

Annual Public Art Plan Fiscal Year 2021

Presented:

Goodyear Arts & Culture Commission
June 8, 2020

Fran Fee
Chairman

Aubrie Jones
Public Art Committee

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Public Art Light Pole Banners
Installed May 2020





Goodyear Branch Library
Fine Art Exhibits



2019 Goodyear
Lakeside Music Fest

Annual Public Art Plan

- Goodyear Arts & Culture Commission
- Highlights of FY20
- Recommendations for public art projects

Goodyear Arts & Culture Commission

Virtual 3D Exhibits



Live Virtual Daily Concerts



Chalk on the Walk



Live Paint Parties

- Mission
- Engage and support community through art
- Creating a sense of place that enhances quality of life

Arts & Culture Highlights FY20

- **Public Art**

- Light Pole Banners
- Fire Stations 181 & 186
- Recreation Campus
- Traffic Cabinets

- **Arts in Education**

- Mobile Museum in Schools

- **Arts Events and Programs**

- Vision & Sound: an African American Experience
- Fine Art Exhibits
- Virtual Arts



Creative Aging

Gingerbread Exhibit



Vision & Sound



Artist in
Schools



Goodyear Public Art Program Will:

- Creates a sense of place
- Enhance and beautify the built environment
- Instill community pride
- Provide cultural and social value
- Increase economic attractiveness and promote development
- Establish a “Culture of Art” throughout Goodyear



High School Challenge:
Chalk Art in the Park 2019



Mural Mentoring Teens 2019:
Goodyear Skate Park

Public Art Program Goals



Commission Engagement



Deliver New Arts Experiences



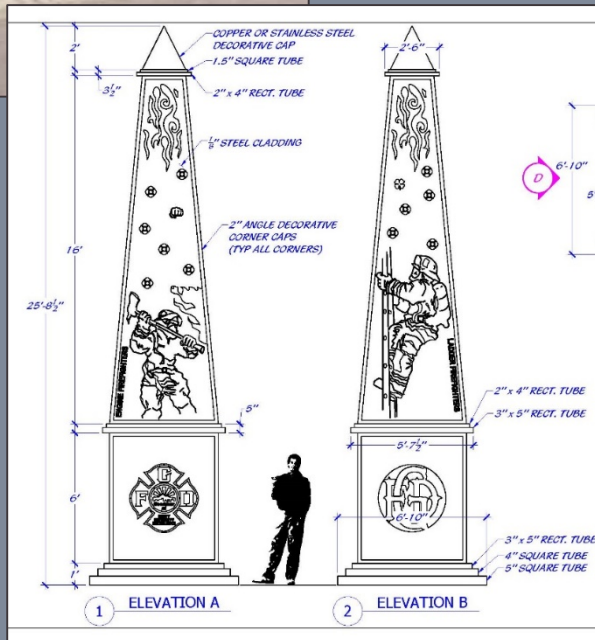
Connect Local Artists

- Meet recommendations of Goodyear 2025 General Plan
 - Integrate public art throughout the community
 - Incorporate public art in city planning
- Utilize local artists and involve Goodyear businesses to enhance Goodyear's economic vitality
- Ensure community participation in the public art process

Current Public Art Projects

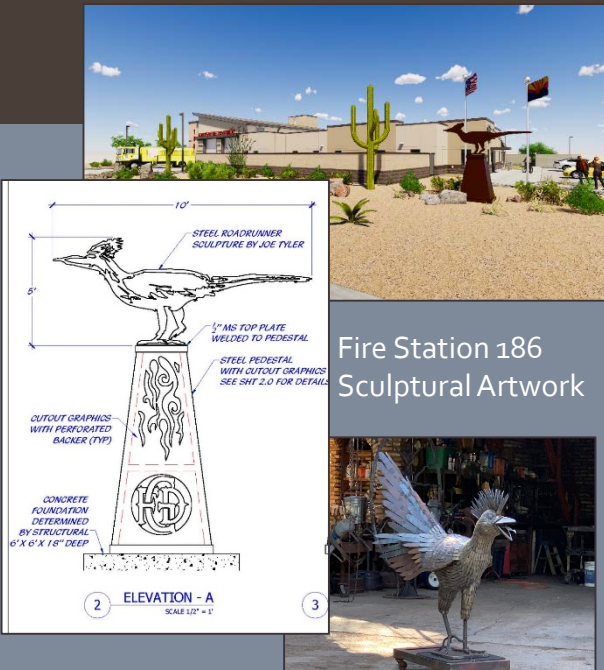


Fire Station 181
Memorial Artwork



Project	Description	Approved Funding Level
Light Pole Banners	<ul style="list-style-type: none"> Four Goodyear artists designed artwork to be displayed on 160 light poles. This project brings art to those that see our city from their automobile. 	\$8,000
Traffic Cabinets	<ul style="list-style-type: none"> Local artists created community inspired designs to be applied on 10 traffic cabinets. The program beautifies Goodyear by aesthetically enhancing functional infrastructure. 	\$28,000
Fire Station 181	<ul style="list-style-type: none"> Freestanding memorial artwork that pays homage to Goodyear Firefighters. Installation aligned with construction. 	\$40,000

Current Public Art Projects



Project	Description	Approved Funding Level
Fire Station 186	<ul style="list-style-type: none"> Freestanding sculptural artwork to enhance and identify the fire station. Project completion aligned with construction. 	\$40,000
Civic Square	<ul style="list-style-type: none"> Destination appeal artwork that creates a unique environment for visitors to experience. Project completion aligned with construction. 	\$470,000
Goodyear Recreation Campus	<ul style="list-style-type: none"> Multi-sensory kinetic public art that encourages visitor interaction. Project completion aligned with Rec Campus construction. 	\$523,000

Public Art Project Recommendations

Project	Fiscal Year	Description	Project Goal	Recommended Funding Level
Fire Station 188	2021	<ul style="list-style-type: none"> Architecturally integrated public 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 local artists to utilize applied artwork to embellish traffic cabinets Work with the immediate community to identify cabinet design theme 	<ul style="list-style-type: none"> Encourage civic pride Beautify the city through embellished 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 at this historic south-eastern entry point 	<ul style="list-style-type: none"> Announce entry to Goodyear utilizing artwork to create place 	\$380,000



Architecturally Integrated



Architecturally Integrated



Traffic Cabinets



Sculptural Panels



Public Art Archway

Annual Public Art Plan
Fiscal Year 2021



Future Forecast

Conceptual Imagery



Conceptual Public Art:
Stop Sign



Conceptual Public Art:
Shade Structure



Conceptual Community
Building Public Art



Conceptual Destination Public
Art: Seven Magic Mountains

Recommended Project	Description	Project Goal
Goodyear Community Park: Art Shade Element	<ul style="list-style-type: none"> • Functional aesthetic public artwork to create a landmark at Goodyear Community Park 	<ul style="list-style-type: none"> • Provide shade and define the stage area
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 public artwork • Community building and placemaking
Public Art Installation: South Goodyear	<ul style="list-style-type: none"> • Artwork creates an identity and beautifies South Goodyear • Commission is exploring various methods such as ROW installation, application to pathways and elevated artwork 	<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 sculptural artwork at the geographic center of Goodyear 	<ul style="list-style-type: none"> • Design artwork that is off the beaten path to attract cultural tourist

Programming Opportunities

Community Theater:
Shakespeare in the Park



Palmateer Park:
Well Site

Illumination:
Art in the Park
After Dark



Program	Description	Goal	Proposed Budget
Shakespeare in the Park	<ul style="list-style-type: none"> Free outdoor Shakespearean performance 	<ul style="list-style-type: none"> Engage local community in theater 	\$15,000
Goodyear Rocks	<ul style="list-style-type: none"> Partnership with Alice Cooper Solid Rock 	<ul style="list-style-type: none"> Create opportunity for youth musicians 	\$12,000
Holiday Variety Concert	<ul style="list-style-type: none"> Host a holiday concert featuring West Valley performing artists 	<ul style="list-style-type: none"> Work with local high school arts center to produce a concert for families 	\$10,000
Historic Goodyear Mural Program	<ul style="list-style-type: none"> Local teen created murals located in historic Goodyear that visually illustrate the vibrant history of the area 	<ul style="list-style-type: none"> Provide a work-study program for local teens Beautify historic Goodyear 	\$2,500- \$10,000 Per mural
Art in the Park after Dark: Poetry Illuminated	<ul style="list-style-type: none"> Solicit original poetry from residents to be illuminated on the sidewalk for a night time installation 	<ul style="list-style-type: none"> Provide a creative writing experience and connect people to the larger Arts community 	\$2,500

Summary



Art in the Park



Commission Retreat 2020

- Impact of Goodyear Arts & Culture
- Project Recommendations
- Approval of Annual Art Plan