Staff Report to Council

Parks, Recreation and Culture – Culture Division

FILE: 01-0450-01/26

REPORT DATE:	October 29, 2026	**MEETING DATE:**	November 24, 2026
TO:	Mayor and Council		
FROM:	Jodi Callaghan, Arts & Cultural Services Coordinator		
SUBJECT:	**2027 Draft Business Plan - Parks, Recreation and Culture - Culture**		

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL: M. Roberts / November 5, 2026

RECOMMENDATION(S):

THAT Council:

A. Receive for information the Culture Division 2027 Draft Business Plan and Staff Report as presented at the November 24, 2026 Council Meeting; OR

B. Other.

PURPOSE

To present the 2027 Draft Business Plan for the Culture Division.

☒ Information Report ☐ Decision Report ☐ Direction Report

DISCUSSION

DIVISION OVERVIEW

Pitt Meadows has a rich cultural heritage: a deep relationship with q̓ic̓əy̓ (Katzie) First Nation, a layered local history, and an engaged arts community. The Culture Division advances that identity by operating the City's art gallery and public-art program, convening the local arts community, producing civic special events, managing film activity, and building inclusion into cultural work, including meaningful engagement with Katzie First Nation.

The Pitt Meadows Art Gallery (PMAG) is the Division's flagship arts venue that is supported by volunteers, and presents local and regional artists at no admission charge, with work available for purchase. The main gallery hosts six exhibitions a year; and a satellite Pop-Up PMAG is located in the lobby of City Hall which hosts four smaller shows.

The Division also maintains the City's public-art portfolio. The collection includes commissioned pieces, community murals, street banners, and utility-box beautification. Staff plan new commissions, maintain existing works, and treat public art as part of how Pitt Meadows looks and tells its story.

Relationship with q̓ic̓əy̓ (Katzie) First Nation is built into both events and cultural initiatives: this includes planning with Katzie leadership for Red Dress Day and the National Day for Truth and Reconciliation, inviting participation across civic events, and supporting Indigenous artists in gallery and public-art projects.

The Culture Division leads the City's special events: Easter FUNday, PRIDE, Pitt Meadows Day, Canada Day, Remembrance Day, Christmas in Pitt Meadows, and related civic gatherings, which continue to grow in attendance and remain a primary way residents experience community spirit. Through the Vibrant Community Program, the Division also provides financial and in-kind support to community groups who offer free, family-friendly programs and events that build connection and pride without duplicating City services.

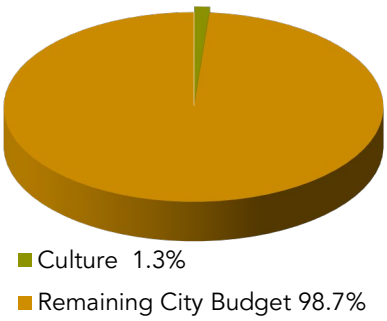
This division is also the City's film office, issuing permits, is the liaison with production companies, residents, businesses and other city departments to coordinate business licences, highway use permits, noise abeyances, inspections and special requirements sometimes required by the RCMP, Fire Department, Transport Canada, and other outside organizations.

The Division also oversees the City's volunteer program including gallery volunteers and broader civic volunteer recognition and supports diversity, equity, and inclusion in cultural programming and events.

Operating Budget: $517,500

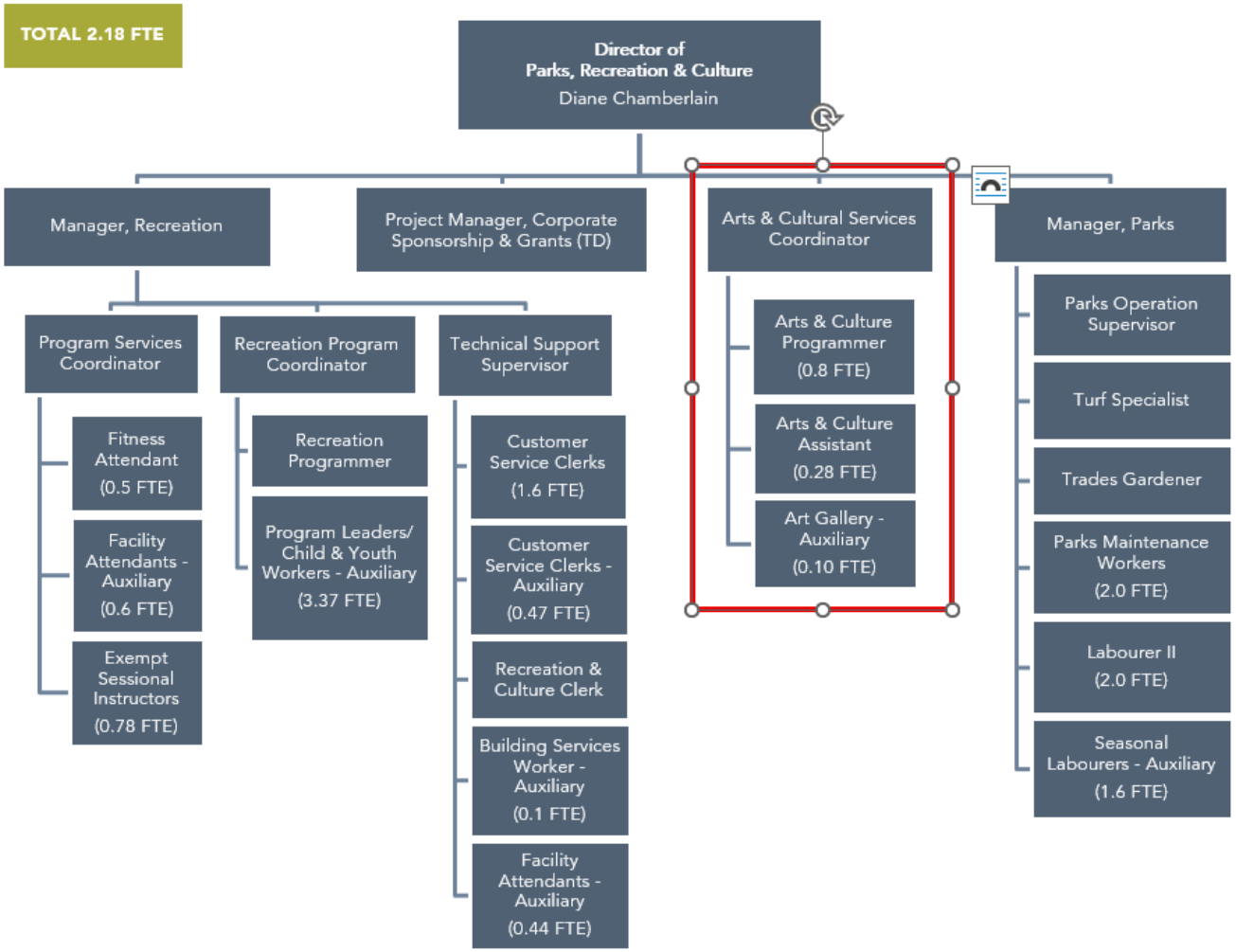
Capital Budget: $134,500

% Share of overall City Budget: 1.3%



Staff Complement:

PARKS, RECREATION & CULTURE (Culture Department)



Forecasted Position Adjustments

None.

Key Performance Measures

The following table highlights key divisional statistics:

Performance Measure *[Strategic Priority]*	**2025 Actual**	**2026 Forecast**	**2027 Forecast**
Art Gallery Attendance *[Community Spirit Wellbeing and Pride]*	5,603	6,200	6,800
Film Permits Issued *[Fiscal Stewardship and Accountability]*	41	60	70
Special Event Attendance *[Community Spirit Wellbeing and Pride]*	17,910	17,025	18,000

Deferred Projects

None.

2026 Achievements (Top 3)

- **DEVELOP FUTURE PUBLIC FACING PRIDE IMAGERY.** Engaged local 2SLGBTQ+ organizations and individuals to identify the Pride imagery that best reflects evolving understandings of inclusion. The community chose two images that will be implemented as the city standards. Assets will be replaced as they reach end of life, with the image that best suits the medium. *[Spirit and Wellbeing - Pride and Community Spirit. (Continuous Improvement)]*
- **REVIEW PROVINCIAL REPORT ON SAFETY AT COMMUNITY EVENTS.** Staff have reviewed the findings of a recent Government of BC Commissioned study on public safety at community events. Based on this review, additional safety measures will be incorporated into event plans. *[Principled Governance – Fiscal Stewardship and Accountability (Continuous Improvement)]*
- **ART GALLERY GROWTH.** The Art Gallery continues to grow both in attendance and sales at the South Bonson Community Centre location. Attendance has increased 11% and sales by 10% from 2025. *[Spirit and Wellbeing - Pride and Community Spirit. (Continuous Improvement)]*

Key Challenges for 2027

- **STAFF CAPACITY DURING PEAK TIMES (MARCH – AUGUST**). The scale and attendance of City-sponsored special events continue to increase each year, placing growing demands on staff capacity. Ensuring that events remain safe, well-organized, and enjoyable requires significant coordination and resources. To address these pressures, staff are actively exploring opportunities to engage community partners, recruit volunteers, and

leverage existing personnel from other departments to provide additional support for these initiatives.

- **DECLINE IN SPONSORSHIPS AND GRANTS** – Grant opportunities and Sponsorships for events have decreased due to current economic times. Staff will continue researching new and emerging grant opportunities for City events, and seek sponsorships.
- **SAFETY GUIDELINES –** Stricter safety guidelines at City events are necessary to protect the public but require additional staff time, logistical coordination, and budget. Measures such as roadway closures using City trucks and staff increase operational demands and strain existing resources.

Key Initiatives 2027

Strategic Priority	Initiative
Community Spirit and Wellbeing – Pride and Spirit	**PUBLIC ART PROJECT – RCMP DETACHMENT (Decision package).** As part of the City's commitment to integrating public art into civic spaces, staff have identified the new RCMP detachment as a suitable location for a City-commissioned artwork. This initiative will invite artistic proposals for a public art installation that enhances the interior lobby or the surrounding grounds of the detachment. (Dependent on decision package approval)
Community Spirit and Wellbeing – Pride and Spirit	**PMAP FIELD AND SPORT BOX GRAND OPENING** Coordinate and deliver a community grand opening for the new PMAP field and sports box, celebrating the completion of the project and introducing these new recreational amenities to residents. The event will promote community participation, active recreation, and awareness of the municipality's expanded sports and recreation opportunities.
Corporate Excellence - Accountability	**FILM POLICY REVIEW –** Review and update the City's filming policy to ensure it remains current, responsive to industry needs, and is aligned with municipal priorities, regulatory requirements, and community expectations. Engage key internal and external stakeholders to identify opportunities to streamline processes, improve service delivery, and strengthen the City's approach to supporting film and television production. (continuous improvement)
Corporate Excellence - Accountability	**FILMING PUBLIC ENGAGEMENT** – Engage the public, with specific outreach to the Sheridan Hill and Osprey Village neighbourhoods to

Strategic Priority	Initiative
	ensure local perspectives and community concerns are meaningfully considered. (continuous improvement)
Principaled Governance – Fiscal Stewardship and Accountability	**TIP TAP PAY –** Refine the procedures and promote the recently installed TipTapPay donation system at Grabenhorst Garden to provide visitors with an easy and convenient way to support ongoing garden programming, enhancements, and improvements. Expand the use of the system at special events to generate additional revenue and help offset event costs. (continuous improvement)
Community Spirit and Wellbeing – Pride and Spirit	**PITT MEADOWS DAY ACTIVITY CHANGES –** Based on the feedback from the 2026 survey, residents and attendees of the event stated they would prefer the following activities which will be presented to the Pitt Meadows Day Committee for planning and inclusion at the 2027 event where possible: • Headline Act vs. a Drone Show • Expanded activities (new in 2027 Zip Line) • Beverage Garden changes (continuous improvement)

PROPOSED OPERATING BUDGET

	2026 Adopted Budget	2027 Proposed Budget	Proposed Changes for 2027		2028 Proposed Budget	2029 Proposed Budget	2030 Proposed Budget	2031 Proposed Budget
Revenue								
Culture	(152,300)	(168,100)	(15,800)	-10.4%	(170,100)	(174,400)	(176,400)	(181,700)
	(152,300)	(168,100)	(15,800)	-10.4%	(170,100)	(174,400)	(176,400)	(181,700)
Expenses								
Culture	662,100	685,600	23,500	3.5%	704,900	728,600	749,000	773,800
	662,100	685,600	23,500	3.5%	704,900	728,600	749,000	773,800
Net Operating Expenses	**$ 509,800**	**$ 517,500**	**$ 7,700**	**1.5%**	**$ 534,800**	**$ 554,200**	**$ 572,600**	**$ 592,100**
Key Budget Changes for 2027:								
Revenues								
Event Vendor Permits and Other Revenue			(18,500)					
Grants, Donations, and Contributions			2,700					
Expenses								
Salary and benefits			7,400					
Programming and Event Contracted Services			22,000					
Supplies and Materials			(5,900)					
Change in Net Operating Expenses			**$ 7,700**					

PROPOSED CAPITAL BUDGET

Division Project	2027	2028	2029	2030	2031	Total
DV661- CULTURE						
170008- SPECIAL EVENTS EQUIP PURCH AND REPLACMNT	$ 9,500	$ 9,900	$ 10,400	$ 10,800	$ 11,400	$ 52,000
260015- PUBLIC ART- RCMP BUILDING	$ 125,000	$ -	$ -	$ -	$ -	$ 125,000
DV661- CULTURE Total	**$ 134,500**	**$ 9,900**	**$ 10,400**	**$ 10,800**	**$ 11,400**	**$ 177,000**

DECISION PACKAGE(S)

See Attachment A.

PUBLIC PARTICIPATION

☒ Inform ☐ Consult ☐ Involve ☐ Collaborate ☐ Empower

KATZIE FIRST NATION CONSIDERATIONS

Referral ☐ Yes ☒ No

SIGN-OFFS

Written by:	**Reviewed by:**
Jodi Callaghan, Arts and Cultural Services Coordinator	Diane Chamberlain, Director of Parks, Recreation and Culture

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ATTACHMENT(S):

A. Decision Package: Public Art – RCMP Detachment

ATTACHMENT A:

DECISION PACKAGE: PUBLIC ART – RCMP DETACHMENT

Department/Division	Parks, Recreation and Culture – Culture Division	
Submitted by	Jodi Callaghan, Arts & Cultural Services Coordinator	
Estimated Capital Cost	**One Time:** $125,000	
Estimated Operating Cost	**One Time:**	**Ongoing:** Maintenance to be funded within the existing Art in Public Places Operating budget.

Recommendation
THAT Council:

A. Approve an expenditure of up to $125,000 from the Public Art Reserve to fund a Public Art project at the new RCMP Detachment; OR

B. Other.

Executive Summary

This decision package was presented to Council as part of the 2026 Business Planning, however it was not approved and Council deferred it to be considered as part of the 2027 Business Planning.

The City recognizes that Public Art brings many benefits to its residents including; strengthening community identity and culture, enhancing the physical appearance and history of a public location and increasing awareness and appreciation of the environment and the arts.

The RCMP detachment offers an exciting opportunity for artists to submit artistic proposals for a public art installation that enhances the interior lobby or the surrounding grounds of the detachment. Selected pieces will become part of the permanent collection, reflecting the diversity and history of the community.

Background/Discussion

The RCMP detachment opened earlier this year at its new location on Harris Road. This facility marks a significant milestone in the history of Pitt Meadows, featuring an autonomous detachment and an innovative architectural design.

Staff are recommending the lobby or surrounding grounds at the RCMP detachment as the next location for a City Commissioned Public Art project. This initiative would involve a call for artists

to submit proposals for the lobby of the building, or on the surrounding grounds of the detachment.

Financial Implications

	One Time		Ongoing	
Costs	**Capital**	**Operational**	**Capital**	**Operational**
Artist fees, installations costs, permits, etc.	$125,000	$0	$0	$0
Total Costs:	**$125,000**	**$0**	**Total Costs:**	**$0**
Special Remarks: Maintenance costs would be covered within the existing Art in Public Places Operating budget.				

Funding related to this decision package is already captured in the 2027 Financial Plan Overview. The current balance in the Public Art Reserve is $425,434.

Alternatives

A. The budget may be adjusted to support a smaller-scale, less impactful public art installation.

B. The project could be structured as a two-year initiative, with year 1 dedicated to the call for proposals, artist selection, and payment of the initial artist fee, and Year 2 would focus on the fabrication and installation of the artwork.

C. The project could be deferred to a future year.