



PAM McCONNELL MEMORIAL
Pam McConnell Aquatic Centre
640 Dundas Street East
Toronto, ON M5A 2B9
Ward 13 – Toronto Centre

REQUEST FOR PROPOSALS (RFP) – TERMS OF REFERENCE

Date: June 17, 2021

Deadline: August 16, 2021



Late Deputy Mayor Pam McConnell at the reopening of the revitalized Regent Park.
Photo courtesy of the McConnell Family.

Contents

1. Public Art at the City of Toronto: Background
 2. Project Description: Celebrating Pam McConnell
 3. Artist Selection Process
 4. Competition Schedule
 5. Scope of Work & Design Considerations
 6. Conceptual Proposal Guidelines
 7. Artists' Proposal Requirements
 8. Eligibility & Evaluation Criteria
 9. Post-competition Procedures
 10. Questions & Contact
-

1. **Public Art at the City of Toronto: Background**

City of Toronto's Public Art and Monuments Collection

The artwork commissioned for The Pam McConnell Memorial will enhance the public realm for community benefit and become part of the City of Toronto's Public Art and Monuments Collection. The Collection has over 300 artworks, including works dating from 1870 when the *Canadian Volunteers War Memorial* was unveiled at Wellesley Street and Queen's Park Crescent West to artworks by the artists Henry Moore, Mark di Suvero, Douglas Coupland, Micah Lexier, Lisa Steele and Kim Tomczak. More recently, Arts & Culture Services has commissioned artworks by artists such as Mary Anne Barkhouse & Michael Belmore, Dan Bergeron, Luis Jacob, Anish Kapoor, Tadashi Kawamata, Ken Lum, Jennifer Marman & Daniel Borins, Margaret Priest, Daniel Young & Christian Giroux.

The Collection is managed by Arts & Culture Services (Economic Development & Culture), which also has responsibility for its conservation and maintenance. For more information, see:

www.toronto.ca/publicart

City of Toronto's *Culture Plan for a Creative City* and Ten Year Public Art Strategy

In December 2019, City Council adopted a new Toronto Public Art Strategy (2020-2030) – Creativity and Community – Everywhere.

The strategy outlines opportunities and commitments to ensure that the benefits of public art are felt city-wide, and to harness the potential of public art to advance broader city-building priorities, such as equity and inclusion, environmental resiliency, reconciliation with Indigenous communities, and placemaking, among others. With a deliberate, ambitious vision, facilitated by greater and ongoing interdivisional collaboration, Toronto can be a global leader in public art.

Looking ahead, the City can build on its strong foundations to enhance the impact of public art for the benefit of all of Toronto. The Toronto Public Art Strategy seizes this opportunity by putting forward a vision to empower *creativity and community, everywhere*. This is a vision for a city committed to public art, accessible to all, that reinforces neighbourhood character, embraces

excellence in design, and advances the careers of local artists. For more information, see: <https://www.toronto.ca/explore-enjoy/history-art-culture/public-art/public-art-strategy/>

2. Project Description: Celebrating Pam McConnell

Overview – Pam McConnell Memorial

On July 25, 2018, Toronto City Council adopted a motion to recognize the contributions of the late Deputy Mayor Pam McConnell by naming the Aquatic Centre in Regent Park in her honour and commissioning a commemorative artwork and bench to be installed with prominent signage naming the facility the Pam McConnell Aquatic Centre.

Economic Development & Culture (EDC), working in collaboration with Parks, Forestry and Recreation (PFR), is inviting concept proposals from professional artists for an outdoor three-dimensional sculptural public artwork that captures the likeness of the late Pam McConnell and has an element of engagement and accessibility with the viewer. Due to the nature of this project, new and multi-media, water-based or light-based artworks are not being considered.

The memorial/commemorative artwork is to highlight the outstanding contributions of the former teacher, public servant and political leader, whose dedication to community and social justice facilitated solutions to many challenges of lower-income communities, such as child poverty and hunger, literacy, homelessness and affordable housing.

Pam McConnell Biography (1946-2017)

Pam McConnell was born Pamela Margaret Clements [later Ritchie] on February 14, 1946 in Carlisle, England, a northern city just ten miles south of the Scottish border. Pam's public life was profoundly shaped by early years in post-WWII Britain, a society devastated by war, resulting in hundreds of thousands emigrating overseas to escape privation and poverty.

Accounts of Pam's earliest years was obtained from her eldest daughter, Heather Ann McConnell. Pam's mother, Margaret Sim, was orphaned as a young child after her father, a firefighter, died of smoke inhalation. Margaret was placed in an orphanage run by the Brotherhood of Firefighters and eventually placed in foster care. Not long into her first marriage, her husband, Pam's father, died after having contracted tuberculosis, a near fatal illness during and after the war. Pam was only two years old at the time. Soon thereafter, her mother remarried Harry Ritchie, a Scottish auto mechanic. Given Margaret's experience of having been orphaned as an infant and Harry's adoration for Pam, the nuptials included the formal adoption of Pam, and her surname was changed to Ritchie.

After WWII, the UK economy was in a depression with few jobs or opportunities. Seeking work, Harry left for Ottawa in March of 1954, where his trade quickly landed him a job. Once settled five months later, he sent for his family: Margaret and their three children, Pam, aged eight, and her younger brothers, Paul and infant Peter, who was born while their father was away. Once in Ottawa, three more children were born: Philip, Sandra and Lynn.

Pam attended elementary and secondary school in Ottawa, and then graduated with a teaching

certificate from the Ottawa Teachers College. She taught elementary school in Ottawa and Toronto, primarily Grade 1 and special education students. The 1970s were an exciting time for educational reform in Toronto, focussed on lower-income residential neighbourhoods, such as at Blake Street Junior Public School (21 Boulton Avenue, Toronto) where Pam taught. Though her growing passion and commitment to improving the education environment and the lives of children and their families propelled her to shift to work within the broader community.

Pam met her husband of fifty years, Jim McConnell, in Ottawa. Shortly after their marriage, they moved to Toronto, eventually settling at Spruce Court (74 Spruce Street) in the Toronto's Cabbagetown / Regent Park area. Quickly upon arriving in Toronto, Pam developed an interest in the social geography of low-income communities. For a period, she worked as a youth outreach worker in a local YMCA and she, along with other tenant volunteers, spearheaded the Spruce Court Housing Co-op, which became one of Toronto's first affordable rent geared-to-income housing co-ops (see: <https://sprucecourt.coop/history/>). Her early activism, first as a delegate of the Co-operative Housing Federation of Toronto (CHFT) and later as board chair, was the precursor to her later political work. The family expanded with the arrival of two daughters, Heather Ann and Madelyn.



Pam McConnell with her neighbours and Lucy, her pet Whippet, at the Spruce Court Co-op.
Photo courtesy of the Co-operative Housing Federation of Canada.

In 1982, Pam ran for public office and was elected as school trustee of the Toronto Board of Education. In that capacity, she represented central neighbourhoods of the city: St. James Town, Regent Park, Corktown, Cabbagetown, Moss Park, and parts of Riverdale. Priority issues she worked on with like-minded trustees included heritage language programs, anti-racism education, increasing resources to schools lower-income residential neighbourhoods, school/community outreach, school food programs and de-streaming technical and vocational high schools. In 1988, she was elected vice-chair of the Toronto School Board and was elected chair four years later. When Barbara Hall ran for Mayor of Toronto in 1994, Pam McConnell took the natural leap into municipal politics, winning Ward 7. She served on the Toronto Council from 1994-1998 and, following amalgamation, as City Councillor (for former Ward 28 Toronto-Centre Rosedale), until her untimely passing on July 7, 2017. She won a total of 14 consecutive elections and served under five mayors.

Mayor David Miller appointed her as Chair of the Toronto Police Services Board, serving from 2004-2005 during a tumultuous time of change for the police and their relations to the community, overseen by its board that was also affected by the political tensions of the day.

Throughout her career as a teacher, housing and poverty activist, school trustee to municipal politician, Pam was profoundly interested in certain key issues: developing opportunities for new immigrants, education and literacy, child well-being, poverty and hunger reduction, affordable housing and the creation of healthy and prosperous neighbourhoods in the City's downtown core. She was a recognised leader in all of these areas by her colleagues and community and her counsel was often sought by others working on these important issues.

Throughout her life, she was deeply committed to the labour movement, to working people and to safe and stable work. Her commitments were informed by her own family history as she experienced first-hand what can happen to families when breadwinners are injured or killed as a result of their work. As best described in a *Spacing* magazine article written by John Lorinc following her death.

"...Mayor John Tory appointed her one of his three Deputy Mayors tasking her with the job of developing a new poverty reduction strategy.

Though municipalities are severely limited in their ability to dent poverty, McConnell was absolutely the best person for that position, not least because she knew, from her constituents, all about the social geography of low-income communities. Indeed, I'd say her signature accomplishment was pushing the City and Toronto Community Housing (TCH) to produce a "social development plan" (SDP) for the redeveloped Regent Park. Completed in 2007, the plan acknowledged that TCH's grand strategy – to invite private builders to redevelop the area and use the proceeds to finance the reconstruction of the social housing stock – had to be about much more than mere bricks and mortar."

(see: John Lorinc, "Pam McConnell 1946-2017: A True Public Servant," *Spacing* (Toronto), July 10, 2017, <http://spacing.ca/toronto/2017/07/10/pam-mcconnell-1946-2017-true-public-servant/>)

For her work with inner city youth, she received The Duke of Edinburgh Award in 1997 and in recognition of her long public service, she was awarded the Queen's Diamond Jubilee Medal in 2013. Posthumously, Toronto Mayor John Tory created the Pam McConnell Young Women in Leadership Award in recognition of women (between the ages of 19 and 26) with exceptional leadership through a proven track record of community work; the Federation of Canadian Municipalities created the Pam McConnell International Award for Gender Equity to recognize



Portrait of Pam McConnell (Photo by Phillip Gallard)

outstanding contributions to gender equality in international programs; and the Co-operative Housing Federation of Toronto created the Pam McConnell Scholarship, one of its Diversity Scholarship programs, awarded to members attending publicly funded Canadian colleges, universities and apprenticeship-training programs.

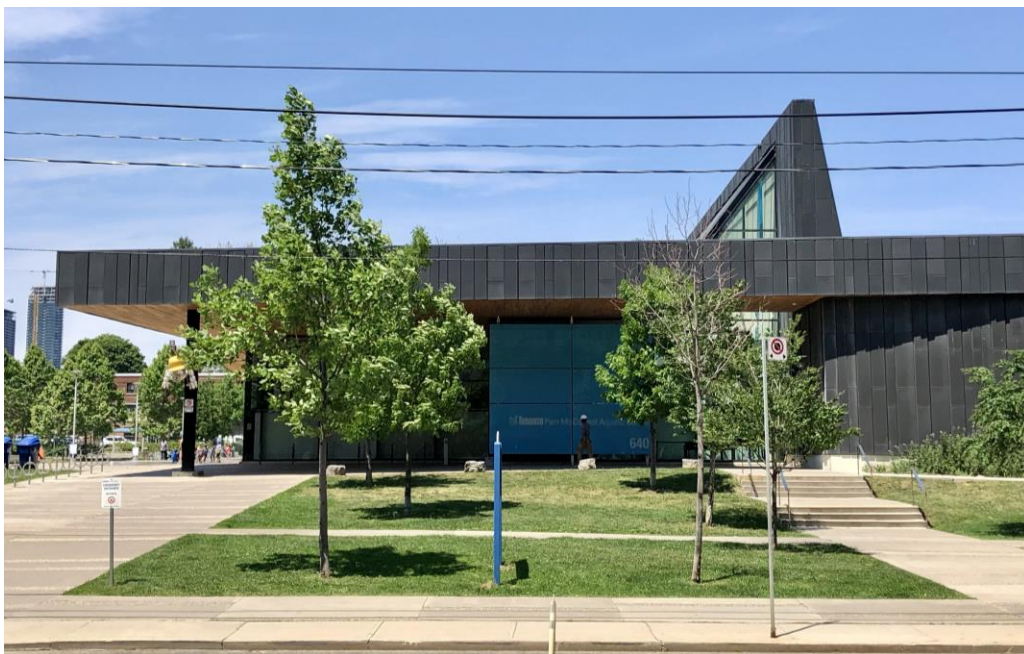
In tribute to her many outstanding accomplishments and deep commitment to the health and well-being of children, youth, and families, in 2018, Toronto City Council voted to rename the Regent Park Aquatic Centre, the Pam McConnell Aquatic Centre.

Artwork Location

Part of the revitalized Regent Park neighbourhood of downtown Toronto, Toronto City Council's recommended site is at the recently renamed Pam McConnell Aquatic Centre, located at 640 Dundas Street East (at the corner of Sumach Street).

The Pam McConnell Aquatic Centre features a 25-metre lap pool, a warm water therapeutic pool, a Tarzan rope, a diving board and a water slide, all enclosed by glass walls exposed to the adjoining street. Additionally, the facility features gender-neutral, trans-friendly locker rooms and showers with change room cubicles. It is adjacent to Regent Park, a public park with an off-leash dog area, a bake oven, playground and splash pool, located at 600 Dundas St. East (at the intersection of Regent Park Blvd).

Specifically, the outdoor location site for the Pam McConnell Memorial is on the south side of the centre, in the grassed landscaped area to the west of the walkways that criss-cross the park-like setting. The lateral clearance from the edge of the pathways should be 1 metre (preferred) or 0.6 metre (minimum).



Pam McConnell Aquatic Centre, 640 Dundas Street East, Toronto (South side street view)

Brief Site History and Neighbourhood Context

Regent Park, located on the traditional territory of the Anishinabek and the Huron-Wendat, is a neighbourhood located in downtown Toronto. Continuous Indigenous presence on the land dates back approximately 12,000 years. The area is bounded by Gerrard Street East to the north, Shuter Street to the south, River Street to the east, and Parliament Street to the west.

Following colonial settlement, in the early 1900s this part of the old City's east end was a destination for newcomers and immigrants, such as working-class British and Irish, along with smaller numbers of European Jewish and Macedonian immigrants, followed by others mostly of European backgrounds. By mid-century, the area had become home to some of Toronto's historic slum districts with substandard housing, where crime and social problems arose when poverty is concentrated. In an effort to alleviate these problems, the City of Toronto, during World War II, embarked on a project to build affordable housing. Covering 69 acres / 280,000 square metres, it was Canada's first and largest public housing development.

Families first began to move into Regent Park North in 1949 and construction continued into the 1950s. During the 1960s, more public housing units were added mostly for Regent Park South that consisted of a high-rise, row houses and walk-up apartments and with recent changes to Canada's immigration system, Regent Park saw an influx of multicultural and multiethnic immigrants, largely from the Caribbean, China and Southeast Asia. Waves of newcomers followed, changing the neighbourhood's ethnic and racial composition. By 2001, it was recorded as being 22% Black, 21% South Asian, 19.5% European, 14.1% Chinese, 10.6% Southeast Asian and 3.4% Latin American. Fifteen years later, the 2016 Canadian Census revealed the neighbourhood to be 28% European, 25.7% South Asian, 13.6% Black, 12.5% Chinese and 3.7% Southeast Asian with the median household income of \$42,369.

In 2005, the Regent Park Revitalization Plan was announced as an attempt to address social and economic challenges in the area. Through a combination of public-private partnership and funding, its goal was to transform a challenged lower-income residential neighbourhood of a rapidly aging social housing district into a vibrant, self-sufficient, mixed-income, mixed-use community.

Over a twenty-five year period, from 2005-2023/24, the Regent Park Revitalization Plan aims to build 2,083 replacement rent-geared-to-income units, 339 new rental units, 5,500 new market value condominiums and enhanced commercial spaces and facilities such as the new Daniels Spectrum, a 5,574 square metres arts and culture hub, the Regent Park Athletic Grounds, the Pam McConnell Aquatic Centre and a revitalized public Regent Park. The late Deputy Mayor Pam McConnell played a key role in this transformation. For more information, see: <https://wardmuseum.ca/blockbyblock-2019/regentpark/>



Pam McConnell at the construction site during Phase One of the Regent Park Revitalization project.
Photo courtesy of the McConnell Family.



Pam McConnell at the construction site during Phase One of the Regent Park Revitalization project. Photo courtesy of the McConnell Family.

3. Artist Selection Process

Overview – City of Toronto’s Public Art Commissioning Process

The Economic Development & Culture division endeavours to commission innovative public artworks that are of the highest quality, enhance community sense of ownership, are site-specific and encourage awareness of collective heritages and neighbourhood identities and enrich the urban experience of Toronto’s residents and visitors. The City aims to carry out this ambition through equitable and objective selection processes with valuable input from community members and guidance from relevant professionals.

One-Stage Competition Process

Economic Development & Culture aims to commission an outdoor three-dimensional sculptural artwork as a tribute or memorial to Pam McConnell through an open **one-stage** competition for professional artists or artist-teams residing and working in the province of Ontario, with emphasis on artists with specific connections to Toronto. Women and other equity seeking groups are encouraged to participate.

Per guidelines of the Canada Council for the Arts, a professional artist is defined as someone who:

- has specialized artistic training (not necessarily in academic institutions);
- is recognized as a professional by their peers (artists working in the same artistic tradition);
- has a history of past exhibitions;
- has produced an independent body of work.

A specially convened independent arms-length selection panel will consist of visual arts professionals and artists, appointed for their expertise and knowledge of contemporary visual art in the urban environment, members from the local community who best represent the interests of the area and workforce, and a McConnell Family representative.

The finalist artist (artist team) will work closely with staff of Economic Development & Culture, Parks, Forestry and Recreation, and other partners to refine their concept proposal to the requirements of the site and other conditions for project realization.

4. Competition Schedule (subject to revision)

Tuesday, August 10, 2021 by 4:00 p.m. EST	Last day for questions to be submitted.
Monday, August 16, 2021 by 4:00 p.m. EST	Request for Proposals (RFP) submissions due.
Monday, August 30, 2021	Selection Panel meeting.
September 2021	Notification to competition artists of finalist artist (artist team) selected.
September/October 2021	Contract awarded to finalist artist (artist team).
Fall 2021 – Spring 2022	Artwork production phase; site preparation; transportation to site; installation.
July 2022	Official public unveiling of the Pam McConnell Memorial.

5. Scope of Work & Design Considerations

The finalist artist (artist team) will be awarded a design contract and will be paid the artist fee, \$50,000.00 (+HST), for design and consultation services (including contract administration, travel and other incidental expenses), working closely with staff of Economic Development & Culture, Parks, Forestry and Recreation, and other partners to refine their concept proposal to the requirements of the site and other conditions for project realization.

City of Toronto staff will manage all aspects and cover all costs of production management duties, production, fabrication, site preparation and installation of the artwork. The award of this contract will be made at the discretion of the City of Toronto.

Budget Item Considerations

In preparing a concept proposal, artists (artist team) should formulate their ideas based on the overall commissioning budget of \$250,000.00 CAN (+HST):

- Artist fee (\$50,000.00), inclusive of the following:
 - Creation of the artwork design and any materials required
 - All sub-contractor fees, legal fees, architect fees, disbursements etc.
 - All drawings and related sub-contractor / preparation fees
 - Contract administration, legal and insurance costs, travel and other incidental expenses.
 - All applicable taxes

- Production, fabrication, project management duties and installation of the artwork (\$200,000.00).

6. Conceptual Proposal Guidelines

Please consider the following in developing your concept proposal:

Artwork Materials, Maintenance and Public Safety

- New and multi-media, water-based or light-based artworks are not being considered for this project.
- Artwork materials should be suitable for a lasting public, outdoor sculptural artwork.
- Materials selected can make a significant difference regarding the life span of a permanent artwork in an outdoor environment. However, material selection alone is not the only determining factor, quality of workmanship, fabrication, design details and siting all play a significant role in an artwork's durability.
- Materials recommended must be available locally and also adhere to safety standards.
- Artwork construction of any freestanding sculptural artwork must conform to the Ontario Building Code. Municipal codes and by-laws are available on the City of Toronto's webpage: <https://www.toronto.ca/legdocs/bylaws/lawhome.htm>
- All artwork components must be able to shed water (avoiding problems of water build up and infiltration), be durable and constructed of materials resistant to oxidation and corrosion.
- Wintertime salt spray should also be taken into account.
- The artwork should be designed to minimize the potential for defacement, graffiti, vandalism, skateboarding, etc. Most materials will require an anti-graffiti coating.
- The artwork must not have components that are sharp, easily climbable or encourage climbing.
- The artwork must not interfere with park maintenance, including snow removal during winter months.
- The artwork should not create a situation where a lack of visibility creates a security risk or perceived security risk.

Access and Views

- The artwork must be designed to be barrier-free and accessible to all visitors, in all seasons.
- The lateral clearance from the edge of the pathways should be 1 metre (preferred) or 0.6 metre (minimum).
- The artwork should not interfere with pedestrian flow.
- Artists (artist teams) should take into account that the site is a public space frequented by people of all ages.
- Viewers of the artwork will be primarily users of the Pam McConnell Aquatic Centre and the adjacent Regent Park, as well as passing pedestrians and residents of the area.

7. Artists' Proposal Requirements

Professional artists (artist teams) are invited to respond to this Request for Proposals (RFP) by submitting two .pdf documents, including the following:

One .pdf file, labeled: Last Name First Name_file 1_Pam McConnell

- Written proposal concept, maximum three (3) pages.
- Proposal concept sketches, renderings, design details, a plan to show location.
- Details on proposed materials and any other relevant information to explain the proposed project.
- A preliminary budget outlining critical costs such as production/fabrication, professional fees, such as engineering drawings, etc., transportation and installation.

One .pdf file, labeled: Last Name First Name_file 2_Pam McConnell

- CV (one for each team member, if applicable).
- Names and contact information for two references (preferably from recent projects).
- Maximum ten (10) images of previous and relevant work, with caption including title, materials, dimensions, location, and commissioning body (if applicable).

Deadline for submissions is Monday, August 16, 2021 by 4:00 p.m. EST.

Email submissions to: publicartcompetitions@toronto.ca

- Each email submission must not exceed **20 MB** total size, using the subject lines:
 - Last Name First Name_file 1_Pam McConnell
 - Last Name First Name_file 2_Pam McConnell

8. Eligibility & Evaluation Criteria

The Selection Panel will evaluate each concept proposal submitted by an artist (artist team) based on the following criteria:

- Strong aesthetic elements demonstrating understanding of the subject matter of the Pam McConnell Memorial.
- Perceived likeness of the late Pam McConnell.
- Elements of engagement with the viewer and accessibility to the public.
- Artistic innovation, interpretation and integration of the artwork in the specific context of this site and community interests.
- Durability and sustainability of the artwork proposed. Long-term maintenance for conservation and potential vandalism issued identified and addressed.
- Although the preliminary budget is to address critical costs it must seem to be realistic.
- Demonstrated or perceived ability (although not all will have had such a previous opportunity) to execute a project of this scope and to be able to work collaboratively with City staff for concept refinement, manufacturing, technical, siting and installation elements for a realized completed project.

Submissions will be disqualified if:

- an artist (artist team) improperly attempts to influence members of the Selection Panel; or
- there is a breach of any competition condition, procedure or instruction.

9. Post-competition Procedures

Final Recommendation and Awarding of the commission

The Selection Panel will select one finalist artist (artist team) and make its recommendation to the City.

- No appeals from artists (artist teams) are permitted.
- The Selection Panel may offer suggestions as to ways the design concept could be refined.
- The Selection Panel may elect not to choose a finalist artist (artist team).
- No official winner of the competition may be made public until the agreement between the City of Toronto and the finalist artist (artist team) has been determined.

Ownership, Use of the Artwork by the Finalist Artist (Artist Team) and Copyright

The finalist artist (artist team) will transfer title of ownership of the artwork to the City of Toronto.

Copyright shall remain the property of the finalist artist (artist team). The finalist artist (artist team) shall grant to the City of Toronto the irrevocable, paid-up, royalty-free right and license to exhibit the work in public and to reproduce the work on posters, promotional pieces and brochures related to the City, as well as the City's website.

Basic Conditions – Future Agreement(s) between the Finalist Artist (Artist Team) and City of Toronto

The finalist artist (artist team) and the City of Toronto will enter into an Agreement, which will include the identification of the scope of work to be performed by the artist, payments and performance schedules to be followed.

Final selection of material, technologies, etc., may be reconsidered due to technical considerations, which are to be resolved with City of Toronto staff and the finalist artist (artist team). A qualified structural engineer will be required to approve final drawings of any structural components of the project.

Note: Competitors who objects to the fundamental terms of the Agreement will be required to notify the City of Toronto of these points of objection and the City of Toronto will have the right to review the objections and ask the finalist artist (artist team) to withdraw from the competition if those objections are opposed to the City of Toronto's interests.

10. Questions & Contact

Artists may submit questions about any aspect of this competition by email to the following address: **publicartcompetitions@toronto.ca**.

Johnson Ngo – Johnson.Ngo@toronto.ca

Public Art Officer

City of Toronto, Economic Development & Culture, Arts & Culture Services