

DATE OF MEETING DECEMBER 16, 2019

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SUBJECT **2020/2021 STREET BANNER DESIGN COMPETITION – THEMING**

OVERVIEW

Purpose of Report:

To provide Council an update on the request to theme the 2020/2021 Street Banner Design Competition with the Rotary Club of Nanaimo's colour scheme and six key areas of focus.

BACKGROUND

Each year, the City of Nanaimo invites all amateur and professional artists to submit designs to the Street Banner Design Competition through a "Call for Proposals" issued by the City's Purchasing Department. Everyone is welcome to participate. Ultimately, one design is selected and printed on hundreds of banners before being installed on major streets and corridors throughout Nanaimo. Banners are on display for two years.

DISCUSSION

The City of Nanaimo will soon be issuing a "Call for Proposals" for street banner designs from artists for 2020/2021. Each year, the "Call for Proposals" includes a broad-based theme with intention to beautify and brighten our streets and has the artistic ability to share Nanaimo's story and unique history.

On 2019-OCT-07, Staff received a letter from the Rotary Club of Nanaimo requesting that the City consider theming the next call for banners with the theme "Celebrating 100 Years of Rotary". This is the second year that a request from a local group wishing to celebrate a significant milestone in the community has been incorporated into the banner theme; the first to accommodate the Horticultural Society in 2016 in which the theme was "Culture in Horticulture".

On 2019-NOV-08, Staff met with members of the Rotary Club of Nanaimo to discuss options for theming. Due to the nature of street banners and their two-year display term, Staff recommend that the theme not be limited to a single year and that words and logos be avoided. It was determined that utilizing the Club's "colour scheme" (Azure, Royal Blue and Gold) and "six areas of focus" (as listed below) is an appropriate option.

The work of the Rotary Club of Nanaimo begins in the community, and every community has its own unique needs and concerns. The Club has focused its efforts in six key areas to maximize impact. The focus areas encompass some of the world's most critical and widespread humanitarian needs and can be used as guiding design themes:

1. Peace and conflict prevention/resolution
2. Disease prevention and treatment
3. Water and sanitation
4. Maternal and child health
5. Basic education and literacy
6. Economic and community development

CONCLUSION

Incorporating the Rotary Club of Nanaimo’s “six areas of focus” and “colour scheme” into the City’s 2020/2021 Street Banner Design Competition is an effective way to capture the Rotary Club of Nanaimo’s “100 Years of Rotary” while remaining subtle and working with the overall banner design guidelines.

SUMMARY POINTS

- On 2019-OCT-07, Staff received a letter from the Rotary Club of Nanaimo that requested the City consider theming the next call for banners with the theme “Celebrating 100 Years of Rotary”.
- The use of logos on street banners is not recommended.
- Theming for the City’s 2020/2021 Street Banner Design Competition will consist of the use of the Rotary Club of Nanaimo’s “colour scheme” and “six areas of focus”.

ATTACHMENTS

ATTACHMENT A – Letter dated 2019-OCT-03 from Rotary Club of Nanaimo

ATTACHMENT B – Rotary Club of Nanaimo – Six Areas of Focus

ATTACHMENT C – Rotary Club of Nanaimo – Identity at-a-Glance

Submitted by:

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Concurrence by:

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