

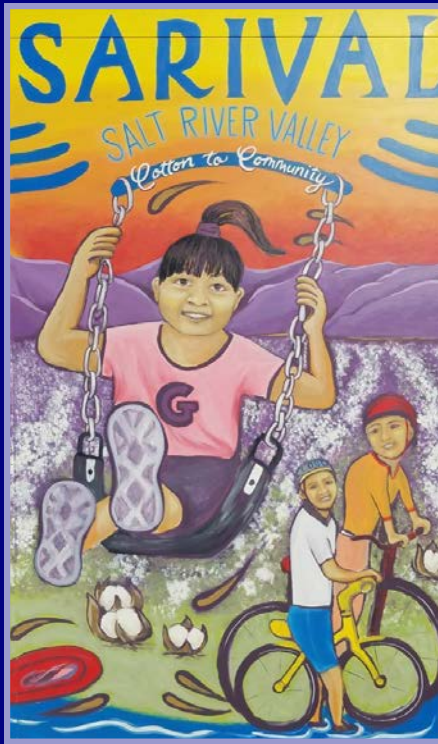


Annual Public Art Plan

Fiscal Year 2023



Traffic Signal Cabinet Artwork:
Christy Moeller 2021
"Desert Beauty"



Traffic Signal Cabinet Artwork:
Veronica Lomeli 2021
"Sarival: Salt Rive Valley
Cotton to Community"



Traffic Signal Cabinet Artwork:
Lucretia Torva 2021
"Flying Free"

Goodyear
arts
& culture
Commission



Overhead view of Chasing the Stars:
Creative Machines 2021

Arts & Culture Commission

Commission Members

Chairman Ms. Fran Fee

Commissioner Ms. Jennifer Barnes

Commissioner Ms. Nancy Love

Commissioner Mr. Brian Cross

Commissioner Ms. Erin MacFarlane

Commissioner Ms. Lisa Paulos

Commissioner Ms. Louise Privette

Commissioner Ms. Holly McKenzie

Commissioner Ms. Anna Johnson

Alternate Ms. Rosalind Robinson

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.

Theater in the Park
2021-
Multigenerational
cast perform
Shakespeare



Chalk Art in the Park 2021-
Create your Own Shirt Station



Chalk Art in the Park- Mayor Georgia Lord with Challenge
Cup Winners from Verrado High School Art Club

Mayor Select Fall 2021-
Commissioners MacFarlane
and Privette Award 1st
Place



Arts & Culture Commission
Chairman Fran Fee engages
with community members



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.

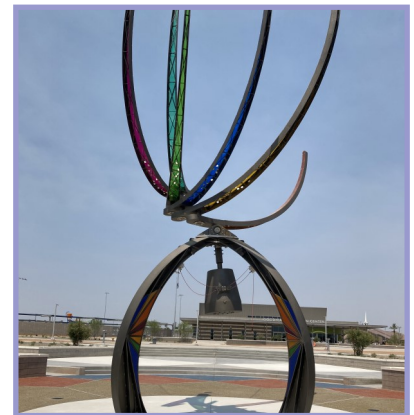


FY22 Public Art in Review

The Arts & Culture division implements, acquires, and oversees the city's Public Art collection from the guidance of the Council appointed Goodyear Arts & Culture Commission. The Commission strives to meet community needs and to identify projects created with understanding stakeholder desires to develop a sense of place. The following projects were completed in FY2022:

- Chasing the Stars

Located at the Goodyear Recreation Campus, Chasing the Stars is the world's largest human powered kinetic sculpture. 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. Day or night this artwork delights the viewer.



Creative Machines 2021: "Chasing the Stars"

- Traffic Signal Cabinets

Ewa Bugala, Richard Gross, Nyssa Iniguez, Kyoko Iwasaka, Veronica Lomeli, Christy Moeller, Lucretia Torva and Junjie Verzosa, added art to eight traffic cabinets located on Sarival, Estrella/Pebble Creek Parkway, Litchfield, and Palm Valley. The artwork reflects each of the artists unique style and tells a story about the geographic area the cabinet is located in.



Ewa Bugala- Generations located at Estrella & Harrison

- Falcon Park Mural

"Honor the Brave" made by WHAM Art Association's Veterans class, Art: A Path to Healing and artist Marty Wolfe. Features a desert scene and a proud falcon created from clay mosaic tiles.



Art a Path to Healing Veterans Art Class and artist Marty Wolfe

- Great Joy

Located at Goodyear Civic Square, Great Joy is created by Blessing Hancock and contains over 1,000 words provided by the community to express their thoughts about Goodyear. The artwork will be installed in March and unveiled at the ribbon cutting for Civic Square.



Blessing Hancock 2022: "Great Joy"

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 • Share the public art collection as “Points of Pride” in Goodyear through the use of Story Map
Arts for All	• Provide engaging and innovative programming for all demographics of residents
Promote Arts Education	• Make the Goodyear Mobile Museum accessible to local schools • Work with community partners to connect local artists with students to increase youth exposure to



Goodyear Rocks 2021



Theater in the Park 2022



Goodyear Artisans 2022

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
Public Service Facility: Fire Station 188	Architecturally integrated public art aligned with construction of fire station 188	Include public art at new city facilities	\$100,000
Gallery 37: Youth Summer Art Program in Partnership with West Valley Arts Council	- Sculptural urban cairn to be included in Goodyear on trail system as environmental art - Provide teens opportunity to work with municipality to learn the business of being a public artist	Create an aesthetic navigation tool	\$20,000
heART of Goodyear: Phase II	- Series of 6' fiberglass hearts located throughout Goodyear - Commission ten local artists to paint hearts per the theme "Goodyear the Beautiful"	Community engagement in public artwork	\$20,000



Conceptual imagery of public art gate



heART of Goodyear: 2010's



Conceptual imagery of environmental art

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
FY2023 Light Pole Banners	Public art installation that engages community members to work with professional artists to beautify the city	- Provide Arts experiences when traveling throughout Goodyear - Add new banners around Civic Square	\$32,400
FY2023 Traffic Cabinets	Engage community and local artists to utilize applied artwork to embellish eight traffic signal cabinets	- Encourage civic pride - Beautify the city through embellished traffic signal cabinets	\$28,000
FY2023 Bullard Wash Park	- Sculptural panels to activate the linear park and engage visitors in a unique experience - Historical focus to tell the story of Goodyear	Instill civic pride and celebrate our shared history	\$250,000
FY2024 Bullard Wash Monte Vista Bridge	Mural under the bridge to create an unexpected beautiful area to discover in Goodyear	Add artwork to a high traffic pedestrian area	\$25,000
FY2025 PD Phase II	Sculpture to visually tell a story of the compassion and commitment displayed by those who serve the community	- Include public art at city facilities - Create artwork that welcomes those that visit	\$250,000
FY2026 Estrella Parkway Bridge	Commission public artist to include aesthetic elements as part of this city infrastructure	Artwork to represent the culture and identity of Goodyear	\$590,000

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, focusing 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	Engage community in creating public art that resonates with them and identifies their community



Conceptual Community Building Public Art



Conceptual ROW Art



Conceptual Community/Interactive Public Art



Conceptual Elevated Public Art



Conceptual ROW Art



Conceptual Collaborative Public Art

Summary

Goodyear Arts & Culture continues to deliver excellence with a 96.5% satisfaction rating with surveys demonstrating that 100% of participants would recommend Goodyear Arts to a friend. During FY22, the Arts & Culture Division, under the recommendation of the Arts & Culture Commission, accomplished the following:

- **Public Art**

- Fabrication completed for public art at Goodyear Civic Square
- Design process underway for Public Service Station 188
- Completed public art installations:

Falcon Park Mural

Traffic Cabinets (8) painted and wrapped

Chasing the Stars- Goodyear Recreation Campus

- **Returned to in-person Arts events including:**

Goodyear Rocks

Holiday Variety Show

Theater in the Park

Ballet Under the Stars

Chalk Art in the Park

Goodyear Lakeside Music Fest (April 9, 2022)

- **Continued engaging Arts programs:**

Hot Coffee Art Lectures

Library Fine Art Exhibits

Follow your Art Jr.

Creative Aging

Mayor Select

Paint Parties

Vision & Sound: an African American Experience

Pop-up in the Park

The goal for the FY2023 Annual Art Plan is a continued focus on the performing Arts and to provide interactive experiences. Survey respondents shared that 100% of them plan on attending future programs with the driving factor of this rating being quality programming and to meet new people in the community. In addition to strengthening community and creating a richer quality of life, the Arts consistently contribute to a positive fiscal impact on the economy and Goodyear Arts & Culture strives to build a robust “Cultural Economy”. Data demonstrates that in the West Valley, total annual Arts attendance was 590,000 with the average Arts participant spending \$16.60 where the Arts events was held (Americans for the Arts, 2017). The Commission understands the importance of the Arts and will continue to recommend projects and programs that meet Council goals. With a focus on new partnerships, the Commission will continue to explore new Arts experiences for Goodyear that include the literary arts, community bands/choir, and Popups in the Park. Through community-engaged strategies and a forward-looking approach, the Arts will continue to thrive in Goodyear.