



**The Great
Graffiti
- PAINT OUT**

October 22nd 2010 – Downtown Collingwood ON

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Town of Collingwood

Tuesday – October 23, 2012 – Barrie City Community Services Committee



The Great Graffiti - PAINT OUT

Leadership Prevention Eradication Enforcement Community Empowerment

The Downtown Revitalization Project worked closely with local high schools, businesses, the Collingwood OPP, Crime Stoppers of Simcoe/Dufferin/Muskoka and community groups on an initiative to eradicate and paint out graffiti in the Downtown core of Collingwood.

Two Pronged Approach

Graffiti Eradication
Youth Engagement

- Why?** **Graffiti is an act of vandalism and does affect our community**
- ❖ increased taxes to fund clean-up programs
 - ❖ property values deteriorate
 - ❖ heightened fear of crime in our community
 - ❖ local area economy may decline – affecting small businesses
- ❖ gives the impression that no one cares about the overall state of the community



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YOUTH GRAFFITI Art Component

- ❖ involves the art students from high schools as well as The Door youth centre
- ❖ each submits their graffiti art pieces (4x8 masonite)
- ❖ hang / display for a 6 week period at *participating Downtown venues* to promote the paint out and highlight the creativity of our community youth
- ❖ Worked with the Collingwood Public Library to provide a 'Graffiti Art' workshop (youth were invited to create graffiti magnets)
- ❖ Provide interactive chalk art board along the hoarding at downtown property that was under construction

Why?

- ❖ provide a forum for our youth to express themselves
- ❖ allows youth to get involved - encourages positive participation and instills pride and ownership
- ❖ encourages foot traffic in the Downtown core during the event and throughout the 6 week display period, specifically to the participating auction locations
- ❖ raises awareness for graffiti as an art form vs. the destructive 'tagging' of properties

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The logo for 'The Great Graffiti - PAINT OUT' is displayed in a colorful, stylized font. 'The Great' is in blue, 'Graffiti' is in a multi-colored gradient (red, blue, green, yellow), and 'PAINT OUT' is in blue. A vertical line is positioned to the right of the logo.

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Partnerships / Suppliers / Stakeholders

- ❖ Building owners/Property Managers affected by 'tagging' - permission /involvement in chemical removal/painting process
- ❖ Town of Collingwood: Ron Martin, Deputy Chief Building Official and Cathy de Ruiter, Administrative Assistant Building Services – one time blanket permit for removal / painting
- ❖ Product Demonstration by Mike Caspar, The Painting Channel (Dumond Chemicals) October 8th between 11:30 – 1:30 at various locations / surfaces downtown
- ❖ Wendy Martin, Green Space Manager – offered to provide water for demos and at event
- ❖ Donations / support given by local businesses
- ❖ Mark Robinson's Paint and Wallpaper – colour match to all surfaces that require paint
- ❖ Support and on site presence during event / information booth – Crime Stoppers of SDM



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Before The Great Graffiti Paint Out / to do:

Obtain permits and any other licenses required

Work with by law to obtain full participation by building owners to cooperate with the chemical removal of graffiti (especially on higher rooftop locations) via the Property Standards Act (2005-054 Section 3.11)

Coordinate two volunteer groups – chemical removal group / paint out group

Update graffiti inventory / photos – ensure nothing is missed in the Downtown
Marketing / Promotion of event through posters, local media and social networks

Secure donations / partnerships / venues for activities



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The **Social Issues Award** was given to the Collingwood Downtown Revitalization Project for the Great Graffiti Paint Out initiative as it successfully addressed both a social issue as well as a concern of BIA members to eradicate graffiti tagging in the Downtown core of the community.

This National Award was presented at the 2010 Ontario Business Improvement Area Association Conference in London, on April 11th.



Our Sponsors:



Georgian Paving & Construction



Our Supporters:



Special contributions:

Tim Hortons, Giant Tiger, BIA gift bags/tent, Georgian Frame Gallery

Special THANK YOU to the Youth Volunteers!



...you made the Great Graffiti Paint Out successful!

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The Downtown Revitalization Project invites you to come DOWNTOWN for...

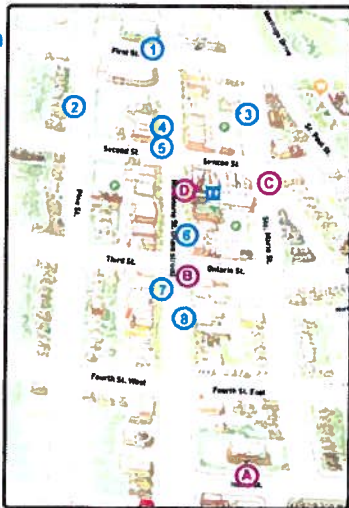
The Great Graffiti PAINT OUT

Friday, October 22 from 1-3:30pm

Graffiti Art Auction Hosts

Auction runs from Oct. 22 to Nov. 30

1. Carlton Wagonlit Travel
 2. GREY Herd
 3. EN
 4. cuncoans
 5. Cafe Chartreuse
 6. espresso post
 7. Krenchy
 8. Mountain Shores Pizza
- All money raised to support art programs at
- Collingwood Public Library
 Collingwood Public Library
 Collingwood Public Library



Graffiti Paint Out EVENTS

Events run on Oct. 22 from 1:00pm - 3:30pm

- A) Live Chalk Art Demos by our local Youth at The Strand
- B) WINTERVENTION
- A) The Historic Gayety Theatre (FREE with donation to the Salvation Army Food Bank) Starts at 1:30pm
- C) THE NOOK
Collingwood Public Library will be hosting a Magnetic Graffiti Workshop!
- D) O.P.P. & Crime Stoppers Information booth & Youth Graffiti t-shirts for sale & designed by the students of C.C.I.

Questions / Comments

Thank you

For More Info or to Volunteer Call Paula @ 445-8441 ext. 3712 or plehr@collingwood.ca

Find us on [facebook](#) at "The Great Graffiti Paint Out"

Proudly Supported By:

Thank You to our Sponsors and Volunteers! You helped make it possible!