

Scottsdale Public Art Master Plan

MISSION AND GOALS

The mission of the Scottsdale Public Art Program is to make Scottsdale one of the most desirable communities in the country in which to live, work, and visit by incorporating art and design projects throughout. As a central defining characteristic of our community, public art enhances Scottsdale's unique character, image, and identity creating a strong "sense of place."

Achievement of this mission will be accomplished by addressing the following goals:

- ✿ ensure that Scottsdale remains a leader in providing art and cultural amenities for its residents and visitors resulting in a community that is vital, sustainable, and inspired;
- ✿ provide art and design projects of the highest quality throughout the community resulting in a "museum without walls" making art accessible to all;
- ✿ integrate the work and thinking of artists into the planning and design of our built environment in order to make Scottsdale a better place to live, work, and play;
- ✿ further beautify Scottsdale's natural environment through the incorporation of art and design projects of the highest quality that enliven, educate, and inspire;
- ✿ stimulate the local economy as a result of making Scottsdale a preferred destination for residents and businesses as well as a key center for culture, recreation, and tourism;
- ✿ Build a legacy of art and culture to serve future generations.

STRATEGIES

1. Future Public Art Project Commissions

1.1

Develop new projects and related programs that distinguish Scottsdale's Public Art Program, build on strengths of the current Public Art Collection, and/or contribute to areas of need in the collection (FY '04 – FY '09).

1.2

Commission signature projects of greater impact in lieu of multiple smaller projects.

✿ 1.2.1

Secure strong funding base to enable commissioning of signature project(s). Commission signature works (rather than large numbers of smaller projects with less potential impact) (FY'05 – '09).

✿ 1.2.2

Commission works by artists of international renown that will make Scottsdale public art a must see destination attraction (FY'05 – '09).

✿ 1.2.3

Develop plan for a model signature project within the downtown waterfront area (FY'04 – '05).

1.3

Develop a plan to enliven the community and promote interest of Scottsdale as a destination through changing temporary public art projects (FY'06).

Develop programs modeled after Public Art Fund, Creative Time, etc. resulting in event based, high quality public art destination attractions (e.g. Louise Bourgeois *Spider*, Jeff Koons *Puppy*, *Chicago Cows*, etc.)

1.4

Develop and commission projects that celebrate Scottsdale's unique Sonoran desert environment and our region's populations (FY'05–'09).

The physical environment of Scottsdale is viewed as one of the most positive attributes of the city- this is a constant thread in the City's vision of itself. Preserving and calling attention to the environment should be a central theme in future projects.

1.5

Continue to develop projects that serve a broad base of the community (FY'04–'09).

Continue to reflect the diverse tastes and needs of the community within the Public Art Collection in order to serve a broad constituency.

- ✿ **1.5.1**
Continue to develop meaningful projects that provide opportunities for community participation, input, and collaboration (FY'04–'09).
- ✿ **1.5.2**
Continue providing opportunities for emerging artists (FY'04–'09).
- ✿ **1.5.3**
Develop projects that reflect our cultural heritage and the diversity of our populations (e.g. neighboring Native American communities, Yaqui, etc.) (FY'05–'09).
- ✿ **1.5.4**
Develop formal guidelines to ensure quality citizen initiated projects, memorials, and other tribute based projects (FY'05– '09).

2. PUBLIC OUTREACH & EDUCATION

2.1

Define and develop a strong public art education and community outreach program.

- ✿ **2.1.1**
Develop framework plan for education and community outreach program and outreach to area schools. Create an Art Masterpiece “public art kit” or other educational materials (e.g. Pima Freeway; *Fish Wall*; *Love*) (FY'05-'06).
- ✿ **2.1.2**
Build active docent outreach program for public art; utilize docents to develop public art outreach within existing educational program framework (FY'05).
- ✿ **2.1.3**
Expand educational information available via print materials and internet (FY'05).
- ✿ **2.1.4**
Develop evaluation materials in order to measure program success and be responsive to public needs (FY'05).

2.2

Establish a comprehensive communications plan to achieve local, regional, and national recognition for the program and its projects.

- ✿ **2.2.1**
Design campaign to secure local, regional, and national recognition of program. Strengthen internet presence and linkages for this purpose. (FY'05 - 06).
- 2.2.2**
Strengthen connection with city's Communication Department and City Cable Television. Seek City support in jointly marketing the program and providing public information via the vehicles in place (FY'04).
- ✿ **2.2.3**
Develop a marketing campaign designed specifically to build local public awareness of the program's breadth, scope, and value to the community (FY'05).
- ✿ **2.2.4**
Develop formal link to the Scottsdale Tourism and Convention and Visitor's Bureau (e.g. the Culture Quest Program) and related initiatives within the Scottsdale Cultural Council (FY'05).

✿ **2.2.5**

Produce and widely distribute a public art map/guide--with the aid of the Convention and Visitor's Bureau, hotel concierges, etc. (FY'06).

2.3

Develop projects and events that celebrate public art and ultimately build a strong constituency for the program (e.g. Public Art Day; dedications; educational displays) (FY'05 –'09).

Continue to produce events like Public Art Day and create new events that allow for collaboration with the Scottsdale Museum of Contemporary Art (SMoCA), Scottsdale Center for the Arts, and other collaborative partners associated with the Scottsdale Cultural Council (e.g. ASU's Creative Writing Program; the New Foundation; Free Arts for Abused Children; Scottsdale Community College; and the Salt River Pima Maricopa Indian Community). Such programs draw on the rich resources within the Cultural Council program areas and capitalize on the unique ability of the organization to provide multi-disciplinary events that other Valley venues are not positioned to produce.

3. SCOTTSDALE FINE ART COLLECTION

Formally divide the Scottsdale Fine Art Collection and create trust structure in which to hold it. Provide secure funds to protect, conserve, restore, and preserve the art collections for future generations.

3.1

Formally divide the Scottsdale Fine Art Collection into separate collections: the Scottsdale Museum of Contemporary Art Collection, the Public Art Collection, and the Municipal Collection. The Public Art and Municipal Collections will continue to be managed by the public art staff and the Public Art and Collections Committee (PACC); management of the Museum Collection will be transferred to museum staff and the Scottsdale Museum of Contemporary Art Committee (FY'04).

3.2

Create a trust or alternative structure in which to permanently protect and hold city collections (FY'05).

3.3

Develop plan and secure funding for long term maintenance and conservation of collections (FY'05 –'09).

3.4

Expand and professionalize museum vault storage space to enable growth of all collections (FY'05 –'09).

3.5

Assess value of municipal loan program and cost of providing the amenity to city staff (FY'05).

4. FINANCIAL STABILITY

Develop plan to provide sufficient financial resources for the future program and its projects. The current funding base for the program comes from a percentage of Capital Improvement Project (CIP) funds; CIP funds are projected to greatly diminish over the next five years and will not be sufficient to support the program or projects.

4.1

Work with city staff and city officials to identify adequate financial resources to ensure program stability in the future (FY'04 –'08).

4.2

Appoint Public Art Master Plan Task Force (citizen & staff based) to work with city staff & officials to:

✿ **4.2.1**

Assess viability of current ordinance as interpreted as key funding source for program and projects in the future (FY'04).

☀ **4.2.2**

Work with city staff and officials to create viable funding mechanism to provide program stability in face of diminishing Capital Improvement Project (CIP) allocations. Identify alternative funding source(s) to support the program and its projects (FY'04 –'05).

☀ **4.2.3**

Evaluate interpretation and implementation of governing percent for arts ordinance (ordinance #1836, adopted 1985), related legislation and policy documents (FY'04).

☀ **4.2.4**

Evaluate need for increased subsidy from the city to the Scottsdale Cultural Council to support full cost of public art program and project administration; request increase to Scottsdale Cultural Council budget and commitment to fund total program administration related costs as ongoing part of annual budget allocation (FY'04– '05).

4.3

Advocate for amending or abandoning city policy that restricts use of funds to enable “pooling of funds” to create projects with a greater impact that will better serve the community.

☀ **4.3.1**

Work with city staff and officials to develop funding mechanism to enable pooling of funds for public art projects rather than being tied to the strict one percent allocation at individual sites. Pooling of funds will enable the commissioning of larger projects of note rather than larger numbers of smaller projects with less potential impact (FY'04-'05).

☀ **4.3.2**

Advocate to include funding for public art projects in future bond initiatives (FY'04-'09).

4.4

Art in Private Development Ordinance (ordinance: #2018 adopted 1988): Evaluate potential of strengthened, expanded ordinance as program funding source.

Advocate for expanding ordinance making it a citywide requirement.

Work with city staff and officials to Improve efficiencies in submittal process and strengthen ordinance enforcement authority. Strengthening the ordinance will result in quality projects funded with money from private development and create projects that serve the developer as well as providing a publicly accessible amenity. Currently, ordinance enforcement authority is not adequate to influence developer to comply in a manner that results in the realization of quality public art projects.

☀ **4.4.1**

Develop plan and procedures to maximize benefits and increase funds generated via the ordinance (FY'04).

☀ **4.4.2**

Provide vehicle to increase incentives to developers for making cash contribution to the Downtown Cultural Trust in-lieu of commission and building art on their sites (FY'05).

☀ **4.4.3**

Develop model for signature project to be funded with combination of public/private funds (FY'04–'06).

☀ **4.4.4**

Create developer submittal packet to improve responsiveness and follow-through from developer. Work with city to ensure deadlines are met by developer and better overall ordinance compliance (FY'05).

☀ **4.4.5**

Work with city staff to strengthen the review and enforcement authority of the Public Art and Collections Committee (PACC); clearly define PACC's relationship and authority as it relates to the Development Review Board (DRB) and/or City Council (FY'05).

- **4.4.6**
Work with city staff to require submittal of a public art master plan and/or in-lieu payment at the time of the building permit process instead of at the time the occupancy permit (or temporary occupancy permit) is issued (FY'05).
- **4.4.7**
Develop program to publicize how public/private partnerships via public art serve both the developer and the greater community (FY'05).

4.5

Provide sufficient staff to ensure quality project management and results.

- **4.5.1**
Staff work load ratio should be adjusted to better reflect national averages (Typically a public art staff member manages nine projects per staff member; per *Americans for the Arts/Public Art Network Survey, 2003*); Scottsdale's staff manages upwards of fifteen projects per person) (FY'03-'04).
- **4.5.2**
Develop interim staffing plan to assist staff in managing excessive workload (FY'03).
- **4.5.3**
Provide contract labor or alternative staffing in order that the Public Art Director not directly manage projects (FY'03).