

Municipality of Lakeshore – Report to Council

Growth & Sustainability

Community Services



To: Mayor & Members of Council
From: Frank Jeney, Division Leader – Community Services
Date: November 10, 2022
Subject: Bell Box Murals Project

Recommendation

This report is for information only.

Background

Beginning in 2009, artists across Ontario have had the opportunity to paint approved murals on Bell Canada outdoor utility boxes.

The benefits of the Bell Boxes Murals Project include:

- Replaces graffiti and vandalism with original works of art.
- Makes the streets more inviting to residents and visitors.
- Enhances residents' sense of community.
- Art is accessible to all people, regardless of income, language, or social stature.
- Creates a public art channel to reflect local culture and heritage.
- Provides income and opportunities for local artists.

On January 27, 2022, this project was brought before the Lakeshore Arts Advisory Committee. The Committee recommended:

- Motion: To work with administration on Bell Box Murals for 2022. Carried.

On March 31, 2022, administration met electronically with Michael Cavanaugh, the representative for Community Matters Toronto, the company responsible for the Bell Box Murals project.

Comments

The project takes roughly 3.5 months to complete and would follow this timeline:

1. Confirmation of project
2. Bell Box locations chosen (8)
3. Call for Artists by Community Matters Toronto (Lakeshore residents only)
4. Submissions from Artists to Community Matter Toronto
5. Successful Artists contacted by Community Matters Toronto
6. Bell Boxes cleaned and prepared by Community Matter Toronto
7. Artists paint Bell Boxes
8. Bell Boxes coated with anti-graffiti paint

On September 8, 2022, the project details were brought to the Lakeshore Arts Advisory Committee. The Committee recommended:

- Motion: that Lakeshore complete eight (8) Bell Box Murals in 2023, at a total cost of \$12,000, to be added to the Lakeshore Recreation budget.

The theme and locations for the murals will be chosen using input from the Lakeshore Arts Advisory Committee.

Example Bell Box Murals

Before:



After:



Others Consulted

Lakeshore Arts Advisory Committee

Community Matters Toronto

Financial Impacts

The cost of each Bell Box Mural is \$1500, split equally between the Artist and Community Matters Toronto for the project fee and management.

A budget capital project will be presented to Council in the 2023 draft budget to complete this project for a total of \$12,000.

Attachments

Approved Minutes – Lakeshore Arts Advisory Committee meeting Jan 27, 2022

Approved Minutes – Lakeshore Arts Advisory Committee meeting Sept 8, 2022

Report Approval Details

Document Title:	Bell Box Murals Project.docx
Attachments:	- Approved Minutes - Arts Advisory Committee Jan27 2022.docx - Approved Minutes - Arts Advisory Committee Sep08 2022.docx
Final Approval Date:	Nov 23, 2022

This report and all of its attachments were approved and signed as outlined below:

Prepared by Frank Jeney

Submitted by Tammie Ryall

Approved by Justin Rousseau and Truper McBride