



**MEMO / NOTE DE SERVICE**

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**TO: Transportation Committee**

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**DATE: January 13, 2025**

**13 janvier 2025**

**FILE NUMBER: ACS-2025-PWD-BTS-001**

**SUBJECT: PAINT IT UP! 2024 PROGRAM RESULTS**

**OBJET : RÉSULTATS DE 2024 DU PROGRAMME À VOS PINCEAUX!**

## **PURPOSE**

This memorandum is to provide an overview of the successful mural projects undertaken through the Paint It Up! program in 2024, as well as to provide information and updates on this year's program delivery.

## **BACKGROUND**

The [Paint it Up! Program](#), approved by Council on September 9, 2009 (ACS2009-COS-PWS-0013) and launched in 2010, was a partnership between Public Works and Crime Prevention Ottawa from 2010-2023. In 2024, following the dissolution of Crime Prevention Ottawa, Public Works proceeded to work with Community Safety and Well-Being (Community and Social Services Department) to deliver the Paint it Up! Program, with mural permit support from By-Law and Regulatory Services.

The Paint it Up! program engages youth in creating outdoor murals providing positive skill-building experiences while also enhancing the public realm and promoting local art and culture. It was originally launched as part of the City's strategy to counter graffiti vandalism.

## **DISCUSSION**

In 2024, Paint it Up! was administered by the Community and Social Services Department with funding and associated support from the Public Works Department. Community and Social Services promoted the program through its networks; worked with community groups and other interested parties to submit applications; hosted information sessions to guide potential program participants; assisted in establishing partnerships to deliver mural projects; issued funding to successful applicants; and ensured complete project reporting to the City. Public Works provided program funding to Community and Social Services to be issued as grants toward approved mural project applicants and helped triage program-related inquiries. By-law and Regulatory Services ensured that proposed mural projects met all City by-laws, regulations and Acts, and circulated proposed artistic designs among City stakeholders.

Program guidelines, terms and conditions were set out in detail on Ottawa.ca, and all applications were reviewed and evaluated against established criteria, including applicant eligibility; mural location; vandalism prevention; youth engagement and skills-development; community engagement; project budget and timeline. In 2024,

decision-making was the responsibility of the Selection Committee, consisting of representatives from:

- City of Ottawa
- The Arts community
- The Neighbourhood (e.g., community association)
- Ottawa Police Service

On an annual basis, Public Works reviews the budget, program demand and project successes. Paint it Up! received ten applications in 2024, requesting a total of \$118,198.20. Of these, six applications met the established program criteria and were approved by the Paint it Up! Selection Committee. After further discussion with Community and Social Services, several of the six approved applicants adjusted their funding requests to more accurately reflect a known increase in the cost of mural supplies and hourly minimum wage compensation for youth participating in the program to more effectively support the development of pre-employment skills for youth. In total, \$70,000 was disbursed in support of successful proposals from the following applicants:

- African, Caribbean and Black Wellness, \$13,000
- Centretown Community Health Centre \$13,000
- City View Community Association, \$10,500
- First Unitarian Congregation of Ottawa, \$10,000
- Operation Come Home, \$12,500
- Osgoode Village Community Association, \$11,000

Table 1, below, provides an overview of the projects approved for funding, with descriptions as provided by the grant recipients in their final reports.

Document 1, attached, includes photographs of the murals described in Table 1.

**Table 1 - 2024 Paint it Up! Funding Recipients**

Project Lead	Project Title, Mural Locations and Description	Number of Youth Involved	2024 Funding
African, Caribbean & Black Wellness Resource Centre Corp	<p><b>“Empower Community” 610 Donald Street.</b></p> <p>The Empower Community Mural project was a collaborative initiative designed to engage youth in creating a mural that reflected the values, diversity, and</p>	10	\$13,000

	<p>aspirations of the local community. The initiative not only provided skill-building opportunities but also strengthened connections within the community, promoting unity and a shared sense of accomplishment. It served as a platform for youth voices, empowering them to leave a lasting impact on their neighborhood.</p>		
<p>Centretown Community Health Centre</p>	<p><b>“Spring Thaw” 453 Cooper Street.</b></p> <p>The project was initiated by Centretown Community Health Centre in collaboration with Ottawa Community Housing and the Young Men’s Shelter with Youth Services Bureau to engage youth in an artistic project. With the tenant’s input, we worked with a local artist, Dan Martelock, to create nature themed murals to beautify the space. An initial meeting was had with the youth and artist to set expectations and talk procedures then the painting occurred in one day with a lunch break. The unveiling ceremony was well attended by neighbours in September.</p>	<p>11</p>	<p>\$13,000</p>
<p>City View Community Association</p>	<p><b>“Artistic Voices: A Collaborative Community Project” 16 Rowley Avenue.</b></p> <p>In June 2023, a selected group of our community’s youth, joined together for 1 week to paint the most beautiful mural on a wall at the Nepean Museum. These kids were amazing and together used their many talents to create this masterpiece. This colourful artwork was put together with the ideas of our 13 artists who were</p>	<p>13</p>	<p>\$10,500</p>

	<p>coached by an amazing muralist/artist Emily Read. The mural is facing our children's park and as well can be seen from a residential neighbourhood street. It brings smiles and a feeling of comfort and well being to all that are lucky enough to see it.</p>		
<p>The First Unitarian Congregation Of Ottawa</p>	<p><b>“Inuit Inspired Mural” 30 Cleary Street.</b></p> <p>Ajashki is an Indigenous-led food security &amp; climate-change program designed to empower youth. Through individualized work assignments &amp; mentoring that consider an individual’s wellness strengths, Ajashki supports Indigenous &amp; non-Indigenous youth to engage in food production instruction, climate impact education &amp; artistic expression designed to suit their needs. Youth participated in the design concept, creation &amp; installation of the Inuit mural. The Mural was designed as a 3-piece triptych. Panel 1 depicts adults cleaning seal skin while an older man makes seal rib soup. Panel 2 depicts children picking flowers for tea &amp; mushrooms for medicine. Panel 3 depicts adults picking berries &amp; goose eggs.</p>	12	\$10,000
<p>Operation Come Home</p>	<p><b>“Creating Better Options in Lowertown: Renewing 380 Cumberland” 380 Cumberland Street.</b></p> <p>During the summer and fall of 2024, Operation Come Home engaged a team of 9 youth to complete a new public mural in the ByWard Market, covering over a section of wall at Options Housing that had previously been the subject of repeated tagging and vandalism. The youth team,</p>	9	\$12,500

	<p>under the guidance of our supervising artist, and supported by OCH staff, consulted with local businesses and residents, planned a draft design, secured resident approval, and successfully completed a new mural. While doing so, the youth involved learned about the value of street art and the importance of working with local residents to build community.</p>		
Osgoode Village Community Association	<p><b>“Osgoode Youth Outdoor Activity Centre” 5660 Osgoode Main Street.</b></p> <p>This project involved rural youth designing and painting a mural on our storage container situated in the main village park. It includes many local references such as our Medieval Festival, music activities, our local Olympian, skating, skateboarding, snowmobiling, etc. The youth developed their own code of behaviour and expectations for the project, met with community members to explain the design prior to painting, and then showed off the finished mural at a community event. Originally we had planned for them to use brushes to paint, but they showed some skill in using spray paint and we switched to that.</p>	7	\$11,000
<b>Total</b>		<b>62</b>	<b>\$70,000</b>

## CONCLUSION

Since 2010, Paint it Up! has involved more than 2,987 youth in 109 murals across the city. In the last couple years, grants have typically been between \$5,000 and \$13,000.

For 2025, the Paint it Up! program will again be administered by Community and Social Services. Public Works will continue to work with the Community and Social Services Department to provide and report on appropriate funding for murals and will continue to lend the support required to ensure continued success of the Paint it Up! program.

Staff also intend to review and evaluate Paint It Up! against Council's objectives and key success measures. Any recommendations to adjust or enhance the program's objectives and/or delivery will be brought to Council in early 2026 for consideration. Key internal and external stakeholders will be engaged in this review, and consideration will be given to complementary City supports for murals (e.g.: grant programs through Economic Development, funding to BIAs to address beautification and vandalism, etc.).

Paint it Up! 2025 will be launched on January 13 with application information and guidelines available online at [Paint it Up! | City of Ottawa](#) or by calling 3-1-1.

The virtual information sessions will be held on February 4 and February 6, and the deadline for application submission will be April 4.

Before applying for funding through Paint it Up!, applicants must secure [property authorization](#) and apply for preliminary location approval for their mural project through the [Mural Application Form](#) on [ottawa.ca/mural](http://ottawa.ca/mural). Applicants are encouraged to apply for location approval as soon as possible between February 6 and March 3.

Should you have questions, please do not hesitate to contact me or Ahmad Luqman, Business Consultant, Community Safety & Well-Being, at 613-580-2424, ext. 24232.

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Att: Document 1 - Paint It Up! 2024 Program Results  
CC: Senior Leadership Team  
Public Works Departmental Leadership Team  
Manager, Corporate Communications  
Director, Community Safety, Well-Being, Policy, and Analytics  
Program Manager, Building Safer Communities Branch  
Business Consultant, Community Safety & Well-Being  
Director, By-law and Regulatory Services  
Program Manager, Operational Support and Regulatory Services  
Paint It Up! Selection Committee  
Manager, Council and Committee Services

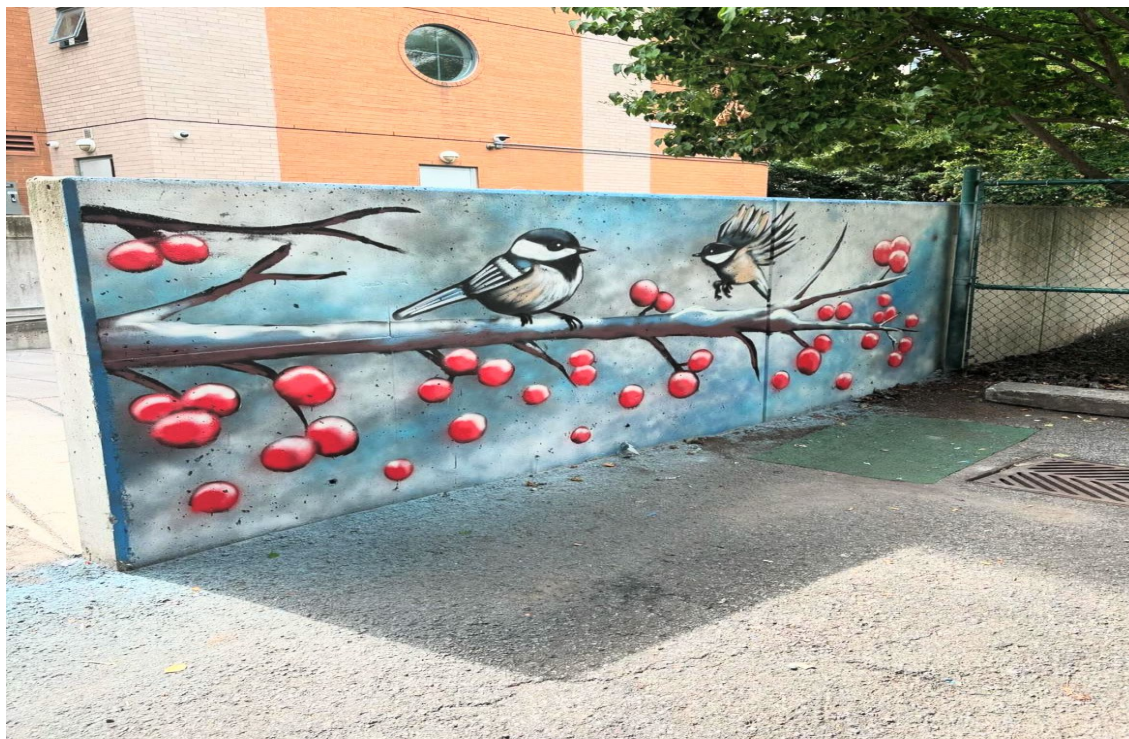


**Document 1 - Paint It Up! 2024 Program Results**

**African, Caribbean & Black Wellness Resource Centre Corp**  
"Empower Community"  
610 Donald Street.



**Centretown Community Health Centre**  
"Spring Thaw"  
453 Cooper Street.



**City View Community Association**  
“Artistic Voices: A Collaborative Community Project”  
16 Rowley Avenue.



## Operation Come Home

“Creating Better Options in Lowertown: Renewing 380 Cumberland”  
380 Cumberland Street.



**First Unitarian Church of Ottawa**  
"Inuit Inspired Mural"  
30 Cleary Street.



**Osgoode Village Community Association**  
"Osgoode Youth Outdoor Activity Centre"  
5660 Osgoode Main Street.

