



**City of Florence
Public Arts Committee Work Plan
June 2021 – June 2022**

Public Arts Committee (PAC) Overview:

The City of Florence Public Art 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 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 Art Committee Members		
Maggie Bagon, Chairperson		Jo Beaudreau, Vice-Chairperson
Christine Santiago	Patti Williams	Peggy Meyer
Karl Engel	Serena Appel	Kathleen Wenzel
Maggie Wisniewski; Ex-Officio Member- City Council		Kelli Weese; Ex-Officio Member- City Staff



Top-Four Committee Priorities:

Public Art Quest:

The Public Art Committee approached the Quest team with Oregon State University's Extension's Sea Grant program in October 2019 to create a Public Art Themed Quest. The Public Arts Committee saw a partnership opportunity with SeaGrant to increase exposure and understanding of the Arts in a creative and meaningful way. Quests are fun, free-choice educational adventures that use clues and hints to encourage participants to discover the natural, cultural and historical "treasures" of place and community. The Committee is currently working with local volunteers to create the Florence Public Arts Quest that will be centered around the public art in Florence's Old Town district. At the end of each interpretive Quest, participants find a hidden box containing a logbook to sign and hand-carved stamp to mark their accomplishment.

Next steps regarding the Public Arts Quest...

- Finalize box location & assign box monitor (*July 2021*)
- Finalize general content for each stop on the quest and associated "letter" clues (*July 2021*)
- Complete draft of quest (*August 2021*)
- Identify test groups for draft quests (*August 2021*)
- Complete final draft and deliver to publisher to be included in next SeaQuest book and released to the public (*September 2021*)

Timeline for Project Completion: Summer / Fall 2021

Install Purchased Pieces by Jesse Swickard:

The City of Florence had the opportunity to purchase two pieces of art by Jesse Swickard that had been on display through the Art Exposed program in August 2020. The two pieces were purchased at a discount of over 80% and will be installed in two different public places throughout the City of Florence.

Next steps regarding the installation of the Swickard pieces...

- Evaluate potential installation spaces
- Receive feedback from the public about spaces for installation
- Coordinate installation of bases and art pieces with Public Works department
- Coordinate and Promote installation celebration

Timeline for Project Completion: Fall 2021

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 bring to the community more accessible ways 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
- Market program to local artist and interested parties

Timeline for Project Completion: Winter 2021 – Spring 2022

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, or inviting the community to create its own arts. 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:

- 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 quarterly updates to media outlets
- Present to local community groups including but not limited to: HOA's, service clubs, and professional organizations
- 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

Other Projects:

Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of art that is 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 five new pieces of art on Bay Street in Florence's Old Town during 2020. During a winter storm in January, one of the pieces was destroyed and now that space remains empty for a new call-to-artists to be announced.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Release call-to-artist for River Roasters space
- Market call-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current sculptures
- Evaluate potential future installation sites
- Evaluate the opportunity to expand program to 2D artists which would be displayed in City buildings
- Research business sponsorship opportunities
- Create a timeline and flow process for accession

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.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify potential locations for permanent pieces
- Decide the process in which 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 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 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 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 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:

- Apply for grants as needed for Public Art projects
- 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 2019, the Public Art 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

Other Regional Art Related Economic Development Initiatives

The Public Art 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 Art Committee members may choose to participate at many different levels in the following economic development related initiatives:

Various Business Stakeholders

PAC Members: Karl Engel, Serena Appel, Jo Beaudreau

The Florence Area is rich with creative businesses and indirect businesses that benefit from the Arts and the relationships the Arts build. Maintaining relationship directly with businesses and business support agencies is as important as ever.

Florence Regional Arts Alliance

PAC Members: Christine Santiago, Patti Williams, Kathleen Wentzel, Jo Beaudreau

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 Pathways (Go-Team & Vision Keepers)

PAC Members: Jo Beaudreau

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.

Lane Arts Council

PAC Members: Jo Beaudreau, Maggie Bagon

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.

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 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
- North Side of 7-11 Building

Sculptures:

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