



FY18 Public Art Plan

Goodyear Arts & Culture Commission



Arts & Culture Commission

Arts & Culture Commission Members

Chairman Ms. Laura Kaino

Vice Chairman Ms. Melinda Donovan

Commissioner Mr. Brian Driscoll

Commissioner Ms. Kali Canedo

Commissioner Ms. Karen Olson

Commissioner Dr. Kyann McMillie

Commissioner Mr. Rex Lambert

Commissioner Dr. Joanna Szydlo-Moore

Commissioner Ms. Ingrid Coyle

Ex-Officio Bernadette Mills, Director
West Valley Arts Council

Annual Public Art Plan Steering Committee

Committee Member Mr. Brian Driscoll

Committee Member Ms. Laura Kaino

Committee Member Ms. Ingrid Coyle

Committee Member Ms. Bernadette Mills

Goodyear
arts
& culture
Commission

Arts & Culture Commission

Mission and Purpose:

The Commission provides leadership in developing a community identity through the arts that embraces, celebrates and unites all of our diverse histories, beliefs, cultures and aspirations. We strive to create public dialogue, advance education and inspire civic pride through the arts.

We do this by developing and promoting artistic excellence through Public Art that reflects our community's identity and values, creating exciting and economically viable Arts Events, providing Advocacy for the arts in private and public arenas, developing opportunities for Local and Emerging Artists and ensuring our children attain greater academic achievement through Arts Education.



Veterans Applying Tiles to the Base of Brotherhood

Goodyear Arts & Culture

The City's Arts & Culture Program strives to provide arts opportunities that enhance the sense of community in Goodyear. Through the promotion and organization of public and community art projects, exhibitions, special events, and the celebration of the fine and performing arts, all residents are encouraged to be involved. The arts elevate the quality of life for Goodyear residents and a vibrant arts program catalyzes the cities economic vitality through "cultural economy" by:

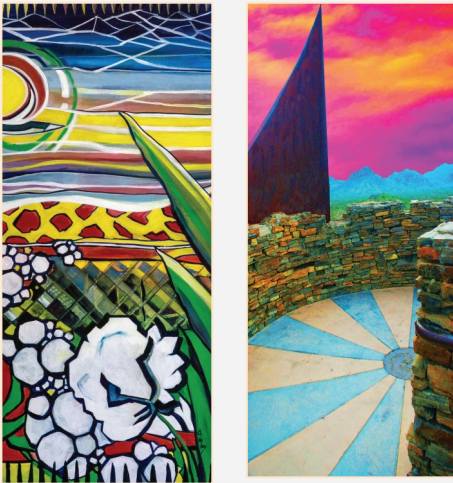
- Attracting new and visiting populations
- Integrating the vision of the community and business leaders
- Contributing to the development of a skilled workforce
- Creating a foundation for defining a sense of place

Goodyear Arts & Culture is redefining the arts in the West Valley, specifically in the area of public art. The Goodyear Public Art Program, under the direction of the Goodyear Arts & Culture Commission, continues to grow the permanent public art collection and is developing a dynamic portable and temporary collection that fully engages the viewer. Whether it is arts events, programs, or public art, Goodyear is the destination for the arts in the West Valley.



FY17 in Review

The Arts & Culture Division of the Parks & Recreation Department implements, acquires, and oversees the City's Public Art collection from the guidance of the Council appointed Goodyear Arts & Culture Commission. The Commission strives to meet community needs and to identify projects that are implemented with understanding of all stakeholders' desires for developing a sense of place and enhancing the quality of life in Goodyear.



- **Suspended Art: Light Pole Banners**

Four Goodyear artists have their work on display on 168 banners exhibited on light poles throughout the City. Each artist engaged the community in the process to identify the theme of the banner. The artwork will be on display April-October 2017.



- **Centennial Trail Markers**

Local teens created a visual timeline with 11 clay discs through the West Valley Arts Council's Gallery 37 program. These descriptive artworks, installed May 2017, will be seen along the entry trail at the Estrella Regional Park Nature Center. Explore the history of our area from the Hohokam to today's world of science and technology along this walking timeline.



- **Library Gathering Space**

Conceptualized by artist, Stephen Fairfield, this space includes sculptural seating, active lighting, and provides an aesthetic environment for the public to relax or host small programs at the Goodyear Branch Library.

FY18 Recommendations

Moving forward, the Arts & Culture Division will expand Public Art opportunities to grow Goodyear's economic vitality and provide a platform to visually express artistic excellence. The Arts & Culture Commission will continue to explore avenues on the best approach to install artwork that complements the urban environment and is accessible by many.

Expectation	Action
Execute Goodyear 2025 General Plan Recommendations	<ul style="list-style-type: none"> Integrate public art throughout the community Incorporate public art in city planning
Engage Local Goodyear Artists	<ul style="list-style-type: none"> Engage local artist in pilot Traffic Cabinet Beautification Project and Goodyear Community Park project
Advance Goodyear Public Art	<ul style="list-style-type: none"> Increase inventory of public artwork Provide quality arts experiences for all
Promote Arts Education	<ul style="list-style-type: none"> Mobile Museum accessible to local schools Develop curriculum and identify artists to become Teaching Artists using Goodyear Public Art as content in Local Schools



Art is Alive: Teen Skateboard Painting



Youth Art Show: Ballpark Team Shop



Brotherhood: Veteran Applying Mosaic

FY18 Projects

For FY18 the Goodyear Arts & Culture Commission recommends projects to keep local artists engaged, to include public art in city planning, and identify locations for artwork in places visited by the public.

FY18 Projects	Expenditure	Description	Project Goal
Mobile Museum	\$ 5,000 General Fund	<ul style="list-style-type: none"> • Increase exhibit materials • Improve on structure 	<ul style="list-style-type: none"> • Continue to share Goodyear history • Develop a GMM in Schools program
Fire Station 186	\$40,000 General Fund	<ul style="list-style-type: none"> • Architecturally integrated public art that captures the essence of the neighborhood where station is built 	<ul style="list-style-type: none"> • Include public art on new city facilities
Replacement 181 Fire Station	\$40,000 General Fund	<ul style="list-style-type: none"> • Architecturally integrated public art that captures the essence of the neighborhood where station is built 	<ul style="list-style-type: none"> • Include public art on new city facilities
Goodyear Community Park	\$20,000 General Fund	<ul style="list-style-type: none"> • Beautify stage apron and enhance the area through applied artwork 	<ul style="list-style-type: none"> • Provide artwork in high traffic gathering space • Engage community in the public art process
Art Design Recreation Campus	\$50,000 General Fund	<ul style="list-style-type: none"> • Multi-sensory experiential public artwork 	<ul style="list-style-type: none"> • Engage visitors • Focal point/centerpiece of the Recreation Campus
Traffic Cabinets	Up to \$3,000 per cabinet Traffic Signal Asset Mgt.	<ul style="list-style-type: none"> • Pilot Traffic Cabinet Beautification Project to be developed (up to five cabinets) • Applied Artwork (wrapped or painted) 	<ul style="list-style-type: none"> • Project to beautify traffic cabinets • Engage community where cabinets are located

Five-Year Forecast

The Arts & Culture Commission future projection for public art expenditures reflect the continuation of both the Recreation Campus project that will be designed in FY18 and the Traffic Cabinet Beautification Project if the pilot is successful in FY18.

Fiscal Year	Project	Expenditure	Description
FY19	Recreation Campus	\$ 385,000 General Fund	<ul style="list-style-type: none"> Fabricate and Install experiential artwork designed in FY18 at new Recreation Campus
FY19	Traffic Cabinet	TBD	<ul style="list-style-type: none"> Traffic Cabinet Beautification Project
FY20	Advanced to FY19	\$0	<ul style="list-style-type: none"> Funding advanced to FY19
FY21	Goodyear 75th Anniversary	\$60,000 General Fund	<ul style="list-style-type: none"> Historical installation to celebrate Goodyear's past and future
FY22	TBD	\$75,000 General Fund	<ul style="list-style-type: none"> TBD



Veterans Tribute:
Chalk Art Artist



Art in the Park



Tale of Two Cities
Goodyear Float



Musical Sculptures

Summary

Goodyear Arts & Culture has demonstrated a successful period of growth with a 97% satisfaction rating from arts participants. FY16 arts programming reached over 17,500 participants and FY17 is on trend to bring the arts to over 20,000.

During FY17 the Arts & Culture division, under the recommendation of the Arts & Culture Commission, accomplished the following:

- Collaborated with engineering to install two public art installations located at:
Goodyear Ballpark Plaza
Police Operations Facility
- Arts & Culture successfully completed public art projects for:
Goodyear Light Pole Banners
Centennial Trail Markers on exhibit at the Estrella Nature Center
- Hosted a multitude of highly successful events including:
Goodyear Lakeside Music Festival
Ballet Under the Stars
Chalk Art in the Park
- Organized quality programs to engage a diverse audience:
Follow your Art: Artists Professional Development
Hot Coffee Art Lectures
Art in the Park
Creative Aging
Library Fine Art Exhibits
Mayor Select Youth Scholarship Program

The Commission's Overarching goal for the FY18 Annual Public Art Plan is identify locations for public art that are highly interactive, engage the community, and are located in areas visited by the public.

