



## **DRAFT Proposal for Neighborhood Art Program from Public Art Advisory Board (PAAB)**

### **Background/ Research:**

With the City Council and the community elevating Housing and Social Equity to a Critical Priority, the PAAB is looking for ways to help connect neighborhoods and create community gathering within residential areas. After researching neighborhood art programs in various communities across the United States, the PAAB feels that this opportunity will help educate and engage the public in this conversation.

Research/Ideas include:

1. Boulder, Colorado: <https://boulderarts.org/public-art/murals/creative-neighborhoods-mural-program/>
2. Denver, Colorado: <https://www.broadwayworld.com/denver/article/Denver-Arts-Venues-Makes-Funding-Available-For-Creative-Neighborhood-Projects-20190910>
3. Neighborhood Postcard Project: <http://www.creativeinterventionists.com/neighborhood-postcard-project>
4. Flagstaff, Arizona: [https://www.flagstaff.az.gov/DocumentCenter/View/47296/Neighborhood-Grants-Application-081715-Fillable\\_distributed?bidId=](https://www.flagstaff.az.gov/DocumentCenter/View/47296/Neighborhood-Grants-Application-081715-Fillable_distributed?bidId=)
5. Washington DC: <https://www.cherryblossomworkshop.com/>
6. Creative Community Ideas: <http://www.greatneighborhoods.org/wp-content/uploads/2018/05/CCG-Summaries-Round-1-5-X.pdf>
7. Washington, DC <https://www.victorydancecreative.com/dc-neighborhood-project>

### **Proposed Budget:**

PAAB would allocate up to \$2,500? per project (matching funds) x 5 neighborhoods (total is \$12,500 annually). Such funding must be spent on the artist time, art materials and/or infrastructure for the artwork. This is possibly more like a grant program, less like a RFP/project base program.

### **Other Possible Partners/ City Departments**

Arts Council, Park City Foundation, Mountain Lands Community Housing Trust  
Housing Dept (Jason Glidden), Planning Dept (LMC requirements), Budget, Finance and Legal

### **Timeline:**

Goal is to establish a specific proposal by March 2020, with questions for Council to consider and further timeline on implementing project (spring/summer 2022?) Staffing should be addressed with this project. Initially, having applications available in the fall including City list of approved artists, with selection of neighborhood projects in the winter and implementation in Spring summer 2022seems feasible.

### **Marketing & Public Relations:**

Park City would take the lead on any public relations regarding this proposed project. As projects are worked on, depending on partners and timeline, other partners or participants may also help with Marketing and Public Relations.

### **Summary:**

Park City is looking to partner with neighborhoods to bring art to the community. The goal of this project would be to bring neighborhoods together, create a sense of place, through art and beautify residential areas around Park City. For phase 1 of this project, the City will choose 5 neighborhoods to pilot this program and match up to \$2,500 in matching funds through grant program. Park City would engage with the public in the following ways.

1. This would allow the City to help fund neighborhood projects, but the City would not necessarily be the project manager of the artwork.
2. Eligible neighborhoods/HOAs would include those in 84060 City Limits.

3. City provide an 'Approved Artist List' for neighborhoods to choose from – Artists are from the region, must be in driving distance.
4. Artwork can be (what mediums?) Murals only? 2D only? Sculptural?
5. Artwork can be on public property or on private property? – This may change role of City.
  - Neighborhood Parks?
  - Fences, Garages or Homes that must be visible from the public right of way?,
  - Bus Shelters in neighborhoods?
  - Utility Boxes?
  - If artwork is not visible, what about public display (like on walls in City building or in an art gallery or partner business?)
  - What do we want to focus on?
6. The artwork/project must be lasting/ permanent (capital funds). Need to do further research if temporary in nature.
7. The artwork must be visible from the public right of way (cannot be private/interior) and neighborhood must select from one of the artists on the Approved Artist list.
8. Maintenance of the artwork is the responsibility of the HOA/ entity that does the project. If on City Property, City is responsible for maintenance?
9. Do we want preference to be given to any or all of the following?
  - Affordable Housing Areas
  - Latino/ Underserved Populations?
  - Tie to Sustainability, Transportation and Social Equity?
  - Tie to City's Core Values?
  - Other ideas?