools.

2 Mixed Use Spaces

Develop mixed-use public art projects that seamlessly integrate into residential, commercial, and recreational areas. For example, create multifunctional art installations that also serve practical purposes (e.g., benches or interactive sculptures in town squares).

Role of Artists: Artists can design functional yet beautiful pieces that connect public spaces with the daily lives of residents. They might collaborate on artful bike racks, playful seating areas, or creative wayfinding signage for Innisfail.

3 Health Equity and Access

Use public art to create welcoming and accessible environments that promote physical activity and inclusivity. For example, art can be incorporated into walking paths, parks, or fitness zones, encouraging movement and engagement.

Role of Artists: Artists can focus on creating art that celebrates diversity and inclusivity. This may include featuring themes of community health or installations designed to be tactile and accessible to individuals with disabilities.

4 Street Adaptation and Creative Programming

Adapt streets and public spaces to host events such as art festivals, pop-up galleries, and workshops. Use creative programming to activate these spaces, making them vibrant hubs of community interaction.

Role of Artists: Artists can organize and lead workshops, performances, and live art installations. For example, an artist might lead a community mural-painting event during a street fair or design temporary art installations for pedestrian zones.

4 Integration of Technology

Use technology like AR or IoT devices to create interactive public art experiences. Residents and visitors could use their phones to interact with murals or sculptures, learning more about the town's history and culture through digital layers.

Role of Artists: Tech-savvy artists can create dynamic projects that combine traditional art with digital innovation. For example, a mural in downtown Innisfail could include QR codes or AR triggers that bring the artwork to life with animation or storytelling.

Implementation in Innisfail

Community-Driven Art Projects: Engage residents in the design of public art through workshops or online submissions to ensure the final pieces resonate with the town's identity.

Temporary Art Interventions

Launch a rotating art initiative where local artists can display temporary pieces in public spaces, encouraging frequent community engagement and fresh experiences.

Youth Voices

Prioritize projects that involve youth, in Innisfail, ensuring the framework reflects the town's future.

Strategies and Actions

Strategy 1: Establish Community-Centered Design

This strategy focuses on involving community members in the planning and design process for public art and placemaking initiatives. By ensuring community voices are heard and incorporated, the projects become a reflection of shared values and needs. This approach fosters local pride, ownership, and long-term support for public art.

Actions

➔ **Form a diverse advisory committee (Public Art and Placemaking Advisory Committee - PAPAC)**

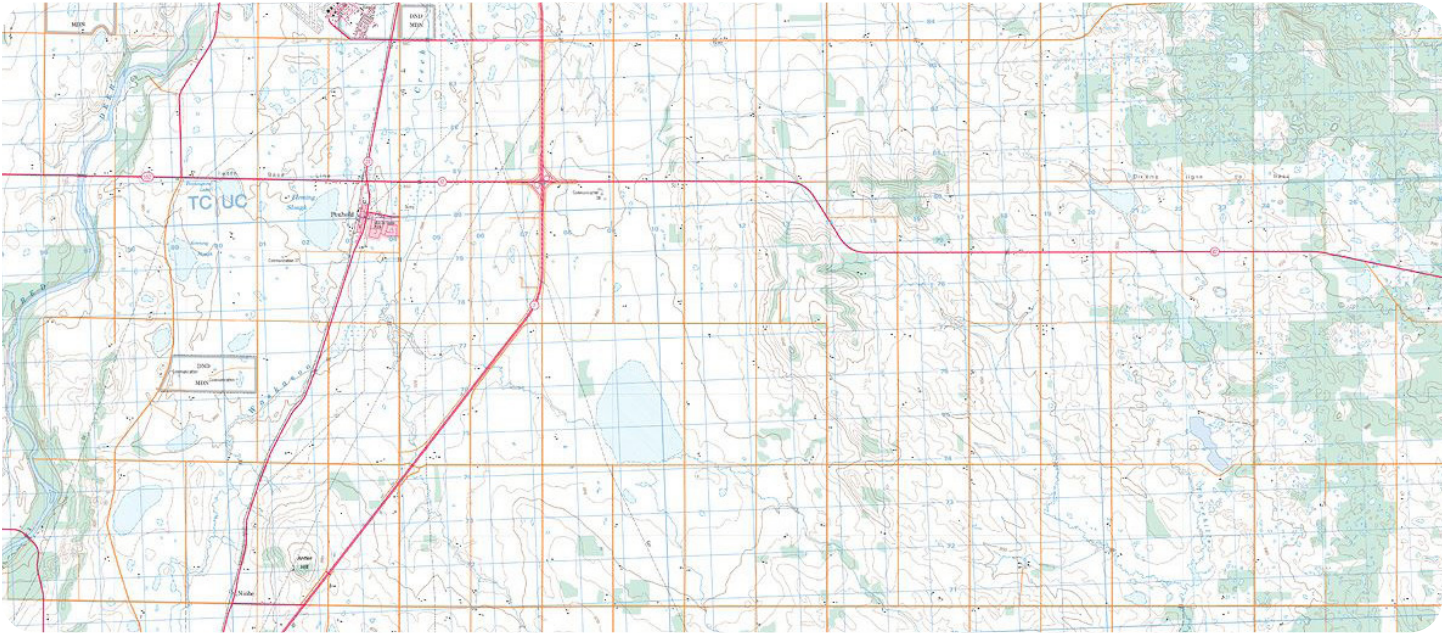
Assemble a diverse group of artists, designers, educators, local business owners, and community leaders.

➔ **Define Program Framework**

Establish key elements of the Public Art and Placemaking Program to guide its implementation and ensure consistency. This includes outlining program goals, funding mechanisms, project criteria, and processes for artist selection, community engagement, and maintenance. A clear structure will support long-term success and adaptability of the program. See appendices for sample templates.

Prioritize Youth Engagement

- ➔ Involve schools and youth organizations in public art projects to foster early appreciation and involvement.



Strategy 2: Map Resources and Opportunities

Mapping involves identifying existing resources, spaces, and opportunities within the town for potential public art projects. This includes evaluating underutilized areas, available funding sources, and community strengths. By understanding these assets, the town can make strategic decisions to maximize the impact of public art initiatives.

Actions

➔ Map Local Assets

Create an inventory of local artists and public spaces to identify opportunities for collaboration and potential sites for public art and placemaking projects. This action ensures that the framework reflects the community's existing talent and resources.

➔ Foster Partnerships

Collaborate with businesses and community groups to identify opportunities for public art events and placemaking initiatives. These partnerships strengthen community engagement, attract resources, and amplify the impact of projects.



Strategy 3: Support Pilot Projects

Pilot projects test small-scale public art and placemaking initiatives to evaluate their feasibility, community response, and effectiveness. These temporary or small installations allow for experimentation and provide insights that inform larger, more permanent projects. Pilot projects are a low-risk way to build excitement and momentum around public art.

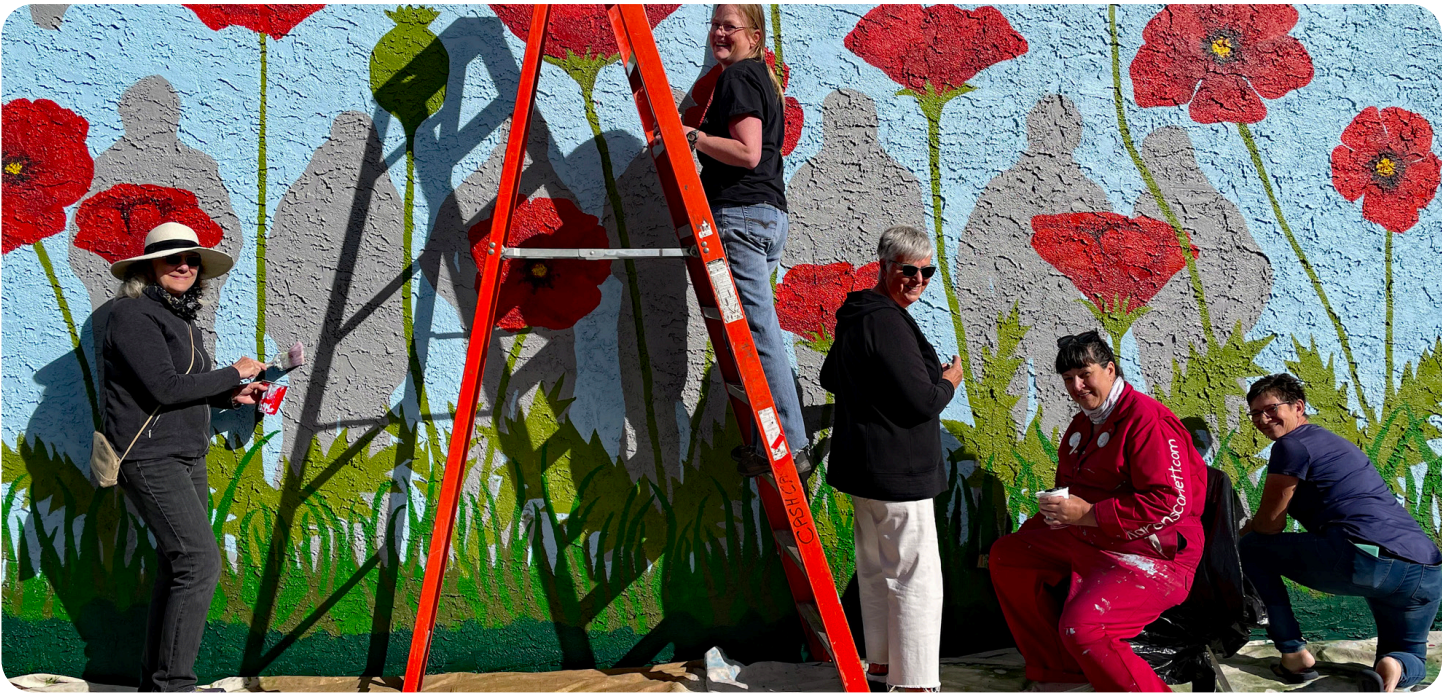
Actions

➔ Test with Temporary Art

Launch temporary installations to gauge public interest and gather feedback. These projects serve as low-risk opportunities to experiment with different concepts and assess community engagement before committing to permanent installations.

➔ Activate Spaces with Events

Host placemaking events such as Culture Days and pop-up art exhibitions to bring people together, transform public spaces, and spark conversations about the role of art in the community. These events create immediate vibrancy and showcase the potential of creative placemaking.



Strategy 4: Explore Funding and Partnership Development

This strategy focuses on securing diverse and sustainable funding sources, including municipal budgets, grants, sponsorships, and community fundraising. Additionally, partnerships with local businesses, schools, and cultural organizations are cultivated to share resources, enhance project visibility, and ensure long-term program sustainability.

Actions

➔ Pursue Grant Opportunities

Apply for grants to fund public art and placemaking projects. Seeking external funding ensures financial sustainability and helps expand the scope of creative initiatives.

➔ Partner with Local Businesses

Collaborate with local businesses to secure sponsorships for public art initiatives. These partnerships offer financial and in-kind support while strengthening ties between the business community and cultural development.



Strategy 5: Education and Awareness

Building public understanding and appreciation for public art is key to its success. This strategy involves creating workshops, events, and educational campaigns to teach residents about the value of public art and placemaking. Awareness initiatives ensure widespread community support and inspire active participation in projects.

Actions

➔ Educate the Community

Run public workshops to inform residents about the benefits of public art. These sessions build awareness, foster appreciation, and encourage community involvement in shaping Innisfail's public spaces.

➔ Support Artist Capacity

Offer professional development sessions for local artists to enhance their skills and expand their capacity to contribute to public art initiatives. These programs empower artists to play a key role in the town's cultural development.

Implementation Plan

The Implementation Plan outlines the strategic steps and actions required to bring the Innisfail Public Art and Placemaking Framework to life. It serves as a practical guide for the Town of Innisfail, its Council, and stakeholders, detailing the processes, timelines, and resources needed to achieve the framework's goals. By breaking down the plan into clear, actionable steps, this section ensures that public art and placemaking initiatives are effectively integrated into the town's public spaces, fostering creativity, inclusivity, and community pride.

This plan not only prioritizes the immediate actions required to establish the program but also emphasizes long-term sustainability through collaboration, funding strategies, and community engagement. The Implementation Plan provides the structure needed to transform ideas into impactful projects that enrich Innisfail's public spaces and cultural identity.

Timeline

A phased approach balances short-term results with long-term cultural and economic growth. Early wins in Year 1 build momentum and community support, with more complex and impactful initiatives introduced in later years.

Year 1

Laying the Foundation and Early Wins

The first year focuses on setting the groundwork for the framework by establishing the Public Art and Placemaking Advisory Committee (PAPAC), finalizing the Public Art Policy and setting up the program guidelines. This phase also includes initiating a pilot mural project in the downtown core, a visible demonstration of the town's commitment to revitalization and public art.

Launch Temporary Public Art Series

Develop a series of temporary public art projects to activate public spaces, encourage creative expression, and test ideas for potential permanent installations. This provides visible results early on, engages the community, and builds excitement for larger initiatives.

Steps

- 1 Identify potential locations, such as vacant walls or open park areas.
- 2 Develop a call for artists for temporary projects.
- 3 Engage community members focusing on youth and artists in creating or participating in the projects.
- 4 Install the artworks and promote them via local media and social platforms.

Main Street Mural Project

Enhance the downtown core with large-scale murals celebrating Innisfail's history and culture. Main Street revitalization is a priority, and starting early ensures immediate impact and supports economic activity downtown

Steps

- 1 Identify key walls and building facades for murals.
- 2 Work with property owners and secure permissions.
- 3 Launch a call for artists focusing on local heritage and cultural themes.

Develop Educational Partnerships

Partner with schools and colleges to involve youth in public art initiatives through mentorship programs, workshops, and student-led installations. Engaging youth in public art fosters future artists, builds community pride, and ensures that younger generations are invested in Innisfail's cultural future.

Steps

- 1 Establish partnerships with local educational institutions.
- 2 Develop programming that aligns with the curriculum and engages students in public art creation.
- 3 Support a student-led public art project to be installed in a prominent location.

Year 2

Expanding Community Engagement and Cultural Initiatives

Building on the momentum of Year 1, this phase will expand the public art initiatives, including the creation of gateway sculptures that serve as welcoming symbols of Innisfail's identity. The town will also host its first annual Public Art and Placemaking Festival, a key event designed to celebrate the town's cultural diversity, engage the community, and attract visitors.

Host Annual Public Art Festival

Plan and host a festival featuring live art creation, performances, and community workshops to celebrate creativity and cultural diversity. This allows time for foundational work, securing funding, and engaging partners to ensure a well-organized event. A festival generates excitement and visibility for public art, encourages tourism, and strengthens the community's connection to creative placemaking.

Steps

- 1 Collaborate with the Public Art and Placemaking Advisory Committee and local organizations to plan the event.
- 2 Secure funding and sponsorships for event costs.
- 3 Engage artists to lead workshops, demonstrations, and performances.
- 4 Host the event and gather community feedback to improve future festivals.

Create an Inclusive Art Trail

Develop a walking trail featuring artworks that represent diverse community stories, including Indigenous heritage and cultural milestones. Aligns with early community engagement efforts and highlights inclusivity and diversity.

Steps

- 1 Consult with Indigenous leaders, cultural groups, and residents to determine themes and stories to feature.
- 2 Commission diverse artists to create installations.
- 3 Develop interpretive signage and digital guides to provide context.

Launch Community Co-Creation Workshops

Organize workshops where residents design and create public art pieces collaboratively. This strengthens community involvement early on, fostering support and enthusiasm for public art projects.

Steps

- 1 Host outreach sessions to recruit participants.
- 2 Partner with local artists to lead workshops.
- 3 Showcase the completed pieces in public spaces.

Year 3

Long-Term Investments and Thematic Initiatives

Year 3 focuses on establishing public art and placemaking projects that have lasting value while introducing thematic initiatives to deepen community engagement and identity. Building on insights from earlier years, this phase prioritizes the transformation of underutilized public spaces into functional and vibrant community hubs. It emphasizes projects that blend artistic innovation with practical enhancements, such as seating and lighting, creating spaces that are not only visually compelling but also highly usable.

Additionally, Year 3 introduces eco-art initiatives that align with Innisfail's natural surroundings and sustainability goals. By incorporating environmentally themed artworks into parks and trails, these projects raise awareness about sustainability while reinforcing Innisfail's commitment to environmental stewardship. The combination of functional, thematic, and community-centered projects positions Innisfail as a forward-thinking town that values both its cultural and natural assets.

Transform Underutilized Public Spaces

Redesign neglected spaces, such as alleyways or vacant lots, into community hubs featuring public art and functional amenities. Builds on insights from early public engagement and temporary art projects to inform impactful long-term investments.

Steps

- 1 Conduct community workshops to identify priority spaces and design ideas.
- 2 Collaborate with urban planners and artists to create functional and aesthetic enhancements.
- 3 Install features such as seating, lighting, and interactive art installations.

Install Eco-Art in Parks

Commission environmentally themed artworks to promote sustainability and complement Innisfail's natural surroundings. Establishes Innisfail as a leader in environmental awareness through public art, capitalizing on early program successes.

Steps:

- 1 Collaborate with environmental organizations and schools to identify themes.
- 2 Select locations in parks and along trails.
- 3 Use sustainable materials for installations and provide educational content.



Year 4

Tourism and Economic Development

Year 4 focuses on leveraging public art and placemaking initiatives to attract visitors, stimulate local business activity, and boost Innisfail's reputation as a cultural destination. By featuring walking tours and integrating art into functional infrastructure, the town will create unique and engaging experiences that draw tourists and encourage longer stays. Expanding public art installations with interactive and innovative designs will not only enhance Innisfail's aesthetic appeal but also serve as a catalyst for increased foot traffic and economic vitality in key areas like the downtown core and public parks. This year aims to position public art as a driver of both cultural tourism and sustainable economic development.

Create Public Art Walking Tours Description

Develop guided or self-guided tours featuring Innisfail's public art installations to promote tourism and local businesses. By Year 4, enough public art installations will be in place to create an engaging and meaningful tour experience, showcasing the program's success.

Steps

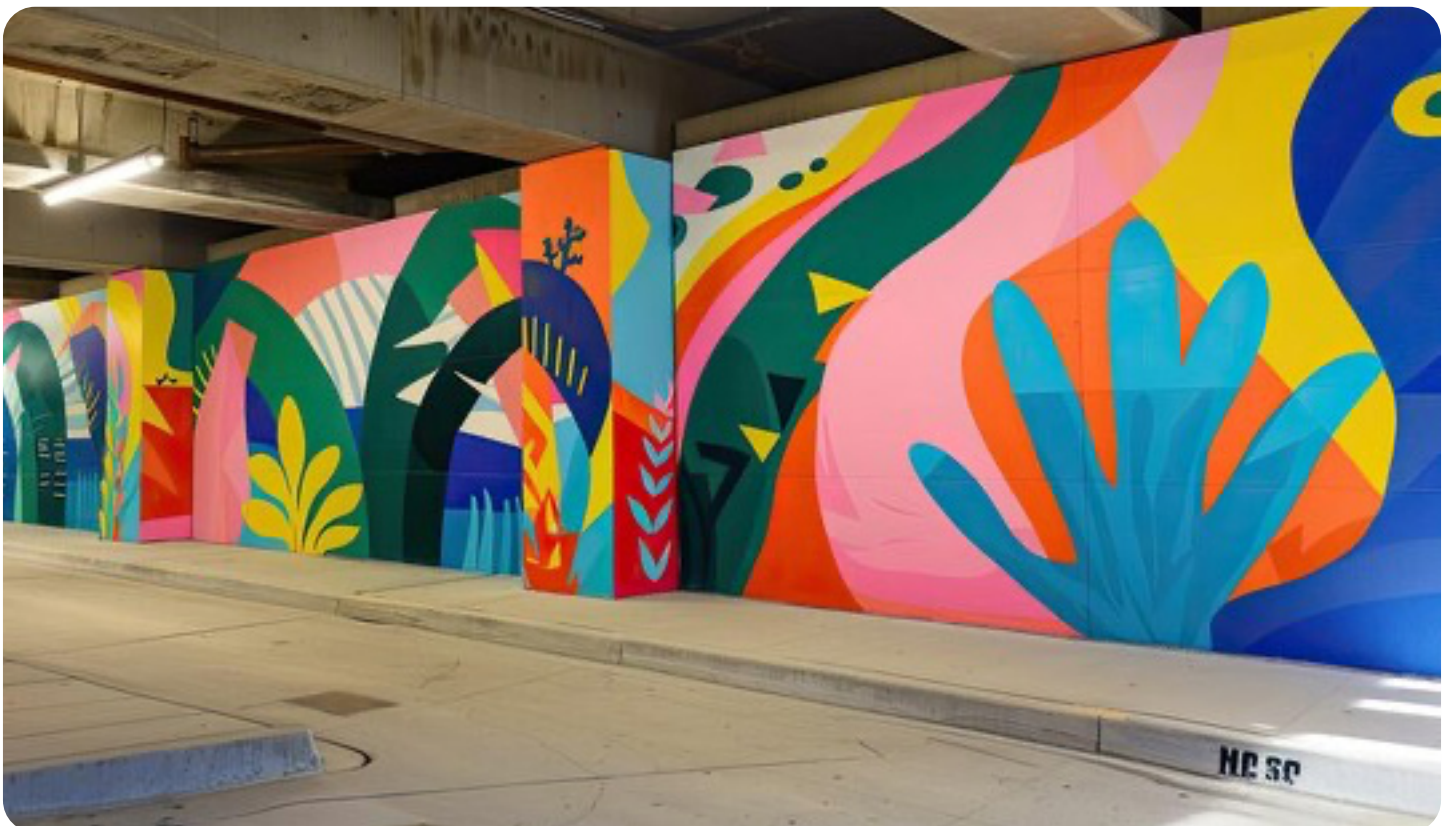
- 1 Map existing and upcoming public art installations.
- 2 Design and distribute brochures and digital guides.
- 3 Collaborate with local businesses to offer discounts or promotions during the tours.

Integrate public art and placemaking into Town planning

Work with town planners and engineers to integrate art into functional infrastructure, such as benches, pathways, and bus stops, enhancing the aesthetic and practical appeal of public spaces. Embedding art into infrastructure ensures that public art becomes part of everyday life, creating functional yet visually inspiring public spaces.

Steps

- 1 Identify infrastructure projects that can incorporate artistic elements.
- 2 Collaborate with engineers and artists to create integrated designs.
- 3 Install art-enhanced infrastructure as part of broader urban development projects.



Year 5

Securing a Legacy for Public Art and Placemaking

Year 5 marks the culmination of the Innisfail Public Art and Placemaking Framework, focusing on creating a legacy that ensures the sustainability and continued growth of public art initiatives. This year emphasizes evaluating the framework's success, celebrating achievements, and securing long-term resources to support future projects. By unveiling a signature public art landmark, documenting the journey through a legacy guide, and establishing an endowment fund, Year 5 solidifies Innisfail's reputation as a cultural leader and sets the stage for an enduring commitment to creativity, community engagement, and placemaking excellence.

Steps

- 1 Create a Signature Public Art Landmark.
- 2 Commission a large, iconic public art landmark that becomes a defining feature of Innisfail's identity. This installation will serve as a focal point for residents and visitors. A signature piece elevates Innisfail's cultural profile, draws tourism, and provides a lasting symbol of community pride.
- 3
- 4 Work with the community to define the theme and vision for the landmark.
- 5 Issue a national call for artists to bring diverse perspectives to the project.
- 6 Complete and unveil the landmark with a community celebration.

Action 2

Conduct Framework Evaluation: Evaluate the success of the Public Art and Placemaking Framework by reviewing outcomes, gathering community feedback, and identifying lessons learned. Evaluation ensures accountability, celebrates successes, and informs the development of future public art strategies.

Steps

- 1 Conduct surveys and focus groups with residents, stakeholders, and artists.
- 2 Compare outcomes to the original goals and indicators.
- 3 Publish a report summarizing achievements and areas for improvement.

Rationale

Action 3

Publish a Public Art Legacy Guide: Develop a digital and physical guide that documents the projects completed over the five years, highlighting their impact and sharing the stories behind each piece. A legacy guide preserves the history of public art in Innisfail and promotes the town as a model for innovative placemaking.

Steps

- 1 Compile project details, including artist profiles, community feedback, and visual documentation.
- 2 Design and distribute the guide online and in print.
- 3 Promote the guide as a resource for other communities interested in public art and placemaking.

Action 4

Establish a Public Art Endowment Fund

Create a long-term funding mechanism to support the maintenance and expansion of public art initiatives. An endowment fund ensures the sustainability of public art programs and allows the community to continue benefiting from cultural investments.

Steps

- 1 Secure contributions from grants, businesses, and community donations.
- 2 Establish the fund's management structure with clear guidelines for its use.
- 3 Promote the fund to encourage ongoing support for public art.

Action 5

Celebrate Achievements

Host a community celebration to honor the success of the five-year framework, featuring tours of installations, artist talks, and interactive activities. A celebration recognizes the community's collective efforts, builds excitement for future projects, and reinforces Innisfail's commitment to public art and placemaking.

Steps

- 1 Plan an inclusive event showcasing the framework's outcomes.
- 2 Highlight the contributions of artists, partners, and community members.
- 3 Use the event to unveil the Public Art Legacy Guide and engage stakeholders in planning future initiatives.

Public Art and Placemaking Budget Requirement

To support the Town of Innisfail's Public Art and Placemaking Framework, a progressive budget is proposed, starting with \$20,000 in Year 1 and increasing annually to sustain and expand public art and placemaking initiatives. This funding will ensure the creation, implementation, and maintenance of public art projects and placemaking strategies that reflect the town's identity, promote inclusivity, and enhance public spaces.

Rationale for Increasing Budget

Year 1

A modest budget allows for pilot projects to gauge community interest and establish operational processes.

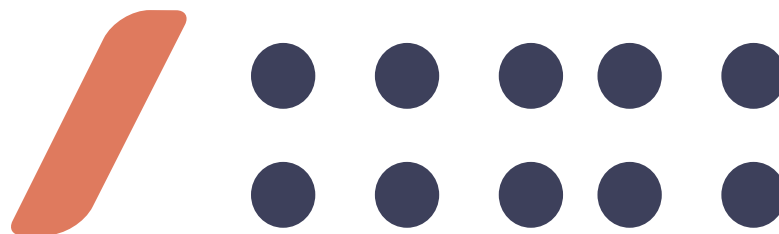
Year 2-3

As the program gains traction, funding increases support larger installations and more impactful projects.

Year 4-5

A robust budget enables the completion of major initiatives, such as comprehensive downtown revitalization and high-profile public art pieces, ensuring long-term benefits.

This tiered approach aligns with Innisfail's vision for vibrant, inclusive, and sustainable public spaces, while scaling responsibly to match the community's growing engagement and aspirations.



What the Budget Covers

- ➔ Projects
- ➔ Artist Fees
- ➔ Proposal Fees
- ➔ Selection Committee Fees (for non-Town members)
- ➔ Public workshops and design sessions to involve residents in project planning
- ➔ Annual upkeep for existing installations, ensuring their quality and longevity.
- ➔ Hosting placemaking events such as art walks, festivals, and unveiling ceremonies.

What the Budget Does Not Cover

Town staff wages or contracted services to manage the public art placemaking program

Proposed Budget Allocation (2025–2030)		
Year	Budget	Purpose
Year 1	\$20,000	Small-scale pilot projects, community engagement, and administrative setup.
Year 2	\$25,000	Expansion of mural projects, public space enhancements, and workshops.
Year 3	\$30,000	Major temporary installations, events, and environmental art projects. (For new Town facilities or redevelopment of sites, allocate 1% of the total budget in addition to this ongoing budget).
Year 4	\$50,000	Interactive public art, placemaking events, and trail installations.
Year 5	\$75,000	Comprehensive downtown revitalization and small-scale long-term public art projects.



Identified Sites for Public Art and Placemaking

Downtown Core

Projects: Murals, creative crosswalks, pedestrian-friendly features.

Goals: Revitalize Main Street, attract businesses and visitors, enhance community identity



Key Locations

- Main Street - north and south entrances
- Bankers Corner and Post Office wall.
- Vacant walls exposed by fire.

Parks and Trails

Projects: Natural art, interpretive signs, interactive installations.

Goals: Connect people with nature, promote environmental awareness, and encourage recreation.



Key Locations

- Centennial Park
- Napoleon Lake Loop.
- Walking paths adjacent to Dodd's Lake.

Entrance to Innisfail

Projects: Gateway sculptures, welcome signage.

Goals: Create memorable entry points that reflect community pride and culture.



Key Locations

- Overpass entrances on the north and south ends of the town.
- Industrial Park entrance

Community Facilities

Projects: Murals, interactive art, and functional designs.

Goals: Enhance public spaces and make facilities more inviting.



Key Locations

- Innisfail Aquatic Centre
- Library exterior
- Arena and hospital entrances

Unexpected Locations

Projects: Hidden art installations, trail markers and sculptures.

Goals: Surprise and delight residents, encourage exploration.

Key Locations: Back alleys near downtown, hidden spots along trails and undeveloped green spaces.

Monitoring and Evaluation

Introduction

The success of the Innisfail Public Art and Placemaking Framework relies on its ability to achieve measurable, meaningful outcomes that enrich the community. This section outlines the desired outcomes, progress indicators, and evaluation metrics to ensure that public art and placemaking initiatives align with the framework's vision and objectives. By incorporating robust monitoring and evaluation practices, the Town of Innisfail can track the progress of its initiatives, assess their impact, and make data-driven adjustments to maximize effectiveness. This approach ensures that public art not only enhances community life but also contributes to the town's cultural vitality, economic growth, and identity as a dynamic and inclusive community.

Regular progress reviews, clear success indicators, and legacy documentation will provide a comprehensive picture of how the framework benefits residents, visitors, and stakeholders. These tools will help the town celebrate achievements, learn from challenges, and build a sustainable legacy of public art and placemaking in Innisfail.



Outcomes

The Public Art Framework aims to achieve the following overarching outcomes for the Town of Innisfail

1 Enhanced Community Identity and Pride

Public art reflects the unique culture, history, and diversity of Innisfail, fostering a stronger sense of place and belonging.

2 Increased Community Engagement

Residents actively participate in the planning, creation, and celebration of public art, fostering collaboration and inclusivity.

3 Economic and Cultural Vitality

Public art attracts visitors, supports local businesses, and enhances Innisfail's reputation as a vibrant, cultural destination.

4 Improved Public Spaces

Public art and placemaking initiatives transform underutilized areas into accessible, welcoming, and aesthetically pleasing spaces.

5 Sustainability and Longevity

A sustainable public art program is established, ensuring consistent funding, maintenance, and the ability to evolve with community needs.

6 Educational and Social Impact

Public art serves as a tool for education, promoting awareness of history, culture, and environmental issues while fostering dialogue and connection.

Progress Indicators

These indicators measure the ongoing implementation and success of the Public Art Framework

1 Community Participation

Number of residents attending public art workshops, surveys, and engagement events.

Number of volunteers or community members directly involved in creating public art.

2 Art Installations

Number of temporary and permanent public art projects completed annually. Distribution of public art across identified key locations (e.g., downtown, parks, community facilities).

3 Funding and Partnerships

Amount of funding secured annually from municipal budgets, grants, sponsorships, and donations.

Number of partnerships established with local businesses, schools, and cultural organizations.

4 Public Awareness

Engagement levels on social media platforms and local media coverage of public art initiatives.

Attendance at public art festivals and events.

5 Maintenance and Upkeep

Percentage of public art installations maintained and in good condition.

Annual allocation and use of maintenance budgets.

Outcome Indicators

These indicators evaluate the long-term impact and effectiveness of the Public Art Framework

1 Enhanced Sense of Place

Positive feedback from community surveys on the impact of public art on Innisfail's identity and aesthetics.

Increased local pride, reflected in resident testimonials and participation in public art events.

2 Cultural and Economic Benefits

Growth in tourism, evidenced by increased visitor numbers during public art events and festivals.

Increased revenue for local businesses attributed to public art-related tourism and events.

Improved Accessibility and Inclusivity

Diversity of voices and perspectives represented in public art projects.

Accessibility of public art spaces for people of all ages and abilities, measured through community feedback.

3 Vibrant Public Spaces

Increased use of transformed public spaces (e.g., parks, trails, downtown) for recreation, socializing, and cultural activities.

Reduction in underutilized or neglected areas due to placemaking initiatives.

4 Sustainability of the Program

Continuity of the public art program, evidenced by the successful completion of projects beyond the initial 5-year plan.

Establishment of long-term funding mechanisms, such as dedicated public art reserves or trust funds.

5 Educational and Social Impact

Increased awareness and appreciation of Innisfail's history, culture, and environment through public art.

Growth in participation by youth, schools, and community groups in public art education and creation.

Indicators of Success

- ➔ Community Engagement: Number of participants in workshops and events.
- ➔ Economic Impact: Increase in tourism and local business revenue.
- ➔ Diversity and Accessibility: Representation in public art projects and feedback from Indigenous and equity-deserving communities.
- ➔ Sustainability Metrics: Use of eco-friendly materials and energy-efficient designs.

MEL Framework for Public Art in Innisfail

Outcome Areas	Progress Indicators (Short Term)	Outcome Indicators (Long-Term Impact)	Indicators of Success
Enhanced Community Identity and Pride	· Number of public art projects reflecting local culture and history · Community engagement in public art events	· Positive feedback from community surveys on local identity · Increased local pride and participation	Increased resident participation in public art initiatives
Increased Community Engagement	· Number of attendees at workshops and events · Number of volunteers contributing to public art	· Growth in youth and community · Stronger collaboration between artists and residents	Higher engagement in public art festivals and projects
Economic and cultural vitality	· Number of public art-related visitors · Funding secured from grants and partnership	· Increased tourism and revenue for local businesses · Public art as a recognized cultural attraction	Growth in tourism and business income from cultural events
Improved public spaces	· Number of underutilized spaces transformed · Distribution of art across key locations	· Increased use of parks, trails and downtown for cultural/social activities	Reduction in neglected areas through placemaking efforts
Sustainability and longevity	· Annual maintenance budget allocated and used · Partnerships with businesses and organizations	· Establishment of long-term funding (public art reserve, grants) · Successful completion of projects beyond 5 years	Public art program continuity and financial stability
Educational and social impact	· Participation of youth and schools in public art creation · Public awareness campaigns	· Growth in public knowledge of history culture and environment through art. · More diverse voices represented in art projects	Higher youth involvement and feedback from diverse communities.

Appendix A

Public Art and Placemaking Policy for Innisfail

Policy Statement

The Town of Innisfail recognizes public art and placemaking as vital tools for fostering community pride, inclusivity, economic vitality, and environmental stewardship. This policy establishes the framework for integrating public art with placemaking principles to create vibrant, connected, and culturally enriched spaces.

Vision

To create a town where public art and placemaking inspire creativity, inclusivity, and sustainability while celebrating Innisfail's cultural heritage.

Objectives

1 Promote Community Identity and Pride

Use public art and placemaking to celebrate Innisfail's unique history, diversity, and future aspirations.

2 Foster Vibrant Public Spaces

Create welcoming and inclusive spaces that encourage gathering, interaction, and a sense of belonging.

3 Support Cultural and Economic Vitality

Leverage public art and placemaking to drive tourism, support local businesses, and strengthen the town's cultural identity.

4 Enhance Accessibility and Sustainability

Design public spaces and art installations to be accessible, environmentally responsible, and reflective of placemaking best practices.

Placemaking Principles

1 Community-Centered Design

Involve residents in designing public spaces to ensure they reflect local values and meet the needs of diverse groups.

2 Activation of Public Spaces

Use public art and creative placemaking to transform underutilized areas into dynamic, engaging spaces.

3 Integration of Culture and History

Embed Innisfail's stories, traditions, and heritage into public spaces to create a sense of place and connection.

4 Sustainability and Resilience

Design spaces and projects that promote environmental stewardship, align with climate goals, and use eco-friendly materials.

5 Welcoming and Inclusive Environments

Ensure that public spaces and art installations are universally accessible and foster inclusivity.

Guiding Principles

- Public art and placemaking initiatives will:
- Enhance Innisfail's public spaces through functional and aesthetic improvements.
- Reflect the stories, traditions, and diverse voices of the community.
- Encourage economic activity and tourism.
- Align with sustainability goals to support climate resilience.
- Strengthen community connections through participatory design and ongoing engagement.

Policy Components

1 Governance

- Placemaking and Public Art Advisory Committee (PPAAC): Expand the Public Art Advisory Committee to include urban planners, environmental specialists, and community leaders to guide placemaking and art strategies.

2 Integration with Municipal Development Plan (MDP)

- Align all public art and placemaking projects with the MDP's goals for inclusivity, environmental stewardship, downtown revitalization, and cultural development.

3 Site Designation and Activation

- Downtown Core: Murals, sculptures, and pedestrian-friendly spaces to revitalize Main Street.
- Parks and Trails: Install natural art, interpretive signs, and gathering areas in Centennial Park and other green spaces.
- Entrances to Innisfail: Create distinctive gateway features incorporating public art.
- Community Facilities: Use art and placemaking to enhance libraries, arenas, and recreation centers.

4 Funding and Resources

- Dedicate an annual amount for public art and placemaking according to the framework. For special project, new facilities and 1% of municipal capital project budgets to public art and placemaking.
- Pursue grants, sponsorships, and partnerships with developers for large-scale projects.
- Encourage community-driven fundraising for specific initiatives.

5 Maintenance and Longevity

- Develop a joint maintenance strategy for public art and placemaking infrastructure, with budgets for routine care and periodic updates.
- Introduce a decommissioning policy for outdated or damaged installations.

1 Performance Metrics - Evaluate success through

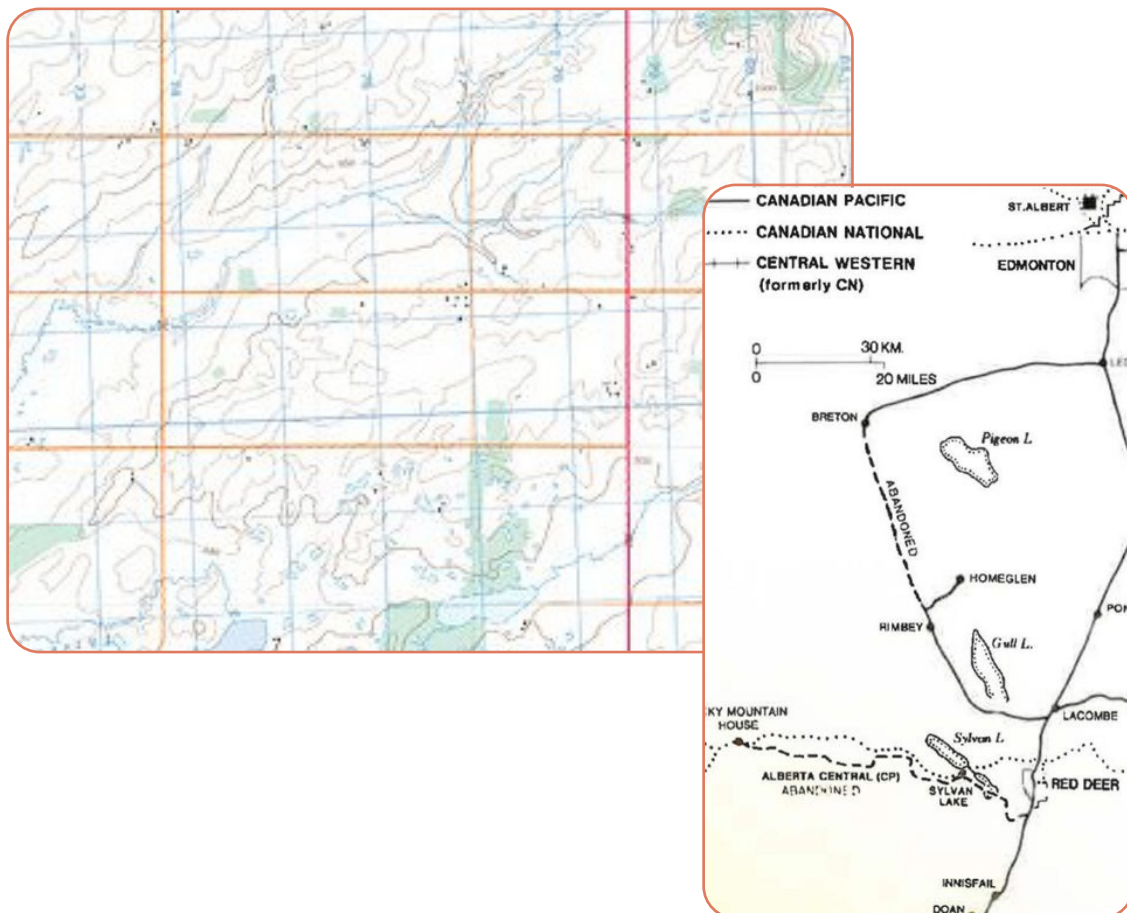
Increased foot traffic and use of public spaces.

Resident and visitor satisfaction surveys.

Economic metrics such as tourism and local business growth.

Appendix B

Public Art and Placemaking Policy for Innisfail



Downtown Core

Highlighted Features: Locations for murals (Post Office wall, Bankers Corner), creative crosswalks, and pedestrian zones.

Proposed Additions: Interactive seating and wayfinding art.

Parks and Trails

Highlighted Features: Planned environmental art in Centennial Park and trail markers near Dodd's Lake and Napoleon Lake.

Proposed Additions: Interpretive signage and Indigenous art installations.

Entrances

Highlighted Features: Locations for gateway sculptures at town overpasses and industrial park.

Proposed Additions: Landscaping integrated with public art.

Community Facilities

Highlighted Features: Mural placements at the Aquatic Centre, Library, and Arena.

Proposed Additions: Functional art (e.g., bike racks, benches).

Hidden Locations

Highlighted Features: Alleyways and trails for surprise art installations.

Proposed Additions: QR codes leading to digital art experiences.

Appendix C

Public Art and Placemaking Coordinator - Competency Framework

Position Summary

The Public Art & Placemaking Coordinator oversees the design, development, and implementation of public art and placemaking initiatives to foster community pride, cultural expression, and vibrant public spaces. This role involves working with local artists, community members, and interest holders to create projects that are inclusive, creative, and financially viable.

Competency Category	Description	Key skills
Community Engagement	Ability to build relationships with community members, artists, and stakeholders to ensure projects are inclusive and reflect local values.	Active listening, facilitation, communication, cultural sensitivity, relationship building
Project Management	Skill in planning, organizing, and executing public art and placemaking projects within budget and time constraints.	Planning, budgeting, scheduling, resource allocation, risk management
Creative Curation	Competence in identifying opportunities for artistic and cultural expression that align with community identity and needs.	Artistic vision, cultural awareness, trend analysis, collaboration with artists
Budget Management	Ability to plan and manage project budgets, identify cost-saving opportunities, and source additional funding through grants or sponsorships.	Financial literacy, grant writing, negotiation, procurement, resourcefulness
Policy and Compliance	Understanding of local policies and regulations related to public art, safety standards, and community development.	Understanding of local policies and regulations related to public art, safety standards, and community development.
Marketing and Outreach	Capacity to promote public art projects and engage the public through effective communication and outreach strategies.	Marketing, public relations, digital outreach, social media, event promotion
Sustainability	Ability to incorporate environmentally sustainable practices into public art and placemaking projects.	Eco-friendly design, material selection, long-term maintenance planning

Responsibilities

→ Plan and Develop Projects

Develop public art and placemaking projects that align with the town's vision, cultural identity, and budget constraints.

→ Engage the Community

Facilitate workshops, surveys, and meetings to gather input and foster a sense of ownership among residents.

→ Manage Budgets and Resources

Develop project budgets, track expenditures, and seek additional funding opportunities (e.g., grants, sponsorships).

→ Collaborate with Artists

Recruit and work with local artists to develop creative projects that reflect the community's character and needs.

→ Oversee Installations

Manage the installation process, ensuring adherence to safety regulations, timelines, and quality standards.

→ Promote and Document Projects

Develop outreach and promotional strategies to generate public awareness and excitement.

→ Monitor and Evaluate

Track project outcomes, gather feedback, and report on success and lessons learned.

Appendix D

Sample Public Art Placemaking Examples

Public art and placemaking initiatives in small rural towns have the potential to transform communities, strengthen local identity, attract visitors, and foster pride among residents. This appendix highlights exemplary projects from similar communities that have successfully leveraged public art to create vibrant, engaging, and inclusive public spaces.

These examples serve as inspiration for the Town of Innisfail, showcasing innovative approaches and best practices that can be adapted to reflect the town's unique character and aspirations.

Jackson Hole, Wyoming - Public Art & Placemaking Toolkit

Jackson Hole Public Art developed the "Places of Possibility" (POP) toolkit to guide rural communities in integrating public art and placemaking strategies.

Best Practices

Community Engagement

Involving residents in the planning and creation of public art to ensure it reflects local values and history.

Temporary Installations

Starting with temporary art projects to gauge community response and build momentum.

Funding Strategies

Utilizing a mix of public funds, grants, and private sponsorships to support art initiatives.



Chehalis, Washington - Community-Led Art Installations

The Chehalis Community Renaissance Team (CCRT) initiated a series of public art projects, including murals, utility box art, and sculptures, to revitalize the downtown area.

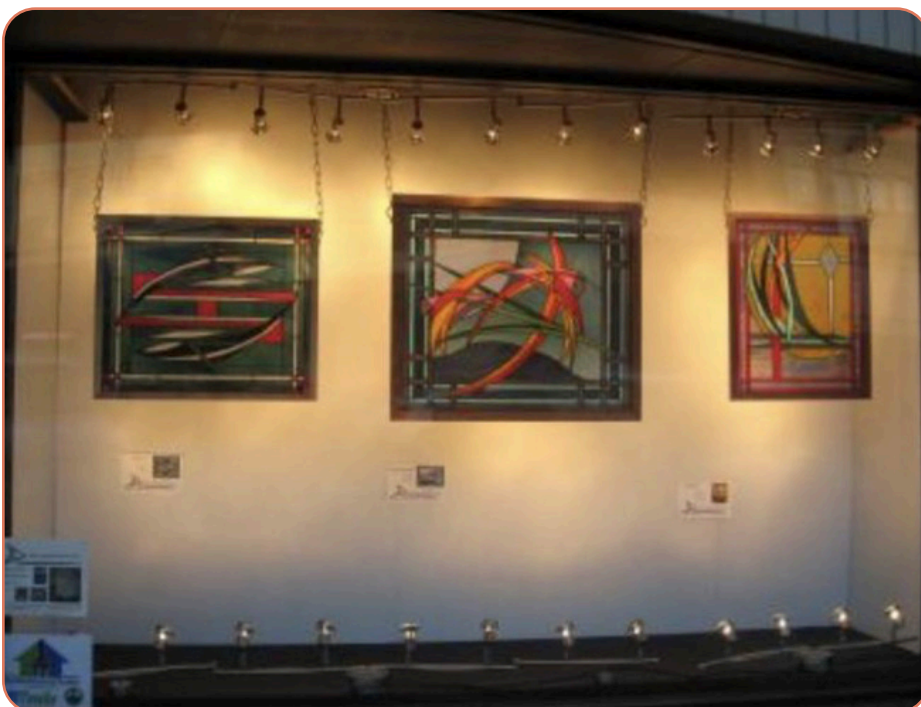
Best Practices:

Local Artist Involvement

Commissioning local artists to create works that resonate with the community.
Strategic Placement: Selecting high-visibility locations to maximize impact and engagement.

Maintenance Plans

Establishing ongoing maintenance schedules to preserve the quality and longevity of artworks.



Arnaudville, Louisiana - Cultural Revitalization Through Art

Residents of Arnaudville, led by local artists, transformed their town by integrating public art that celebrates Cajun heritage and the French language.

Best Practices

Cultural Integration

Embedding local traditions and languages into public art to strengthen cultural identity.

Collaborative Efforts

Partnering with cultural organizations and educational institutions to support art initiatives.

Economic Development

Leveraging public art to boost tourism and stimulate the local economy.



Sidney, British Columbia - Utility Box Beautification Project

Since 2006, the Town of Sidney has wrapped more than 50 utility boxes and pump stations to enhance the look of the community's streets and public spaces.

Best Practices

Artist Selection

Promoting and celebrating established and emerging artists from the Saanich Peninsula, featuring local Coast Salish artists and others from the region.

Community Involvement

Engaging residents in the selection process to ensure artworks reflect community preferences.

Sustainability

Using durable materials to withstand weather conditions and reduce maintenance costs.



Bakersville, North Carolina - Cane Creek Greenway Enhancements

Following a devastating flood, Bakersville expanded the Cane Creek Greenway, incorporating public art elements such as mosaic tiles designed by local youth in collaboration with the Penland School of Crafts.

Best Practices

Youth Engagement

Involving young residents in art projects to foster a sense of ownership and creativity.

Healing Through Art

Using public art as a tool for community healing and resilience after natural disasters.

Leveraging Grants

Utilizing small grants to initiate projects that can attract additional funding and support.



Mural Fest - Regional Municipality of Wood Buffalo, AB

The Wood Buffalo Mural Fest is an annual public art festival held in the Regional Municipality of Wood Buffalo, Alberta. This event celebrates art, culture, and community by featuring live mural painting, workshops, and community engagement activities. The festival aims to transform public spaces through vibrant murals, enhancing the region's cultural landscape.

Key Highlights of the Wood Buffalo Mural Fest

Live Mural Painting

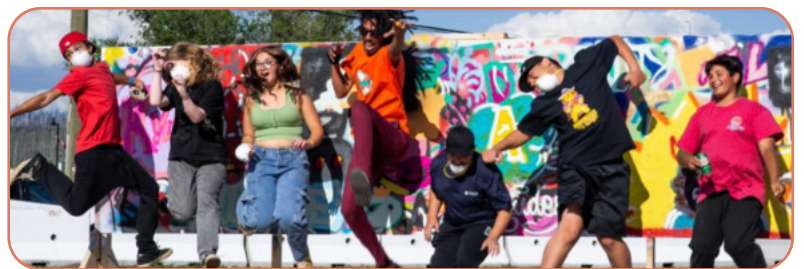
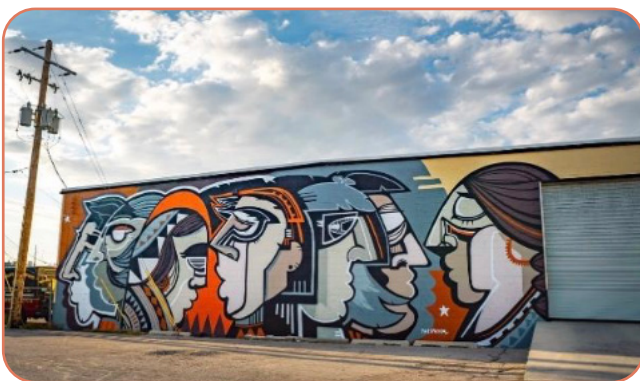
Artists from across Canada are invited to create large-scale murals in various locations throughout the region, contributing to the area's visual appeal and cultural identity.

Community Engagement

The festival includes workshops and activities that encourage community participation, fostering a sense of ownership and pride among residents.

Cultural Performances

Live performances by local artists and cultural groups are featured, showcasing the diverse talents within the community.



Artist: fatspatrol Website: fatspatrol.com

LandSignals - Jackson Hole, Colorado USA

Jackson Hole Public Art is producing LandSignals to envision a future that more authentically includes Indigenous voices and traditional ecological knowledge to help us better steward the natural resources and cultural heritage of the Greater Yellowstone Ecosystem. Indigenous artists have been commissioned to participate in this project and their work will be unveiled at the Center for the Arts, Russ Garaman Park, the new Jackson Hole History Museum, and the Greater Yellowstone Visitor Center at the Elk Refuge.

This mural serves as a conceptual billboard, reclaiming space for the Shoshone people, whose ancestors called this region home. By incorporating Shoshone language, the mural connects the land, culture, and people, emphasizing their deep-rooted relationship



Artist: Nanibah Chacon Title: Damma Newadaygwap Gay Nasoowazeet; Never Forget Our Language 2024

Appendix E

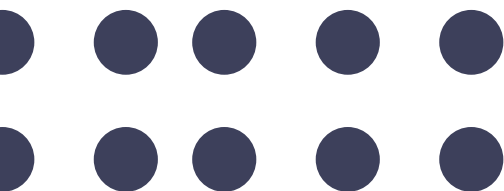
Terms of Reference for the Public Art and Placemaking Advisory Committee

Purpose

The Public Art and Placemaking Advisory Committee (PAPAC) is established to guide the development, implementation, and sustainability of public art and placemaking initiatives in the Town of Innisfail. The committee will ensure projects reflect the community's identity, foster inclusivity, and contribute to vibrant and engaging public spaces.

Mandate - The PAPAC Will

- Advise Town Council and Administration on public art and placemaking strategies. Provide input on project selection, themes, locations, and designs.
- Ensure alignment with the Municipal Development Plan (MDP) and Public Art and Placemaking Policy.
- Foster community engagement and support for public art and placemaking initiatives. Review proposals and make recommendations on funding allocations and partnerships. Promote local talent and cultural representation in public art projects.
- Oversee the maintenance and sustainability of public art installations.



Membership

Composition

The PAPAC will consist of 7–9 members, representing a cross-section of the community

- 1 Town Councillor - Liaison between the committee and Town Council.
- 1 Town Staff Member - Administrative support and policy alignment.
- 1 Indigenous Representative - To ensure cultural inclusivity and representation.
- 2 Local Artists/Creative Practitioners - With expertise in visual arts, design, or place-making.
- 1 Business Representative - To reflect the interests of the local business community.
- 2 Community Members - Residents with an interest in arts and culture.

Appointment Process

Members will be appointed by Town Council through an open application process. Applicants will be assessed based on their experience, interest in public art, and commitment to the community.

Term Length

Committee members will serve a two-year term, renewable once, to ensure continuity and fresh perspectives

Meetings

Frequency

The committee will meet quarterly or as required based on project timelines.

Quorum

A quorum will consist of a majority (more than 50%) of committee members.

Decision-Making

Recommendations will be made by consensus or majority vote if consensus cannot be reached.

Budget and Resources

The Town of Innisfail will allocate an annual budget to support the activities of the PAPAC.

Including

- Administrative costs.
- Community engagement events and workshops.
- Small project pilot funding.

Reporting

The committee will provide an annual report to Town Council summarizing

- Achievements and completed projects.
- Community engagement outcomes.
- Recommendations for the upcoming year.

Code of Conduct

All committee members must

- Act in the best interest of the Town and its residents.
- Maintain respect, integrity, and professionalism in all discussions.
- Disclose any conflicts of interest and recuse themselves from related decisions.

Review and Amendments

- The Terms of Reference will be reviewed biennially to ensure alignment with evolving community needs and municipal priorities. Amendments require approval by Town Council.

Benefits of the PAPAC

- Encourages diverse community input on public art and placemaking.
- Enhances collaboration between residents, artists, and local government.
- Supports the Town of Innisfail's vision for vibrant and inclusive public spaces.

Appendix F

Sample Request for Qualifications for Public Art Placemaking Project

Town of Innisfail - Public Art Placemaking Initiative

Title: RFQ – Public Art for Downtown Placemaking Project

Deadline for Submissions: [Insert Date]

Project Budget: [Insert \$]

Project Overview

The Town of Innisfail is seeking qualified artists or artist teams to create a public art installation that enhances the downtown area, fosters community pride, and reflects Innisfail's unique identity. The selected artist(s) will work collaboratively with the Town and the Public Art and Placemaking Advisory Committee (PAPAC) to develop and implement a dynamic public art project.

Eligibility

This opportunity is open to professional artists or artist teams with experience in public art, placemaking, or community-based art projects. Preference will be given to artists with a connection to Alberta or the region.

Scope of Work

The selected artist(s) will

- Collaborate with the PAPAC and community members to finalize the concept.
- Design and fabricate a durable and site-appropriate art installation.
- Install the artwork in the designated downtown location.
- Engage with the community during the project's planning and implementation phases.

Submission Requirements

Artists are required to submit the following

- ➔ **Letter of Interest:** Describe your artistic approach and how your work aligns with the goals of the project.
- ➔ **Resume/CV:** Highlight relevant experience in public art and placemaking.
- ➔ **Portfolio:** Include up to 10 images of previous projects, with descriptions of the artwork, budget, and location.
- ➔ **References:** Provide contact information for at least two references familiar with your work.

Selection Process

The PAPAC will review submissions based on the following criteria

- ➔ Artistic merit and innovation.
- ➔ Demonstrated experience in public art and placemaking.
- ➔ Ability to collaborate with community interest holders.
- ➔ Feasibility of completing the project within the budget and timeline.

Shortlisted candidates may be invited to present their concepts to the PAPAC.

Submission Deadline

All submissions must be received by [Insert Time and Date]. Late submissions will not be considered.

Send submissions to:

[Insert Email Address]

Subject Line: RFQ – Downtown Placemaking Project

For inquiries, contact: [Insert Contact Information]

Appendix G

Sample Request for Proposal for Public Art Placemaking Project

Town of Innisfail: Public Art Placemaking Initiative

Title: RFP – Interactive Public Art for Centennial Park

Deadline for Proposals: [Insert Date]

Project Budget: [Insert \$]

Project Description

The Town of Innisfail invites proposals from artists or artist teams to create an interactive public art installation in Centennial Park. This project aims to engage residents and visitors, celebrate the natural beauty of the park, and enhance its role as a community gathering space.

Eligibility

This RFP is open to professional artists or artist teams with experience in creating interactive, community-focused public art. Local and regional artists are strongly encouraged to apply.

Project Goals

Engagement: Create an artwork that invites interaction and fosters social connections.

Inclusivity: Ensure the project is accessible to individuals of all ages and abilities.

Sustainability: Incorporate environmentally friendly materials and themes.

Site Description

The proposed location is a central area within Centennial Park, surrounded by walking trails and green spaces. Artists are encouraged to visit the site prior to submitting a proposal.

Proposal Requirements

Artists are required to submit

- ➔ **Concept Design:** A detailed description of the proposed artwork, including sketches, dimensions, materials, and how it will engage the community.
- ➔ **Project Timeline:** A schedule outlining major project milestones, including fabrication and installation.
- ➔ **Budget Breakdown:** A detailed budget for the project, including artist fees, materials, fabrication, and installation costs.
- ➔ **Portfolio:** Up to 10 images of previous work with descriptions of project scope and impact.
- ➔ **References:** Contact information for at least two references.

Selection Criteria

Proposals will be evaluated based on

- ➔ **Creativity and Innovation:** Originality of the concept and its alignment with project goals.
- ➔ **Feasibility:** Practicality of the proposed design within the budget and timeline.
Community Engagement: Ability to reflect community values and encourage participation.
- ➔ **Durability and Maintenance:** Suitability of materials for outdoor conditions and ease of up keep.

Timeline

Submission Deadline: [Insert Date]

Notification of Selected Proposal: [Insert Date]

Project Completion Deadline: [Insert Date]

Submission Process

Submit proposals via email to [Insert Email Address] with the subject line:

RFP – Centennial Park Public Art. Attach all required documents as PDFs or image files.

For questions, contact: [Insert Contact Information]

Appendix H

Call to Artists: Innisfail Public Art Festival - A celebration of Inclusivity and Diversity

The Town of Innisfail invites local, regional, and national artists to participate in the inaugural Innisfail Public Art Festival, a one-day placemaking event focused on inclusivity, diversity, and community engagement. This vibrant festival aims to transform public spaces into dynamic hubs of creativity, featuring live art, interactive workshops, and collaborative public art installations.

Event Details

Date: [Insert Date]

Location: Downtown Innisfail and Centennial Park

Theme: Celebrating Inclusivity and Diversity

Event Vision

The Innisfail Public Art Festival seeks to highlight the town's commitment to fostering an inclusive community by showcasing diverse voices and stories. Through live public art creation, performances, and interactive activities, **this event will:**

- Reflect Innisfail's cultural diversity and community pride.
- Provide a platform for artists to engage with the community and collaborate with one another.

Inspire connection and dialogue through shared creative experiences.

Call for Artists

The Town is looking for artists, art collectives, and community-focused creatives to: Create live public art installations, such as murals, sculptures, or mixed-media works. Host interactive workshops or demonstrations (e.g., painting, sculpture, or storytelling). Present performances, such as spoken word, dance, or music, that align with the festival's theme.

Lead collaborative art projects that involve community members in the creative process.

Eligibility

This opportunity is open to

- ➔ Professional and emerging artists.
- ➔ Art collectives or groups.
- ➔ Community-focused creatives with a passion for public art and inclusivity.
- ➔ Preference will be given to artists with a connection to Innisfail or Alberta and those whose work highlights themes of diversity, inclusion, and cultural representation.

Selection Criteria

Artists will be selected based on the following

- ➔ **Artistic Merit:** Innovation, creativity, and quality of previous work.
- ➔ **Alignment with Theme:** The ability to address inclusivity, diversity, and community engagement in their proposed project.
- ➔ **Engagement Potential:** Capacity to interact with and inspire the community through live art creation or workshops.
- ➔ **Feasibility:** Ability to complete the proposed work within the festival's timeframe and parameters.
- ➔ **Experience:** Demonstrated experience with public art, community projects, or performance art.

Selection Process

- ➔ **Submission Review:** A panel of judges, including members of the Public Art and Placemaking Advisory Committee (PAPAC), local community leaders, and Town staff, will review submissions.
- ➔ **Shortlist:** Shortlisted artists will be contacted for further discussion of their concepts, timelines, and requirements.
- ➔ **Final Selection:** Selected artists will be notified and provided with logistical details and event support.

Submission Requirements

Artists must submit the following

- ➔ **Proposal:** Describe your concept, how it aligns with the festival's theme, and your approach to community engagement.
- ➔ **Portfolio:** Include up to 5 examples of your previous work (images, descriptions, or links to videos).
- ➔ **Artist Statement:** A brief bio and description of your connection to inclusivity and diversity in your practice.
- ➔ **Technical Requirements:** Any tools, materials, or space needs for your proposed project.
- ➔ **References:** Contact information for two references familiar with your work.

Submission Deadline

All submissions must be received by: [Insert Time and Date].

Submit to: [Insert Email Address]

Subject Line: Innisfail Public Art Festival – Artist Submission

For inquiries, contact: [Insert Contact Information]

Artist Support

Selected artists will receive a fee of [\$Amount] to cover time and materials.

Artists will be provided logistical support, including access to festival spaces, promotion, and volunteer assistance as needed.

Artists

Title page - Ryan Willert through Welcoming & Inclusive Community

Page 5 - Karen Scarlett

Page 18 - Welcoming & Inclusive Community Committee w/ schools

Page 19 - Karen Scarlett Innisfail Royal Canadian Legion Branch 104

