

Background:

- In 2015, staff was approached by Meg Ryan, a local resident and was asked to investigate the possibility of completing Public Art on Utility Boxes. Many other similar resort communities have explored similar projects.
- In 2016, Staff worked to establish a relationship with Rocky Mountain Power completed an [access agreement for artwork with Rocky Mountain Power](#).
- In 2017, Staff worked to identify locations for Utility Box Artwork, developed the scope of the project, and worked closely with the legal department to establish a new Call for Artist template for this project specifically.
- In 2018, Staff worked to release the Utility Box Project Call for Artist and Printing Services RFP.

PAAB worked to prioritize many public art projects in 2017. PAAB identified the EmPOWERment public art project as one of the top priority projects in 2017 as it related to City Council's Critical Priority of Energy and confirmed this in a Study Session with City Council on [September 14, 2017 \(p. 48\)](#).

While this project has taken time to come together due to its complexities and staff's time, this is an important project that allows our community to connect to Council's critical priority of Energy through a top priority of Arts and Culture. Additionally, this project has strengthened the relationship the City has with Rocky Mountain Power and allowed unique engagement opportunities for community members of all ages – including youth and adults.

The Selection Process

- Staff released an RFP for the China Bridge project in April and closed the Call for Artists in early June. In addition to staff social media posts and outreach, as part of the Summit County Art Council's Special Service Contract, Arts Council promoted the opportunity including:
 - May 11 - Call for Artists email to PCSC Arts public art outreach contact list (160 contacts, local and national reach)
 - May 11 - Call for Artists posted to our [Open Calls](#) webpage. Lived on that site until deadline.
 - May 15 - Included in PCSC Arts CREATE // May Opportunities Newsletter, reach of around 900 recipients
 - May 16 - CREATE Newsletter (with Utility Box Project) reposted on PCSC Arts FB page (14K followers)
 - May 18 - PCSC Arts [blog post](#) on the website
 - May 19 - Reposted blog on PCSC Arts Facebook page (14K followers)
 - June 1 - Reposted blog on PCSC Arts Facebook page (14K followers) with "Deadline Today" headline
- Staff received fourteen proposals for the project and 24 artworks to choose from.
- Staff completed the selection process at the regularly scheduled meeting on June 11. PAAB members were asked to score the applications based on criteria and goals of the project as outlined in the [Call for Artists](#). During the meeting, the average scores were presented and PAAB, Rocky Mountain Power, the

Sustainability Department, and Arts Council discussed the scores and recommended a final list of artist as follows:

1. Bridgette Meinhold
2. Jeremy Ranch Master Pieces In Art Classes with Kathy Pratchett
 - a. The board recommended to utilize 2 utility boxes and all 10 artworks that were submitted by Kathy Pratchett's classes.
3. Cara Means
4. Karen Werner 1st Grade Class from Jeremy Ranch Elementary School
5. Libby Peterkort
6. Vivian O'Malley (5th Grade Student from Parleys Park Elementary School
7. Dori Pratt
8. Spencer Lace, and
9. Anna Leigh Moore

Once artwork is accepted, the images will be turned to the Printing Services Provider who will take the images and create wraps (similar to giant stickers) to be applied to each utility box (Professional Service Agreement for Printing Services is below the threshold that requires Council approval). The Printer will work closely with City and Rocky Mountain Power staff to ensure artwork images are installed appropriately and that they do not block or otherwise cover the signs and information on Utility Boxes and safety standards are maintained.

Staff will place images and descriptions as submitted by the selected artists on the City's [digital Public Art Map](#) to promote the EmPOWERment series throughout our community.

Please also reference the DRAFT Utility Box location map which can be found [here](#). Staff worked with Rocky Mountain Power to establish these locations. The Rocky Mountain Power Utility Boxes are specific types of boxes called Flip Switch Boxes.

All artwork is anticipated to be installed no later than the end of August.

PAAB will recommend to continue the project for other Utility Boxes in Park City in subsequent years. The Summit County Public Art Advisory Board is also interested in potentially partnering on this project and continuing the project in Summit County.