

Virgil Art Project

Presented to
Town Council

June 20, 2022



The Niagara Pumphouse Arts Centre

Our mission is to **engage, enrich and celebrate** our diverse and growing population through the visual arts. We are **"The Centre for the Arts"** for the greater Niagara-on-the-Lake area.



Trusted – Experienced – Reliable



28 years of providing **Art for All**

- ☐ Year round art programs – all ages – all skill levels
- ☐ Monthly Juried Gallery Shows
- ☐ Host Special Events & Art Contests
- ☐ Attracts over 11,000 visitors per year.

Supports Cultural Tourism

Niagara Pumphouse Arts Centre is the advocate for local artists, increasing the quality of cultural tourism.

How?

- ❑ Represents over 300 member artists
- ❑ NOTL Arts Collective represents local galleries, professional artists
- ❑ Hydro Box Beautification – Annual contest showcasing local artists
- ❑ Annual Art Shows and Competitions draw 11,000 visitors annually

The Town of Niagara on the Lake is Committed...

to serving the needs of all of our residents, long-standing and newly arrived.

The Town is fortunate to have so many community-minded people who strive to preserve our ancestral heritage, the bounty of our many rural treasures and the well-being of our fellow neighbours.



Region Commits to Niagara Stone Rd. Rehabilitation

- ❑ Niagara Region is reconstructing Niagara Stone Road in Niagara-on-the-Lake from Four Mile Creek Road to East / West Line to address:
 - ❑ Road capacity
 - ❑ Road conditions
 - ❑ Infrastructure improvements
 - ❑ **Street scaping and urban design improvements**
 - ❑ Overhead utility conversion to underground
- ❑ This project is in partnership with Niagara-on-the-Lake and Niagara-on-the-Lake Hydro.
- ❑ Businesses will stay open during construction. The contractor will minimize the potential impact to local businesses by limiting the work on the travelled portion of the road in July and August 2022, and July and August 2023.
- ❑ April 2023 - Construction expected to be complete

Opportunity

Niagara Pumphouse Arts Centre can help the Town of NOTL achieve its goals for Virgil Beautification

- ❑ Public Art - introduce visual art to Public facing buildings.
- ❑ Has gained permission of a local business owner and artist
- ❑ Niagara Pumphouse Arts Centre has the experience:
 - ❑ Advocate for artists
 - ❑ Membership base includes over 300 local artists
 - ❑ Creating & adhering to work plans and budgets
 - ❑ Works well with partners - delivers results

Public Art – Enriches the Lives of All

Experience: The Niagara Pumphouse Arts Centre plays a leadership role in the NOTL Hydro Box Beautification project.

Now in its 4th year of enriching the NOTL cultural experience through partnership with NOTL Hydro.

Role includes

- ☐ Call to Artists
- ☐ Selection by jury
- ☐ Marketing
- ☐ Graphic Design
- ☐ Award ceremony
- ☐ Sponsor recognition
- ☐ Map & Walking Tour



Virgil Site in Need of Beautification



Opportunity to recognize our Agricultural Roots



Proposal

The Niagara Pumphouse Arts Centre proposal for the Virgil site includes:

- ☐ Managing all aspects of the work plan
- ☐ Working with the building owner
- ☐ Working with the Artist
- ☐ Managing and overseeing the installation
- ☐ Estimated cost: \$20,000.00

Endorsed By

- ❑ Kai Weins - “This is a rare chance to marry art, culture, tourism, and agriculture in one beautiful package. Let’s not lose this moment but embrace this rare moment of partnership for generations to come.”
- ❑ Tim Curtis - “Niagara-on-the-Lake Hydro believes (The Hydro Box Beautification) ongoing project has been a great success and it would not have been possible without the artistic acumen, enthusiastic support and cultural connections that the Niagara Pumphouse Arts Centre has contributed.”

Ready to Make a Difference



Questions

The Niagara Pumphouse Arts Centre

Niagara
On-The-Lake
HYDRO



Parks
Canada

Parcs
Canada

SHAW
GUILD



Niagara-on-the-Lake
Rotary
Club



CONTACT INFORMATION



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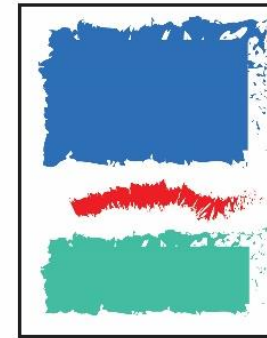
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