

**PARK CITY
PUBLIC ART PROGRAM
Strategic Plan 2013-2014**

GOALS

1. Identify and prioritize future public art projects and sites
2. Develop and implement comprehensive and consistent signage for all public art
3. Develop City maintenance policy for public art
4. Develop and implement communications plan for public art
5. Update the City's public art website pages
6. Clarify and document public art processes
7. Improve quality, creativity, and site appropriateness of public art
8. Develop plan for future funding of public art projects

STRATEGIES

1. Identify and prioritize future public art projects and sites:
 - a. List pending projects (Feb 2013)
 - b. Conduct annual tour each spring of City properties/potential public art sites (May 2013)
 - c. Brainstorm potential projects and sites (beg Feb 2013)
 - d. List upcoming projects
 - e. Set timeline for completion of new and pending projects
2. Develop and implement comprehensive and consistent signage for all public art:
 - a. Assess all existing and pending public art projects for signage needs (May 2013)
 - b. Establish guidelines for all public art signage
 - c. Finalize plan, budget and timeline for signage of all public art
 - d. Create and install signage
3. Develop City maintenance policy for public art:
 - a. Submit draft public art maintenance policies to City Council for review and approval
 - b. Conduct annual review each June of public art and recommend appropriate maintenance (Jun 2013)
4. Develop and implement communications plan for public art:
 - a. Review and edit existing draft communications plan (Feb 2013)
 - b. Present annual report on public art plan to City Council each September (Sep 2013)
5. Update the City's public art website pages:
 - a. Review draft from IT Department of new website pages for public art (Mar 2013)
 - b. Finalize elements of public art website pages including design and content
 - c. Populate public art website pages based on approved design and content
6. Clarify and document public art processes:
 - a. Identify opportunities to include art and artists in early stages of local planning
 - b. Identify City staff, officials, and advisory groups/commissions to meet with in the early stages of project planning to discuss the potential for public art
 - c. Identify opportunities for partnerships and community involvement in each public art project
 - d. Clarify and publish the City's/PAAB's processes and policies for consideration and selection of public art proposals
7. Improve quality, creativity, and site appropriateness of public art:
 - a. Conduct research and gather input on model public art programs and projects
 - b. Conduct annual brainstorming on potential public art projects and sites
 - c. Establish clear criteria and guidelines for public art projects and site selection
 - d. Expand database of artists interested in public art
 - e. Ensure public art projects are site specific
 - f. Invite artists and planners to PAAB meetings and have board members attend appropriate planning meetings to ensure early involvement of art in projects development
 - g. Review public art inventory issues
8. Develop plan for future funding of public art:
 - a. Develop and review public art budget report each September
 - b. Identify opportunities for alternative funding and partnerships for public art