



City Council Staff Report

Subject: Annual Public Art Advisory Board Annual Update – Project Prioritization & Strategic Plan
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Department: Economic Development
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Type of Item: Informational – Study Session

Executive Summary

City Council should conduct their annual update with the Park City Public Art Advisory Board (PAAB) and discuss their strategic plan (Exhibit B) including current project updates, project prioritization & funding allocations for 2019 and long term planning for future projects.

[Arts and Culture is a Top Priority](#) and part of Council and the Community's [Strategic Plan](#). Public Art is an important part of creating connectivity and creating sense of place with regards to Arts and Culture. [PAAB is a 7 member board](#), who must reside in Park City limits, appointed by City Council who can serve up to 2 consecutive, three year terms. PAAB makes recommendations to the City Manager or City Council regarding all Public Art items. All decisions regarding Public Art shall be made final by the City Council. PAAB's background can be found [here](#) (Exhibit A).

The Public Art Board's policies were amended and adopted by Council through resolution [17-2016](#), and also created their [mission, vision and goals](#), which align with Council's critical and top priorities - Housing, Transportation, Energy and Social Equity. PAAB is administered by staff. The Park City Summit County Arts Council provides non-voting support to the board through marketing, advice and guidance on projects and continuing to involve the board in [Project ABC](#).

Analysis

As PAAB reflects on projects that have been completed or that are underway and looks ahead to the future, PAAB wanted to thank City Council for their support of the Public Art Program. The board's [strategic plan](#) continues to be reviewed with the [budget](#) in each meeting and revised annually under Council's authority. Projects that are not prioritized remain on the strategic plan, but are not currently top priorities.

- As PAAB continues to provide recommendations on projects and funding, PAAB wants to ensure future funding for Public Art is prioritized.
- While some board members anticipate the need for increased staffing in the future for Public Art Programs, given the financial and staff resources currently allocated, there has been much progress made. Staff and the board will continue to monitor both staff time and funding resources for projects, and as necessary will coordinate with future budget processes.

- There are [three vacancies that have been posted](#) for the board this spring. Board appointments will come to Council later this spring.

Completed Projects in 2019

- Temporary Olympic Legacy Project [Legacy Alive](#) with \$17,000 in Restaurant Tax funding
- PCMARC *Gravity & Gear* by local artist Mike Wong, \$6,400 of 1% funding from solar panel installation.
- China Bridge [Wild City](#) murals by Virginia artist Emily Herr, \$40,000 of CIP funding

Current Projects

- McPolin Tunnel (estimated to be complete by May) with \$10,000 in funding from CIP. The artist Bill Louis has been selected and approved by Council.
- Utility Box Installation (estimated to be complete by May) with \$25,000 in funding from CIP funding. Artists and Service Provider has been selected and approved by Council.
- Installation of *Loosey the Moose* at the Bear Bench Walkway on Swede Alley donated by the Davis Family. After a moose facelift and new infrastructure, the project is estimated to be installed in May.
- Water Treatment Project with \$19,000 in funding from Capital Projects and \$6,000 in funding from water (total \$25,000). This will be the third time the RFP will be released, with a recommended increase of \$12,000 in funding for the project.
- [Old Town Transit Tunnel](#) (RFP just posted) adjacent to Deer Valley Drive with funding from Capital Projects estimated at \$10,000. Estimated to be complete in October 2019. Artist selection will come back to Council for consideration this summer.
- Pianos for All Program – PAAB recommends discontinuing the program as the program it is not cost or time efficient.

Recommended Top Priority Projects to be complete in 2019/2020 – One Year

- Update all signage, inventory, the City's [Public Art Map](#). Estimated to be complete by October 2019, including hired professional photographer and standardization of signage and information on signs throughout the collection This is PAAB's top priority project in 2019.
- Neighborhood Art Program Research & Development (Estimated update by Fall 2019) Examples include [Boulder, Colorado's Creative Neighborhood Program](#). The board may explore a variety of programs inclusive of all neighborhoods to participate in to bring the community together. PAAB is has also prioritized Woodside Phase II as an area where they would like to do creative wayfinding or public art. Staff time and effort are needed on such research and bring this back to the board and City Council.
- Walkability/ Transportation Art Projects (Main Street, Swede, Park Avenue & Traffic Boxes)– Crosswalks, Sidewalks, Manhole Covers and Bus Shelters (Estimated complete by Spring 2020)

- Main Street Permanent Olympic Legacy Project/Glow in the Art (Estimated to be complete by 2020)
- Arts District Temporary Art Program – in discussion and collaboration with partners in the district. Street art murals have been explored but the board is open to other ideas.
- Utility Box Phase II – (Estimated to be complete by spring 2020)
- China Bridge Phase II – board to discuss this project in winter 2019.

Long Term Planning Projects

- Dans to Jans Connectivity (2021/22)
- Arts and Culture District Planning (2022/23)

PAAB continues to have both of these project areas on their horizon, and understands developments in both areas require long term planning. The PAAB requests to be involved in the development of these areas in collaboration with departments and partners. PAAB is excited about the projects, and eager to be involved in the planning process as public art will play an important role in the areas.

Ongoing Projects

- Maintenance – Coordinating with departments to establish maintenance plan. This year the board recommends repairing some of the murals on Poison Creek and also maintaining the China Bridge murals as ice and dirt have built up and need to be cleaned after the winter.
- Inventory – see above
- Donation Requests – PAAB is aware of a request on behalf of Rich Martinez’s family and anticipates discussing at their May meeting. Such request will come to Council for consideration at a future meeting.

Outreach, Engagement, and Media Publications

- PAAB recommended starting a new program where each month a member of PAAB will select their favorite piece of art to highlight on the City and Arts Council’s social media channels.
- The Park City Public Art Collection will be featured in the summer issue (to be released in June) of *Park City Style Magazine*, focusing on the walkability and connectivity of the City’s collection.

Funding Source

Public Art has been financed primarily through two funding sources both within the capital improvement plan (CIP). The first funding method is a direct allocation to the Public Art capital project (CP0089) from the General Fund transfer and the Lower Park Avenue RDA. The second funding method is through a 1% contribution from a qualifying capital improvement projects. The Public Art Board also completed a Restaurant Tax Grant Project, *Legacy Alive*.

Attachments & Links

- Exhibit A PAAB Background
- Exhibit B DRAFT Project Prioritization/Strategic Plan & Current Budget