



# CITY OF FLORENCE

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City of Florence  
Public Arts Committee Work Plan  
July 2023 – June 2025



**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 and enhance the vitality, economy, and diversity of Florence through the arts. 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 outlined in Florence City Code, 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 result in public art

<b>Public Arts Committee Members</b>			
Maggie Bagon, Chairperson		Serena Appel, Vice-Chairperson	
Christine Santiago		Peggy Meyer	
Karl Engel		Kathleen Wenzel	
Jo Beaudreau; Ex-Officio Member- City Council		Chantelle Meyer; Ex-Officio Member- City Staff	





## **Top Committee Priorities:**

### **Public / Private Partnership Program:**

The Public Arts Committee is committed to working with local businesses and citizens to expand the public art installed in the City of Florence. The Public Arts Committee would like to continue to provide opportunities to get the community involved with the arts, creating a program that local artists, businesses and private citizens could apply to receive a small monetary grant, as well as guidance and assistance, for their projects. This program could also support artists or concerned parties who would like to apply for a mural permit but need assistance going through the process.

Next steps regarding the Public / Private Partnership Program:

- Research and implement partnership program
- Engage community organizations, schools, and businesses in public art projects
- Market program to local artists and interested parties
- Provide a resource for Florence City Council, Florence Urban Renewal Agency, and City of Florence Boards, Committees, and Commissions for their efforts in supporting the community and the arts

### **Outreach / Marketing:**

The Public Arts Committee is dedicated to doing outreach to the public for their projects. This could be through requesting input on future projects, public education programs which include raising awareness of the positive economic and cultural impact, or inviting the community to create its own artwork. This is a committee-wide project, with every individual taking part in it. However, certain projects may have subcommittees who would work on outreach and marketing efforts for that specific project.

Next steps regarding Marketing and Public Outreach:

- Public Arts Committee Recruitment – create a pipeline of volunteers and potential committee members
- Continue to update the Public Art pages on the City of Florence website
- Create marketing materials for current and future projects, provide materials/resources to better connect travel and tourism to PAC efforts
- Continue to market Art Exposed pieces for sale
- Continue quarterly updates to media outlets

- Present to local community groups including but not limited to: HOAs, service clubs, and professional organizations
- Host opportunities to connect with community, like Solstice walks and other events
- Maintain relationships with local and regional arts organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region, and state, including the promotion of the Oregon Coast Public Arts Trail
- Develop an annual Public Art Community Presentation

**Art Exposed Outdoor Gallery:**

The Art Exposed Outdoor Gallery is a rotating art gallery of works that are interchanged every two years. The pieces, while on display, are for sale to the public. When piece is sold, a portion of the proceeds will benefit Florence’s Public Art Program. The Art Exposed program installed eight new pieces of art on Bay Street in Florence’s Old Town during 2022 and the PAC will continue to promote and expand the program going forward.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Market calls-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current sculptures
- Evaluate potential future installation sites
  - Work with Florence Urban Renewal Agency on sites along the ReVision Florence Corridor
- Evaluate the opportunity to expand program to 2D artists, which could be displayed in City buildings
- Research business sponsorship opportunities
- Create a timeline and flow process for accession

**Other Projects:**

**Featured Pieces:**

The Featured Pieces project is specifically to work with permanent pieces that would be installed in the City of Florence, whether it be in City buildings or throughout the City’s parks system or right-of-way. In 2020, the City of Florence purchased “West Coast Overlook” by Jesse Swickard and installed at Florence Justice Center in April 2022. A second piece, Swickard’s “Sitting Wave Pt. 2,” was also purchased and installed at Exploding Whale Memorial Park.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify potential locations for permanent pieces
- Decide the process the committee should use to select featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces



### **Fundraising & Stakeholder Relations:**

The main objective of this project is to create a long-term fundraising plan for the Public Arts Program 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 work plan.



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 community fundraiser options

### **Grant Management:**

The Public Arts Committee has continued to work on a plan to seek out funding sources outside of the City of Florence, as well as to manage that process. Grants can be a valuable source of funding, but due to the number of grants available and the complicated requirements for each grant, they are usually difficult to access. Previously, the Public Arts Committee worked with a grant writer to create a 12-month calendar that organized all the appropriate grants that are available to the City of Florence. This calendar includes information about more than 45 grants.

Next steps for PAC regarding Grant Writing subcommittee:

- Identify grant opportunities, and apply as Committee and City Staff time allows
- 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

### **Art Inventory and Maintenance Planning:**

Especially with the installation of a large-scale pieces of public art in the past few years, the Public Arts Committee must create a maintenance plan that ensures that all art in the City of Florence's collection will be preserved for years to come.

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

- Update and manage succinct list of public art in Florence for visitors and interested parties
- Continue to research the maintenance plans of other communities' public art collections
- Continue to review, update, and maintain maintenance plans for all public art in collection
- Establish 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
- Investigate digital ways of maintaining records for PAC

### **Mural Code:**

The Public Arts Committee is available to support the Florence City Council and City Staff in their efforts to evaluate the current Florence Mural Code.

**Public Art Master Plan:**

The Public Arts Committee will continue to look into the creation of a master plan for the Public Art program in Florence. This master plan would provide a long-term sense of direction and outline measurable goals for community outreach and increasing access to the arts.

**Potential Future Public Arts Committee Projects:**

The Public Arts Committee will continue to evaluate potential future projects as funding becomes available.

**Partnering With Other Regional Art-Related Economic Development Initiatives:**

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

**Business Stakeholders**

The Florence area is rich with creative businesses and indirect businesses that benefit from the arts and the relationships the arts build. Maintaining relationships directly with businesses and business support agencies is essential.

**Florence Area Chamber of Commerce**

The mission of the Florence Area Chamber of Commerce is to develop members and promote Florence, including through an annual Visitor’s Guide, gallery space in the Visitor’s Center, and partnerships across the state.

**Florence Regional Arts Alliance**

Florence’s local non-profit art alliance’s 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**

Siuslaw Vision members are a diverse group that includes local business professionals, non-profit leaders, volunteers, governmental representatives, and people from around the Siuslaw region who are working toward a common vision.

**Lane Arts Council**

Lane Arts Council is a non-profit organization in Lane County that provides in-school arts educations programs, supports local artists and arts organizations, and coordinates community arts programs.

