



Arts & Culture Commission



Goodyear Skate Park Mural: Mural Mentoring Program in partnership with Catitude Gallery and seven local teen artists

Annual Art Plan FY2021



Goodyear FY2020 Light Pole Banners: Goodyear Residents– Alice Slack, Yunie LeNoue, Bailey Rose and Kyoko Iwasaka

Arts & Culture Commission

Arts & Culture Commission Members

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Ex-Officio Melody Kokora,

West Valley Arts Council



Goodyear
arts
& culture
Commission

Goodyear Arts & Culture Commission 2020 Retreat

Arts & Culture Commission

Mission and Purpose:

The Commission provides leadership through the Arts, bringing community together to celebrate our diverse histories, beliefs, cultures, and aspirations. We strive to beautify the city, create public dialogue, advance education, and inspire civic pride.

We promote artistic excellence through public art that reflects our community's identity and values, create economically viable and enriching arts events, provide Arts advocacy in private and public arenas, develop opportunities for local and emerging artists, and support greater academic achievement through arts education.



Creative Aging



Youth Theater Camp



Zero 2 Design



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 creates "cultural economy" and catalyzes the cities economic vitality 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 Lakeside Music Fest 2019

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 residents. Our programs strive to create a "Culture of Art" throughout Goodyear. Whether it is Arts events, programs, or public art, Goodyear is the destination for the Arts in the West Valley.



FY20 Public Art 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.

- Public Art Banners

Yunie LeNoue, Alice Slack, Kyoko Iwasaka and Bailey Rose created four new art banners to be exhibited on 160 light poles throughout Goodyear. Their designs were created from community feedback about "what is beautiful in Goodyear". Public art banners provide an opportunity for art to be enjoyed as we travel from one destination to another in our automobiles.



- Traffic Cabinets

Maria Bueno, Ewa Bugala, Nathan Butt, Nathan Carmichael, Debra Goley, Carson Grier, Jessica Kerr, Adam Turner, Ryan Williams and Esther Wodrich are adding art to 10 traffic cabinets located on Estrella/Pebble Creek Parkway, Litchfield Rd., Yuma Rd., and McDowell. The artwork reflects each of the artists unique style and tells a story about the geographic area the cabinet is located in.

- Skate Park Mural

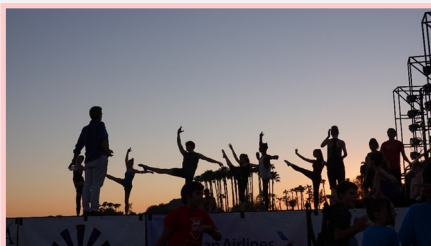
In partnership with Catitude Arts, a Goodyear non-profit Arts organization, seven local teens worked with mentor artist Bonnie Lewis to design a new mural at the Goodyear Skate Park. The mural design was inspired by park users and was heavily influenced by the natural beauty of the environment while celebrating the amenities of the skate park. This mural provides park users an "instagramable" backdrop to highlight Goodyear.



Arts & Culture Goals

The Arts & Culture Division continues to expand Arts opportunities to grow Goodyear's economic vitality and provide a platform to express artistic excellence.

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
Build a "Culture of Art"	<ul style="list-style-type: none"> Engage local artists Explore best approach to installing artwork that complements the urban environment and is accessible by many
Advance Goodyear Public Art	<ul style="list-style-type: none"> Explore opportunities for temporary artworks that are community responsive and have a lower fiscal impact Creation of a Story Map to bring attention to our public art collection as "Points of Pride" in Goodyear
Arts for All	<ul style="list-style-type: none"> Engaging and innovative programming for all demographics of residents
Promote Arts Education	<ul style="list-style-type: none"> Mobile Museum accessible to local schools Work with community partners to connect local artists with students to increase youth exposure to the Arts



Ballet Under the Stars



Chalk Art in the Park



Youth Theater Camp

Current Public Art Projects

The Goodyear Arts & Culture Commission is currently working with the community and project stakeholders on the following public art projects as approved by Council through the annual budget process. By including public art at new city facilities we are meeting the goal of the Goodyear 2025 General Plan.

Public Art Project	Description	Project Goal	Approved Funding Level
Public Art Light Pole Banners	<ul style="list-style-type: none"> Artwork displayed on 160 light poles throughout Goodyear 	<ul style="list-style-type: none"> Exhibiting fine art in an underutilized area as people see our city from their car 	\$8,000
Traffic Cabinets	<ul style="list-style-type: none"> Artistic enhancement to functional infrastructure 	<ul style="list-style-type: none"> Engage local artists to Beautify the urban streetscape 	\$28,000
Fire Station 181	<ul style="list-style-type: none"> Freestanding memorial artwork that pays homage to Goodyear Firefighters. Project completion aligned with construction of station 181. 	<ul style="list-style-type: none"> Include public art at new city facilities 	\$40,000
Fire Station 186	<ul style="list-style-type: none"> Freestanding sculptural artwork to enhance and identify the fire station. Project completion aligned with construction of station 186 	<ul style="list-style-type: none"> Include public art at new city facilities 	\$40,000
Civic Square	<ul style="list-style-type: none"> Artwork to have destination appeal and provides visitors a unique experience to transition through the art installation Artwork will cohesively meld with the overall design and aesthetic of the project 	<ul style="list-style-type: none"> Include public art at new city facilities Create an iconic experience that encourages repeat visits 	\$470,000
Recreation Campus	<ul style="list-style-type: none"> Multi-sensory kinetic public art installation. Project completion aligned with Rec Campus construction. 	<ul style="list-style-type: none"> Include public art at new city facilities Interactive and create a focal point for the Rec Campus 	\$523,000

Recommended Working Public Art Plan

The Goodyear Arts & Culture Commission is recommending the following projects, to be considered over the next five years, during the city's annual budget process. The project goals include: engaging local artists, including public art in city planning, identifying locations for artwork in places easily accessible to the public, and to maintain the current collection.

Recommended Project	Fiscal Year	Description	Project Goal	Recommended Funding Level
Fire Station 188	2021	<ul style="list-style-type: none"> Architecturally integrated art aligned with construction of station 188 	<ul style="list-style-type: none"> Include public art at new city facilities 	\$100,000
Traffic Cabinets	2022	<ul style="list-style-type: none"> Engage community and local artists to utilize applied artwork to embellish traffic cabinets 	<ul style="list-style-type: none"> Encourage civic pride Beautify the city with embellished traffic cabinets 	\$2,500-\$4,000 per cabinet
Bullard Wash Park	2023	<ul style="list-style-type: none"> Sculptural panels to activate the linear park and engage visitors in a unique experience 	<ul style="list-style-type: none"> Instill civic pride and celebrate our shared history 	\$250,000
Western Ave. Gateway	2024	<ul style="list-style-type: none"> Artist created archway over Western Avenue to create a sense of arrival 	<ul style="list-style-type: none"> Announce entry to Goodyear utilizing artwork to create place. 	\$380,000



Conceptual Architecturally Integrated



Conceptual Sculptural Panels



Conceptual Gateway Monument

Future Public Art Forecast

The Goodyear Arts & Culture Commission is moving toward consideration of the following projects that meet the Commission goals of engaging local artists, capital projects, maintaining assets and focusing on “areas” of the city that currently do not have permanent public art installations.

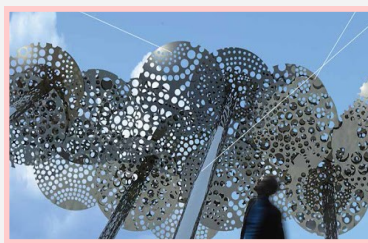
Project Under Consideration	Description	Project Goal
Goodyear Community Park-Public Art Shade Element	<ul style="list-style-type: none"> Artist created functional aesthetic public artwork that will create a landmark for the Community Park 	<ul style="list-style-type: none"> Provide shade and define the plaza/stage
Parque de Paz	<ul style="list-style-type: none"> Public art installation that involves the surrounding community in the design and creation 	<ul style="list-style-type: none"> Area without permanent public artwork Community building and placemaking
Public Art Installation: South Goodyear	<ul style="list-style-type: none"> Create artwork that beautifies South Goodyear Commission is exploring various methods such as ROW installation, application to pathways and elevated artworks. 	<ul style="list-style-type: none"> Area without permanent public artwork Create a sense of arrival
Destination Public Art: Geographic Center of Goodyear	<ul style="list-style-type: none"> Create a sculptural artwork at the geographic center of Goodyear 	<ul style="list-style-type: none"> Design artwork that is unique and off the beaten path to attract cultural tourist to the City



Conceptual Public Art:
Stop Sign



Conceptual Community
Building Public Art



Conceptual Public Art:
Shade Structure



Conceptual Destination Public Art:
Seven Magic Mountains

New Arts Programming

The Goodyear Arts & Culture Commission continues to approach Goodyear Arts holistically to include performing Arts, cultural opportunities and educational programs for all. The Commission is recommending the following programs to be considered over the next five fiscal years. Programming is contingent on budget approval and will be considered by Council during the Annual Budget process.

Recommended Project	Description	Project Goal
Shakespeare in the Park	<ul style="list-style-type: none"> A free outdoor performance of Shakespeare employing a community theater approach Utilize the amphitheater at Bullard Wash Park 	<ul style="list-style-type: none"> Make theater readily available to people of all walks of life Engage local community members in the art of performance
Goodyear Rocks	<ul style="list-style-type: none"> Partnership with Alice Cooper Solid Rock Teen Center Local musicians perform an outdoor live concert 	<ul style="list-style-type: none"> Provide a platform for local youth musicians to perform Kick-off a new free special event to feature Rock music
Holiday Variety Concert	<ul style="list-style-type: none"> Host a holiday concert of a variety of West Valley performing artists. Partners include WV Symphony, WV Chorale, local high schools, Gaslight Theater Company and others. 	<ul style="list-style-type: none"> Partnership with local schools to host event in Performing Arts Center Provide a seated, ticketed event to our Arts event line-up
Historic Goodyear Mural Program	<ul style="list-style-type: none"> Identify locations in historic Goodyear to use art to visually illustrate the vibrant history of the area 	<ul style="list-style-type: none"> Provide skills training to local teens from Goodyear Follow your Art Jr. to beautify the City
Poetry Illuminated: Art in the Park after Dark	<ul style="list-style-type: none"> Solicit original poetry from residents that will be illuminated on the sidewalks for a nighttime installation at various parks 	<ul style="list-style-type: none"> Provide a new creative writing experience Connect people to the larger Arts community



Mayor Select Artist Reception: Teen Musician



Goodyear Arts & Culture Commission Providing New Cultural Opportunities



Hot Coffee Art Lectures



Community Activities: Chalk Art in the Park

Summary

Goodyear Arts & Culture continues to demonstrate excellence with a 99% satisfaction rating from Arts participants with surveys demonstrating that 100% of participants would recommend Goodyear Arts to a friend.

During FY20, the Arts & Culture Division, under the recommendation of the Arts & Culture Commission, has accomplished the following:

- **Completed public art installations:**

- Four New Light Pole Banners*
 - Goodyear Skate Park Mural*

- **Design complete for public art installations:**

- Kinetic experiential artwork for the new Goodyear Recreation Campus*
 - Permanent artwork at Fire Station 181 and 186*
 - Ten artist embellished traffic cabinets*

- **Hosted highly successful events including:**

- Ballet Under the Stars*
 - Chalk Art in the Park*
 - Vision & Sound: an African American Experience*

- **Organized quality programs to engage a diverse audience:**

- Hot Coffee Art Lectures*
 - Library Fine Art Exhibits*
 - Summer Youth Theater Camps*
 - Creative Aging*
 - Virtual Arts Experiences*
 - Gingerbread House Community Contest*

- **Supported Arts education:**

- Follow your Art*
 - Mobile Museum in the Schools*
 - Mayor Select Youth Scholarship Program*

The Commission's goal for the FY2021 Annual Art Plan includes a focus on public art and a renewed attention to the performing Arts. Through collaborative community-engaged process public art, events, programs and education will thrive. Data demonstrates that in the West Valley, total Arts attendance was 590,000 and the average expenditure per person was \$16.60 (Americans for the Arts, 2017). The Arts consistently contribute to a positive fiscal impact on the economy and Goodyear Arts & Culture strives to build a robust "Cultural Economy" in Goodyear. The Commission understands the importance of the Arts and will continue to recommend projects and programs that fulfill this need.