



Annual Public Art Plan

Fiscal Year 2022

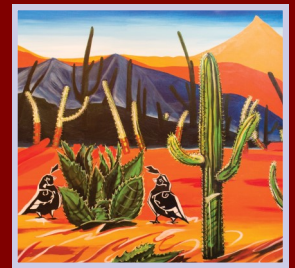


HeART of Goodyear– 10 artists tell the story of Goodyear's history through a public art installation

Goodyear
arts
& culture
Commission



Traffic Signal Cabinet Artwork:
Ewa Bugala 2020
"Desert Beauty"



Traffic Signal Cabinet Artwork:
Debra Goley 2020
"Dusk to Dawn"



Traffic Signal Cabinet Artwork:
Nathan Butt 2020
"Walking Our Path"

Arts & Culture Commission

Commission Members

Chairman Ms. Fran Fee

Vice Chairman Ms. Liz Glenn

Commissioner Ms. Aubrie Jones

Commissioner Ms. Lisa Paulos

Commissioner Ms. Jennifer Barnes

Commissioner Ms. Louise Privette

Commissioner Ms. Nancy Love

Alternate Ms. Holly McKenzie

Commissioner Mr. Brian Cross

Ex-Officio Ms. Sandra Bassett,

Commissioner Ms. Erin MacFarlane

West Valley Arts Council

Goodyear
arts
& culture
Commission

Arts & Culture Commission

Mission and Purpose:

The Commission provides leadership through the Arts, bringing community together to celebrate our diverse histories, beliefs, cultures, and aspirations. We strive to beautify the city, create public dialogue, advance education, and inspire civic pride.

We promote artistic excellence through public art that reflects our community's identity and values, create economically viable and enriching arts events, provide Arts advocacy in private and public arenas, develop opportunities for local and emerging artists, and support greater academic achievement through arts education.



Goodyear Rocks: Partnership with Alice Cooper Solid Rock November 2020

heART of Goodyear:
Residents take the heart
tour and share "selfies" on
Goodyear social media



Virtual Paint Parties:
Keeping residents
connected through the
Arts



Virtual Yoga Paint: Mind, Body and Soul expressed with the Arts

Goodyear Arts & Culture

The city's Arts & Culture Program continues to develop Arts opportunities that enhance the sense of community in Goodyear. The Arts elevate the quality of life for Goodyear residents and a vibrant Arts program creates "cultural economy" to catalyze the cities economic vitality. The Commission uses the Arts to:

- **Attract new and visiting populations to Goodyear**
- **Integrate the vision of residents, business, and community leaders**
- **Contribute to the development of a skilled workforce**
- **Create a foundation for defining a sense of place**

Goodyear Arts & Culture continues to be recognized as an Arts leader in the West Valley. The Goodyear Public Art Program, under the direction of the Arts & Culture Commission, continues to grow the permanent public art collection and is developing a dynamic portable and temporary collection that fully engages residents. Programs and events highlight the performing and visual Arts to meet the evolving needs of our growing community. Through the combined efforts of City Council, Arts & Culture Commission, Goodyear residents and staff, we continue to grow a "Culture of Art" throughout Goodyear. Whether it is Arts events, programs, or public art, Goodyear is the destination for the Arts in the West Valley.



FY21 Public Art in Review

The Arts & Culture Division of the Parks & Recreation Department implements, acquires, and oversees the city's Public Art collection from the guidance of the Council appointed Goodyear Arts & Culture Commission. The following projects were completed in FY2022:

- Fire Station 181

Artist, Joe Tyler, worked with Goodyear Fire to create a sculptural monument and memorial for Goodyear Fire. The artwork has an internal glow that illuminates images drawn by Goodyear Fire Captain, Jose Aquirre. The imagery represents Goodyear fire fighters. This monument will be used to memorialize line of duty fallen firefighters.



Joe Tyler-Firefighter Memorial Install 2021 Fire Station 181

- Fire Station 186

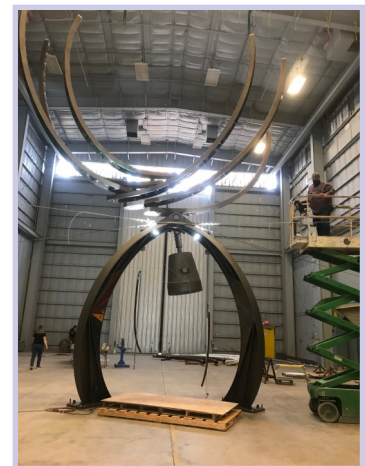
Joe Tyler collaborated with Goodyear Fire and the Arts Commission to create a sculpture that complements the natural environment around the new station. The artwork features a roadrunner aptly named "Ready".



Joe Tyler- "Ready" 2021 Station 186

- Goodyear Recreation Campus

First of its kind... "Chasing the Stars", is the newest addition to the Goodyear Public Art collection. Located at the new Goodyear Recreation Campus, the artwork delivers an aesthetically pleasing form while surprising visitors with an interactive component. This kinetic work never looks the same as visitors to the GRC are able to walk up to the art and activate the swinging arcs by pulling on the handles.



Creative Machines: "Chasing the Stars" Fabrication

FY21 Public Art in Review

The Commission strives to meet community needs and to identify projects that are created with understanding of all stakeholders' desires for developing a sense of place and enhancing the quality of life in Goodyear.

- **Palmateer Historic Mural**

In partnership with Catitude Arts, a Goodyear non-profit Arts organization, seven local teens worked with mentor artist, Bonnie Lewis, to design a mural that tells a story of years gone by. This mural provides the community a reminder of our shared history.



Catitude Mural Mentoring- 2020 Palmateer Park



Susan Rossell: heART of Goodyear 2020 Goodyear Ballpark

- **HeART of Goodyear**

In honor of Goodyear celebrating 75 years, the HeART of Goodyear project tasked ten artists with painting a heart to represent a decade in Goodyear history. The artists and decade represented:

Esther Wodrich (1940)	Oliverio Balcells (1990)
Jenita Landrum (1950)	Emma Garcia (2000)
Team Turner (1960)	Susan Rossell (2010)
Lucretia Torva (1970)	AnnMarie Perry (2020)
Jessi Kerr (1980)	Nat Carmichael (future)

Each artist delivered their own artistic style and highlighted visual elements that represented historical milestones.

- **Traffic Cabinets**

Maria Bueno, Ewa Bugala, Nathan Butt, Nathan Carmichael, Debra Goley, Carson Grier, Jessica Kerr, Adam Turner, Ryan Williams and Esther Wodrich added art to ten traffic cabinets located on Estrella/Pebble Creek Parkway, Litchfield, Yuma and McDowell. The artwork reflects each of the artists unique style and tells a story about the geographic area the cabinet is located in.



Maria Bueno- Artist at Work
2020 Traffic Cabinet Yuma Rd.

Ryan Williams- Artist at Work
2020 Traffic Cabinet Yuma Rd.



Arts & Culture Goals

The Arts & Culture Division continues to expand Arts opportunities to grow Goodyear's economic vitality and provide a platform to express artistic excellence.

Expectation	Action
Execute Goodyear 2025 General Plan Recommendations	- Integrate public art throughout the community - Incorporate public art in city planning
Build a "Culture of Art"	- Engage local artists - Explore best approach to installing artwork that complements the urban environment and is accessible by many
Advance Goodyear Public Art	- Explore opportunities for temporary artworks that are community responsive and have a lower fiscal impact - Creation of a Story Map to bring attention to our public art collection as "Points of Pride" in Goodyear
Arts for All	Engaging and innovative programming for all demographics of residents
Promote Arts Education	- Mobile Museum accessible to local schools - Work with community partners to connect local artists with students to increase youth exposure to the Arts



Shakespeare in the Park



Virtual Paint Parties

Current Public Art Projects

The Goodyear Arts & Culture Commission is currently working with the community and project stakeholders on the following public art projects as approved by Council through the annual budget process. By including public art at new city facilities we are meeting the goal of the Goodyear 2025 General Plan.

Public Art Project	Description	Project Goal	Approved Funding Level
Fire Station 188	Architecturally integrated public art aligned with construction of station 188	Include public art at new city facilities	\$100,000
Civic Square	- Artwork to have destination appeal and encourages visitors to transition through an area to experience the artwork. - Artwork will cohesively meld with the overall design and aesthetic of the project	- Include public art at new city facilities - Create an iconic experience that encourages repeat visits	\$470,000



Fire Station 188
Sample Imagery of Architecturally Integrated Public Art



Civic Square Public Art
Artist Blessing Hancock Rendering

Recommended Working Public Art Plan

The Goodyear Arts & Culture Commission is recommending the following projects, to be considered over the next five years, during the city's annual budget process. The project goals include: engaging local artists, including public art in city planning, identifying locations for artwork in places easily accessible to the public, and to maintain the current collection.

Recommended Project	Description	Project Goal	Recommended Funding Level
Traffic Cabinets	Engage community and local artists to utilize applied artwork to embellish five additional traffic cabinets	- Encourage civic pride - Beautify the city through embellished traffic cabinets	\$2,500 to \$4,000 Per cabinet
Gallery37: Youth Public Art Program	- Partnership with West Valley Arts Council - Public art installation that involves the surrounding community in the design and creation	- Area without permanent artwork - Community building and placemaking	\$30,000
Bullard Wash Park adjacent to Civic Square	Sculptural panels to activate the linear park and engage visitors in a unique experience	Instill civic pride and celebrate our shared history	\$250,000



Conceptual Community Mandala



Conceptual Sculptural Panels



Goodyear Traffic Cabinet– Carson Grier 2019
Goodyear Community Park

Future Public Art Forecast

The Goodyear Arts & Culture Commission is moving toward consideration of the following projects that meet the Commission goals of engaging local artists, focus on capital projects, and identifying “areas” of the city that currently do not have permanent public art installations.

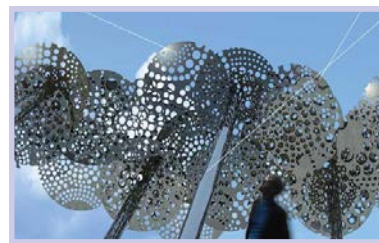
Recommended Project	Description	Project Goal
Ballpark Village Corridor	Addition of artistic enhancements to city infrastructure and the addition of free standing public artwork in the ROW	Develop a sense of place and aesthetically pleasing identity for the corridor
Parque de Paz	Public Art installation that involves the surrounding community in the design and creation	Community building and placemaking
Public Art: South and West Goodyear	To address growth, the Commission is exploring opportunities to expand public art in the south and west regions through ROW installations, shade structures, pathways and elevated artworks.	- Area without permanent public artwork - Create a sense of arrival



Conceptual Public Art:
Stop Sign



Conceptual Community
Building Public Art



Conceptual Public Art:
Elevated Art



Conceptual Public Art:
ROW Installation

Summary

Goodyear Arts & Culture continues to deliver excellence with a 99% satisfaction rating with surveys demonstrating that 100% of participants would recommend Goodyear Arts to a friend.

During FY21, the Arts & Culture Division, under the recommendation of the Arts & Culture Commission, has accomplished the following:

- **Completed public art installations:**

<i>Fire Station 181</i>	<i>Palmateer Park Historic Mural</i>
<i>Fire Station 186</i>	<i>Traffic Cabinets (10) painted and wrapped</i>
<i>Goodyear Recreation Campus</i>	<i>Heart of Goodyear</i>

- **Design approved for public art at Goodyear Civic Square**

- **Hosted highly successful events which includes four new events:**

<i>Goodyear Rocks</i>	<i>Ballet Under the “Virtual” Stars</i>
<i>Holiday Variety Show</i>	<i>Vision & Sound: “an African American Experience”</i>
<i>Shakespeare in the Park</i>	<i>Poetry Illuminated</i>

- **Transitioned programs to a virtual platform to engage residents:**

<i>Hot Coffee Art Lectures</i>	<i>Mayor Select</i>
<i>Library Fine Art Exhibits</i>	<i>Virtual Paint Parties</i>
<i>Chalk on the Walk</i>	<i>Yoga Paint</i>

The goal for the FY2022 Annual Art Plan includes a renewed attention to the performing Arts. Data demonstrates that in the West Valley, total Arts attendance was 590,000 and the average expenditure was \$16.60 per person (Americans for the Arts, 2017). The Arts consistently contribute to a positive fiscal impact on the economy and Goodyear Arts & Culture strives to build a robust “Cultural Economy”. The Commission understands the importance of the Arts and will continue to recommend projects and programs that fulfill this need. With a focus on new partnerships and programming, the Commission will be able to engage the literary arts, community bands/choir, and temporary public art initiatives focused on a “We Are Goodyear” campaign. Through community-engaged strategies and a forward-looking approach, the Arts will continue to thrive in Goodyear.