

Experience Florence

Where Everyday is a Celebration of the Arts



Thank You



YOU! Florence Residents!

City Lights Cinemas

City of Florence Staff and Officials

Florence Urban Renewal Agency (FURA)



City of Florence
A City in Motion



Agenda

- Welcome & Introduction
- Mission
- What the Arts Can Do
- Economic Impact
- Current Projects
- How You Can Be A Part of the Arts
- Questions? Comments & Discussion

What is Public Art?

Public art is exactly that, art in public spaces. Today, public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. Public art can include murals, sculpture, memorials, integrated architectural or landscape architectural work, community art, digital new media, and even performances and festivals!

Committee Members

Public Art Committee Members consists of seven members, with two additional ex-officio members.

Harlen Springer (Chairperson)

Susan Tive (Vice-Chairperson)

Jo Beaudreau

Jane Rincon

Ron Hildenbrand

Jennifer French

Jayne Smoley

Kelli Weese (Ex-Officio)

Joshua Green (Ex-Officio)

Mission

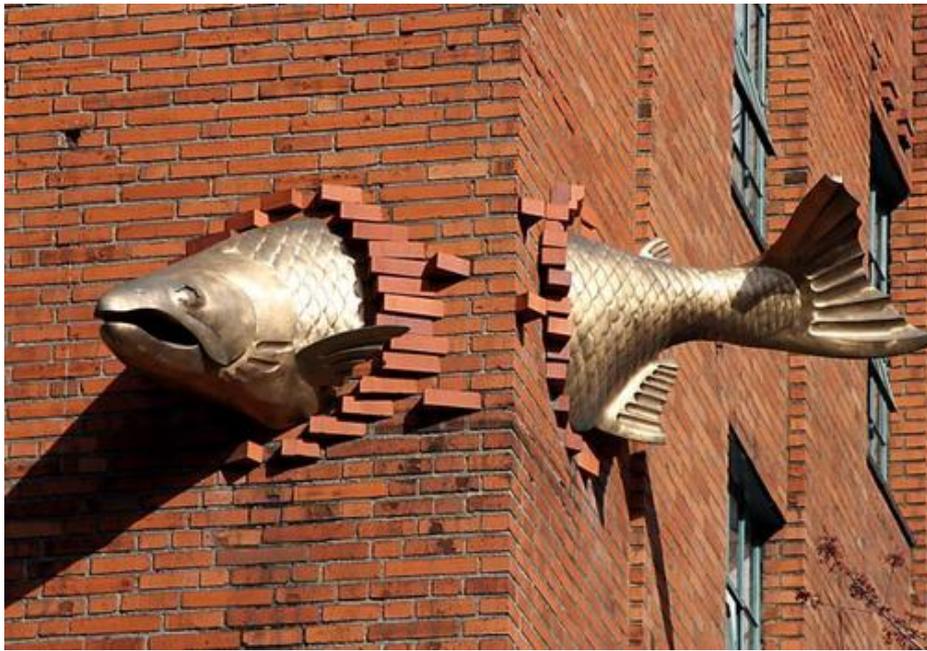
Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts.

Economic Vitality through the **Arts**

- **The Arts Mean Business**
 - 3 Key Ways Arts Drive Economic & Community Development
 - Fueling Local and State Economies
 - Attracting Outside Investment & Driving Tourism
 - Creative Tourism
 - Cultural Tourism
 - Defining Civic Identity and Creating a More Connected Community
 - Attracts Creative Class

Look What Art Can Do!





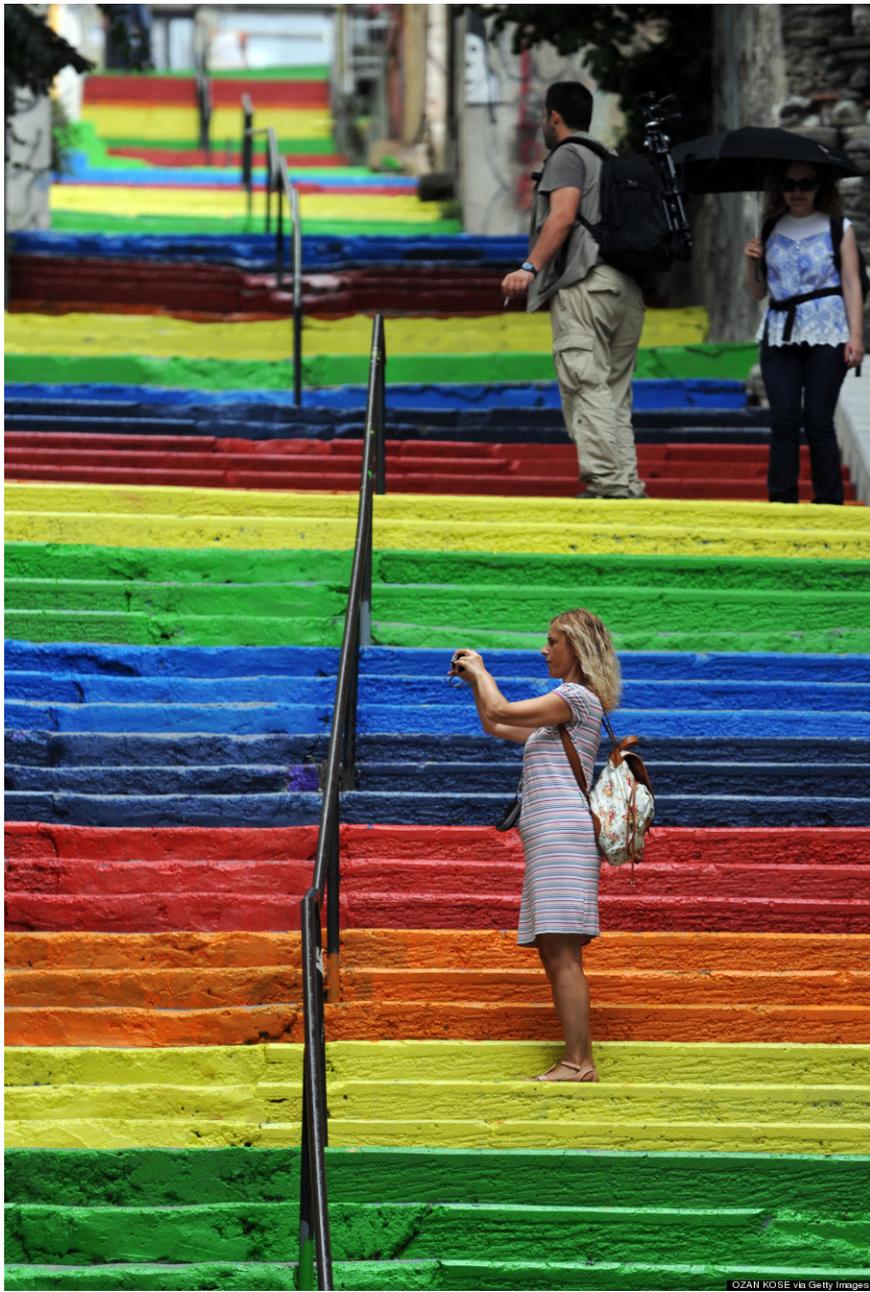












OZAN KOSE via Getty Images



AFP via Getty Images



Pablo Blasquez Dominguez via Getty Images



How Does Public Art Work for Other Communities?



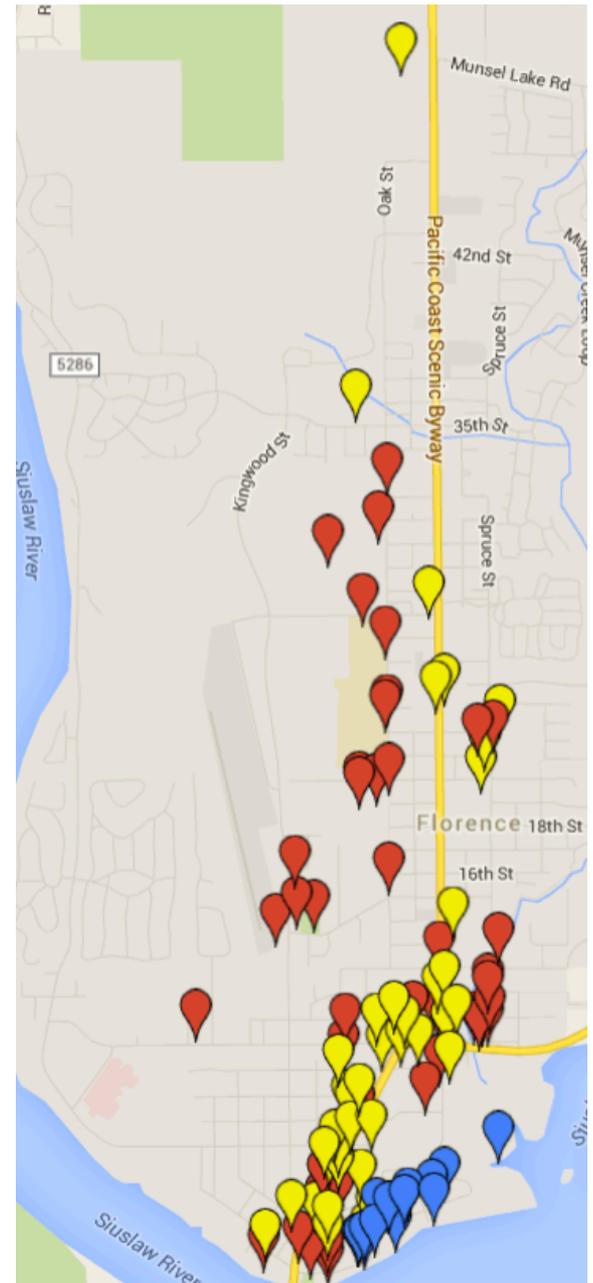
Lake Oswego

Foundational Steps

To begin the implementation of the Public Art Program, the Committee completed a thorough review of all potential sites. We then prioritized sites based on:

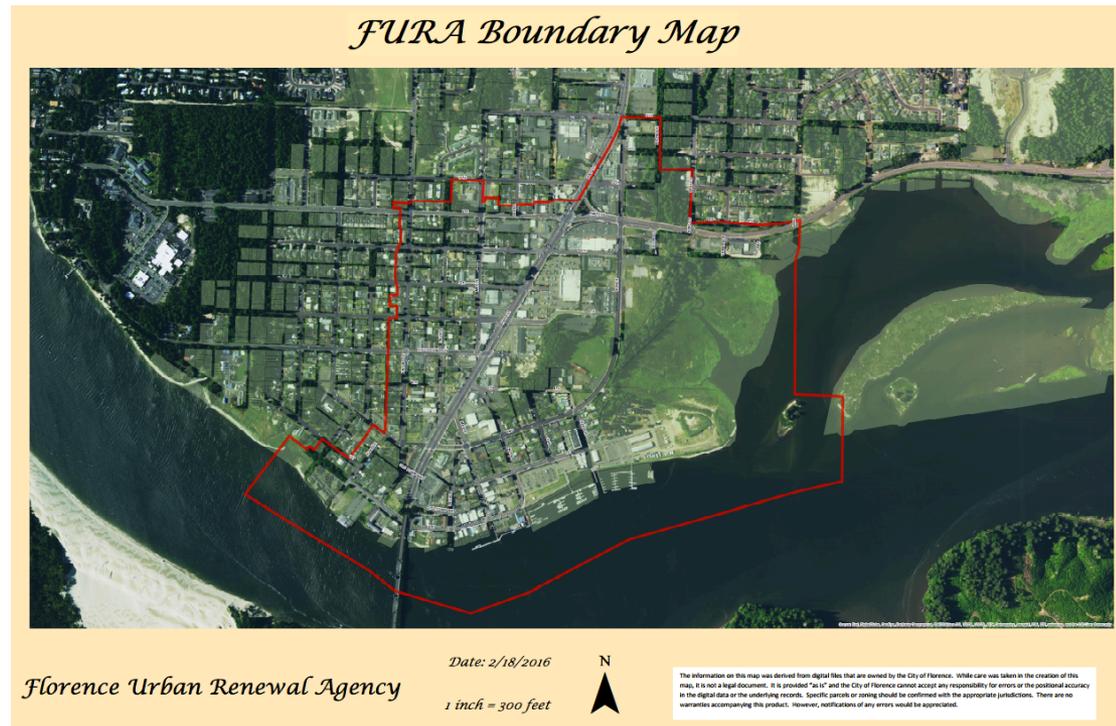
- Cost
- Overall Impact
- Timing
- Potential Community Involvement

Impact Sites
Some are public,
public/private and port
locations.



FURA Boundaries

In the near future PAC wants to expand out of the FURA Boundaries, but we'll need your help! More on that shortly....



Current Projects

The PAC is currently focusing our energy on several programs with high impact to launch Public Art for the City of Florence.

- Beautification of Trash Cans & Transit Stops
- Donated Art
- Siuslaw Bridge Steps
- Art Exposed (Gallery Rental Program)
- 126 & 101 Mural

Beautification of Trash Cans, & Transit Stops

High Impact - Low Cost - Community Involvement - Expandable

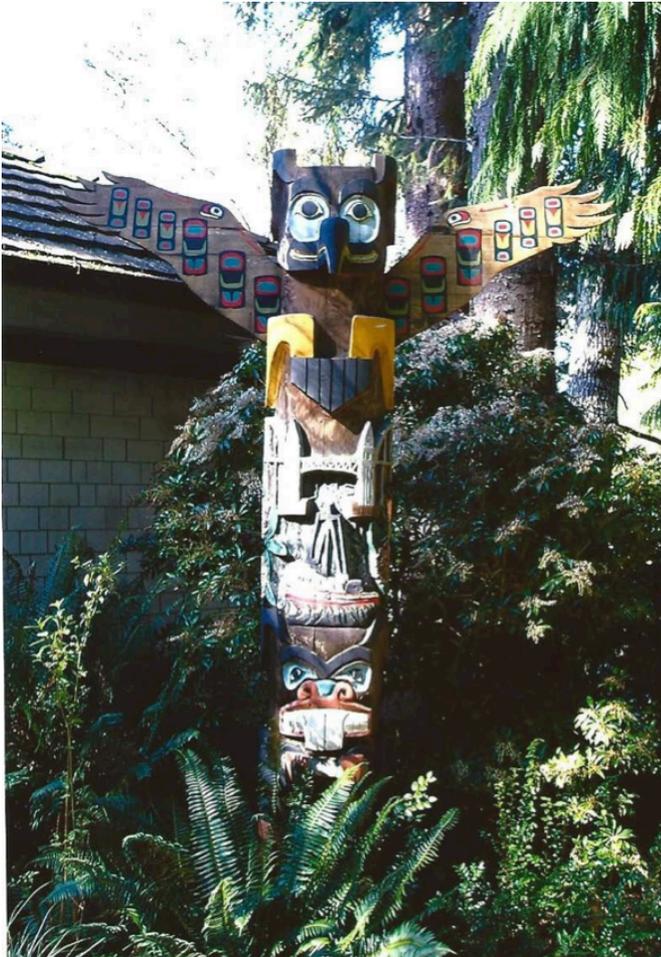






Donated Art

Engaging to Donor & Public – Simple to Admin – Low Cost



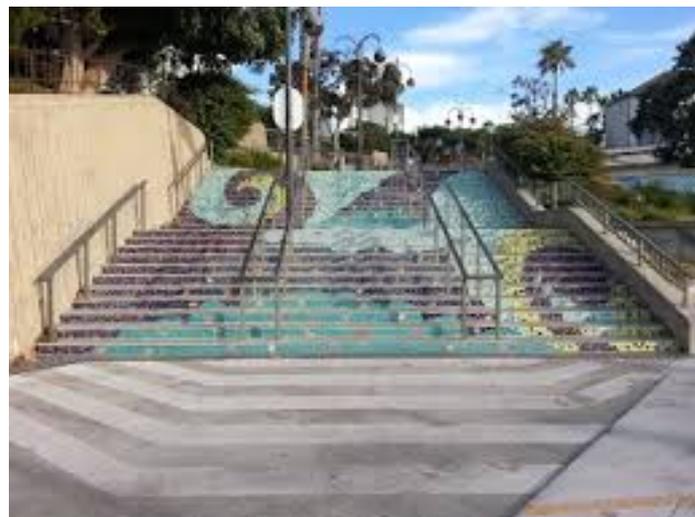
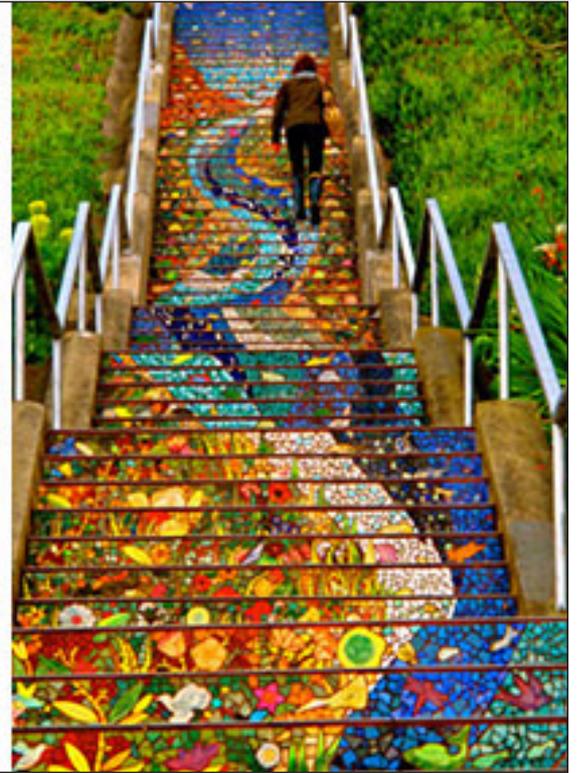
Siuslaw Bridge Steps

“Wow” Project with Potential Community Involvement



Currently ↗





Art Exposed

(Gallery Rental Program)

High Impact/Visibility - Low Cost – Get Exposure for City - Fresh



Art Exposed

(Gallery Rental Program)

Current Select Locations



Location 1



Location 2



Location 3

Art Exposed

(Gallery Rental Program)

Current Select Locations



Location 4



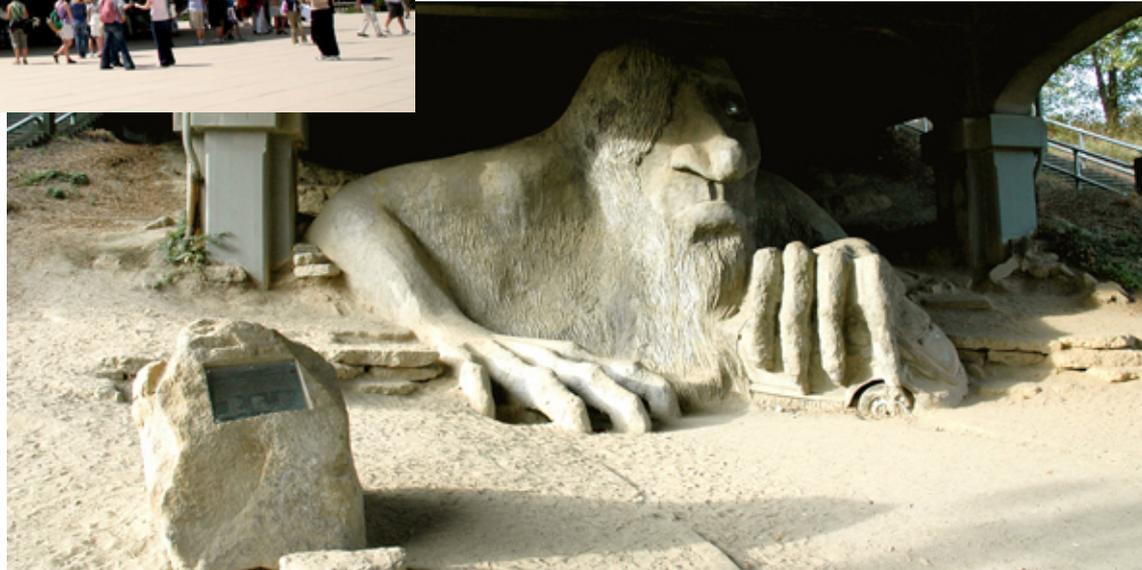
Location 5

Highway 101 & 126 Intersection Mural

Very High Impact/Visibility & Public & Private Partnership



What Will Put Florence on The Public Art Map?



How YOU Can be A Part of the Arts!

See Back of Agenda - Some examples include, but not limited to; serving on subcommittees, volunteering, funding projects, sharing your expertise in your career field, etc...

Questions?

Comments?