Public Art
Summer Learning Series

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Session 1:
Public Art Administration

Presented By:
City of Sarasota Public Art Program
May 29, 2024

Courtesy of Avenue of Ar

CITY OF SARASOTA

Purpose of the Learning Series

- To inform and educate

- To create community interest and pride

- To create a vibrant and informed arts community

- To advance the public art program and genre

Panel Guests

John Hayes - Public art curator and consultant for St. Lucie County Florida

Jean G. Farmer - Public Art Coordinator for City of Bradenton

Lauren Aristizabal – The Bishop Museum Director of Grants,
Public Art Advisory Member - City of Bradenton

Josh Botzenhart - Public Art Committee Member - City of Sarasota

Goals

- Administration of a municipal public art program

- How that program fits into a community's goals for art and culture

- How public art programs have gained more relevance and credibility within the 'cultural economy' buzz phrase

- Logistics of a typical public art project and troubleshooting

Public Art

Public art is art in any media whose form, function and meaning are created for the general public through a public process.

Considered a primary genre within Cultural Planning of cities and public spaces.

How a Municipal Program Works

- Decision-making Process
- Selection and Implementation
- Funding and Priorities
- Planning and Programming

Public Art Requirements

- Any development or renovation with a construction value of over $1M must contribute ½ of 1% of cost of construction into the Public Art Fund.

- Includes commercial, mixed-use and multi-family.

- Developer options include:
    - Pay cash into the Fund
    - Install on developer property
    - Install on other public land
    - Combining funds is permitted

Project Implementation

Project Intensity

The proposed actions within this plan should be prioritized through a low, mid, and high intensity rating system. Public art projects are typically classified as short- or long-term opportunities but do not always take the project's difficulty rating into consideration. The intensity rating is a method for gauging an action's impact on such criteria as:

Funding	
Available funding for project	
Project Priority	
Achieves overall public art goals and strategies	
Opportunity	
Opportunities such as neighborhood support, community partners available, capital improvement project underway, funding available, requested by Public Art Committee/Commission	
Community Impact	
Project has local or wide community impacts	
Project Planning Impact	
Project planning complexity and difficulty level	
City Resources	
Existing City resources for project coordination and support	

Presenting a project's intensity when in the planning phase will be important when prioritizing the Public Art Program's annual project lineup for approval. The projects presented within the Annual Work Plan will be added to an established rolling projects list. The work plan will contain all projects in process, in the pipeline, and proposed projects which are of an intensity for which staff and relevant participants are able to complete without affecting other projects within the plan, including budgetarily.

Balancing community impacts with project viability will be key for the Public Art Manager and staff as the program continues to advance.

Internal Coordination

All public art project planning will take place in collaboration with affected City departments and will include a project work plan and a project implementation plan. Public art projects will be led by public art staff and key staff members from the Parks and Recreation, Public Works, Utilities, and Planning teams as appropriate. The goal for implementing public art projects citywide is to establish a project protocol of notification and consideration within the planning and forecasting process as capital projects are identified.

It is proposed that the capital projects planning approach contain a standard percent value which would be dedicated to public art projects should it pose a positive and reasonable impact to the project.

All projects will be implemented in alignment with current plans for street and travel way design, greenways, trails, sidewalks, utilities, and multi-modal corridors. Public art projects should be incorporated during the design development phase of any construction project and any intent to integrate public art should be communicated to the design team when identifying the project scope of work.

Budgets established early in the process will be considered for cross-funding by multiple sources including the public art fund, general fund, capital improvements project fund, Community Redevelopment Agency, St. Armands Business Improvement District, or Downtown Improvement District funds as appropriate. If a project is identified to be consistent with the goals of any affected city fund, group, or plan, including private support from neighborhood groups, the overall budget and the parts herein must be approved by the City Commission.

Public Art Project Life Cycle

The Public Art Program with coordinate with the City Engineer on all actions regarding the placement of public art along public right-of-way and will confirm compliance with the Engineering Design Criteria Manual (EDCM). Because final site approval is made by the City Commission, it is recommended that the Planning Department incorporate appropriate policy elements of the Public Art Plan as it pertains to capital projects into the city's EDCM and Land Development Code.

Project Initialization
Public Art Work Plan required for each project to be approved by Public Art Committee.

Identify Scope of Work
Project Plan submitted within Public Art Work Plan document.

Identify Budget
Determine total costs for project design and implementation.

Identify Funding
Public art fund and/or other funding support and their timelines required.

Identify Project Team
Design team includes members of program staff, artist team, internal staff, and Public Art Committee.

Obtain Approvals from All Funding Sources
City Manger or City Commission Approval Required.

Design Development
Design development phase and all approvals.

Project Timeline
Project timeline submitted by artist or artist team for approval by Public Art Project Manager.

Project Implementation
Installation of artwork, construction coordination, work plan, MOT, etc.

Milestone and Updates
Disseminated to all project team members.

Project Completion
Preliminary and final approvals from Public Art Committee and Public Art Project Manager.

Promotion and Education
Dedications, lectures, media, and other promotional efforts prior to dedication event.

How a Municipal Program Works

Question: **What role do you play in the public art process?**

How can we as administrators and decisionmakers keep the elements of the program running smoothly?

The Role of the Community

- Public Engagement
- Civic Participation
- It's a Creative City – Generating Creative Capital
- The Big Picture (is made up of a lot of little pictures)

The Role of the Community

Question: **What are some insights into engaging with the public (from the citizens and the artist perspective)? How have you navigated public input to ensure all parties are heard?**

Question: **How can administrators see the 'big picture' when managing municipal art projects?**

Creative Capital
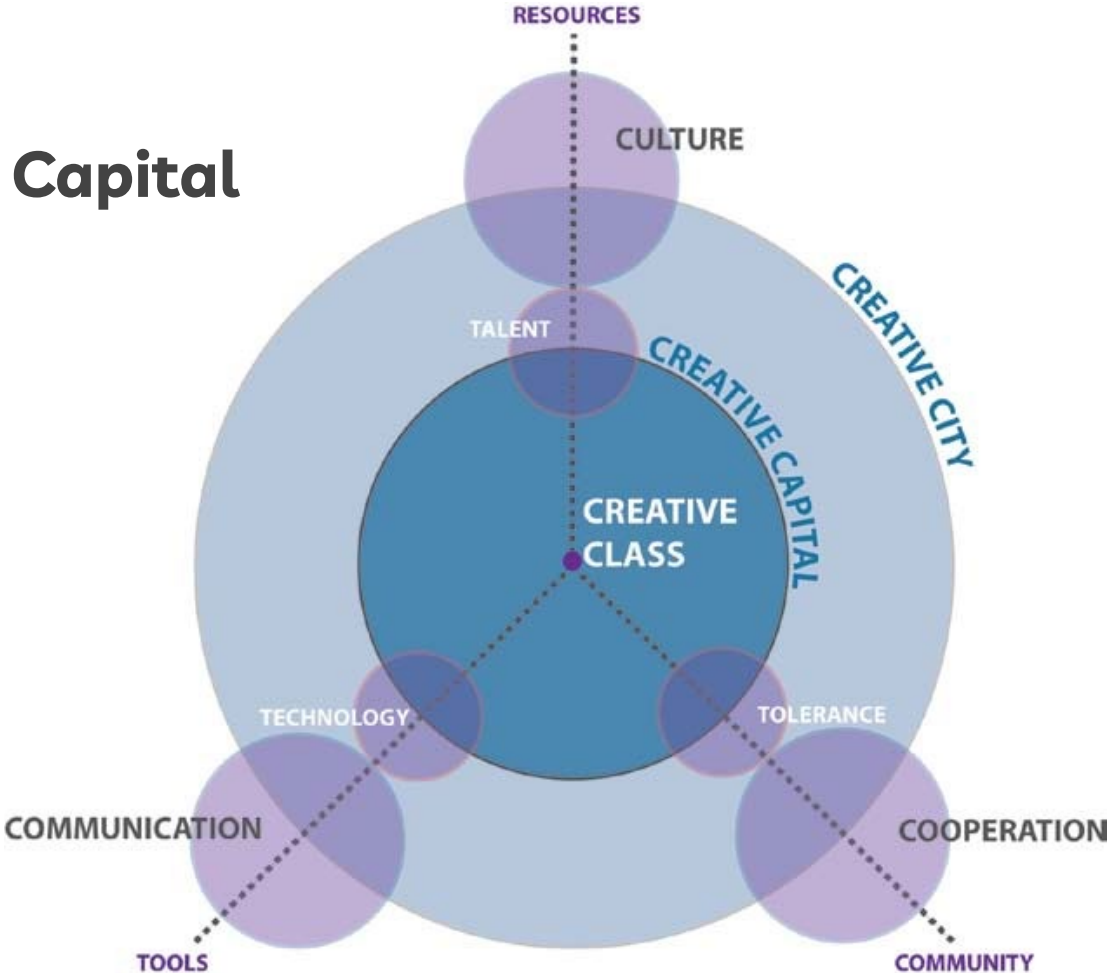
How can public art programs better engage with the community to create a unified vision for their city?
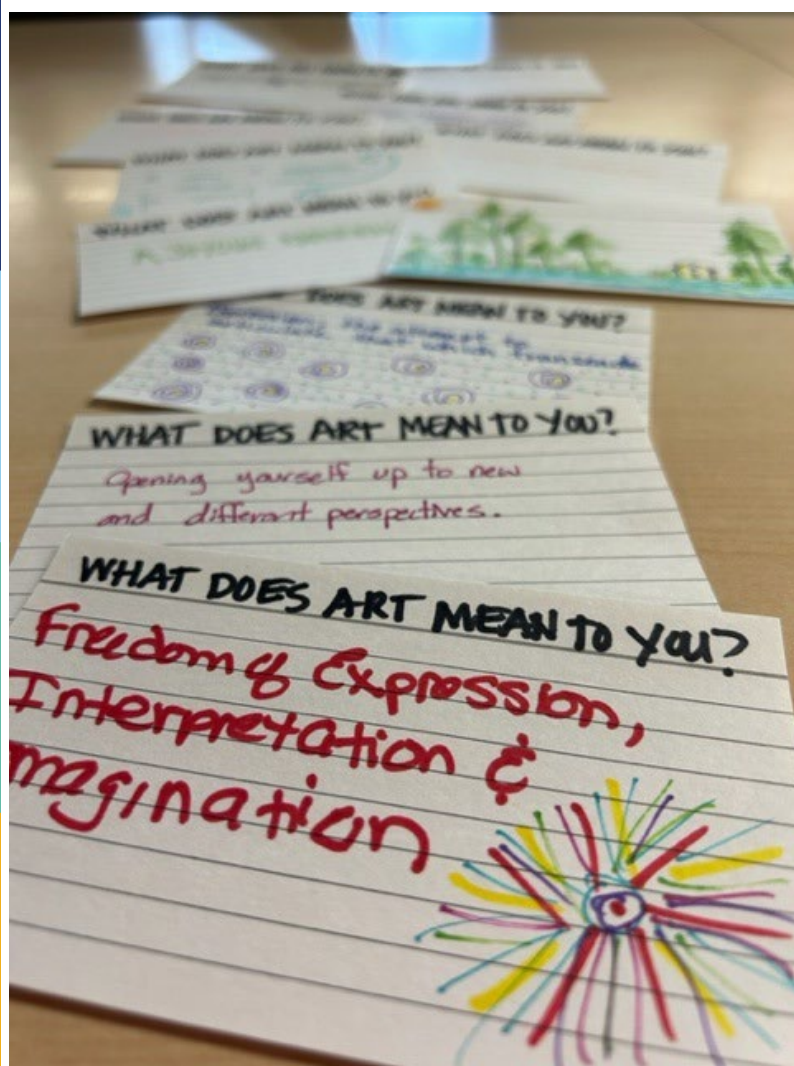
Artist and Artwork Selection

Currently, there is no established protocol for artist and artwork selection within the Public Art Program. While there are dedicated solicitation protocols, artist and artwork selection was a primary deficiency when assessing the overall operations of the program. It is recommended that a selection protocol be developed in collaboration with the Public Art Committee to determine an equitable and transparent process. Multiple options should be presented to the Public Art Committee to inform and to garner feedback on best practices.

Procedures for commissioning artwork and selecting artists for individual projects will be presented to the Public Art Committee as soon as possible. Currently, the Public Art Program issues Requests for Qualifications (RFQ) or Requests for Proposals (RFP) to solicit artists for large-scale sculptural works frequently associated with the Art in the Roundabouts program.

Once the project spectrum expands, a schedule of artist selection and artwork commission options will be established. Staff will then be responsible for providing project ideas and commissioning protocols when presenting the Annual Public Art Work Plan.

Artist Selection

When assessing new project opportunities, it will be important to evaluate staffing and workload capacities before determining which selection method will be the most effective for the project and for execution. An overload of in-process and upcoming projects will affect the project management and ultimately the project outcome. Possible methods include competitive solicitations, artist interviews, artist roster finalists, and on rare occasions, the direct selection of a preferred artist.

Once selection methods are approved, the City Land Development Code should be updated to reflect artist selection processes and criteria, with an explanation of opportunities for Public Art Committee and staff recommendation.

Artwork Commissioning Process

Similarly, artwork commissioning will likely involve an artist selected to produce a site-specific artwork; however, there will be opportunities for the Public Art Program to acquire pre-formed sculptures available for purchase by the artist or gallery. Methods for commissioning artwork should follow industry standard practice as it pertains to artist qualifications and materials assessment for longevity and structural integrity. Methods similar to the artist selection process will be considered when selecting an artwork for the permanent collection. It is highly recommended that a professional assessment of the pre-formed work be conducted prior to City ownership. The Sarasota Land Development Code should be updated to reflect these commissioning criteria which will range from competitive to direct-selection.

Voting and Consensus

The decision-making process, as granted to all City advisory boards and committees, takes place in the form of a majority vote. When a majority of the Public Art Committee prefer one outcome to another, it is recorded as such and can be used when making a formal recommendation to the City Commission. Art and artist selection, unless otherwise determined, remains one of several exclusive roles of the Public Art Committee. When a decision is brought to the PAC, it will be important for all members and staff to understand the various modes of voting as it pertains to the issue at hand. Similarly, there should be community art selection guidelines to be shared and considered when City support or assets are involved.

Recommendations

The following policies and actions are recommended to be brought forth as part of the renewed Percent for Art protocol for the Public Art Program:

- Standard Public Art Commissioning Process
- Public Art Committee Decision-Making Guidelines
- Temporary Art Program Guidelines
- Permanent Collection Guidelines


External Engagement Process

External Coordination

When a project is identified through a Public Art Work Plan or from an external request, all opportunities will be vetted through the affected neighborhoods and city departments.

Public art projects will most likely be installed on public land; however, the location of public right-of-way and parkland may exist on quiet neighborhood streets or in low-visibility areas. Proper siting of art opportunities will be identified by professional staff and will then be provided in a series of engagement events to receive community feedback. Visioning exercises with neighborhood groups are recommended prior to any public art implementation, and it will be a goal for public art staff to establish a regular protocol for dialogue with city neighborhoods on their desire for public art, their vision for the future, concerns, and critiques.

The Public Art Program may also serve as a conduit to addressing larger needs of the community and will extend engagement services such as visioning and community workshops to encourage a unified expectation for the look and feel of city neighborhoods. The Public Art Program should work closely with other planning divisions such as Neighborhood Services, Sustainability, and Historic Preservation when planning a new public art project.

1. **Identify Stakeholder Groups**
   Community-initiated project stakeholders and primary contact identified.

2. **Initial Community Outreach**
   Initial Community outreach includes meeting with community groups to identify project concept and funding methodology.

3. **Artist Selection Process**
   Determine selection process and stakeholder coordination.

4. **Community Outreach - Ideas**
   Community meeting to discuss final group ideas and receive consensus approvals.

5. **Review Artist Concept**
   Review artist concepts submitted by commissioned artist or through a call for artists.

6. **Public Art Committee Meeting**
   Submit artist concepts for Public Art Committee approval ONLY if on public building or receiving public art funding.

7. **Community Outreach - Final Concept**
   Community-wide meeting to present final artist concept and discuss implementation.

8. **Artist Engagement and Final Plan**
   Artist engages with community to discuss community needs or vision for final artwork.

9. **Implementation**
   Artwork installment and community celebration.
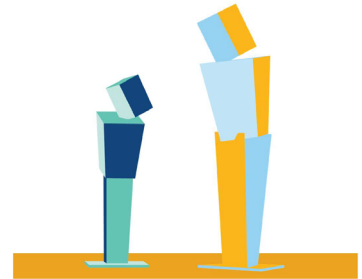
Arts Organization Coordination

It is essential that the City Public Art Program staff coordinate closely with city arts organizations to not only spread the word on new City initiatives, calls, and projects, but to present a unified front on citywide public art projects. It is recommended that the City Public Art Program hold joint workshops with the Arts and Cultural Alliance of Sarasota County to disseminate information, receive community and artist feedback, and engage local artists in the planning and implementation of public art policy and process.

During the research phase of this plan, it was noted on a number of occasions that the arts organizations within the city would benefit from a unified connection between the City and the local arts council. Creating an annual joint public art action plan is one way to establish a short-term, effective approach towards a more unified and cohesive approach.

Artist's Handbook

- Applying for the Project
- Selection Process
- Getting the Project
- Implementation
- Payment

Artist's Handbook

Question: **Let's talk about 'getting the project'. What advice would you share with artists and artist teams about the selection process and how to get noticed for consideration?**

How can administrators and board members create an inclusive selection process?

Artist's Handbook

Understanding the nuts and bolts of how a process works ensures the artist and the project manager are in partnership to complete the steps together. Steps include:

- Submitting a concept or concepts to Public Art staff for preliminary review
- Submitting final packet for committee review and approval
- Reviewing the staff report and identifying any surprises prior to the meeting date
- Attending the meeting – showing up on time and ready to present your best work
- Understanding and accepting critical input from the decision making body
- Responding to critique in a healthy and collaborative manner
- Understanding time delays and 'red tape' – especially when planning for payment
- Insurance, access, and accountability
- Maintenance and life span (contract administration in June!)

Artist's Handbook

Question: **What are some pointers for artists new to the municipal process? HINT: It does not happen quickly!**

How can artists gain more information from municipal programs?

Public Art: Yesterday and Today

- How it started
- The artists who laid the foundation
- Taking the genre into the future
- Citizen advocacy

Public Art Facts

- Created for the general public through a public process.

- It is a specific art genre with its own professional and critical discourse.

- Public art seeks to embody universal concepts rather than commercial, partisan, or personal interests.

- 340+ Public Art Programs in US oldest - Philadelphia (1959)

- 66 Programs in FL
  Oldest – Miami (1976)

- Over 4,000 works of art in FL

Courtesy of Americans for the Arts, Florida Association of Public Art Professionals
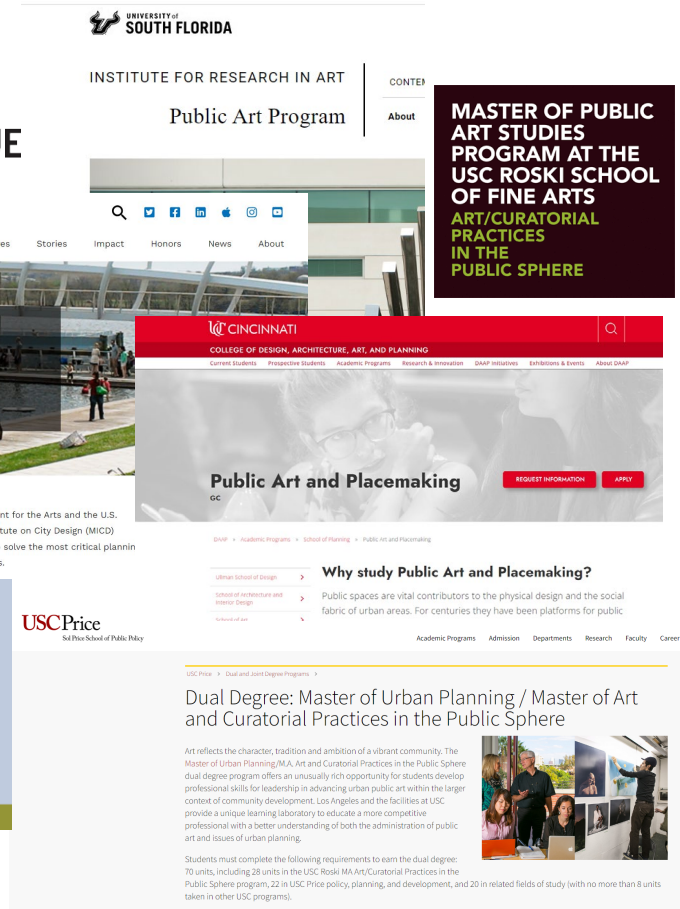
"The Arts are Sarasota's Superpower" - Dr. M. Kauffman

SARASOTA ART ASSOCIATION

Sarasota Knows How to Put the Arts First

- Established within the Downtown CRA in 1986, creation of Public Art Committee soon followed.

- Public art collection now amasses nearly 100 works.

- Recently, the Commission voted to expand the Public Art Program to include entire city of Sarasota.

- The Public Art Committee and City Leadership supported the master planning initiative.

Public art: Yesterday and Today

Question: **How do you see the public art genre contributing to a city's future? Where does art fit into your 'city of the future'?**

Public art administration and project management is becoming an important and necessary element within a government system. **What role can the community and artists in particular play to boost placemaking programs so that they continue to receive the funding they need?**

The City of Sarasota's public art program strengthens our city's sense of place, celebrates our community's character, and fosters collaboration.

This includes supporting Sarasota's working artists, nonprofit organizations, and for-profit art industries.

Plan Goals 2, 3, 5, 8, 9, 10

Measurable Outcomes

Public Art's Contribution to Sarasota's Visual and Cultural Identity

When an investment is made by a city in its cultural programming, there are certain base indicators which increase in value and importance as the program grows.

The following measurable outcomes are examples of how public art contributes to the improvement of Sarasota's cultural and physical identity. The following outcomes will be considered, monitored, and noted when implementing the recommendations within this plan:

- Increased Civic Participation

- Joy and Meaningful Dialogue

- Health and Quality of Life

- The Increased Presence of the Creative Class

- Tourism and Economic Vitality

- Safety and Ownership

- Diversity and Cultural Awareness

- A Sense of Uniqueness and Placekeeping
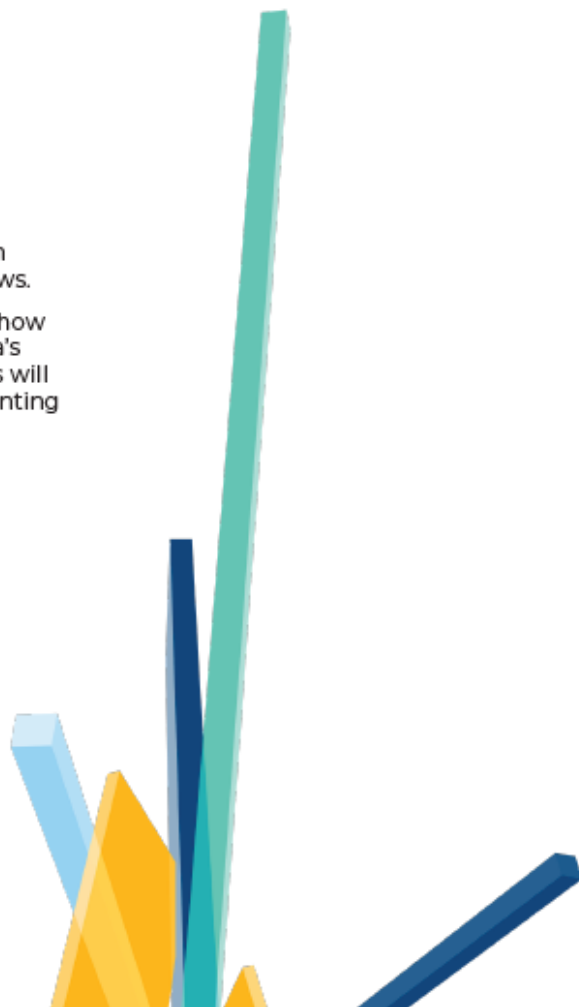
Public art: Yesterday and Today

Question: **What advice would you give to artists and citizens who are new to the genre? How have things changed for you as a public art decisionmaker? What hasn't changed?**

How can we make the most impact as the public art genre continues to gain importance and recognition?

Audience,
Submit your Cards!

Thank you!