



The Corporation of the
City of Sault Ste. Marie

COUNCIL REPORT

July 14, 2025

TO: Mayor Matthew Shoemaker and Members of City Council
AUTHOR: Virginia McLeod, Manager of Recreation and Culture
DEPARTMENT: Community Development and Enterprise Services
RE: Public Art Funding – Soo Market Mural

Purpose

The purpose of this report is to seek Council approval to allocate \$6,000 in funding towards a mural on the Soo Market building.

Background

The Community Cultural Plan 2019-2024 identified the need to create greater street-level animation. Public art plays a vital role in creating vibrant spaces and helps establish the downtown as a core destination for cultural activity.

VIVID is an arts, culture and music festival that reawakens the spirit of Baawaating and our sense of place. This annual local arts and culture festival looks to include and highlight local or regional and out of town artists, musicians, and include community members in the planning and implementation of activities and events across a variety of arts. Each year the festival includes the creation of murals throughout the downtown.

Analysis

This annual celebration of the arts and culture landscape planned to coincide during Ontario culture days (September 19-September 21, 2025), may feature up to four large scale public art installations (murals) in addition to meet and greet 'Q and A' style event with artists and the public, cultural concerts, performances and market, a headline concert at the Sault Downtown Plaza amongst art walking tours, workshops for artists and community members, and opportunities to connect through art.

The projected costs for public art installation are \$13,500 for this location (73 Brock Street). The Soo Market has committed \$7,500 to be paid out in August 2025. The Cultural Vitality Committee discussed the request of \$6,000 in support of the installation of a large-scale mural.

On June 18, 2025, the Cultural Vitality Committee passed the following resolution:

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Be it resolved that \$6,000 from the Public Art Fund in support of the Soo Market Public Art Proposal be recommended to the City Council by the Cultural Vitality Committee.

Financial Implications

There are sufficient funds in the 2025 Community Development Fund – Arts and Culture operating budget to support the \$6,000 request.

Strategic Plan / Policy Impact / Climate Impact

This project supports the Corporate Strategic Plans Focus Area: Quality of Life – Support and grow the creative economy and celebrate arts and culture.

Recommendation

It is therefore recommended that Council take the following action:

Resolved that the report of the Manager of Recreation and Culture dated July 14, 2025 concerning Public Art Project – Soo Market Mural in the amount of \$6,000 to support the mural be approved.

Respectfully submitted,

Virginia McLeod
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