

**PUBLIC ART BOARD STRATEGIC PLAN & PROJECT PRIORITIZATION 2019 DRAFT**

Project	Project Description	Estimated Funding Amount and Funding Area	Progress	Tie to Council Critical and Top Priorities (All projects are tied to Arts and Culture Top Priority)
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**2018/19 COMPLETED PROJECTS**

<b>PC MARC Interior - Gravity &amp; Gear by Mike Wong</b>	This project was completed in October of 2018, and came in under budget due to exceeding deadline of project.	\$6,400 from 1% allocation from solar panel installation at MARC	COMPLETE	Energy & Community Engagement
<b>Olympic Legacy - Legacy Alive Project</b>	This project was funded through Restaurant Tax Grant. In partnership with the Utah Olympic Park and HPCA, various installations were completed throughout town including artwork on 3rd floor of Marsac, rehanging of Olympic posters on 1st and second floor of Marsac, flag display in Egyptian Theatre walkway, Interactive Photo Opportunity at Miners Park, Olympic Display at Park City Library and installation of Olympic Banners on Main Street and Park Avenue.	\$17,000 from Restaurant Tax Grant	COMPLETE	Community Engagemnt
<b>China Bridge Parking Garage Murals - Wild City by Emily Herr</b>	In 2018, this was PAAB's number one priority. With major changes to the Parking system throughout downtown Park City, there was an opportunity to provide wayfinding to the garage. The artist selected was Emily Herr from Virginia, who also incorporated much public participation in completing the murals. The murals have been very well received by the community as a whole. This spring, the murals will have to be maintained to get dirt and salt build up from the winter washed off. Staff is coordinating with the parking department for such maintenance.	\$40,000 from CIP allocations	COMPLETE	Transportation & Community Engagement

<b>Total Cost of Completed Projects</b>	<b>\$63,400</b>
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**CURRENT PROJECTS - 2019**

<b>Utility Boxes - EmPOWERment Project - Phase 1</b>	9 artists were selected for Utility Boxes throughout Park City. Printing contractor is expected to install the artwork around the beginning of May. Need snow to melt..	\$25,000 from CIP allocations	IN PROGRESS - Estimated to be complete by May	Energy & Community Engagement
<b>Installation of Loosey the Moose Donation</b>	Loosey the Moose was donated by the Davis Family in 2018. Staff has worked to give Loosey a facelift (fresh coat of paint and washed clothing), and anticipates installing the sculpture at the Transit Center Walk way on Swede Alley that connects to Bear Bench in May.	\$2,500 from Operational/Maintenance Account	IN PROGRESS - Estimated to be complete in May	PAAB Mission
<b>Tunnel Mural - McPolin</b>	Artist Bill Louis has been selected and approved by Council. Contract secured, waiting on warmer weather for installation - estimated mid May.	\$10,000 from CIP allocations	IN PROGRESS - Estimated to be complete by May	Transportation (Walkability)
<b>Tunnel Mural - Transit Center Tunnel along Deer Valley Drive</b>	Just released RFP. This tunnel will complete all tunnels in Park City with Murals. This item will come to Council for approval in the late spring/early summer.	\$10,000 from CIP allocations	IN PROGRESS - Estimated to be complete by October	Transportation (Walkability)
<b>Water Treatment Plant</b>	In collaboration with the Water Department, and the new Water Treatment Facility, staff and PAAB have collaborated on this project that would reuse discarded infrastructure to create an educational/engaging sculpture, as the location of the new facility is adjacent to a park. Original budget for project was \$13,000 including a \$1,000 grant from Utah Office of Arts and Musums. After releasing the RFP, staff received only 2 artists that were interested in the project. Staff is working to re-post the RFP and PAAB has recommended another \$10,000 from their budget to bring the new project total to \$25,000 to hopefully get more interest in the project. Unfortunately the grant deadline has past, so those funds will be returned to the Utah Office of Arts and Museums.	\$25,000 = \$6,000 from water department. \$19,000 of Capital allocations from PAAB.	IN PROGRESS - estimated to be complete by October	Energy & Community Engagement
<b>Piano Project</b>	Project Approved by City Council in 2017. Staff is still having difficulty securing contract. Because of the costs to the service provider for requirements of a minor contract to maintain the pianos, staff and the PAAB recommend no longer moving forward with this program.	NA	IN PROGRESS - TBD	Citizen Wellbeing

<b>Total Cost of Current Projects</b>	<b>\$66,500</b>
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**RECOMMENDED TOP PRIORITY SHORT TERM PROJECTS - 2019/2020**

<p><b>#1 Inventory, Signage and Art Map</b></p>	<p>This is PAAB's number one project for 2019. This includes updating all signage and inventory throughout the collection, updating current public art map, and taking professional photographs of each piece in the collection. While this is an ongoing task, taking time this year to maintain and refresh the inventory is vital to promote and continue the collection.</p>	<p>\$5,000 from Operational Account</p>	<p>Estimated to be complete by Fall 2019</p>	<p>Community Engagement &amp; PAAB Mission</p>
<p><b>#2 Neighborhood Art Program Research &amp; Development</b></p>	<p>This may take up to a year to explore process on how to complete. Much research needs to be done on how such program could work, be funded, identifying partners, and staffing requirements. Staff anticipates coming to Council later in the summer/fall for an update on progress and recommended program to execute likely in Spring/Summer of 2020. Brainstorm included: allowing neighborhoods to submit mini grants to City to match or grant funding for neighborhoods to create artwork in their own community, instead of having City create artwork in neighborhoods. Thought is to be inclusive of all neighborhoods, not just affordable housing areas. In some cases city may not be project manager, but a funding agent. City of Boulder has a new program that is similar, but very focused on specifically allowing murals in neighborhoods. Other ideas include helping neighborhoods create art on their bus shelters, creating neighborhood murals at parks, etc. Other ideas include allowing neighborhoods to come up with creative ideas and pitch them to PAAB and Council.</p>	<p>Current estimate is to allow up to \$2,000 per neighborhood with max of \$20,000 annually. Working to identify funding source.</p>	<p>Estimated update in Fall of 2019 with Council, and project execution in Spring/Summer 2020.</p>	<p><b>Housing, Social Equity,</b> Community Engagement &amp; Citizen Wellbeing</p>
	<p>Woodside Phase II Art/ Wayfinding - As part of exploring neighborhood art programs, staff approached PAAB and recommended a project associated with Woodside Phase II and Affordable Housing - artwork or wayfinding. PAAB recommends to involve those moving into the housing area in development of such project.</p>	<p>\$10,000 to \$20,000 depending on scope of project. Possible funding from Lower Park RDA allocation.</p>	<p>Estimated complete by Fall 2019 or Summer 2020</p>	
<p><b>#3 Transportation / Walkability Projects</b></p>	<p>This is several projects including Crosswalks (Main Street, Swede Alley and Park Avenue, possibly also Quinns Junction), Creative Sidewalks, and Custom Manhole Covers and wrapping Traffic Boxes (Transportation Planning received permission to wrap traffic boxes) Areas include Main Street/Old Town. May also look at cross walks at Quinns Junction as they are major pedestrian crossing paths and sometimes hard to see for motorists. Need to coordinate with Main Street Traffic Circulation Project.</p>	<p>Total estimated cost for all projects is \$100,000. Funding areas include Lower Park RDA, 1% from Main Street Improvement of CIP allocations.</p>	<p>Estimated to be complete by 2020.</p>	<p><b>Transportation &amp; Community Engagement</b></p>
	<p>Crosswalk Pavement Art - Select 7 to 10 crosswalks that are not paved and create colorful and impactful</p>	<p>Estimated \$40,000</p>		
	<p>Bus Shelters</p>	<p>Estimated \$5,000 each</p>		
	<p>Creative Sidewalks</p>	<p>Estimated \$20,000</p>		
	<p>Traffic Box Art (similar to Utility Box Wraps)</p>	<p>Estimated \$20,000</p>		
	<p>Manhole Covers</p>	<p>Estimated \$20,000</p>		
<p><b>#4 Main Street Projects / Permanent Olympic Legacy / Glow in the Art</b></p>	<p>The board prioritized the Main Street Area as a focus for art. Additionally, the board would like to discuss a permanent Olympic Legacy project that engages patrons on Main Street. This may be murals, sculptures or other forms of art. The board also would like to explore artwork that lights up in this area, specifically at night. May look into a temporary art program in the fall/winter that aligns with Autumn Aloft, Halloween, Day Light Savings Time, Holiday Lights etc and Energy critical priority.</p>	<p>Total funding in Main Street 1% for improvements is \$90,000 may combine with some of the transportation projects above.</p>	<p>TBD - Complete by Summer 2020</p>	<p><b>Transportation and Community Engagement</b></p>
	<p>See above for Transportation Items - Crosswalks, Manhole Covers, Sidewalks etc..</p>	<p>\$80,000</p>		
	<p>Permanent Olympic Legacy Project - Request to look into creating a permanent Olympic Legacy project to continue to celebrate City's Olympic Legacy and hopeful future bid. May look at 1% Main Street Funding. Connect to families and make interactive.</p>	<p>\$50,000 - source TBD</p>		

	Glow in the Art - Tie to Energy Critical Priority - Idea is that the artwork comes out after dark and is hidden away or changed during the day. illuminated artwork that would show off at night. Might be a good project to push forward in fall with Halloween, Day Light Savings Time and Electric Parade, Holiday Lights, If temporary project, grant funding needs to be explored. See examples of Breckenridge's WAVE exhibit. <a href="http://www.breckcreate.org/festivals/wave-light-water-sound/">http://www.breckcreate.org/festivals/wave-light-water-sound/</a>	\$20,000 - source TBD		
<b>Arts District Temporary Art Program</b>	In partnership with Kimball and Sundance, PAAB would like to explore a temporary art program in the AC District before the space is built. Current ideas include exploring a temporary street art mural program but we could explore other alternatives as well. See examples in Boise at <a href="https://northend.org/freak-alley/">https://northend.org/freak-alley/</a> or in Miami at Wynwood Walls <a href="http://www.thewynwoodwalls.com/">http://www.thewynwoodwalls.com/</a>	TBD Funding	Summer 2019 - Quick Deadline	Community Engagement
<b>Utility Boxes- EmPOWERment Project - Phase II</b>	Continue Utility Box Wrap Program. Discuss possibility of next theme and tie to social equity focus on Utility Boxes in Neighborhoods not on Main corridors? Includes up to another 10 boxes.	\$25,000 CIP Funding	TBD - Possibly Spring of 2020	<b>Energy &amp; Social Equity</b> Community Engagement
<b>China Bridge Parking Garage Phase II</b>	Board will discuss next steps on China Bridge connection walls and South walls in the late fall of 2019. This could mean bringing Emily Herr back or it could mean looking at other wayfinding in the parking structure.	\$20,000 to 60,000 - depending on scope funding source is CIP	TBD - Possibly Summer / Fall of 2020	<b>Transportation &amp;</b> Community Engagement

### LONG TERM PROJECTS - BEYOND 2020

<b>Dans to Jans</b>	This location continues to be prioritized, but because of future construction staff and PAAB are waiting to coordinate with Transportation Planning and Walkability. Long Term project.	\$30,000 + Funding TBD.	TBD	<b>Transportation</b> (Walkability)
<b>Arts &amp; Culture District Planning</b>	PAAB is scheduled for an Arts and Culture District Update with Nate Rockwood at their May meeting. PAAB wants to continue to be involved in this discussion and looks forward to long term planning in the district. Rather securing a significant work of art, or starting art programs in the district, PAAB wants to take time to develop programs, funding, partnerships etc in the area.	TBD	TBD	<b>Social Equity, Housing, Transportation, Energy</b> - Citizen Wellbeing & Community Involvement

### ONGOING PROJECTS

<b>Donation Proposals</b>	PAAB reviews proposals as they are recieved. PAAB will be considering a Mining Legacy proposal from the family of Rich Martinez at the May 2019 meeting which includes a bronze sculpture to potentially be placed down by Mawhinney parking lot where Mucking and Drilling happens. The Martinez family is looking into funding such sculpture, but it will likely require PAAB and Council to consider creative funding to complete the work.	Will discuss funding options to bring back to Council.	Summer 2019	Community Involvement
<b>Maintenance Repairs</b>	Maintenance and Repairs are fundamental and ongoing in the collection. In 2019 PAAB and staff anticipate cleaning the China Bridge Murals, and repairing Trent Call's Mural on the Poison Creek Trail under Deer Valley Drive (there are areas where the paint is peeling).	\$5,000 - Operational funds.	Summer 2019	PAAB Mission

### OUTREACH, ENGAGEMENT & MEDIA

<b>Community Engagement &amp; Outreach</b>	Each meeting, one board member will select their favorite piece of art in the collection. Monthly, we will spotlight a piece from the collection via the City's Social Media. Additionally Arts Council will also highlight the board's top picks each month.	Staff time, in coordination with City Communication Team and Arts Council	Begin May 2019	Community Engagement
<b>Library Art Rail Exhibit</b>	Library Exhibits are organized through Park City Library. Annually they have invited a member of the PAAB to sit on the exhibit selection committee. PAAB rotates this position each year and they report back to PAAB.	Library Staff leads	Annual Review	Community Involvement

### PROJECTS THAT ARE ON THE LIST BUT NOT PRIORITIZED AT THIS TIME

<b>Trail Connections</b>	Project can be formed by the Public Art Board. Goal of this initial proposal was to create artwork along Poison Creek to help with way finding, creating sense of place and link our community together, but the board is open to exploring other ideas as the opportunities come up.	TBD - \$30,000 to \$60,000		<b>Transportation</b> (Walkability)
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<b>Temporary Rotating Murals</b>	Location TBD, idea is for Swede Alley. Would need private property permissions potentially. Need to explore funding mechanism, may need grant funds for temporary work. Example includes Stick'em Up in Jackson Hole <a href="http://jhpublicart.org/exhibitions/stickum-up/">http://jhpublicart.org/exhibitions/stickum-up/</a>	Estimated Costs \$10,000	TBD	Community Engagement
<b>Rotating Outdoor Exhibit</b>	There are several art pads available through Park City. Some have power connections. They were installed as requested by the board so that we could have a rotating art exhibit in these locations. Some of the pads do hold permanent works.	TBD	TBD	Community Engagement
<b>Electronic Archive of Submissions</b>	This was requested by some board members back in 2015. Part of this discussion was specifically at subscribing to a submission achieve database to help track the submissions we receive so that we can refer back to them.	TBD	TBD	PAAB Mission