

*City of Florence*  
**A City in Motion**

## City of Florence Public Art Committee Work Session

Florence City Hall  
250 Highway 101  
Florence, OR 97431  
541-997-3437  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found of the City of Florence website at [www.ci.florence.or.us](http://www.ci.florence.or.us).
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at [www.ci.florence.or.us](http://www.ci.florence.or.us) as soon as practicable after the meeting.
- To be notified of Public Art Committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

July 29, 2019

## WORK SESSION AGENDA

4:30 p.m.

### Members:

Harlen Springer, Chairperson  
Winette Tomeny  
Denise Tarvin  
Kelli Weese, Staff Ex-Officio

Peggy Meyer  
Ron Hildenbrand

Jo Beaudreau, Vice-Chairperson  
Jennifer French  
Vacant  
Kurt Vander Bogart, CEDC Ex-Officio

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.  
Meeting is wheelchair accessible.

### CALL TO ORDER – ROLL CALL

4:30 p.m.

### DISCUSSION ITEMS

#### 1. PUBLIC ARTS COMMITTEE WORK PLAN & PUBLIC ART GUIDELINES

Discuss role of the Public Arts Committee within the overall City of Florence work plan including:

- Proposed 2019-2020 Public Arts Committee Work Plan
- Adopted City of Florence Public Art Guidelines (Resolution No. 4, Series 2016)

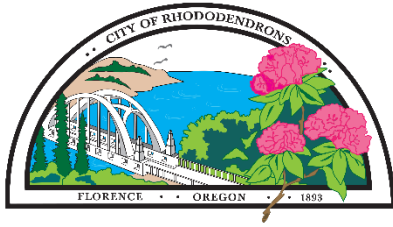
*Approx.  
4:30 p.m.*

#### 2. CALENDAR:

- City Council & Public Arts Committee Joint Work Session
  - August 5, 2019 at 10:30 a.m. at Florence City Hall



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City of Florence  
Public Art Committee  
July 29, 2019 Meeting Materials  
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**CITY OF FLORENCE  
PUBLIC ART COMMITTEE**

**Recommendation to the City Council to Approve the  
2019-2020 Public Art Committee Work Plan & 2018 Activities Report**

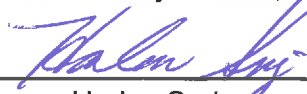
1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Committee's role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
  - a. An annual work plan for their committee for the upcoming year, and
  - b. A report on the activities of the committee over the prior service year
3. In addition, Chapter 7 of the Manual indicates the following:
  - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
  - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 1, 2019, the Florence City Council adopted Resolution No. 6, Series 2019, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence work plan.
5. The Public Art Committee has reviewed the adopted City Council goals and work plan and have prepared a prior year's activities report and an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

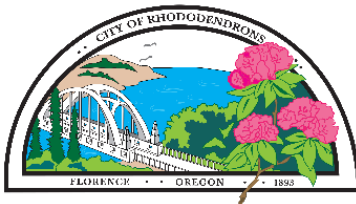
**THE PUBLIC ART COMMITTEE RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:**

1. The 2019-2020 Public Art Committee Work Plan, Exhibit A.
2. The 2018 Public Art Committee Activities Report, Exhibit B.

**COMMITTEE APPROVAL:**

This Recommendation is passed by Public Art Committee vote on the 10<sup>th</sup> day of June, 2019.

  
\_\_\_\_\_  
Harlen Springer  
Public Art Committee Chairperson



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**Exhibit  
A**

**City of Florence  
Public Arts Committee  
Work Plan  
July 2019 – July 2020**

**Public Arts Committee (PAC) Overview:**

The City of Florence Public Arts Committee was established in July 2015 in order to serve as the City's primary volunteer committee tasked with actively developing a Public Art Program and Policy for the City of Florence. PAC's mission is to integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts. The committee strives to bring art to the Florence area that is exciting and engaging—what they call the 'Wow' Factor. The art will not be limited to the area or its history, but would be at home anywhere in the world, not just on the Oregon Coast.

The committee's duties as established by City of Florence Resolution No. 4, Series 2016 include...

- Establish and maintain a city art collection
- Develop a map and list of desired locations and projects for future accessions
- Prepare for and secure funding for additional art works
- Consider projects by private developers and citizens that would be result in public art

| Public Arts Committee Members                     |   |  |
|---|---|--|
| Harlen Springer, Chairperson                      | Jo Beaudreau, Vice-Chairperson                | Ron Hildenbrand                                |
| Jennifer French                                   | Winette Tomeny                                | Denise Tarvin                                  |
| Greg Carlton                                      | Peggy Meyer                                   | Janis Miller                                   |
| Joshua Greene;<br>Ex-Officio Member- City Council | Kelli Weese;<br>Ex-Officio Member- City Staff | Kurt Vander Bogart;<br>Ex Officio Member- CEDC |

**Work Plan Objective:**

The objective of this document is to create priorities for the 2020 fiscal year. The three main tasks of the Public Arts Committee remain the same during the 2019 and 2020 biennium; implement public art projects with the focus being completing the Central Lincoln PUD Mural and the Siuslaw Bridge Steps project installation, amend the mural code, and establish a long-term public art strategy which includes fundraising for future projects.

### Committee Priorities:

#### **Central Lincoln PUD Mural - *Stitching Time, Weaving Cultures* by Marino-Heidel Studios:**

The mural subcommittee made some large strides in completing this project during the 2017-2018 biannual. PAC chose an artist, finalized the contract, received a mural permit through the City of Florence City Council, and hosted a Public Paint event that allowed members of the community to participate in painting the mural. The artists are intending to complete the mural at the beginning of July 2019.

Next steps for PAC regarding Highway 101 & 126 Mural:

- Install lighting, landscaping, and signage once mural is completed
- Coordinate a ribbon-cutting ceremony after mural is completed



#### **Siuslaw Bridge Steps- Installation by Jessilyn Brinkerhoff:**



The Siuslaw Bridge Steps installation has a planned installation date of Fall 2019. The subcommittee and a selection committee have selected an artist - Jessilyn Brinkerhoff from Eugene. Since signing the contract with the artist, City staff have been coordinating the project with ODOT, since the Bridge Steps are currently in the ODOT right-of-way.

Next steps for PAC regarding the Siuslaw Bridge Steps:

- Continue coordination with ODOT to finalize Intergovernmental Agreement
- Coordinate the installation of art with artist
- Install lighting, landscaping, and signage once mural is completed
- Continue marketing and advertising of project in community
- Coordinate and promote opening event with artist



### Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of four to five pieces of art that will be interchanged every two years. The pieces, while on display, are for sale to the general public. If a piece is sold, a portion of the proceeds will benefit Florence's Public Art Program. The Art Exposed subcommittee installed four pieces of art on Bay St. in Florence Old Town during 2018. These pieces will be on a rotating schedule, set to be replaced in 2020.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Release Call-to-Artist for 2020 installation
- Market call-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current and future sculptures
- Install 4-5 pieces to replace current pieces in the Art Exposed Gallery
- Research Business Sponsorship opportunities
- Create a standard call to artists and a standard artist contract
- Create a timeline and flow process for accession



### ReVision Florence - Featured Pieces:



The Featured Pieces subcommittee is a newly formed subcommittee, formed to oversee the accession process of ReVision Florence's public art pieces. Because of budget constraints, this project subcommittee will be working closely with the Grant Management subcommittee to acquire funding for the featured pieces.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify locations of bases that will be installed during ReVision process
- Decide what process the committee should use to select the featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces



### Fundraising:

Due to the changes in PAC's funding, the Fundraising Subcommittee is going to play a vital role in the 2020 work plan. The subcommittee's main objectives are to create a long-term fundraising plan and begin to fundraise for projects designated in the Public Arts Committee's work plan. This is an ongoing project that will last throughout the year.

Next steps for PAC regarding the Fundraising subcommittee:

- Research & create a long-term fundraising plan
- Research and develop PAC community partners and patron program
- Research and develop a legacy donation program
- Research and develop an engraved brick fundraiser program
- Research and develop other community fundraiser options



### Grant Management:

The Public Arts Committee has been working on a plan to seek out funding sources outside of the city of Florence, as well to manage that process. Grants can be a valuable source of funding, but due to the sheer number of grants available and the complicated requirements for each grant, they are usually very difficult to access. In 2018, the Public Arts Committee decided that they needed to create a 12-month calendar that would organize all the appropriate grants that are available to Florence. This calendar includes information about 45+ grants. The grant calendar was completed in Fall 2018.



Next steps for PAC regarding Grant Writing subcommittee:

- Apply for at least two grants, as outlined in the PAC grant calendar, per fiscal quarter
- Work with City Staff to receive approval from City Council for all grants in an orderly timeline
- Work with City Staff to compile all necessary information for grants in an orderly timeline
- Investigate community partnerships within Lane County and the region to broaden the scope of applicable grants
- Complete reporting for awarded grants in timely fashion

### Marketing and Public Outreach:

The Public Arts Committee has always been dedicated to including the public in their work. This has included monthly articles in the Siuslaw News and recruiting citizens-at-large to take part in our art selection process. However, in 2019, the committee received some feedback from community members expressing that they did not feel included in the process. After learning of the extensive outreach process that was followed, community members acknowledged that there were opportunities to be involved in the process. So, the Committee is committed to increasing the public outreach to ensure community members feel more involved in the selection process.



Next steps for the Marketing and Public Outreach subcommittee:

- Continue to update the public art pages on the City of Florence website
- Create marketing materials for current and future projects
- Continue to market Art Exposed pieces for sale
- Continue monthly updates to the Siuslaw News and other media outlets
- Present to local community groups including but not limited to: HOA's, service clubs, and professional organizations
- Host community forum presentation in conjunction with Master Planning process
- Maintain relationships with area organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region and state.



### Art Inventory and Maintenance Planning:

Especially with the installation of two large-scale pieces of public art in 2019, the Public Arts Committee must create a maintenance plan that ensures that the Siuslaw Bridge Steps and Highway 101 & 126 Mural will be maintained for years to come.

Next steps for PAC regarding the Art Inventory and Maintenance Planning Subcommittee:

- Create a succinct list of public art in Florence for visitors and interested parties
- Research the maintenance plans of other communities' public art collections
- Review, update and maintain maintenance plans for all public art in collection



- Create a 'Best Practices' guide for Public Art Collection Maintenance
- Coordinate with the Public Works department on a long-term plan to maintain the collection
- Maintain and expand list of potential art locations around Florence

### **Mural Code:**

Florence City Code currently requires people to go through a land use process in front of the Florence City Council to determine if a mural could be installed, no matter if the mural is publicly or privately funded. The Public Arts Committee would like to work with Florence City Council to amend the code to allow for more murals throughout our city.

Next steps for Mural Code Subcommittee:

- Review Public Art Guidelines
- Research mural codes in other municipalities across the state and nation
- Prepare proposed amendments to the Mural Code and review with City Attorney
- Hold joint work session with Florence City Council & Planning Commission
- Present at Planning Commission and City Council code amendment hearings
- Create and promote public/ private mural partnership program
- Prepare informational brochure/ application about potential code changes
- Begin outreach with various private entities about changes to the mural code

### **Public Art Master Plan:**

The Public Arts Committee is dedicated to creating a master plan for the Public Art program in Florence. A master plan is important to PAC because it will provide a long-term sense of direction and outline measurable goals. This process will be important especially for gaining community input for future public art installations and laying the groundwork for long-term success in Florence.

Next steps for the Master Plan subcommittee:

- Research other community's public art plans to determine common themes
- Develop goals & guiding principles
- Consider community outreach methods, including but not limited to focus groups, one-on-one interviews, and community forums to determine interest level and comments about public art
- Investigate creation of 501-C-3 to partner with PAC
- Participate in Work Sessions with City Council to review draft public art master plan



### **Potential Future Public Arts Committee Projects:**

The following public art projects have been considered by the Public Arts Committee and will continue to be evaluated as potential future projects as funding becomes available. This is not a complete list. Projects could be added or removed as necessary.

#### **Murals:**

- Trash cans, electrical boxes, and transit – particularly North of Hwy 126 and 101 intersection
- Eastern Façade of BJ's on Bay Street
- Second Story of Lovejoy's in Old Town
- Fire Station in Old Town
- 2nd Floor of Antique Row on Hwy 101
- Side of Pirate's Popcorn in Old Town
- Side of Mason Building in Old Town
- Side of Old Rite Aid Building on Hwy 101

- Eastern Side of Grocery Outlet and City Lights Cinemas Building
- Water Tower
- 7-11 Building

#### **Sculptures:**

- Hwy 101 & 126 Intersection
- Underneath Siuslaw River Bridge
- Miller Park
- Veteran's Memorial Park
- Laurel Crossing

### **Other Regional Art Related Economic Development Initiatives:**

The Public Arts Committee acknowledges that economic development in Florence is a priority and supporting and growing the current arts economy will take more effort than just the Public Arts Committee. Public Arts Committee members may choose to participate at many different levels in the following economic development related initiatives:

#### **Florence Regional Arts Alliance**

*PAC Sub-Team Members:* Harlen Springer, Ron Hildenbrand, Jennifer French

Florence's local non-profit art alliance whose mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

#### **Siuslaw Vision (Go-Team & Vision Keepers)**

*PAC Sub-Team Members:* Jo Beaudreau, Joshua Greene

Siuslaw Pathways Visioning Project members are a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

#### **Florence Area Chamber of Commerce Revitalization Team**

*PAC Sub-Team Members:* Kelli Weese, Harlen Springer

The Chamber of Commerce revitalization team's goal is to unify and revitalize the downtown area as a primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a common theme.



**Exhibit  
B**

City of Florence  
Public Art Committee  
Previous Year Activities  
January 2018- July 2019

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As required by the Committees and Commissions Handbook, adopted on November 5, 2018 via Resolution No. 21, Series 2018, this is a brief report on the activities of the committee over the prior service year, from January 2018 to July 2019.

**Committee Growth:** During the December 2018 committee recruitment period, the Public Art Committee grew from seven members to eleven members, showing the commitment of the Florence community in Public Art's vision.

**Donated Art Sculpture Installed:** The Public Art Committee graciously accepted *Running Horse*, a sculpture created by Kabiria Metal Works in Kenya, from community members Sam Spayd & Ron Green which was installed at the Florence Senior Center. This piece was installed in May of 2018.



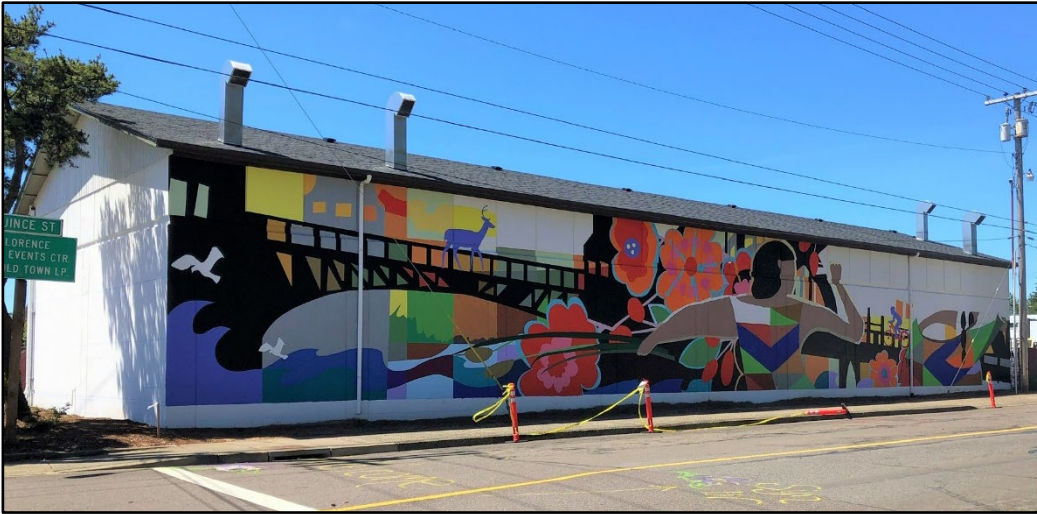
**Art Exposed Program Launched:** The Public Art Committee created the Art Exposed program – a rotating outdoors art gallery. These pieces are located in Florence's historic Old Town on Bay Street and are available for purchase. With the assistance of the City of Florence's Public Works department, in May 2018, local artist Pancho Clark's *Copper Leaf Tree* was installed at the corner of Bay Street and Laurel Street. In June 2018, Paul Reimer's *Transformation* and Jesse Swickard's *West Coast Overlook* and *Sitting Wave Part II* were installed at the Siuslaw Interpretive Center.

**Received the Siuslaw Award for Innovation in Business:** The Public Art Committee was nominated for the Innovation in Business award and was presented at the January 2019 awards ceremony.

**Received Oregon Community Foundation Grant:** The City of Florence, on behalf of the Public Art Committee, received a grant from the Irene Gerlinger Swindells Fund of the Oregon Community Foundation in the amount of \$20,000 to assist with portion of the artist stipend for the mural. This application was completed through the assistance of PAC's comprehensive grant plan that designates over 40 grants PAC can apply for more funding.







**In Progress: *Stitching Time, Weaving Cultures* by Marino-Heidel Studios:**

PAC Members released international call-for-artists resulting in over 100 submissions from 25 different states and four different countries. Marino-Heidel Studios was chosen after a five-step process. Contract was finalized and signed in late December by

the Florence Urban Renewal Agency. After receiving a mural permit by the Florence City Council in April 2019, the artists started working on the mural in mid-May 2019.

**Public Paint Event:** Over 150 community members have participated in painting the new mural on the Central Lincoln PUD Building since May 2019. In a little over an hour, over 135 people helped paint the mural, and since then over fifty more have helped the artists and become part of history.



**In Progress: Siuslaw Bridge Steps Beautification Project:** After a competitive application process, the Public Art Committee chose Jessilyn Brinkerhoff from Eugene to complete the Bridge Steps beautification project. The contract was finalized and signed by the Florence Urban Renewal Agency in November 2018. Since then, City Staff have been working with ODOT to come to an agreement regarding the usage of the ODOT right-of-way

**CITY OF FLORENCE  
RESOLUTION NO. 4, SERIES 2016**

**A Resolution Adopting the Public Art Guidelines for the City of Florence and establishing policies for acquisition, maintenance and deaccessioning of public art and other policies related to the City's Public Art Program.**

**RECITALS:**

1. Since July 2015, the newly formed City of Florence Public Art Committee has been working toward the goal of utilizing Public Art to help stimulate economic development in Florence by preparing a process and guidelines for a public art program.
2. On January 27, 2016, the Public Art Committee completing the drafting of the proposed Florence Public Art Guidelines and recommended they be forwarded for City Council review.
3. At its work session on February 17, 2016, the Florence City Council reviewed the proposed Public Art Guidelines as prepared by the Public Art Committee.
4. Establishment of a Public Art Program and Guidelines would work toward the City of Florence's work plan to improve livability and quality of life.

Based on these findings,

**THE CITY COUNCIL OF THE CITY OF FLORENCE RESOLVES AS FOLLOWS:**


1. The City Council adopts the Public Art Guidelines as shown in Exhibit A.
2. This Resolution takes effect immediately upon adoption.

**ADOPTION:**

This Resolution is passed and adopted on the 7th day of March, 2016.

  
\_\_\_\_\_  
Joe Henry, Mayor

Attest:

  
\_\_\_\_\_  
Kelli Weese, City Recorder

**CITY OF FLORENCE**  
Resolution No. 4, Series 2016  
Exhibit A

**PUBLIC ART GUIDELINES**

1. INTRODUCTION & PURPOSE
2. MAINTENANCE OF THE PUBLIC ART COLLECTION
3. ACQUISITION OF ARTWORK
4. GENERATION OF REVENUE
5. DEACCESSIONING WORKS OF ART
6. PUBLIC ART DONATIONS AND MEMORIALS POLICY
7. LOANS FROM THE COLLECTION
8. GALLERY / ART RENTAL PROGRAM
9. PROCESS FOR SPECIAL PURCHASE OF ARTWORK FROM THE GALLERY / ART RENTAL PROGRAM
10. FLORENCE CELEBRATE ARTS PUBLIC EXHIBITION & AUCTION
11. DEFINITIONS

Attachment 1 – Ordinance No. 3, Series 2016 Public Art Committee



## **1. INTRODUCTION & PURPOSE**

Art increases the livability, human interaction, and artistic richness of a City by making art a permanent part of the environment and a legacy for future generations. The City of Florence public art program plays a strong role in community and helps stimulate economic vitality. The art initiative for the City of Florence is a vital ingredient in the cultural fabric and streetscape of our creative city. The initiative provides opportunities to increase awareness, appreciation, knowledge and education of public art by developing a sense of place, community pride and identity through the creation of new works. Public art provides an opportunity for artists to reach creative solutions to aesthetic opportunities.

The art collection of Florence is held in trust for the public. It seeks to engage people and capture the essence, diversity and personality of the City of Florence. The art collection complements the City's mission of enhancing the lives of its citizens. The guidelines contained in this document define how the collection shall be developed and maintained, as well as how the City shall proceed with its public art initiatives.

## **2. MAINTENANCE OF THE PUBLIC ART COLLECTION**

### **2.1 Cataloguing the Collection**

The Public Art Committee as established by Ordinance No. 3, Series 2016 and contained as Attachment 1, shall ensure that there is a current listing of all holdings in the City of Florence Public Art Collection, including all pertinent information such as title, artist, medium, accession date, placement and other information. In addition, the Public Art Committee shall, where appropriate, create catalogs describing the collection and make them available to the public.

### **2.2 Periodic Review**

The Public Art Committee shall annually review all holdings in the art collection. During this review, the committee shall inventory the collection, examine the condition of each piece to determine any restoration or preservation needs, and examine the display or storage conditions of each piece. The review periodically estimates the value of each piece for insurance coverage and the City's fixed asset inventory. In addition, the Public Art Committee shall update the current listing of all holdings in the art collection catalogue.

## **2.3 Maintenance of Collection**

The Public Art Committee shall be responsible for the performance of all repairs, cleaning, labeling, etc. that may be necessary to maintain the public art collection. Should repairs to art in the collection be necessary, the committee shall coordinate the repair with professional services, volunteers or City staff, based on consultation with the artist and/or the maintenance plan on record.

City departments shall notify the appropriate City staff committee representative immediately if a work of art is either damaged or stolen, or if the participating department plans to move the art to another location or in any way disrupt the work of art.

## **2.4 Maintenance Instructions**

When the city purchases, displays or creates a new work of art, the artist shall be required to submit a maintenance plan and instructions to be kept on file by city staff. These instructions shall outline cleaning methods and materials for the artwork as well as a timeline and plan for regular maintenance of the work. The instructions shall be kept on file with the Public Art Committee and the Committee City Staff Ex-Officio member.

## **2.5 Placement of Works of Art**

While it is the intent that site specific works will remain in the site for which they were created, a piece may be moved if circumstances dictate. A reasonable effort shall be made to notify the artist in advance of the move.

# **3. ACQUISITION OF ARTWORK**

## **3.1 Background**

The City public art collection includes works that were in the City's possession prior to 2016, works purchased with City and/or Florence urban renewal agency funds, and gifts of art to the City. Artworks are acquired by the City of Florence through a thorough review process based on their innate quality and value to the collection as a whole.

The Public Art Committee shall have the responsibility for developing the City's art collection.

## **3.2 Art Selection Criteria**

The value of every work of art is in the eye, ear and soul of each individual viewing it. A single work of art can foster a wide range of responses in the population viewing it. Because of this, art selection is, in part, a subjective process. Members of the Public Art Committee must, at all times, remember that they represent the public. The members of the committee are selected because they possess expertise in art. They should understand the issues and strive to maintain a balance in their selection of art works.

The following sections define criteria, both mandatory and desired, to be considered during the accession process.

### 3.2.1 Required Conditions

All pieces of art selected for inclusion in the collection of the City of Florence must meet all of the following criteria:

1. Clear Title: The Artwork must be able to be transferred to the City of Florence with clear title. Purchased art shall be by a formal bill of sale from the owner(s) or artist(s). Contributed art must be accompanied by an appropriate deed of gift and documented appraised value based on previous sales.
2. Restrictions: Artwork accessioned by the City of Florence must not have attendant restrictions. The City will endeavor to acknowledge artists and donors in the display of artwork to the extent possible under the discretion of the committee.
3. Reflects Public Aesthetics: While recognizing the First Amendment freedom of artists to express themselves in any way they choose, the City of Florence reserves the right to not select pieces or projects which the Committee deems to not represent the values of the community. This does not mean a piece should be rejected simply because it might be controversial. One of the purposes of art is to show people a new way of looking at their environment, to share an artist's sometimes iconoclastic vision. Art can legitimately be intrusive, abrasive or unpopular. Failure to recognize this purpose for art can lead to an art collection that is simply "pretty" or "nice" without being ennobling or educational.
4. Original Works and Authentication: Only original works of art shall be accessioned for the collection. Fakes, unauthorized copies or reproductions are not acceptable. In cases where the authenticity of a piece could be reasonably questioned, it must be authenticated before accession. Art objects which are mass produced and of standard design are not allowed, however original prints, photographs, or cast sculptures may be purchased. Limited editions of no more than 25, signed by the artists, may be considered on a limited basis.
5. Suitability: All art pieces must be suitable for display in a public setting. Sculpture must be able to be secured to prevent accidents. Pieces executed in fragile media must be able to be protected while displayed.
6. Maintenance and Security: The City of Florence can only accept artwork that the Public Art Committee and the City staff believe can, within the financial confines of the foreseeable future, be adequately and safely displayed, maintained and reasonably secured.



### 3.2.2 Desired Attributes

The criteria listed below describe the desired attributes of all art in the collection. Selected pieces should meet most, if not all, of these attributes to a high degree.

1. Artistic Excellence: Art selected for the collection should represent the skill and competence of the originator(s), and should be an example of artistic excellence. Accepted works of art shall be of exceptional quality and enduring value as judged by the Public Art Committee. The definition of artistic excellence changes over time, but the collection should always be representative of the best examples available.
2. Variety of Media, Styles and Techniques: Within the guidelines above for suitability of form for a public setting, art selected for the collection should broaden the range of media and techniques represented in the collection.
3. Represents Artists of Varying Acclaim: Some art collections strive for excellence by selecting only works from recognized 'name' artists. The collection of the City of Florence should strive to represent works from a wide range of artists of varied public status. Art should be chosen solely on the basis of intrinsic merit. A piece from a well-known artist should not be presumed to have more artistic merit than a piece from a relatively unknown artist.
4. Value: Because an aspect of the value of an art piece is the response of each individual to that art, value is difficult to assign. However, the price of any proposed piece of art should represent a responsible investment for the City collection. All art pieces may be authenticated by an art consulting or appraisal firm to authenticate value at the discretion of the Public Art Committee. This action is recommended when a piece of art has a price of more than \$10,000.
5. Selected for Specific Site: Major art pieces should be selected as part of a process that takes into account the formal display site for the piece. This should be considered in terms of how well the piece fits an intended space and the environment. This not only requires consideration of the size and environmental harmony of a piece, but also how well it fits into the land use patterns of the area in which it will be placed.

### **3.3 Methods of Accession**

There are several ways that a work of art may be accessioned. The selection criteria listed in Section 3.2 apply to all works, regardless of the particular accession method used to bring a piece to the City collection.

When funds become available to accession art, the Public Art Committee may use one of several processes, open competition, artist invitation and direct purchase. In addition, artwork may be added to the collection through a direct contribution of art or funds to purchase or commission a work of art. The choice of accession method shall be determined by the Public Art Committee.

### 3.3.1 Open Competition

In open competition, any artist is invited to submit pieces or delineated proposals for consideration. A “Call to Artists” is advertised within a designated region (local, regional, national, international, etc.) inviting all artists within the region to submit a proposal. The competition may be held for a single piece, a single site, or a number of site or pieces. The Public Art Committee evaluates the contender and selects the piece or proposal that best fits the criteria and the needs of the site(s).

The Public Art Committee may decide that no entry fits the criteria or is suitable. For competitions held to populate several sites, this means that one or more sites may go unfilled. The Public Art Committee may choose to leave the site unfilled, and add that site to the list of potential future accessions.

### 3.3.2 Direct Purchase

The Public Art Committee may choose to purchase a piece of existing art, from a gallery or dealer, from a private individual or from the artist directly. Such purchases shall conform to the criteria in Section 3.2.

### 3.3.3 Artist Invitation

The Public Art Committee may choose to invite one or more artists to submit proposals to create a project for a specific site(s). The committee should work closely with the selected artist from the beginning of the project, making clear the criteria in the policy. The artist should be asked to submit proposal sketches or models for approval before beginning the final work, with opportunities to periodically view the work during different stages of completion to insure the criteria are being met.

Criteria for when invitations will be sent will be based on the needs for the project and its specific site.

### 3.3.4 Donations

At times civic-minded citizens may wish to contribute to the public art process. They may do so by directly contributing funds to purchase a work of art, commissioning a work of art and then donating it to the City, and directly contribute to the public art process. *See Section 6. Donations and Memorials* for a more detailed explanation of how donations are reviewed and accepted.

## **3.4 Process for Accessioning Artwork**

The Public Art Committee, in meeting the Goals of the City of Florence, shall oversee the development of goals and process for the selection, placement and maintenance of works of art.

The Public Art Committee shall confirm the available budget, identify the site for the work(s) of art, identify the goals of the project, and if appropriate, form a selection committee to choose the artist and/or artwork, and determine the most appropriate accession method in each circumstance,

depending upon the project funding source.

In initiating any public art project, the Public Art Committee shall:

1. Confirm the total project budget available for purchase of services and/or artwork, including installation costs.
2. Identify a site for the final location of art. If the committee is considering a site in the public right-of-way, all appropriate departments must be consulted before the site is finalized. Likewise if any elements of a project fall under the jurisdiction of another department, that department must be consulted early in the selection process.
3. Identify the goals of the art project.
4. Determine which acquisition method, according to *Section 3.3, Methods of Accession*, is most appropriate based upon the project goals.
5. Establish a selection process that addresses the project. The committee shall keep in mind the City's goals of maintaining artistic integrity and encouraging public involvement, as needed, in each selection process.
6. Select an artist and/or art purchase / commission through a majority vote.

### **3.5 Artist Selection Criteria**

Artists will be selected on the basis of their qualifications as demonstrated by past work, appropriateness of the proposal to the particular project, and its probability of successful completion as determined by the Public Art Committee. In selecting artists and works of art, the Public Art Committee shall select those artists and works of art of the highest aesthetic quality, and those that fulfill the purpose of the City's art selection criteria as set forth in Section 3.2. In all cases, consideration will be given to materials, construction, durability (long or short term, depending on the intended life of the piece), maintenance, public access and safety.

The Public Art Committee may utilize an invitation process in lieu of open competition in order to simplify the selection process. Criteria for when invitations will be sent will be based on the needs for the project and its specific site.

### **3.6 Artist Contracts**

The City shall enter into a contractual agreement any time an artist is hired to perform services for the City. The contract should define the scope of work for artist services and payment procedure for the purchase or commissioning of a work of art. The contract shall require the artist to do, but is not limited to, the following:

1. Produce a work of art for a guaranteed maximum cost, including all installation costs.
2. Maintain public liability and property damage insurance as well as workers compensation insurance. If the artist does not routinely carry this insurance in the amount specified by the contract, proof of purchase of coverage for insurance should be included in the total proposal.
3. Submit the following items before final payment is authorized:
  - a. Submit a completed catalogue form that describes the work of art (materials, size, weight, artist biography, address, current contact information and alternative contact information)
  - b. Digital photos, video and/or audio of the process of the works creation and documentation of aspects of the project
  - c. A public art conservation and maintenance program giving detailed instructions for cleaning and maintaining the artwork. This report will include, but not be limited to, frequency of cleaning, method and materials used, and any other recommendations for maintaining artwork. Report shall also provide detailed description of all materials and processes used to fabricate art, and names and addresses of materials suppliers, fabrication and installation process of artwork.

## **4. GENERATION OF REVENUE**

### **4.1 Overview**

The Public Art Committee is tasked with evaluating, advocating for and implementing methods to generate revenue for the City of Florence's public art program. These revenue generation techniques may include establishing programs to sell art, rent art display space to artists, and create revenue generating events.

In addition to the above revenue generation techniques, the Public Art Committee is tasked with assisting the City Council in researching and evaluating potential public funding methods for the Public Art Program.

These funds will be leveraged with grant opportunities to increase the City's public art collection, and public art programs as determined by the Public Art Committee. The City of Florence and the Florence Urban Renewal Agency will reserve all revenue generated by the Public Art Program activities for the exclusive use of the Public Art Program to be allocated by the Public Art Committee. The method of separation of public art funds shall be at the discretion of the Finance Director based on the established budgetary systems of the City of Florence. Such methods may include setting up a direct public art fund or a public art budgetary line item.



## **5. DEACCESSIONING WORKS OF ART**

### **5.1 Background**

The decision to remove a piece from the collection is as important as the decision to accession it originally. The world of art is constantly growing, and something that was revolutionary or revealing in the past may become trite or too-well explored.

The world of art is also affected by fashion. The Public Art Committee must be aware of the distinction between out of date and out of style. The deaccession process should not result in the loss of classic work, even if it represents an earlier period.

Deaccession of projects from the collection shall be based principally on issues of artistic merit or if the artwork has been irreparably damaged. No project from the art collection shall be sold primarily for monetary gain with the intention to use the funds for purposes other than art collection.

### **5.2 Deaccession Policy**

Deaccessioning is a procedure for the withdrawal of an artwork from the public collection. Deaccessioning should be considered only after ten years have elapsed from the date of installation of permanent works and acceptance in the case of portable works or under special circumstances (e.g., the piece has been damaged beyond repair). Deaccessioning will be considered only after a careful and impartial evaluation of the artwork within the context of the collection as a whole. At the beginning of the process, the Public Art Committee will make reasonable effort to notify any artist(s) or artist's estate whose work is being considered for deaccessioning.

### **5.3 Eligible Artworks**

All artworks owned by the City of Florence are eligible for deaccessioning. In the case of donated artworks, all legal documents relating to the donation will be reviewed prior to beginning the process.

### **5.4 Deaccessioning Procedure**

Should it be deemed necessary, the Public Art Committee may elect to appoint a deaccessioning subcommittee of the Public Art Committee. Should a subcommittee be formed, this subcommittee will consist of no more than five arts professionals or experts, four (4) members of the subcommittee may be members of the Public Art Committee, and an art appraiser or consultant, if deemed necessary. Should a sub-committee be formed, the committee shall consist of an odd number of members, with no more than seven members total. If the value of the artwork is less than \$10,000, the Public Art Committee may informally appraise the artwork. However, if there is any doubt as to the value of the piece the Public Art Committee must secure

the services of an appraiser or consultant.

## **5.5 Criteria for Deaccessioning**

The Public Art Committee may consider the deaccessioning of artwork for one or more of the following reasons:

1. A work is not, or is only rarely, on display because of lack of a suitable site.
2. The condition or security of the artwork cannot be reasonably guaranteed.
3. The artwork has been damaged or has deteriorated and repair is impractical or unfeasible.
4. The artwork endangers public safety.
5. In the case of site specific artwork, the artwork is destroyed by severely altering its relationship to the site.
6. The artwork has been determined to be significantly incompatible or inferior in the context of the collection.
7. The City wishes to replace the artwork with work of more significance.
8. The artwork requires excessive maintenance or has faults of design or workmanship.
9. There has been sustained and overwhelming public objection to the artwork.

## **5.6 Sequence of Action**

1. The Public Art Committee or the subcommittee appointed by the Public Art Committee shall determine whether an artwork meets one of the criteria listed in Section 5.5 above.
2. A representative from the appointed committee shall submit a report to the Committee City Staff Ex-Officio member, which may include the opinion of the City Attorney on any restrictions that may apply to the specific work.
3. The Public Art Committee shall review the report. The Committee may seek additional information regarding the work from the artists, art galleries, curators, appraisers or other professionals prior to making a recommendation.
4. The Public Art Committee shall provide a report to the City Council of the intended deaccessioning prior to its completion.
5. After consultation with the City Council, the Public Art Committee shall consider the following actions:

- a. Sale or Trade
  - i. Artist will be given first option to purchase or trade artwork.
  - ii. Sale may be through auction, gallery resale or direct bidding by individuals, in compliance with City law and policies governing surplus property.
  - iii. Trade may be through artist, gallery, museum or other institutions for one or more artwork(s) of comparable value by the same artist.
  - iv. No works of art shall be sold or traded to members or staff of the City, City Officials, or Public Art Committee, consistent with the conflict of interest policies.
  - v. Proceeds from the sale of a work of art shall be returned to the Public Art Trust Fund account. Funds from the sale of gifts shall go into the Public Art Trust Fund for future artworks projects. Any pre-existing contractual agreements with the artist regarding resale shall be honored.
- b. Destruction of work deteriorated or damaged beyond repair shall be deemed to be of negligible value.
- c. If the Public Art Committee is unable to dispose of the artwork in a manner outlined above, the work shall be donated to a non-profit organization or otherwise disposed of as the Public Art Committee sees fit.

## **6. PUBLIC ART DONATIONS AND MEMORIALS POLICY**

### **6.1 Background**

The public art collection may grow through the generous gifts of private citizens. A consistent and fair process for considering public art gifts and memorials shall be followed.

The art selection criteria listed in Section 3.2 will be applied when considering public art gifts. Anyone wishing to sponsor a gift of artwork to the City should contact the Public Art Committee at the earliest possible time for consultation on the review and acceptance process for donated artworks.

## **6.2 Types of Donations**

1. Existing Works of Art
  - a. Portable: Works of a scale appropriate for rotation through public spaces belonging to the City of Florence. The specific placement of portable works may not be stipulated as a condition of the gift.
  - b. Non-Portable: Works of a scale larger than would be appropriate for the portable collection and would require a semi-permanent or permanent site. The specific placement of non-portable works will be considered but may not be stipulated as a condition of the gift.
2. Commissioned Works of Art
  - a. Works of art which are commissioned gifts to the City and which usually require a specific site.

## **6.3 Review Criteria**

1. Artistic Excellence: Accepted works of art shall be of exceptional quality and enduring value as judged by the Public Art Committee.
2. Appropriateness to the City's Public Art Collection: Proposed gifts will be reviewed in relationship to existing goals for the public art collection, such as diversity of media, artists represented and styles.
3. Appropriateness to Site: Relationship of the artwork to the site shall be considered in respect to its social, cultural, historical and physical context.
4. Maintenance provisions: Maintenance concerns are a primary consideration. Adequate provision must be made for future needs. Donors should provide the Public Art Committee with detailed maintenance instructions for the work(s) of art. The Public Art Committee must consider potential funds for future maintenance when determining whether or not to accept the gift. If available, such instructions shall include detailed instructions for cleaning and maintaining the artwork. This report will include, but not be limited to, frequency of cleaning, method and materials used, and any other recommendations for maintaining artwork. Report should also provide detailed description of all materials and processes used to fabricate art, and names and addresses of materials suppliers, fabrication and installation process of artwork.
5. Documentation: If available, donors should provide the Public Art Committee with the following art documentation:



- a. Submit a completed catalogue form that describes the work of art (materials, size, weight, artist biography, address, current contact information and alternative contact information)
  - b. Digital photos, video and/or audio of the process of the works creation and documentation of aspects of the project.
6. Adherence to Existing Master Plans: All works of art should adhere to any applicable master plans. The Public Art Committee will help to advise the sponsor of existing master plans.

## **6.4 Review Process**

### 6.4.1 Existing Works: Portable or Non-Portable

1. Initial Contact: Sponsor should send images of work(s) of art to the Public Art Committee with written materials, including name of the artist, his/her biography or resume, medium, size, date of execution and estimated value of the piece.
2. Review by Public Art Committee: The Public Art Committee will review the images and will ask to see the actual work of art if it wants to consider the gift further. If the Public Art Committee recommends acceptance of the work of art, it will also make a recommendation for future maintenance provisions.
3. Installation Readiness: In order to receive final acceptance, works of art should be professionally appraised and ready for installation. This means that two-dimensional works must be archival framed and three-dimensional works must have a pedestal or appropriate hanging or mounting apparatus.
4. Acceptance: In consultation with the City Council, the Public Art Committee will determine whether to accept or deny the proposed donation and its installation and maintenance provisions.

### 6.4.2 Commissioned Works of Art

1. Initial Contact: The Public Art Committee or its representative will meet with the sponsor to discuss the commission. If no artist has been selected, representative(s) will advise the sponsor about artist selection options.
  - a. Process: Commissioned works must go through a two-phased process: first “in concept” and second when the design has been decided. Sponsors of gifts are requested not to select specific designs prior to the approval “in concept”. If a site has been recommended and is under the jurisdiction of any other City department, such as the Parks and Recreation Department, that department must be contacted at the start of the project and will also be reviewed by that department.

2. Review “In Concept” by Public Art Committee: The sponsor must submit a written proposal to the Public Art Committee, including the process for selection of an artist(s) and the general concept behind the project. The Public Art Committee, in consultation with the City Council, will review the proposal and make a determination for acceptance or denial.
3. Review of Design by Public Art Committee: If the project is approved “in concept” the sponsor will proceed to select an artist(s) as outlined above. When a site and a specific design have been chosen, a model and/or scale drawings of the design and maintenance provisions must be presented to Public Art Committee, who will review the materials and make a determination for acceptance, denial, or additional conditions. The Public Art Committee must consider available funds for maintenance when making its determination to accept or deny the final gift.
  - a. Note: If, in the development and execution of the project, the concept of aesthetic of the work is substantially changed, the concept and design must be re-approved before the work will be considered for final acceptance.

## **6.5 Requests for Commissioning a Work of Art**

Requests for commissioning a work of art should go through the process outlined above (i.e. 6.4.2) and must include financial provisions for the administration of the commission as well as the future maintenance of the work of art as determined by the Public Art Committee.

## **6.6 Requests to Florence Public Art**

Requests for use of Public Art Funding can vary in scope from general gifts of unspecified use to gifts of a specified scope. For example, the sponsor could stipulate that the bequest be used to purchase portable works by Native American artists. The Public Art Committee will assume responsibility to work with the trustees to finalize details of the gift.

## **7. LOANS FROM THE COLLECTION**

Loans from the City’s permanent collection will be considered by the Public Art Committee, on a limited basis, in consultation with the City Council and/or City Manager. When loans are made from the collection, it is the responsibility of the borrowing gallery or institution to cover all expenses of packaging, shipping and insurance. At the discretion of the Public Art Committee, a loan fee may be included when loans are considered. Should a loan fee be required, revenue from such fees may be used solely for the City’s public art program. The borrowing gallery or institution shall submit proof of insurance coverage for the value of the piece and provide documentation of intended use, location, length of time to be borrowed, and how the piece will be maintained and secured during the length of use. Other criteria may be determined by the committee when considering each individual loan. All promotional materials used for the piece will need to be submitted for approval by the Public Art Committee or representative(s) prior to publication. All publication materials shall include proper credit and copyright.

## **8. GALLERY / ART RENTAL PROGRAM**

### **8.1 Background and Overview**

The City of Florence's Gallery / Art Rental Program is designed to enhance the beauty and livability of our community by regularly introducing original art into Florence to create a unique sense of place and enhance community identity. The City's Gallery / Art Rental Program provides an opportunity for artists to display their work for sale.

### **8.2 Duration**

Art displayed in the gallery / art rental program are intended to be available for sale to the public. Initial art displayed will be installed for a period of two years. Should art be purchased prior to the end of the two year period, the artist shall be given first opportunity to replace art with a suitable piece to be approved by the Public Art Committee via the provisions of Section 8.6. No art piece shall be removed unless approved by the Public Art Committee. Should an art piece be removed during the two year installation period, any new piece of art shall be displayed for the remainder of the two year installation period.

### **8.3 City of Florence Responsibilities**

Each artist will be provided a stipend for the installation of their art. The City of Florence will underwrite the costs for installation of the art piece at installation locations designed especially for the program. The City of Florence will provide all art identification to accompany each art installment, including plaques or other methods of display. The art installation will be marketed by the City of Florence as a product for sale and will be displayed in one of a variety of locations in the City.

### **8.4 Artist Responsibilities**

Entrants may be individuals or artist teams. Artist(s) are responsible for design, construction, transportation and installation of public art piece(s) to its designated end location within the City of Florence. Artist will be responsible for any structural reviews with an inspector through the City's Building Department which may be necessary for the installation of the art. The selected artist or artist team will bear the entire risk of loss or damage to the work during design, fabrication, packing, shipping and installation. When the work is completely installed and formally accepted by the City of Florence, then the City of Florence assumes the risk of loss. The artist or artist team will also agree to warranty the material and workmanship of the commissioned work for a period of two years after the date of acceptance by the City of Florence.

The selected artist or artist team will provide, maintain and require all subcontractors to provide and maintain insurance to cover claims for damages for personal injury, bodily injury and property damage. The coverage will provide protection for all operations by the artist and/or artist teams or any subcontractor, or by anyone directly or indirectly employed by either of them. This insurance shall be maintained for the duration of the contract.

Prior to installation the artist shall submit the following:

1. Submit a completed catalogue form that describes the work of art (materials, size, weight, artist biography, address, current contract information and alternative contact information).
2. Digital photos, video and/or audio of the process for the work's creation and documentation of aspects of the project.

## **8.5 Selection Process**

The Public Art Committee, in meeting the goals of the City of Florence, shall oversee the process for the selection and placement of works of art. The Public Art Committee shall confirm the available budget, identify the site for the work(s) of art, identify the goals of the project, and if appropriate, form a selection committee to choose an artist and/or artwork.

Original sites will be selected for a two year period. Each year as new sites become available, the committee will extend a call to artists for an additional two year period, with the intent to stagger installations on an annual basis.

Art selected for the Gallery / Art Rental Program shall follow the open competition method of accession shown in section 3.3.1. When considering the submittals for the program, the committee may consider the following submission requirements:

1. Statement of Qualifications: Biographical information, including previous experience, for all team members (limit of one page per team member). This should include the name and contact information of all person(s) who will be responsible for the final completion of the project with a description of each person's experience in performing the type of services being requested. Include up to three images of previous work, or related projects, accompanied by a brief description of each project.
2. Proposed Art Piece:
  - a. Incomplete Piece: A drawing or sketch of concept. Include dimensions and material that will be used for the piece, including maintenance and durability. Applicant shall provide at least two different perspectives of the piece.
  - b. Completed Piece: Include video and a clear photograph(s) of the completed art piece. Include dimensions and material used for the piece, including maintenance and durability. Applicant shall provide at least two different perspectives of the piece.
3. Statement of Interest: Statement indicating interest in submitting the proposed art piece.



4. Narrative / Description of Piece: Provide a written statement of inspiration and if applicable meaning of the piece.
5. Provide Marketing Language: Provide marketing language and a photograph of the piece for marketing material to be produced and distributed by the City of Florence.

## **8.6 Selection Criteria**

The following listed criteria will be used in the evaluation of proposals. Evaluation criteria will be weighted at the discretion of the evaluation committee.

1. Reflects Public Aesthetics: While recognizing the First Amendment freedom of artists to express themselves in any way they choose, the City of Florence reserves the right to not select pieces or projects which the Committee deems to not represent the values of the community. This does not mean a piece should be rejected simply because it might be controversial. One of the purposes of art is to show people a new way of looking at their environment, to share an artist's sometimes iconoclastic vision. Art can legitimately be intrusive, abrasive or unpopular. Failure to recognize this purpose for art can lead to an art collection that is simply 'pretty' or 'nice' without being ennobling or educational.
2. Original Works and Authentication: Only original works of art shall be accessioned for the collection. Fakes, unauthorized copies or reproductions are not acceptable. In cases where the authenticity of a piece could be reasonably questioned, it must be authenticated before accession. Art objects which are mass produced and of standard design are not allowed. Limited editions of no more than 25, signed by the artists, may be considered on a limited basis.
3. Suitability, Sustainability and Durability: All art pieces must be suitable for display in a public setting. Sculpture must be secured to prevent accidents. Pieces executed in fragile media must be able to be protected while displayed. All art pieces must be dependable relative to theft, vandalism and the environment and must consider the ease of maintenance and safety.
4. Overall strength of design concept: Art must be appropriate to the program in terms of scale, context and materials. Art must consider the appropriateness of design solution for the climate and outdoor site through appropriateness of materials selected and feasibility and ease of installation.

## **9. PROCESS FOR SPECIAL PURCHASE OF ARTWORK FROM THE GALLERY / ART RENTAL PROGRAM**

### **9.1 Purpose**

The Public Art Committee may request funds from the City Council and/or Florence Urban Renewal Agency in advance of their budget process. These agencies may consider whether an appropriation of funds is to be provided for a special purchase of a work of art from the Gallery / Art Rental Program. This consideration may occur annually. Funds may also come from public art revenue funds as administered by the Public Art Committee.

The process for the special selection of a work of art from the Gallery / Art rental program shall follow the general acquisition procedures in Section 3 above. In addition, the selection process will be expanded by including greater public involvement in selecting the artwork in order to build a sense of citywide concern and ownership of the program.

### **9.2 Operational Procedures**

Initiation of selection process: In administering the selection process for purchasing artwork from the Gallery / Art Rental Program, the Public Art Committee will:

1. Request the funding during the City and Florence Urban Renewal Agency's annual budget process. Such request shall include a project proposal to include budget and timeframe estimates and an overview of the process as described in Section 9.
2. If the budget request is approved, the Public Art Committee will oversee the selection process. If deemed necessary by the Public Art Committee, the Committee may elect to establish a Selection Committee or the Public Art Committee may elect to serve as the Selection committee for the project.
  - a. Should a selection committee be formed, the committee shall consist of:
    - i. An odd number of members, with no more than seven members total
    - ii. No more than five arts professionals or experts,
    - iii. Four (4) members of the selection committee may be members of the Public Art Committee,
    - iv. An art appraiser or consultant if deemed necessary

### **9.3 The Selection Process**

The Public Art Committee, or Selection Committee, shall establish the selection objectives, which shall include:

1. Identifying site(s) for the selected artwork;
2. Creating a list of up to five pieces for consideration as possible purchases; and

3. Establishing a process for the public to indicate its preference from among the pieces on the list. This may include a survey or community wide vote, or other method deemed appropriate by the committee.

The Selection process shall proceed as follows:

Upon notification of objectives, the Selection Committee will review the current pieces in the program and establish a list of up to five pieces from which a public process will select one. Site(s) will be identified that will accommodate the selected works. The criteria for establishing the list of selected works and site(s) are to be developed by the Selection Committee.

Following the creation of the selection list and site identification, the committee shall develop a process allowing the public at large to indicate their preference for the final purchase piece. This process may include methods such as opinion surveys, online voting, etc.

#### **9.4 Final approval of selected artwork**

The Public Art Committee shall report to the City Council of the selection made through the public process. Payment shall be made to the artist and arrangements made for relocation of the art to its final location, if necessary, following the exhibition period.

#### **9.5 Clarification of Policy**

The procedure in this section is to be used for a single purchase of art from the Gallery / Art Rental Program. Nothing in this procedure shall preclude additional purchases by the city through other processes.

### **10. FLORENCE CELEBRATE ARTS PUBLIC EXHIBITION & AUCTION**

#### **10.1 Background and Purpose**

It is the desire of the City of Florence to encourage economic development in the community, which includes public art. The purpose of this display and event is to celebrate art by creating a juried art show which will display the works and ultimately sale of the works for the benefit of artists and the city's public art program. Attractive displays stimulate the imagination and inspire an appreciation of art. Display space including Florence City Hall, Public Facilities, and potentially approved private facilities deemed appropriate, is free and is intended to showcase local art, spotlight local collections of general interest, and introduce citizens to national and regional art. Such exhibitions will result in a juried art exhibition and artists will be invited to submit works for approval.

It is not the intent that the exhibit space be used for advertising for commercial enterprises or partisan political candidates and/or parties. The views in the works exhibited are those of the artists and are not necessarily those of the City of Florence or Public Art Committee. Nothing in this section shall preclude the Public Art Committee from displaying art within the City's permanent collection within City Hall or other City Facilities.

## **10.2 Duration**

The works will be on display for one year. Works can be sold any time during this period. At the end of the display year, art will be sold at auction at the Florence Events Center. Should art be sold and removed prior to the end of the display period, any replacement will be installed for the duration of the original one year display period.

## **10.3 Artist Selection Criteria**

Artists will be judged and selected based on their qualifications which could include demonstrated past work and appropriateness of the proposal to the particular project. In selecting artists and works of art, the Public Art Committee shall select those artists and works of art of the highest aesthetic quality, and those that fulfill the purpose of the City's art selection criteria as set forth in Section 3.2.2. In all cases, consideration will be given to materials, maintenance, public access and safety.

When considering the submittals for the program, the committee will consider submissions based on:

1. Narrative and Description of the Piece: Provide a written statement of inspiration, history, background and if applicable the artist's interpretation of the meaning of the piece.
2. Proposed Art Piece: Include a clear photograph and/or video of the completed art piece. Include dimensions and material used for the piece.
3. Statement of Qualifications: Biographical information, including previous experience, for all team members (limit of one page per team member). This should include the name and contact information of all person(s) who will submit pieces for display.

## **10.4 Methods of Selection of Art for Display**

The Public Art Committee shall be responsible for reviewing, selecting and approving art to be displayed. The Public Art Committee may elect to establish and delegate its selection authority to a selection subcommittee. At its discretion, the Public Art Committee may elect to use the Open Competition (Section 3.3.1) and Artist Invitation (Section 3.3.3) methods of selection of art to be displayed.



## **10.5 Display Location Process**

The Public Art Committee, in meeting the goals of the City of Florence, shall oversee the process for the selection and placement of works of art. The Public Art Committee shall identify the site for the work(s), identify the goals of the project, determine whether to form a selection committee to choose the artist and/or artwork, and determine the most appropriate selection method in each circumstance.

## **10.6 Liability**

The City of Florence does not accept liability or provide security for any item on display. The owner of an item to be displayed must sign an Inventory of Items and Hold Harmless Agreement before display.

## **10.7 Display Areas**

Displays may be scheduled for the City Hall Lobby / Public Areas, any other public facilities deemed appropriate, or for private facilities deemed appropriate by the Committee and for which a prior agreement has been made with the property owner for display of public art at the facility.

## **10.8 Public Art Committee Responsibilities**

The City Council has established a Public Art Committee and appointed members. The Public Art Committee has a staff ex-officio member. The Public Art Committee is responsible for reviewing display applications and approving artist(s) to be displayed.

The Public Art Committee shall have the following responsibilities based on display criteria established by the Committee.

1. Solicit Artists for the display area
2. Contact artists to schedule displays and to obtain hold harmless agreement
3. Supervise installation and take-down of displays
4. Advise the City Council on policies regarding displays

## **10.9 Marketing**

The Public Art Committee will be responsible for promoting the display and sales event through the city website, social media, local and regional outlets that serve the area, and any other method deemed appropriate by the committee. Contact information for artists will be on all media and marketing listings and postings. Information about the artist will be accessible either adjacent to the art, or at the main counter as deemed appropriate.

## **10.10 Sales / Revenue**

The City of Florence acts as the sales agent for the artist. Pricing will be displayed in an appropriate location that will accompany where the art is displayed. The Artist and the Public Art Committee will agree to prices when art is accepted. The City will receive a commission for the display, marketing, and sales transaction for art pieces. Payments will be made to artist within 30 days of payment to the City of Florence. The same procedure will apply if art is sold at auction. If the art is not purchased by the end of the term, the works will be returned to the artist within 30 days after the auction.

## **10.11 Exceptions**

The City Manager has the discretion to make exceptions to this policy as deemed appropriate. This policy does not supersede existing policies within the City of Florence including the Florence Events Center Gallery, the Siuslaw Public Library, and others subject to a separate policy for the facility.

# **11. DEFINITIONS**

## **GENERAL DEFINITIONS**

|                          |   |
|--------------------------|---|
| ACCESSION                | To accept a work of art into the City's permanent collection.   |
| ADVISOR                  | A professional asked by the Public Art Committee to provide advice on some aspect of a project  |
| ARTIST                   | A practitioner in the arts, generally recognized by critics and peers as a professional of serious intent and recognized ability who produces works of art and is not a member of the project architectural firm. |
| CALL FOR ARTISTS         | An open competition where any artist is invited to submit works of art of delineated proposals for consideration. Proposals are reviewed and an artist is selected for the project.                               |
| CONSULTANT               | A paid professional in the arts field of regional, national or international status, hired by a selection committee or Public Art Committee to share his/her expertise.   |
| DEACCESSIONING           | Relinquishing title and claim of ownership to a work of public art.   |
| PERMANENT ART COLLECTION | All works of art owned by the City of Florence, either site specific or part of a portable collection, which may rotate through public buildings.   |

|                      |  |
|----------------------|--|
| PRE-QUALIFIED LIST   | A list of artists deemed appropriate for projects by satisfying criteria outlined by the Public Art Committee. The list may be created and updated by the Public Art Committee and may be used as a starting point for ‘invitation only’ competitions, as well as a tool for generating ideas for a project.   |
| PUBLIC ART           | <p>All forms of works of art accessible and visible to the public and/or public employees including:</p> <ul style="list-style-type: none"> <li>A) Painting of all media, including both portable and permanently fixed works, such as murals;</li> <li>B) Sculpture which may be in the round, bas-relief, high-relief, mobile, fountain, kinetic, electronic and others, in any material or combination of materials.</li> <li>C) Other visual media including, but not limited to prints, drawings, stained glass, calligraphy, glass works, mosaics, photography, film, clay, fiber / textiles, wood, metals, plastics or other materials or combination of materials, or crafts or artifacts.</li> <li>D) Works of a wide range of materials, disciplines and media which are of specific duration, including performance events, and those which are documented for public accessibility after the life of the piece has ended.</li> <li>E) Art works that possess functional as well as aesthetic qualities.</li> </ul> |
| PUBLIC ART COMMITTEE | The committee as established by Ordinance No. 3, Series 2016 is appointed to maintain the City’s public art collection, and implement the City’s public art initiatives. The Public Art Committee develops policies and goals for the selection, placement and maintenance of works of art. The committee has approval authority within the artist selection process, evaluates and/or causes to be evaluated by others the public art collection, recommends uses for Public Art monies, considers projects by private developers and citizens which would result in a piece or pieces of public art, and responds to any other public art initiatives.   |

# City of Florence

## July 1, 2019 – June 30, 2021

### Work Plan

| Preliminary Priority   | Goal(s) Addressed  |
|--|--|
| <b>1</b> Housing Efforts & Initiatives<br><i>(Development, Regulations, Workforce/ Affordable Projects &amp; Support, Homelessness &amp; Incentives)</i> | <ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> <li>• Goal 5: Financial &amp; Org. Sustain</li> </ul> |

#### Development Regulations

**Objective 1:** Continue working with the Oregon Department of Land Conservation & Development (DLCD) to complete residential zoning code audit and amend residential land use codes to streamline regulations and address barriers concerning development of housing.

- Task 1: Host code concepts work session with Community & Economic Development Committee (CEDC) and invite Council and Planning Commission.
- Task 2: Prepare amendments to Florence City Code based upon priorities of community.
- Task 3: Evaluate proposed code amendments for viability.
- Task 4: Host public open house.
- Task 5: Amend proposed code amendments based on public input and receive recommendation from CEDC.
- Task 6: Host joint public hearing process with Planning Commission & City Council.
- Task 7: Create marketing materials/ Public Service Announcements/ etc. to notify builders and public of changes.

**Objective 2:** Update Florence City Code Titles 10 and 11 to address deficiencies outside of the DLCD Technical Assistance program scope or funding availability.

**Objective 3:** Update Comprehensive Plan and Zoning Maps in support of housing and economic opportunities analysis completed in 2018.

**Objective 4:** Evaluate and amend short term rental policies to ensure adequate housing supply for workforce.

#### Housing Development

**Objective 1:** Support community partners in development of workforce/ affordable housing.

- Task 1: Support Neighborhood Economic Development Corporation (NEDCO) with development of Airport Road site.
- Task 2: Support other non-profit efforts to provide additional workforce/ affordable housing.

**Objective 2:** Evaluate the City's role and potential costs/ locations for city participation in workforce housing development projects.

- **Task 1:** Work with Community & Economic Development Committee to perform rental market study and market efforts to developers.
- **Task 2:** Evaluate City, government partners, and non-profit owned property to determine viability for use in workforce housing projects.
- **Task 3:** Explore local and regional funding options to support development of housing for low- and moderate-income households.
- **Task 4:** Work with partners to pursue state and federal grants to design and finance workforce housing projects.
- **Task 5:** Pursue partnerships with local partner agencies to develop student housing, including but not limited to, Lane Community College, Siuslaw School District, Peace Health, Port of Siuslaw, and the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians.

**Objective 3:** Coordinate with major local employers in efforts to develop and support housing affordable to their workforce.

- **Task 1:** Including, but not limited to Peace Health, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Siuslaw School District and City of Florence.

**Objective 4:** Explore options for accommodating transitional housing and make necessary code updates.

### **Old Town/ Main Street Development**

**Objective 1:** Support the Florence Urban Renewal Agency's (FURA) work to market and recruit for five catalyst sites for housing and commercial uses.

- **Task 1:** Reach out to property owners to determine interest in partnering with the City and FURA for marketing/ development opportunities and for design assistance.
- **Task 2:** Work with property owners to determine barriers to development and potential solutions.
- **Task 3:** Work with property owners to develop marketing materials including video, brochure, web presence etc.

### **Financial Incentives**

**Objective 1:** Evaluate options and long-term financial sustainability for financial incentives to promote workforce housing development.

- **Task 1:** Evaluate System Development Charge structure for long-term viability of workforce housing incentives.
- **Task 2:** Evaluate opportunities for implementing property tax exemptions for workforce housing projects.
- **Task 3:** Evaluate other public funding/ incentives mechanisms as appropriate.
- **Task 4:** Work with funding partners to identify different types of housing subsidies and funding options.



| Preliminary Priority |  | Goal(s) Addressed  |
|----------------------|--|--|
| 2                    | Family Wage Jobs & Workforce Development<br>(Retention, Expansion, Marketing, Infrastructure & Incentives) | <ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul> |

### **Infrastructure**

**Objective 1:** Complete utility infrastructure expansion projects along transportation corridors to promote development opportunities.

- Task 1: Complete North Hwy 101 Sewer Extension, West Side.
- Task 2: Complete North Hwy 101 Sewer Extension, East Side.
- Task 3: Complete Hwy 126 Water & Sewer Extension.
- Task 4: Complete Hwy 126 Water & Sewer Extension, Phase 2.

### **Business Retention & Expansion**

**Objective 1:** Work with the Florence Area Chamber of Commerce to determine interest and financial implications of a partnership to accomplish the City of Florence's Business Retention & Expansion program.

**Objective 2:** Develop a business retention & expansion program in coordination with community partners.

- Task 1: Develop and implement annual business survey.
- Task 2: Follow up with business survey submittals on business needs in the community.

**Objective 3:** Support the Florence Urban Renewal Agency's (FURA) efforts to continue a predevelopment grant program.

- Task 1: Continue management of the predevelopment grant program.
- Task 2: Analyze the financial feasibility of accepting additional applications for the program.

**Objective 4:** Continue to monitor new business licenses & perform outreach.

- Task 1: Create new business welcome program to local businesses to educate them on permitting and building requirements before they purchase a property or sign a lease.

**Objective 5:** Work with the Florence Urban Renewal Agency (FURA) to develop and implement a Façade Improvement Program.

- Task 1: Analyze the financial feasibility of the creation of a Façade improvement program, and if feasible develop and deploy program.
- Task 2: Work with community groups to develop and/ or enhance award program for façade and landscaping improvements.

## **Marketing & Recruitment**

**Objective 1:** Expand marketing for the Pacific View Business Park and research available methods to help promote development.

- **Task 1:** Evaluate the possibility of streamlining the purchasing process for lots by preparing public hearing process for all lots prior to potential sales.
- **Task 2:** Develop marketing materials including video, brochure, web presence etc.
- **Task 3:** Coordinate with Business Oregon, Lane County and the South Coast Development Council for out of area marketing.

**Objective 2:** Maintain information on available properties, buildings and businesses in Florence.

- **Task 1:** Update Available properties map quarterly.
- **Task 2:** Develop online portal for available properties through [www.florencebusiness.org](http://www.florencebusiness.org) and ensure its interface with the Florence Area Chamber of Commerce's website.

**Objective 3:** Update and maintain [florencebusiness.org](http://florencebusiness.org) website and information.

## **Tourism Promotion**

**Objective 1:** Review transient room tax (TRT) allocation methodology, as well as marketing and visitor information center contract.

- **Task 1:** Support efforts of tourism marketing agencies including but not limited to Travel Oregon, Travel Lane County, Oregon Coast Visitor's Association, and the Florence Area Chamber of Commerce.

**Objective 2:** Discuss investment in Florence tourism promotion with Lane County.

**Objective 3:** Continue to support community driven efforts toward public space beautification, recreational opportunities and culture.

- **Task 1:** Work with community groups to develop a City-wide Holiday lighting program.

**Objective 4:** Work with Florence Urban Renewal Agency (FURA) and the Transportation Committee to consider amendments to parking requirements in Old Town.

- **Task 1:** Consider supporting efforts to research and determine whether to conduct a parking analysis and take steps for parking management in Old Town.
- **Task 2:** Work with Old Town businesses on potential strategies for parking management.

## **Entrepreneurship & Innovation**

**Objective 1:** Continue to support the Regional Accelerator & Innovation Network (RAIN), Small Business Development Center (SBDC), and Florence Area Chamber of Commerce entrepreneurship programs.

- **Task 1:** Evaluate progress and determine whether to fund additional service years.
- **Task 2:** Assist in marketing entrepreneurship events and trainings.
- **Task 3:** Provide support to business and potential business participants as necessary.

- Task 4: Support and advance efforts to obtain additional funding and incentives for entrepreneurship programs through grants or statewide funding initiatives.
- Task 5: Work with partners to build a program to educate local middle and high school students in the value of entrepreneurship.

**Objective 2:** Conduct feasibility study for redevelopment of key sites for public/ private development ‘incubator’ and ‘makers spaces’.

### **Education & Workforce**

**Objective 1:** Support entities that provide education, workforce training, apprenticeship, and/ or internship opportunities to local students and residents.

- Task 1: Consider holding joint work session with Siuslaw School District to discuss School improvements, workforce training, and art/ music curriculum.
- Task 2: Work with Lane Education Service District, Lane Workforce Partnership, and other partner agencies to develop tools for student/ teacher workforce training, apprenticeships and/or internships.
- Task 3: Develop and market workforce recruitment video and other marketing materials.

### **Economic Development Community Outreach & Program Structure**

**Objective 1:** Improve communication with Council and Community regarding the City’s economic development efforts.

- Task 1: Create and update lead tracking sheet for internal communication.
- Task 2: Create process to quantify private economic development improvements in the community.
- Task 3: Develop monthly newsletter/ web/ social media outreach on Economic Development efforts
- Task 4: Prepare quarterly reports to Council.

**Objective 2:** Develop Community & Economic Development Committee to assist in work plan efforts and outreach.

**Objective 3:** Develop long term staffing plan for economic development efforts.

**Objective 4:** Leverage resources by maintaining partnerships with regional agencies.

- Task 1: Including (but not limited to) Cascade West Economic Development District (CWEDD), South Coast Development Council (SCDC), Lane Workforce Partnership (LWP), Small Business Development Center (SCDC), Business Oregon, Lane County, Lane Community College, and the Florence Area Chamber of Commerce.

| Preliminary Priority |  | Goal(s) Addressed  |
|----------------------|--|--|
| <b>3</b>             | ReVision Florence Community Outreach & Completion<br>(Hwy 101/ 126 Streetscape & Paving) | <ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul> |

**Objective 1:** Public Outreach and Agency Coordination.

- Task 1: Coordination with ODOT through project construction.
- Task 2: Public outreach and communication during construction.

**Objective 2:** Plan for installation and funding of items removed from contract.

- Task 1: Purchase and installation of pedestrian amenities.
- Task 2: Funding plan, purchase and installation of pedestrian light arms and banner arms.
- Task 3: Funding plan and installation for construction of gateway monument pillars.
- Task 4: Determine funding strategy, timeline and installation to systematically complete Public Art within the streetscape project including both Art Exposed and permanent installations.
- Task 5: Coordination with the Chamber of Commerce on expanding the flower basket and banner program to Highway 101 in the project area.

| Preliminary Priority |  | Goal(s) Addressed   |
|----------------------|--|---|
| <b>4</b>             | Development of Quince Street Property<br>(Hotel/ Mixed-Use/ Housing, Trail, Infrastructure & Incentives) | <ul style="list-style-type: none"> <li>• Goal 3: Economic Development</li> <li>• Goal 5: Financial &amp; Org. Sustain.</li> </ul> |

**Objective 1:** Concept plan for property.

- Task 1: Develop concept plan for property and hotel feasibility analysis.
- Task 2: Determine financial strategy and complete necessary preliminary assessments including but not limited to lot line adjustments, geotechnical analysis, floodplain analysis, regrading, tree management, subdivision, etc.

**Objective 2:** Marketing & Development.

- Task 1: Develop marketing materials including video, brochure, web presence etc.
- Task 2: Hire commercial real estate broker and develop strategy for marketing property development including cost/ benefit analysis of RFP process for developer.

| Preliminary Priority |  | Goal(s) Addressed  |
|----------------------|--|--|
| 5                    | Parks & Park Improvements<br>(Gallagher, River & Miller Parks and Estuary Trail) | <ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul> |

**Objective 1:** Construct and develop new Siuslaw River Beach Access Park.

**Objective 2:** Plan and complete Siuslaw Estuary Trail – Hwy 126 to Port Property.

**Objective 3:** Conversion of Old Public Works to Gallagher Park.

- Task 1: Public outreach on what type of park amenities are desired for Gallagher park.
- Task 2: Create a master plan for the development of Gallagher Park over the next 2-5 years.
- Task 3: Design for new amenities and cost estimates.
- Task 4: Seek and obtain grant funding for park development.
- Task 5: Bid process for construction of new park facilities.
- Task 6: Construction of Gallagher Park expansion.

**Objective 4:** Support Community group grants to improve or create new parks.

- Task 1: Implement vision that was developed for the General Ben King Memorial Airport Gateway.
- Task 2: Work with school district and community volunteers to develop new soccer fields at middle school site.
- Task 3: Work with Siuslaw Baseball Association, Siuslaw Youth Soccer, and other community partners to rehabilitate and expand sport/ fitness opportunities at Miller Park.

**Objective 5:** Improve parks, trails, and walkability.

- Task 1: Develop trail brochure and update City webpage.
- Task 2: Complete major trail maintenance & repaving.
- Task 3: Expand park amenities in Old Town.
- Task 4: Expand pickleball opportunities at Rolling Dunes Park or Gallagher Park.
- Task 5: Relocate community gardens to Rolling Dunes Park.

**Objective 6:** Complete Park Master Plan Update.

- Task 1: Complete Park Master Plan update with specific projects and costs.
- Task 2: Seek long term financing plan to improve parks, trails and walkability.



| Preliminary Priority |   | Goal(s) Addressed   |
|----------------------|---|---|
| <b>6</b>             | Infrastructure & Capital Improvements<br>(Water, Sewer, Stormwater & Streets) | <ul style="list-style-type: none"> <li>• <i>Goal 1: City Service Delivery</i></li> <li>• <i>Goal 2: Livability &amp; Quality of Life</i></li> </ul> |

### **City Facilities**

#### **Objective 1:** City Hall Remodel and Expansion Completion.

- Task 1: Completion of items outside of the City Hall construction contract, such as signage, records storage system, other items for facility utilization.
- Task 2: Employee training on new facility procedures and systems.
- Task 3: Development and completion of City Hall landscaping.
- Task 4: Construction of new retaining wall and staircase on the east side of the facility.

#### **Objective 2:** Deconstruction of Old Public Works.

- Task 1: Clear out items stored at the old facility.
- Task 2: Transition remaining Public Works Inventory and other items to the new public works facility.
- Task 3: Asbestos abatement for all facilities on the site.
- Task 4: Deconstruction and disposal of buildings after asbestos abatement.

#### **Objective 3:** Construct City Public Works Facility Phases 2 & 3.

- Task 1: Pursue grants for items not installed/ completed as part of the project, including 175 KW emergency power generator, video conferencing equipment and hybrid yard lighting.
- Task 2: Purchase new storage racks with correct weight limit rating for maintenance building.
- Task 3: Design and construct new 3-sided pole building(s).
- Task 4: Pave out parking lot.
- Task 5: Pursue grants for new fueling depot to be constructed on lot south of new Public Works.

### **Transportation**

#### **Objective 1:** Complete Safe Routes to School Project.

#### **Objective 2:** Complete annual Chip/ Fog Seal Program.

#### **Objective 3:** Reconstruct Rhododendron Drive – Wildwinds to 35<sup>th</sup> including realignment, separated multi-use path and improved river overlook/ parking area.

#### **Objective 4:** Construct separated 12' multi-use path along Rhododendron from 35<sup>th</sup> to North Jetty Road.

#### **Objective 5:** Construct separated 12' multi-use path along Rhododendron from North Jetty Road to Heceta Beach Road.

#### **Objective 6:** Develop approach and funding to address deferred street maintenance.

#### **Objective 7:** Fix Spruce Street Culvert Failure.

- Task 1: Develop Plan.
- Task 2: Seek grant opportunities as available.

**Objective 8:** Work with Transportation Committee to audit and correct errors in the 2012 Florence Transportation Systems Plan.

- **Task 1:** Prepare updates to the Transportation Systems Plan.
- **Task 2:** Prepare corresponding updates to the Florence City Code, Comprehensive Plan and Capital Improvement Plan.
- **Task 3:** Determine methods for public outreach and input on proposed amendments and implement.
- **Task 4:** Host joint public hearing process with Planning Commission and City Council based on recommended amendments.

**Objective 9:** Enhance pedestrian and ADA crossing opportunity on Nopal and Bay Streets.

**Objective 10:** Support the Florence Urban Renewal Agency's (FURA) potential projects to complete sidewalk improvements within the FURA district.

- **Task 1:** Complete quick response sidewalk and ADA improvements in the area of Maple Street and Laurel Street.
- **Task 2:** Complete sidewalk replacement project along 2<sup>nd</sup> Street to address gaps and inadequate sidewalks, including ADA and installation of pedestrian scale lights.

**Objective 11:** Continue efforts to increase public transit opportunities to Eugene and Coos Bay and support continuation of Yachats pilot program.

### **Stormwater**

**Objective 1:** Complete Old Town Stormwater Drainage Project – 6<sup>th</sup> Street Juniper to Hemlock and Hemlock to 1<sup>st</sup> Street.

**Objective 2:** Complete 2<sup>nd</sup> Street Stormwater Project.

**Objective 3:** Complete Stormwater Master Plan Update.

**Objective 4:** Complete Pine Court Stormwater Project.

### **Water**

**Objective 1:** Complete 16-inch water line on 9<sup>th</sup> Street from Rhododendron to Kingwood, including stormwater repair at 9<sup>th</sup> and Hemlock.

**Objective 2:** Update Water Management and Conservation Plan.

### **Wastewater**

**Objective 1:** Develop Facilities Plan for the Wastewater Treatment Plant.

- **Task 1:** Select consultant and develop scope.
- **Task 2:** Develop facilities plan to guide major equipment replacement and set the stage for expansion.

**Objective 2:** Develop plan for providing sewer to North Urban Growth Boundary.

- Task 1: Select consultant.
- Task 2: Develop 'master plan' for providing sewer to North UGB.
- Task 3: Explore and obtain grants to construct new gravity sewers in North UGB.

### **Airport**

**Objective 1:** Complete Airport Runway/ Taxiway seal coat and lighting project.

**Objective 2:** Implement Airport Improvements according to Airport Master Plan.

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Other Objectives and Tasks proposed to be included within the work plan are as follows:

| Goal(s) Addressed  |  |
|--|--|
| Public Safety<br>(Police, Dispatch, Jail, Court, Emergency Management, Code Enforcement) | <ul style="list-style-type: none"><li>• Goal 1: City Service Delivery</li><li>• Goal 2: Livability &amp; Quality of Life</li></ul> |

### **Police, Dispatch, Jail**

**Objective 1:** Develop permanent funding for School Resource Officer

**Objective 2:** Expand community support through National Night Out.

**Objective 3:** Continue to implement proven best practices for public safety agencies regarding homelessness, drug usage, mental illness, and other social concerns and support non-profit and government partners in community driven approaches.

**Objective 4:** Complete patrol squad room remodel / upgrade.

**Objective 5:** Complete 911 System and Dispatch Center Upgrade.

- Task 1: Communications Center Remodel.
- Task 2: Train Communications Officers on new system.

**Objective 6:** Maintain Compliance with Criminal Justice Information Services (CJIS) and Federal Crime Reporting.

- Task 1: Complete computer aided dispatch update with justice connect.
- Task 2: Complete Oregon national incident-based reporting system (ONIBRS).

**Objective 7:** Implement eCitations program.

**Objective 8:** Develop policies and procedures for Jail.

- Task 1: Continue to attend pertinent trainings.
- Task 2: Implement written policies

## **Court**

**Objective 1:** Implementation of the e-conviction program for processing DMV convictions electronically.

**Objective 2:** Program implementation for collection of fines and fees through the Department of Revenue.

**Objective 3:** Continued implementation of process improvement and modernization.

## **Emergency Management**

**Objective 1:** Continue to participate and lead efforts of the West Lane Emergency Operations Group (WLEOG).

- **Task 1:** Coordinate efforts to update and maintain the Emergency Operations Plan.
- **Task 2:** Develop departmental procedural checklists for City supported functions of the Emergency Operations Plan.
- **Task 3:** Assist in the coordination of and participate in local and regional emergency exercises.

**Objective 2:** Continue to develop and implement City emergency preparedness policies.

- **Task 1:** Develop a continuity of operations plan for the City.
- **Task 2:** Develop internal departmental procedures, policies, and checklists for emergency response.
- **Task 3:** Continue to ensure that all employees receive ICS 100, 200, 700, and 800 training.
- **Task 4:** Continue to coordinate specific ICS trainings for identified employee roles.

## **Code Enforcement**

**Objective 1:** Update City's nuisance codes to remove inconsistencies, improve clarity, and address unaddressed issues.

**Objective 2:** Implement code violation and citation tracking software to improve Code Enforcement workflow and communication among departments and to the public.

**Objective 3:** Create code enforcement operations manual to create the opportunity for professional volunteer assistance.

**Objective 4:** Explore funding options for additional code enforcement officer.

| Goal(s) Addressed                     |  |
|---------------------------------------|--|
| Community Beautification & Aesthetics | <ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul> |

### **Community Gateway Signage**

**Objective 1:** Develop welcoming gateway signage (N,S,E).

- Task 1: Identify locations.
- Task 2: Develop concepts for gateways.
- Task 3: Construct gateways.

### **Landscaping & Lighting**

**Objective 1:** Improve Curb Appeal and protect natural areas from weed encroachment.

- Task 1: Support the Environmental Management Advisory Committee to update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals.
- Task 2: Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, group and individual positive efforts.

**Objective 2:** Research industry standard parking lot lighting level standards and revise lighting code to ensure safety and improve quality of life.

### **Public Art Program**

**Objective 1:** Discuss and consider amendments to the process for acquisition of public art and the role & responsibilities of the Public Arts Committee through review of the Public Art Guidelines (Resolution No. 4, Series 2016) and the Public Arts Committee duties per FCC 2-4.

**Objective 2:** Central Lincoln PUD Mural Installation.

- Task 1: Work with Florence Urban Renewal Agency (FURA) on artist contract approval.
- Task 2: Complete City Council Hearing per Mural Code.
- Task 3: Prepare for art installation including public outreach, site logistics, etc.

**Objective 3:** Siuslaw Bridge Steps Art Installation.

- Task 1: Prepare for art installation including public outreach, site logistics etc.
- Task 2: Coordinate with ODOT for Intergovernmental/ Maintenance Agreement.

**Objective 4:** Art Exposed Program. Task 1: Continue to market preliminary four pieces on Bay Street for sales.

- Task 2: Replace four pieces in old town with new pieces.
- Task 3: Research locations for additional pieces within the Art Exposed Program including ReVision Florence and throughout the City, prepare financing plan, & installation timelines for Art Exposed pieces for ReVision Florence project.

**Objective 5:** Complete actions to encourage private funding and/ or donations of public art to leverage City funding.

- Task 1: Limit funding sources for the Public Art program to the City of Florence general fund, grants and private donations, and do not include funding from the Florence Urban Renewal Agency.
- Task 2: Research grant opportunities and prepare grant applications through staff and volunteer time.
- Task 2: Develop public art donation program.
- Task 3: Support efforts for nonprofit development of public art funding.

**Objective 6:** Public Outreach and Marketing of Public Art Program.

- Task 1: Improve communication with public concerning public art program objectives including monthly Siuslaw News Articles, speaking opportunities with community groups, social media and City website.

**Objective 7:** Prepare for next public art projects and long-term objectives/ strategies.

- Task 1: Perform public outreach on interest in public art program and art types.
- Task 2: Prepare master plan for next projects for Council consideration.

**Objective 8:** Complete Mural Code revisions with revisions to sign code where necessary.

- Task 1: Review potential options for Mural Code Amendments.
- Task 2: Prepare code amendments.
- Task 3: Joint work session with Council/ Planning Commission.
- Task 4: Complete public hearing process with the Planning Commission & City Council.

**Objective 9:** Determine viability of the development of a private property mural program/ match program.

- Task 1: Review cost/ benefits and potential structure of private property mural program.
- Task 2: Implement program via public outreach informational materials, application booklet and outreach to potential private partners etc.

**Objective 10:** Consider opportunities for sustainable funding/ staffing options.



| Goal(s) Addressed             |  |
|-------------------------------|--|
| Sustainability & Conservation | <ul style="list-style-type: none"> <li>• <i>Goal 2: Livability &amp; Quality of Life</i></li> <li>• <i>Goal 3: Economic Development</i></li> </ul> |

### **City Bio-Solids Program**

**Objective 1:** Expand biosolids composting facility.

- Task 1: Perform a curbside yard debris collection cost-benefit/ feasibility study.
- Task 2: Identify and secure funding sources for expanding Flo-Gro processing.
- Task 3: Develop plan to market Flo-Gro product.

### **Recycling & Litter Reduction**

**Objective 1:** Support Environmental Management Advisory Committee's work to enhance efforts toward recycling and litter reduction.

- Task 1: Implement program to place garbage & recycling containers in identified problem areas of the city.
- Task 2: Continue community discussion to eliminate availability of single use plastic shopping bags including considering programs to reduce litter and updating city codes.
- Task 3: Consider community discussion on eliminating availability of plastic straws.
- Task 4: Modify solid waste collection fees to include yard debris collection.
- Task 5: Implement Five "R" Restaurant rating program recognizing, awarding and educating sustainable environmental practices.
- Task 6: Support local community business endeavors that seek to recycle plastic, including but not limited to the 'Precious Plastics' program.
- Task 7: Develop informational materials to educate the community on best practices for recycling and materials that can be recycled locally including but not limited to a video, brochure, website, and social media releases.

| Goal(s) Addressed               |  |
|---------------------------------|--|
| Misc. Code & Process Amendments | <ul style="list-style-type: none"> <li>• <i>Goal 1: City Service Delivery</i></li> <li>• <i>Goal 4: Communication &amp; Trust</i></li> </ul> |

### **Flood Insurance Rate Map Amendments**

**Objective 1:** Update Titles 4 and 10 and the Florence Comprehensive Plan in support of 2018-19 Flood Insurance rate map amendments.

### **Land Use Housekeeping Amendments**

**Objective 1:** Perform general housekeeping updates to Titles 10 and 11.

**Objective 2:** Work with State of Oregon to identify and pursue a path to update the Florence Realization 2020 Comprehensive Plan consistent with state requirements and community needs.

## **City Licensing**

**Objective 1:** Reassess and update the City's various licensing where appropriate.

- Task 1: Street Closure.
- Task 2: Business Licenses.
- Task 3: Special Events & Parades.
- Task 4: Liquor Licenses.
- Task 5: Taxi Codes.

## **Elections**

**Objective 1:** Update elections ordinance to clarify city deadlines.

| Goal(s) Addressed                        |   |
|--|---|
| Committee, Commission & Board Management | <ul style="list-style-type: none"><li>• <i>Goal 1: City Service Delivery</i></li><li>• <i>Goal 4: Communication &amp; Trust</i></li></ul> |

## **Florence Urban Renewal Agency (FURA)**

**Objective 1:** Review FURA Bylaws, City Code and FURA Plan to ensure consistency with current objectives and practices.

## **City Committees & Commission Coordination**

**Objective 1:** Implement updated City Committee & Commission policy manual.

- Task 1: Ensure committee/ commission volunteers are appointed and trained for posts for city processes, public meetings law and Oregon government ethics laws.
- Task 2: Improve communication between City Council and committees via monthly reports, ex-officio memberships, committee work plan approvals, and committee work sessions for input into the City work plan.
- Task 3: Convert Planning Commission meeting materials to digital delivery system and train members on usage.

**Objective 2:** Ensure Committee & Commission effectiveness in supporting Council Goals & Work Plan.

- Task 1: Evaluate Committee's work plans in context of overall City work plan objectives.

| Goal(s) Addressed                    |   |
|--------------------------------------|---|
| Internal City Processes & Procedures | <ul style="list-style-type: none"> <li>• <i>Goal 1: City Service Delivery</i></li> <li>• <i>Goal 5: Financial/ Organizational Sus.</i></li> </ul> |

### **Customer Service**

**Objective 1:** Implement customer service updates at the remodeled City Hall.

**Objective 2:** Evaluate potential amendments to City Hall office hours.

### **Human Resources**

**Objective 1:** Complete Administrative Services Department Restructure.

**Objective 2:** Complete negotiations with the Florence Police Association for contract ending 2020.

**Objective 3:** Implement City intranet system for all employees to use.

**Objective 4:** Ensure staff are trained for their positions and in applicable state laws including ethics, public records, harassment etc.

- **Task 1:** Ensure new staff are trained during on-boarding process and all other staff are trained every two years.

**Objective 5:** Develop system to track employee trainings.

**Objective 6:** Improve employee safety and risk management.

- **Task 1:** Adopt updated safety manual and continue work towards safety committee, volunteer policies, and learning center trainings.

**Objective 7:** Improve employee experience and improve employee retention.

- **Task 1:** Update City personnel handbook and other policies.
- **Task 2:** Update City's performance evaluation/ reviews procedure.
- **Task 3:** Participate in 3<sup>rd</sup> party trainings as appropriate.
- **Task 4:** Complete salary survey.
- **Task 5:** Develop strategies for succession for key personnel positions.

**Objective 8:** Analyze building department organizational structure and hire Building Official position and hire and/or contract for provision of building and electrical plan review and inspection services.

## **Records Management**

**Objective 1:** Improve City's records management and retention program.

- Task 1: Determine viability of staff assistance for records program.
- Task 2: Research and determine best methods for short- and long-term records.
- Task 3: Research and implement off-site storage options.
- Task 4: Setup protocols to relocate records for long- and short-term storage.
- Task 5: Continue to digitize and index the City's permanent and long-term records.
- Task 6: Setup protocols and processes for retention of City email records.
- Task 7: Research and potentially implement records retention software.

**Objective 2:** Update Public Records Request Policies and research software solutions for potential implementation.

## **Communication Guidelines**

**Objective 1:** Development of a City-wide communications and style guide.

- Task 1: Press release and public service announcement template utilization across City.
- Task 2: Updates to the press release distribution list and procedures.
- Task 3: Define how information is shared with different stakeholder groups to provide consistency across the organization.
- Task 4: Employee training on new procedures.

| Goal(s) Addressed                  |   |
|------------------------------------|---|
| Financial Processes & Transparency | <ul style="list-style-type: none"><li>• <i>Goal 1: City Service Delivery</i></li><li>• <i>Goal 4: Communication &amp; Trust</i></li><li>• <i>Goal 5: Financial/ Organizational Sus.</i></li></ul> |

## **Contracting Rules**

**Objective 1:** Update the City's Contracting and purchasing rules according to ORS requirements.

## **Financial Sustainability**

**Objective 1:** Review and update long-range financial forecasts annually for all funds. Identify funding gaps and approaches to ensure financial and organizational sustainability.

- Task 1: Evaluate general fund specific considerations – perform research on property valuations and impacts to property taxes and next steps.
- Task 2: Evaluate strategies to address City public employee retirement system (PERS) obligations.

**Objective 2:** Prepare biennial budget consistent with adopted work plan.

- Task: Prepare biennial budget incorporating five-year financial forecasts, identify goals and objectives and/ or funded, and those that remain unfunded and/ or require action by Council or others.

**Objective 3:** Ensure timely financial reporting.

- Task 1: Prepare quarterly reports that include financial, operational or capital performance and status
- Task 2: Adjust budgets timely to reflect changes in budgeted resources and/ or expenditures to achieve work plan objectives.
- Task 3: Secure clean opinion on audited financial statements.

**Objective 4:** Continue processing and negotiating franchise agreement with current and future telecommunications providers.

**Objective 5:** Review and update building and planning permitting fees to recuperate costs in accordance with state statutes and city policy.

| Goal(s) Addressed      |  |
|------------------------|--|
| Florence Events Center | <ul style="list-style-type: none"><li>• <i>Goal 2: Livability &amp; Quality of Life</i></li><li>• <i>Goal 3: Economic Development</i></li><li>• <i>Goal 5: Financial &amp; Organizational Sus.</i></li></ul> |

**Objective 1:** Create sustainable funding options.

- Task 1: Increase number of conferences & events.
- Task 2: Develop and implement an endowment program.
- Task 3: Consider booking bigger name acts with consideration to risk vs. benefit.

**Objective 2:** Development of North property.

- Task 1: Establish plan for increased parking & storage.
- Task 2: Implementation.

**Objective 3:** Improve Marketing Efforts.

- Task 1: Reevaluate marketing plan and increase marketing efforts.
- Task 2: Increase marketing budget.

**Objective 4:** Improve Florence Events Center Facility and Operations.

- Task 1: Increase east parking lot lighting.
- Task 2: Increase interior storage/ mezzanine expansion.
- Task 3: Review and update FEC policies and procedures.
- Task 4: Research and implement booking software solution.
- Task 5: Upgrade fire panel and sensors.

**Objective 5:** Friends of the Florence Events Center & Volunteer procurement.

- Task 1: Improve volunteer procurement and management.
- Task 2: Support fundraising events presented by Friends of the FEC.

| Goal(s) Addressed  |  |
|--------------------|--|
| Community Outreach | <ul style="list-style-type: none"> <li>• <i>Goal 1: City Service Delivery</i></li> <li>• <i>Goal 4: Communication &amp; Trust</i></li> </ul> |

### **News & Media**

**Objective 1:** Monthly distribution of City Newsletter.

**Objective 2:** Distribution of news items to local and regional media outlets.

- Task 1: Continue weekly City Manager interview with Coast Radio.
- Task 2: Continue project specific outreach to media outlets.
- Task 3: Continue educational public service announcements.

**Objective 3:** Continue development of informational videos to add to the City's video library.

**Objective 4:** Continue outreach on the City's social media platforms to provide City news and updates.

**Objective 5:** Develop Communications Policy

### **Website**

**Objective 1:** Continue to improve the City's website and the information available.

- Task 1: Implement the City Staff directory.
- Task 2: Continue to enhance the City project pages.

### **Citizen Participation**

**Objective 1:** Development and implementation of Citizen's Academy.

**Objective 2:** Continued participation in activities such as Public Works, City Day and National Night Out.

### **Community Designations & Awards**

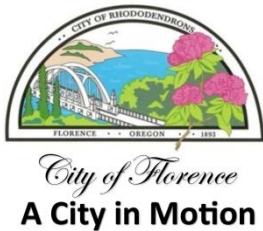
**Objective 2:** Tree City USA Designation.

- Task 1: Work with the Environmental Management Advisory Committee (EMAC) on application for Tree City USA.
- Task 2: If Tree City USA designation is obtained, work with EMAC on plan to maintain status.

**Objective 3:** Coast Guard City.

- Task 1: Determine next steps to ensure appropriate memorialization of Coast Guard City designation.





## City of Florence

# 2017 Public Art Committee Work Plan

### Last Update – January 10, 2017

### Public Art Committee (PAC) Overview:

The City of Florence PAC was established in July 2015 in order to serve as the City's primary committee tasked with actively developing a Public Art Program and Policy for the City of Florence. The Committee's duties include...

- Establish and maintain a city art collection
- Develop a map / list of desired projects for future accessions
- Prepare for and secure funding for additional art works
- Consider projects by private developers and citizens that would result in public art

| Public Art Committee Members |   |  |
|------------------------------|---|--|
| Harlen Springer, Chairperson | Susan Tive, Vice-Chairperson                          | SK Lindsey, Member                                       |
| Jo Beaudreau, Member         | Ron Hildenbrand, Member                               | Jennifer French, Member                                  |
| Jayne Smoley, Member         | Joshua Greene, Council President<br>Ex-Officio Member | Kelli Weese, CR / Eco. Devo. Coord.<br>Ex-Officio Member |

### Completion Timeline Overview:

With the completion of the adoption of public art policies and development of funding from the Florence Urban Renewal Agency, the public art committee has three tasks planned for the 2017 Calendar year, those being to begin implementing public art programs, amend the mural code, and establish a public art strategy.

| Step Overview in Work Plan Document   |              |
|---|--------------|
| First Year Public Art Programs  | Pages 2 to 4 |
| Further Project Funding, Marketing & Other Recurring Projects                 | Page 5       |
| Mural Code Amendments   | Page 5       |
| Establishment of Public Art Master Plan and Follow Up Policies                | Page 6       |
| Overall Timeline Chart  | Page 7       |
| Other Regional Art Related Economic Development Initiatives & Future Projects | Pages 8 to 9 |

## Process for First Year Public Art Projects

### Trash Cans & Transit Stops Beatification Project

Project Lead and/or Sub-Committee Members – Ron Hildenbrand & Jennifer French

| Preliminary Budget Estimates        |                |
|-------------------------------------|----------------|
| Artist Stipends & Supplies          | \$6,000        |
| Locations Preparation & Maintenance | \$3,000        |
| <b>TOTAL</b>                        | <b>\$9,000</b> |

1. Complete process for accessioning artwork (PA Policy Section 3.4)
  - a. Identify the goals of the project
  - b. Inventory potential sites
  - c. Prepare estimate of total project budget
  - d. Coordinate with entities responsible for art locations (Central Lincoln PUD, Port of Siuslaw, Adjacent Private Businesses, City of Florence Transit, Public Works) & establish agreements if necessary
  - e. Coordinate with Schools / Boys and Girls Club
  - f. Establish selection process that addresses the project (PA Policy Section 3.3)
  - g. Confirm total project budget available for services, artwork & installation costs
  - h. Select an artist and/or art purchase

### Hwy 101 & Hwy 126 Intersection Mural

Project Lead and/or Sub-Committee Members – Joshua Greene & SK Lindsey

| Preliminary Budget Estimates |   |                 |
|------------------------------|---|-----------------|
| <b>Mural</b>                 | Artist Stipend  | <b>\$40,000</b> |
|                              | Installation, Landscaping, Lighting, Maintenance etc. | <b>\$7,000</b>  |
|                              | <b>TOTAL</b>  | <b>\$47,000</b> |

1. Complete process for accessioning artwork (PA Policy Section 3.4)
  - a. Identify the goals of the project
  - b. Inventory site
  - c. Prepare estimate of total project budget
  - d. Coordinate with entities responsible for art location (Central Lincoln PUD & Florence Public Works) & establish agreements if necessary
  - e. Establish selection process that addresses the project (PA Policy Section 3.3)
  - f. Confirm total project budget available for services, artwork & installation costs
  - g. Select an artist and/or art purchase

## Siuslaw Bridge Steps

Project Lead and/or Sub-Committee Members – Susan Tive

| Preliminary Budget Estimates                      |                 |
|---|-----------------|
| Artist Stipend & Materials                        | <b>\$30,000</b> |
| Installation, Landscaping, Lighting & Maintenance | <b>\$7,000</b>  |
| <b>TOTAL</b>                                      | <b>\$37,000</b> |

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
  - i. Identify the goals of the project
  - ii. Inventory site
  - iii. Prepare estimate of total project budget
  - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation & Florence Public Works) & establish agreements if necessary
  - v. Establish selection process that addresses the project (PA Policy Section 3.3)
  - vi. Confirm total project budget available for services, artwork & installation costs
  - vii. Select an artist and/or art purchase

## Gallery in Old Town

Project Lead and/or Sub-Committee Members – Harlen Springer

| Preliminary Budget Estimates                                |                 |
|---|-----------------|
| Artist Stipends & Materials                                 | <b>\$1,500</b>  |
| Base Installation, Landscaping, Lighting & Maintenance etc. | <b>\$10,000</b> |
| <b>TOTAL</b>  | <b>\$11,500</b> |

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
  - i. Identify the goals of the project
  - ii. Inventory sites
  - iii. Prepare estimate of total project budget
  - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
  - v. Establish selection process that addresses the project (PA Policy Section 8.5)
  - vi. Confirm total project budget available for services, artwork & installation costs
  - vii. Select an artists and/or art purchase

## Public Art Donations (As Needed)

Project Lead and/or Sub-Committee Members – Assigned by Public Art Committee As Needed

| Preliminary Budget Estimates                                   |                |
|--|----------------|
| Base Installation, Landscaping,<br>Lighting & Maintenance etc. | \$5,000        |
| <b>TOTAL</b>   | <b>\$5,000</b> |

- b. Complete process for accessioning artwork (PA Policy Section 3.4)
  - viii. Identify the goals of the project
  - ix. Inventory site(s)
  - x. Prepare estimate of total project budget
  - xi. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
  - xii. Establish selection process that addresses the project (PA Policy Section 8.5)
  - xiii. Confirm total project budget available for services, artwork & installation costs
  - xiv. Select an artists and/or art purchase

| First Year Project Preliminary Budget Estimates  |                  |
|--|------------------|
| Trash Cans & Transit Stops Beatification Project | \$9,000          |
| Hwy 101 & Hwy 126 Intersection Mural             | \$47,000         |
| Siuslaw Bridge Steps                             | \$37,000         |
| Gallery in Old Town                              | \$11,500         |
| Public Art Donations                             | \$5,000          |
| Continual Public Art Maintenance                 | \$7,000          |
| Public Outreach & Marketing                      | \$8,500          |
| <b>TOTAL</b>                                     | <b>\$125,000</b> |

## Further Project Funding & Marketing

Project Lead and/or Sub-Committee Members – Harlen Springer, Susan Tive, Jo Beaudreau

- a. **Website** - Prepare initial Public Art Webpage on City of Florence website
- b. **Project Marketing** - Prepare marketing materials for projects including brochures, website updates, social media, local media notices, ground breaking / ribbon cutting events, etc.
- c. **Private Fundraising** - Begin fundraising campaign including donations
- d. **Grant Opportunities** - Prepare grant opportunity index, review & apply for grants as applicable
- e. **General Public Outreach** - Maintain relationships with area organizations to ensure coordination

## Other Recurring Projects

- a. Prepare catalog of current public art holdings in the City of Florence Public Art Collection
- b. Perform and/or prepare for performance of all repairs, cleaning, labeling etc.

## Amendments to Florence Mural (Public Art Code)

Project Lead and/or Sub-Committee Members – Kelli Weese, Harlen Springer, Susan Tive, Joshua Greene

### Step 1: Public Art Committee Prepare Amendments

- a. Prepare proposed amendments to the Mural (Public Art) Code and review with City Attorney

### Step 2: Work Sessions with Planning Commission & City Council

- a. Hold work session with Planning Commission
- b. Hold work session with City Council

### Step 3: Public Hearing Process

- a. Planning Commission public hearing (including public notices etc.)
- b. City Council public hearing (including public notices etc.)

### Step 4: Implementation

- a. Prepare informational brochure / application booklet
- b. Begin outreach with various private entities about changes to mural code

## **Process for Establishment of a Community Public Art Master Plan**

### **Step 1: Research**

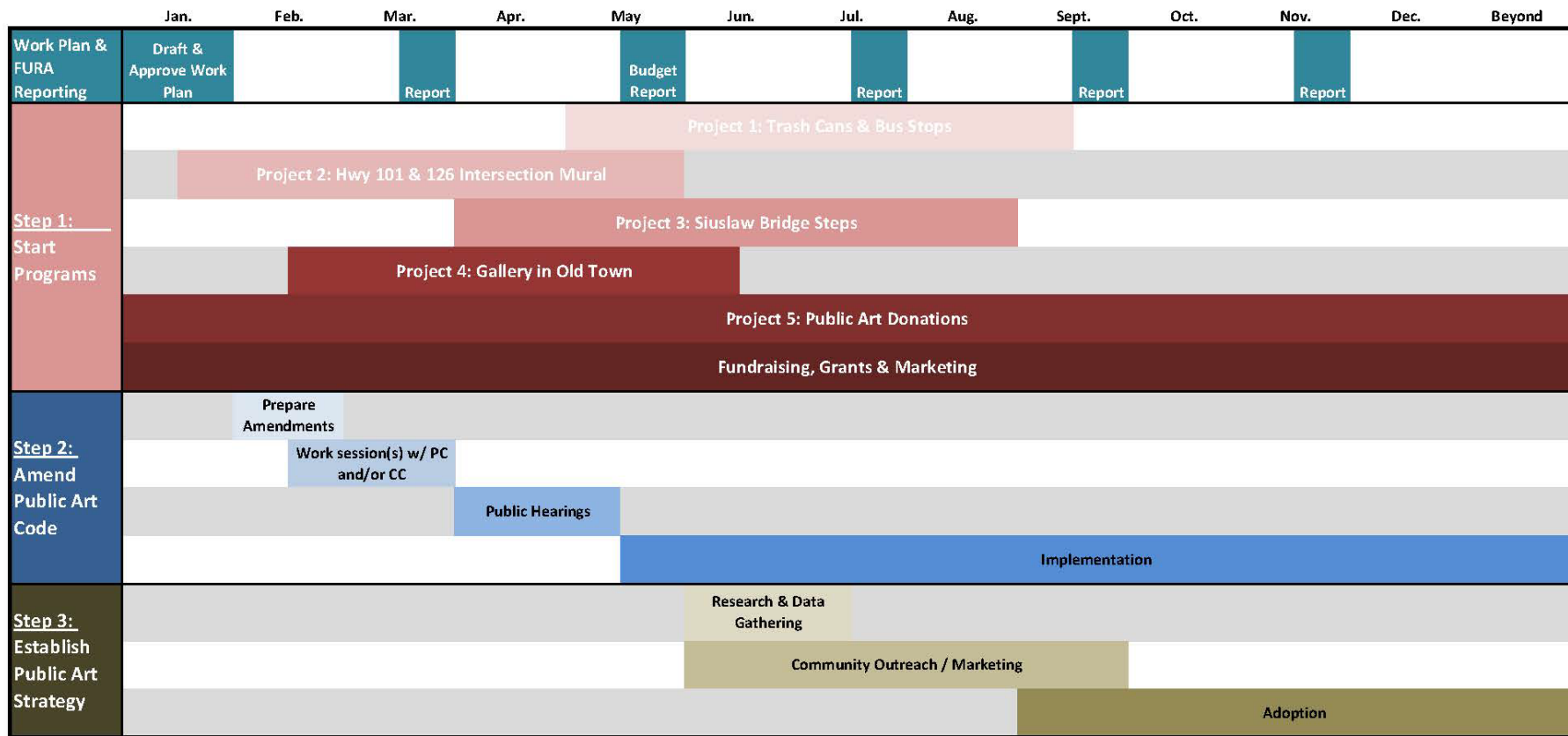
1. Create a vision and mission for Public Art in the Community
2. Refresh our review of other community's public art plans, determine common themes and vote on favorite to use as template
3. Develop Goals & Guiding principles

### **Step 2: Development**

4. Begin 'where are we now' and 'where do we want to be' data gathering for Public Art Plan and Policy
5. Review template public art plan and draft according to Florence's needs
  - a. Executive Summary
  - b. Where are we now
  - c. Framework for public art
  - d. Funding
  - e. Artist Selection & Design Review
  - f. Art Commission vs. Public Art Committee
  - g. Advocacy, development and outreach
  - h. Review funding and program options
  - i. Review types of public art projects
6. Consider community outreach methods
  - a. Identify key community stakeholders / leaders who may be interested in being involved in the planning process
  - b. Consider holding focus group, one-on-one interviews, and/or community forums to determine interest levels and obtain comments / support
7. Compile Draft Public Art Guidelines and Procedure & Provide recommendation for approval to the City Council

### **Step 3: Community Outreach and Approval**

8. Participate in Joint Work Session(s) with City Council and/or Planning Commission (should land use codes be proposed) to review draft public art master plan, policies and community outreach plan
9. Implement community outreach methods
10. If Necessary, amend draft public art master plan, policies and community outreach plan to reflect guidance received
11. Bring forth draft public art master plan for adoption by the City Council
12. If Land Use Code Amendments are proposed, City Council may initiate those at the same time Public Art Plan & Policy is adopted
  - a. Next steps would be a Planning Commission Public Hearing, followed by City Council public hearing





## Other Regional Art Related Economic Development Initiatives

PAC Members may choose to participate at many different levels in the following Economic Development related initiatives:

### 1. **Florence Urban Renewal Agency**

PAC Sub-Team Members: SK Lindsey, Joshua Greene, Kelli Weese

- a. Economic Analysis & Strategy Development
  - i. Participate in public outreach from Leiland Group, the consultant hired to perform an economic analysis. The analysis will be an evaluation of the economic viability of various development alternatives on several specific properties within the FURA district boundaries. Information will be used to develop strategies and inform FURA investment decisions to stimulate desired private sector development in appropriate locations.
- b. ReVision Florence (Hwy 101 & Hwy 126 Streetscape project)
  - i. Participate in public outreach from Murray Smith and Associates, the consultant hired to perform streetscaping design for Hwy 101 between Hwy 126 and the Siuslaw River Bridge.

### 2. **Downtown Revitalization Team**

PAC Sub-Team Members: Harlen Springer, Kelli Weese

- a. The Downtown Revitalization Team (DRT) is a subset of the Florence Area Chamber of Commerce tasked with continuing to unify and revitalize the downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a main-street theme.

### 3. **Florence Regional Arts Alliance**

PAC Sub-Team Members: Harlen Springer, Ron Hildenbrand, Jennifer French

- a. Florence's local non-profit art alliance whose mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

### 4. **Siuslaw Pathways (Go-Team & Vision Keepers)**

PAC Sub-Team Members: Jo Beaudreau, Joshua Greene, Kelli Weese

- a. Siuslaw Pathways Visioning Project members are a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

## Potential Future Public Art Committee Projects

The following public art projects have been considered by the Public Art Committee and will continue to be evaluated after completion of the first five projects:

- Murals
  - Additional trash cans, electrical boxes, and transit – particularly North of Hwy 126 and 101 intersection
  - Eastern Façade of BJ's on Bay Street
  - Second Story of Lovejoys in Old Town
  - Fire Station in Old Town
  - 2<sup>nd</sup> Floor of Antique Row on Hwy 101
  - Side of Pirate's Popcorn in Old Town
  - Side of Mason Building in Old Town
  - Side of Old Rite Aid Building on Hwy 101
  - Eastern Side of Grocery Outlet and City Lights Cinemas Building
  - Water Tower
- Sculptures
  - Hwy 101 & 126 Intersection

## **Public Art Approval, Policy & Budget History**

1. **March 18th, 2015 City Council Work Session**
  - a. Non-City Public Art Steering Committee presents to City Council at a work session
  - b. City Council gives head nod to create temporary Public Art Committee to put together proposal for Public Art Program
2. **April 20, 2015 City Council Meeting**
  - a. Temporary Public Art Committee approved
3. **May 27, 2015 FURA Meeting**
  - a. FURA Approves 2015/16 budget including \$125,000 for artwork for district
4. **July 6, 2015 First Public Art Committee Meeting**
5. **February 1, 2016 City Council Meeting**
  - a. City Council adopts 2016 City Council Goals and Five Year Work Plan including goals for public art program creation
6. **February 17, 2016 City Council Work Session**
  - a. Public Art Committee presents the proposed new public arts program and guidelines
  - b. City Council directs for action to be brought to future CC Mtg
7. **March 7, 2016 City Council Meeting**
  - a. City Council approves Public Art Program, Committee and Guidelines
8. **April 27, 2016 Florence Urban Renewal Agency Meeting**
  - a. PAC Presents new program and proposal to carry over \$125,000 in FURA Public Art Funding and expand to \$240,000 for next FY 16/17 biennium or \$125,000 for FY 16 and \$125,000 for FY 17
9. **June 25, 2016 FURA Meeting**
  - a. FURA Adopts budget with PAC funding included
10. **February 6, 2017 City Council Meeting**
  - a. City Council adopts 2017-18 Work Plan including Public Art Program
11. **March 26, 2017 FURA Meeting**
  - a. PAC requests FURA funding be rolled over into new 2017-2019 budget and FURA approves the PAC Work Plan and gives PAC authorization to run program - Total Budget Allotment \$225,000 for 2 years

**12. June 28, 2017 FURA Meeting**

- a. FURA Adopts budget with PAC funding included

**13. January 14, 2019, February 13, 2019, March 18, 2019, April 1, 2019 City Council Work Sessions**

- a. City Council discusses new work plan with Public Art program included in discussions

**14. April 1, 2019 City Council Meeting**

- a. City Council adopts 2019-2021 Work Plan including specific amendments to Public Art Program, including statement not allowing the PAC to seek funding from the Florence Urban Renewal Agency
  - i. Public Art: Objective 5, Task 1 - Limit funding sources for the Public Art Program to the City of Florence general fund, grants, and private donations, and do not include funding from the Florence Urban Renewal Agency

**15. May 22, 2019 Florence Urban Renewal Agency Meeting**

- a. FURA Adopts budget with no new PAC projects included. However, budget includes funding for two carryover projects that are under contract - Central Lincoln PUD Mural and Siuslaw River Bridge Steps - for a total of \$83,000 in public art capital projects budgeted

**16. June 3, 2019 City Council Meeting**

- a. City adopts its FY 19-21 budget with the addition of Public Art program funding to be included in City Manager's Office
  - i. Line Item detail (not in adopted budget document) = \$12,500 for Public Art program over 2 year period
    - 1. Art Exposed - 4 pieces replaced
      - a. Artist Stipends - \$1,000 x 4 = \$4,000
      - b. Marketing Materials = \$600
      - c. Signage = \$400
    - 2. Public Art Community Outreach / General Marketing = \$1,500
    - 3. Public / Private Mural Program and/or Matching Fund = \$6,000