

District of Barriere

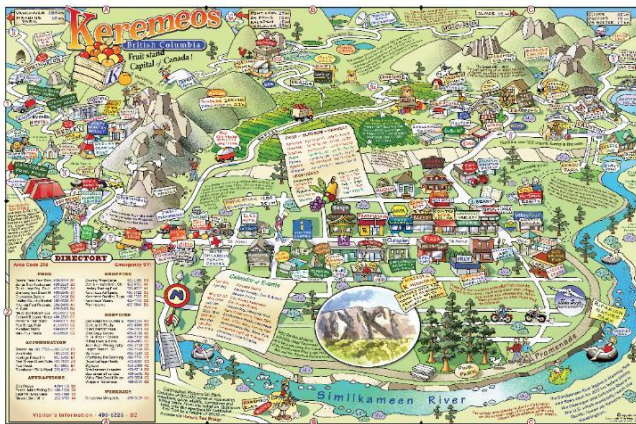
REPORT TO COUNCIL

Date: September 6, 2022	File: 530.20/Rpts
To: Council	From: T. Buchanan, Corporate Officer
Re: Artistic Town Mapping	

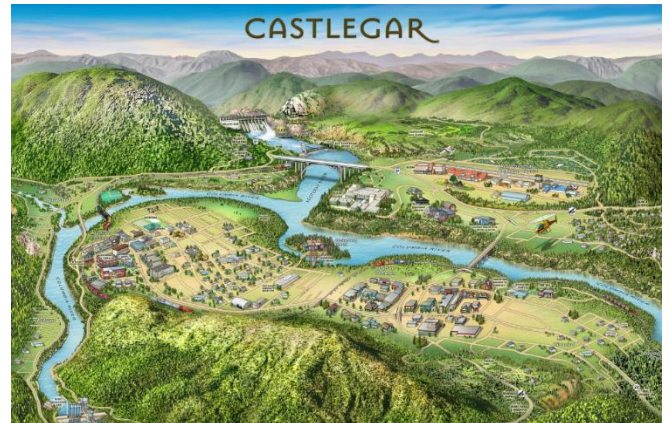
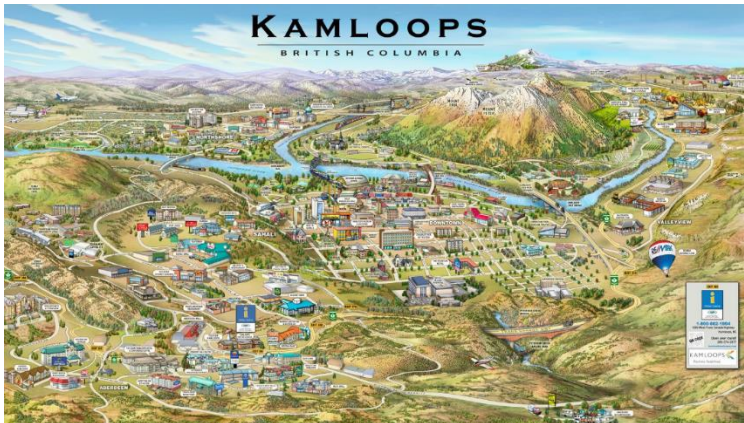
Background: In previous Council Meetings, Council indicated a desire to research the feasibility of obtaining an artistic/character map of Barriere as a fun, eye-catching way to promote the community's tourism and economic development while also providing directional mapping.

Discussion: District staff have been in contact with two Canadian artists who specialize in these types of artistic maps:

1. **Larry Hunter** – located in British Columbia. Portfolio includes (but not limited to) Keremeos, Naramata, Penticton and Summerland (*see larger examples attached to this report*)



2. **Jean-Louis Rheault** – located in Montreal. Portfolio includes (but not limited to) Kamloops, Castlegar, Vernon, Kelowna (see *larger examples attached to this report*)



Pricing

Both artists are well experienced and accomplished with two different styles but have similar estimated pricing of approximately \$5,000 for the execution of the artwork itself. Pricing for printing, posters and/or billboard signage would be at an additional cost through a separate provider and would range widely depending on type, size and quantity.

All of the B.C. towns included in both of these artists portfolios, were undertaken by area Chamber of Commerce offices, tourism associations or a combination of them both. Some were sourced directly by those two agencies, and others went through a media/advertising agency, "Mountain Media" (no longer in operation). Most of the community's local governments provided partial funds to the Chamber or Tourism Association for the inclusion of municipal infrastructure and facilities, as well as essential services providers (parks, recreation centres, library, schools, hospitals, post offices etc.) while local businesses and other organizations provided funds as an advertising purchase to help offset the cost of the project. Those businesses gain the benefit of being highlighted within the map and are specifically included on the map's directory.

To help fund large scale billboard type signage, businesses were able to purchase advertising space on the board. For example:



The Barriere and District Chamber of Commerce staff has indicated interest in partnering with the District on this project by handling the project promotion for inclusion of local businesses via advertising revenue, subject to Board approval. Should the Board reject participation, District staff could be tasked with handling advertising promotion, however, the timeline of the project would likely need to be extended into the new year.

Should Council choose to pursue the project and accept the recommendation, a deposit of approximately \$2,000 would be required by the artist with the remainder due upon approval of the final design.

Council would be provided proofs during the process for input and approval at various stages in the artist's development of the map.

Recommendation: That Council approve the expenditure of up to \$6000.00 from General Surplus for the commission of an artistic community map by artist, _____, and; THAT any advertising revenue received for the project be used to offset the cost of the artwork and printed materials.

Prepared by: Tasha Buchanan, Corporate Officer
Reviewed by: Bob Payette, CAO

(attached photos for reference)

Fruit stand
Capital of Canada!

Fruit stand
Capital of Canada!

ANNUAL
SUNSHINE 2000+ HRS
PRECIPITATION 12.2 in

Hey!
We're missing
all the FUN
going this way!

Rhodonite is a semi-precious stone that is found at many local sites. Old gold and silver mines abound and the Birdikarnen River still carries placer gold and silver.

POPULATION 1289
ELEVATION 351m

7th Avenue

A small illustration of a wooden signpost with a green roof. The sign reads "MUNICIPAL HALL" in large letters and "INC. 1956" in smaller letters below it.

Calendar of Events

Chopaka Rodeo
Easter Funday, Don & Anna
Garden Centre
ENR Rodeo

Canada Day, Memorial Park
Karo Under the K. Men
Similkameen

State of Our Valley, Victory Hall
Christmas Light-up & ...
Christmas ...

Photo & Crafts,

FRUIT - BLOSSOM - HARVEST		
Agricote	Apr 1 - Apr 15	July 15 - Aug 15
Apricots	Apr 15 - Apr 30	June 25 - July 7
Peaches	Apr 15 - Apr 30	July 20 - Aug 10
Pears	Apr 15 - Apr 30	July 15 - Oct 1
Plums	Apr 15 - Apr 30	Aug 15 - Sep 1
Apples	Apr 20 - May 17	July 15 - Sep 1
Grapes	Apr 20 - May 17	Sept 1 - Oct 1

VEGETABLES		
Asparagus	Apr 30	May 1 - July 15
Tomatoes	Apr 30	July 15 - Aug 1
Corn	Apr 30	Aug 1 - Aug 15
Peppers	Apr 30	Aug 1 - Aug 15
Hot Money	Apr 30	Aug 1 - Aug 15

Enjoy the dam, wheelchair-
accessible Village Promenade
and you along the banks of
the Simonsen River past Flax
and the Riparian Nature Park.



ilkameen

A vibrant, stylized illustration of a town skyline. The buildings are labeled with various names: 'POST OFFICE' (red sign), 'LIBRARY' (blue sign), 'COUNTRY Wine CELLAR' (yellow sign), 'KSRBMS VARIETY STORE' (green sign), 'BAKERY' (brown sign), 'PIZZA' (red sign), and '7th Avenue' (white sign). The town is situated along a river with a bridge. There are trees and a small boat on the river. The overall style is colorful and cartoonish.

PINE PARK

in colourful fruit stands
dash with their own unique
water and wholesome, farm-
produce to offer from May
to October.

The state's arid climate is due to its location on the western edge of the great Sonoran Desert, which extends all the way from Mexico.

[illegible]

The Similkameen River begins in the north and flows east for 200 km before emptying into the Okanogan and Columbia Rivers, which eventually flow into the Pacific Ocean at Astoria, Oregon.

FOOD			SHOPPING		
Fruit Stand	499-2914	B1	Country Wine Cellar	499-2102	C2
Restaurant	499-2561	B2	Dan & Anna's Grill. Ctr.	499-5785	A1
Grocery Fruit	499-5302	A2	Hedley Trading Post	262-8777	A1
Ice Cream Shop	499-2648	C1	Keremeos Art Space	499-6122	C2
Bakery	499-0104	B2	Keremeos Building Supp.	499-5322	C2
Farm Market	292-0950	A1	Keremeos Variety	499-7735	C2
Restaurant	292-8413	A1	Pharmasave	499-5543	B2
Pizzeria	499-5474	B2			
K's Pizza	499-8815	C2			
Home Food Store	499-2821	C1			
Stand	499-2312	A2	SERVICES		
Tub	499-5751	C2	Cathedral Rim Outfitters	499-5084	A1
Auto Wash	499-6818	E1	Century 21 Realty	499-4800	B1
Roads	499-5532	C2	Direct Performance	499-0015	A2
			Dtfo Copo Centre	499-2068	A2
			Dr. H. Polish Dermat	499-7152	B2
			Hitpop Bush & Stone	499-2892	C1
			Joan Bush Photography	499-5748	C2
			Legion Branch 152	499-5634	C2
			My Town	499-1363	B2
			Crystalline Pet Boarding	499-7704	C1
			Royal LePage Realty	499-5327	C2
			Signs etc.	499-2068	A2
			Smithkline Agencies	499-5714	B2
			Sportsman's Pass Gas	499-6815	A2
			Valley First Credit Union	499-5224	C2
			Village of Keremeos	499-2511	B2
RECREATION					
499-5723 or 499-2414	C1				
	499-2043	B2			
Swim Inn	499-5433	B1			
Recreation Suite	499-7033	A2			
	497-9039	B1			
RV & Motel	292-8221	A1			
FRACTIONS					
	499-5175	B2			
Petting Zoo	499-8023	C1			
Gardens	499-2888	C1			
Mina	250-8733	A1			
			WINERIES		
			Crownseet Vineyards	498-5129	C1

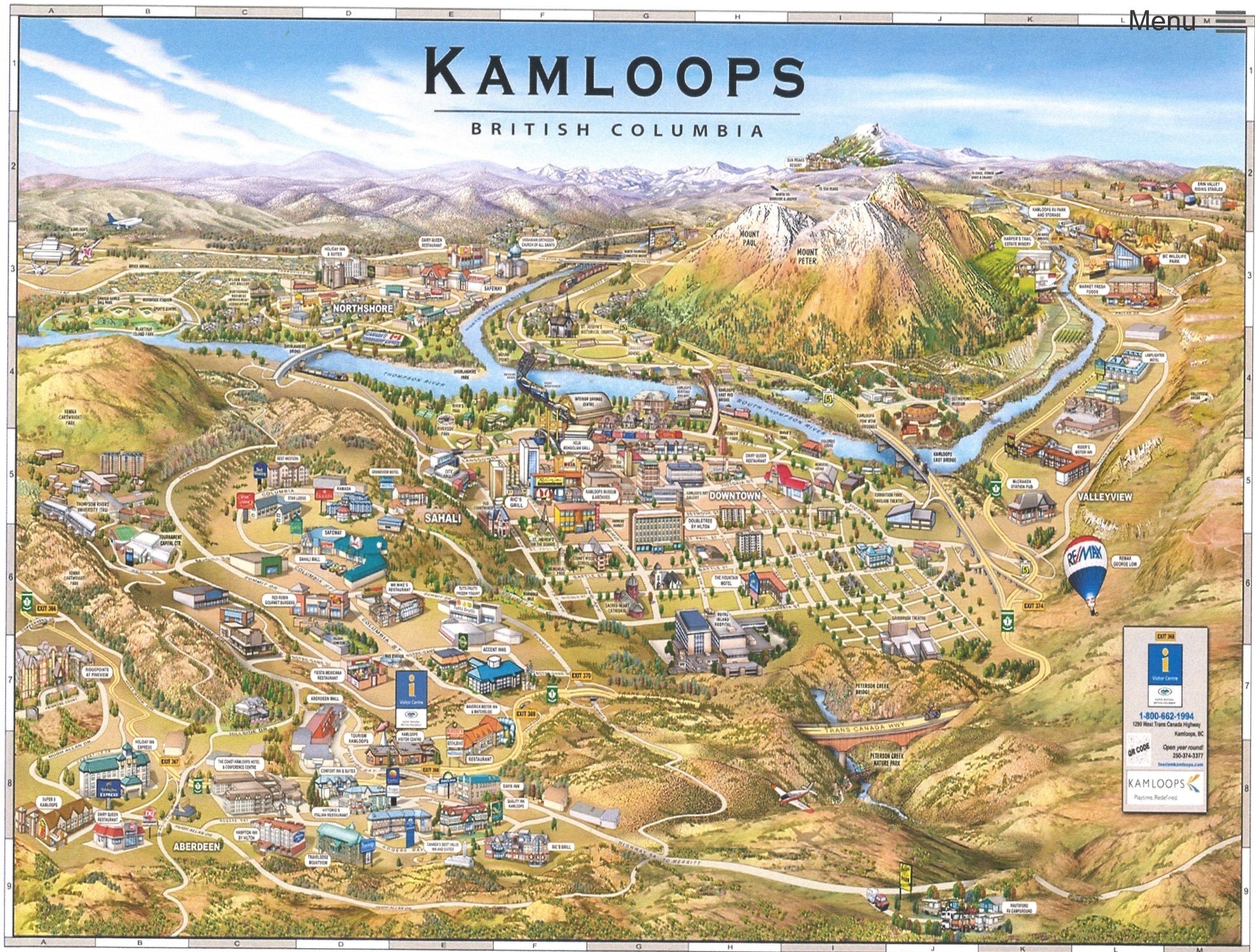
Visitor's Information - 499-5225 - B2

The valley's arid climate is typical of the Sonoran Desert which extends all the way from Mexico

The Similkameen River begins in the mountains east for 200 km before flowing into the Okanogan and Columbia Rivers in the U.S. which eventually empty into the Pacific Ocean at Astoria, Washington.

KAMLOOPS

BRITISH COLUMBIA



CASTLEGAR

