

AGENDA ITEM #: \_\_\_\_\_

DATE: May 8, 2017

COAC #: 17-6051

**CITY OF GOODYEAR  
CITY COUNCIL ACTION FORM**

<b>SUBJECT: FY18 Annual Public Art Plan</b>	<b>STAFF PRESENTER:</b> Guylene Ozlanski, Arts & Culture Coordinator  <b>CASE NUMBER:</b> N/A  <b>OTHER PRESENTER:</b> Laura Kaino, Goodyear Arts & Culture Commission Chairman
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**PROPOSED ACTION:**

Approve the FY18 annual Public Art Plan as recommended by the Arts & Culture Commission.

**BACKGROUND AND PREVIOUS ACTIONS:**

Article 3-9 “Public and Performing Arts Program” of the Goodyear Code of Ordinances identifies the arts as a process to beautify public space, promote economic development, and strengthen the sense of community. The ordinance provides that up to 1% of costs for eligible Capital Improvement Plan Projects may be allocated and appropriated in accordance with the City’s annual budget process to the Public Art Fund. Through the Goodyear Public Art Program, commissioned artwork is accessible to the public and experienced on a daily basis.

Accessible art within a community has a widespread impact and appeals to residents, tourists, and corporations. In the state of Arizona there are over 12,000 arts businesses and 50,000 employees working in the state’s art industry. The FY18 annual Public Art Plan emphasizes the use of local resources for city public art projects, engages the community in the public art process, and encourages Goodyear artists to become involved in all aspects of the arts in Goodyear.

As part of the “Public and Performing Art Ordinance”, the Goodyear Arts & Culture Commission shall make recommendations to Council for each immediate fiscal year and project expenditures for the next five fiscal years. The FY18 annual Public Art Plan was created to meet these key elements:

- Advance Goodyear Public Art and increase the inventory of quality public art experiences in the city
- Develop projects that engage the community and celebrate cultural heritage
- Integrate art into the architecture of municipal structures visited by the public

**STAFF ANALYSIS:**

The annual Public Art Plan includes recommended projects and budget for FY18 and a five-year projection for public art. The Mayor and Council are to review the plan and may amend or approve the FY18 public art project expenditures by increasing or decreasing the budget for

recommended projects. The Commission’s goal for the five-year plan is to include public artwork at new city facilities and outdoor spaces that are visited by the public and help define the identity of a community. The Commission has identified upcoming city projects within the current CIP and is requesting funding for public artwork to be included in the projects. For FY18, the Commission is recommending expenditures of \$155,000 for the projects detailed below. Along with project recommendations, staff and the Commission are in support of a pilot Traffic Cabinet Beautification Project to be funded by the Traffic Signal Asset Management program. For FY18 up to five cabinets will be aesthetically enhanced with applied artwork (wrapped or painted) at an estimated cost of \$1,200 - \$3,000 per cabinet. Should more expensive enhancements (metalwork) be desired by City Council, an alternative funding source will be required as the higher costs cannot be supported through the Traffic Signal Asset Management program. This pilot project will be developed with Council and the Arts & Culture Commission over the next several months.

**FY18 Recommended Public Art Expenditures for Council Approval**  
(Based on funding appropriations for the FY18-27 CIP and Asset Management budget)

<b>Funding</b>	<b>Fiscal Year</b>	<b>Budget Amount</b>	<b>Proposed Public Art Projects</b>
General Fund	FY18	\$155,000	<ul style="list-style-type: none"> <li>• \$ 5,000- Goodyear Mobile Museum</li> <li>• \$40,000- Fire Station 186</li> <li>• \$40,000- 181 Replacement Fire Station</li> <li>• \$20,000- Goodyear Community Park</li> <li>• \$50,000- Art Design Recreation Campus</li> </ul>
Asset Management	FY18	Up to \$3,000 per cabinet	<ul style="list-style-type: none"> <li>• Pilot Traffic Cabinet Beautification Project to be Developed (up to five cabinets)</li> <li>• Applied Artwork (wrapped or painted)</li> </ul>

**Future Projection for Public Art Expenditures for Informational Purposes:**  
(Based on funding appropriations for the FY18-27 CIP and Asset Management Budget)

<b>Funding</b>	<b>Fiscal Year</b>	<b>Budget Amount</b>	<b>Proposed Public Art Projects</b>
General Fund	FY19	\$385,000	<ul style="list-style-type: none"> <li>• Recreation Campus</li> </ul>
Asset Management	FY19	TBD	<ul style="list-style-type: none"> <li>• Traffic Cabinet Beautification Project</li> </ul>
General Fund	FY20	\$0	<ul style="list-style-type: none"> <li>• Funding Advanced to FY19</li> </ul>
General Fund	FY21	\$60,000	<ul style="list-style-type: none"> <li>• Goodyear 75<sup>th</sup> Anniversary</li> </ul>
General Fund	FY22	\$75,000	<ul style="list-style-type: none"> <li>• TBD</li> </ul>

**RECOMMENDATION:**

The Arts and Culture Commission is seeking Council approval for the FY18 annual Public Art Plan contingent upon funding appropriations for FY18. Public art expenditures of \$155,000 and pilot Traffic Cabinet Beautification Project (as listed above) are recommended per the “Public and Performing Arts Program” ordinance.

**ATTACHMENTS:**

FY18 Public Art Plan

FY18 Public Art Plan presentation