

AGENDA ITEM #: _____

DATE: June 8, 2020

CAR #: 2020-6955



CITY COUNCIL ACTION REPORT

SUBJECT: FY2021 Annual Public Art Plan

STAFF PRESENTER(S): Guylene Ozlanski, Arts & Culture Administrator

OTHER PRESENTER(S): Fran Fee, Chairman Arts & Culture Commission and Aubrie Jones, Arts & Culture Commission Public Art Committee

Summary: The Goodyear Arts & Culture Commission will present the recommended FY2021 Annual Public Art Plan, per the Public and Performing Arts Ordinance, for Council consideration and approval.

Recommendation:

Approve the FY2021 Annual Public Art Plan as recommended by the Arts & Culture Commission

Fiscal Impact:

The Parks & Recreation Department has submitted project requests for consideration with citywide CIP project and supplemental budget decisions. Current public art projects were funded and approved per the City's annual budget process. Funding for recommended projects will be considered by Council in the immediate fiscal year during the annual budget process.

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 "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. Through the Goodyear Public Art program, commissioned artwork will be 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 Arizona, there are over 17,000 arts businesses and 56,000 employees currently working in the state's art industry. Annually in the West Valley, total attendance at arts events and programming was 590,000 with an average expenditure of \$16.60 per person

(Americans for the Arts, 2017). The Annual Public Art Plan emphasizes the use of local resources for city 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 City Council for each immediate fiscal year and project expenditures for the next five fiscal years.

The FY2021 Annual Public Art Plan meets these key elements:

- Advance Goodyear public art and increase the number of quality public art experiences in the city
- Develop projects that engage the community
- Integrate art into the architecture of municipal structures visited by the public
- Identify areas of the city that do not have permanent public artwork installed

Staff Analysis

The Arts & Culture Commission is currently working on the following funded projects, approved by City Council, during the annual budget process.

Current Public Art Projects

Project	Description	Project Goals	Funding Level
Public Art Light Pole Banners	Artwork displayed on 160 light poles throughout Goodyear	Exhibiting fine art in an underutilized area as people see our city from their car	\$8,000
Traffic Signal Cabinet Murals	Artistic enhancement to functional infrastructure	Engage local artists to beautify the urban streetscape	\$28,000
Fire Station 181	Free standing memorial artwork that pays homage to Goodyear Firefighters. Project completion aligned with construction of station 181	Include public art at new city facilities	\$40,000
Fire Station 186	Freestanding sculptural artwork to enhance and identify the fire station. Project completion aligned with	Include public art at new city facilities	\$40,000

	construction of station 186		
Civic Square	Artwork to have destination appeal and provides visitors a unique experience to transition through the art installation	Include public art at new city facilities and create an iconic experience that encourages repeat visits	\$470,000
Goodyear Recreation Campus	Interactive, kinetic public art installation. Project completion aligned with Rec Campus construction.	Provide a unique experience that engages visitors and creates a focal point for the Rec Campus	\$523,000

The Arts & Culture Commission's goal for the FY2021-2025 five-year plan is to include artwork at new city facilities and outdoor public spaces. This artwork will help to define the identity of the community and those that call it home. The Arts & Culture Commission recommends the following projects, to be considered in the respective fiscal year, during the annual budget process. City Council may amend this plan, as they deem appropriate.

Recommended Public Art Projects

(Subject to funding appropriations for the FY2021-2025 annual CIP and Supplemental process)

Fiscal Year	Recommended Project	Description	Project Goals	Recommended Funding Level
FY2021	Fire Station 188	Architecturally integrated artwork to be aligned with station 188 construction	Include public art at new city facilities	\$100,000
FY2022	Traffic Cabinets	Engage community and local artists to utilize applied artwork to embellish traffic cabinets	Encourage civic pride and beautify the city through artist embellished traffic cabinets	\$2,500-\$4,000 Per cabinet
FY2023	Bullard Wash Park	Sculptural panels to activate the linear park and engage visitors in a unique experience	Instill civic pride and celebrate our shared history	\$250,000
FY2024	Western Ave. Gateway	Proposed archway over Western Ave.	Announce entry to	\$380,000

		to create a sense of arrival	Goodyear utilizing artwork to create place	
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Furthermore, The Commission is moving toward consideration of the following projects to meet the goals of engaging local artists, maintaining assets and installing permanent public artworks that encourage visits to destinations throughout the city.

Future Forecast

Project Under Consideration	Description	Project Goal
Public Art Shade Structure Goodyear Community Park	Artist to design an artistic shade structure, freestanding or attached, at concession building	Provide needed shade with an artistic aesthetic approach
Parque de Paz	Public art installation that involves the surrounding community in the design and creation	Community building and placemaking artwork in an area without permanent public artwork
Public Art: South Goodyear	Commission is exploring opportunities to reflect the community of south Goodyear through various methods such as ROW installation, applications to pathways and elevated artworks.	Placemaking in an area without permanent public artwork
Destination Public Art: Geographic Center of Goodyear	Create a sculptural artwork at the geographic center of Goodyear	Design artwork that is unique and off the beaten path to attract cultural tourist to the City

The Commission continues to identify innovative Arts programming that positions Goodyear to be the hub for the Arts in the West Valley.

Attachments

FY2021 Public Art Plan