



## CITY COUNCIL ACTION REPORT

**SUBJECT:** FY2024 ANNUAL PUBLIC ART PLAN

**STAFF PRESENTER(S):** Guylene Ozlanski, Arts & Culture Administrator

**OTHER PRESENTER(S):** Fran Fee, Chairman Arts & Culture Commission and Jennifer Barnes, Chairman Public Art Committee

**SUMMARY:** The Goodyear Arts & Culture Commission will present the recommended FY2024 Annual Public Art Plan for Council consideration and approval.

### STRATEGIC PLAN ALIGNMENT



Quality of Life



Economic  
Vitality



Sense of  
Community

### RECOMMENDATION:

Approve the FY2024 Annual Public Art Plan as recommended by the Arts & Culture Commission.

### FISCAL IMPACT:

The Parks & Recreation Department has submitted project requests for consideration with the annual citywide budget process. Current public art projects were funded and approved per the City's annual budget process. Funding for recommended projects will be considered by Council in the immediate fiscal year during the annual budget process.

### BACKGROUND AND PREVIOUS ACTIONS:

Article 3-9 "Public and Performing Arts Program" of the Goodyear Code of Ordinances identifies the Arts as a process to beautify public space, promote economic development, and strengthen "sense of community". The ordinance provides that up to 1% of costs, for eligible Capital Improvement Plan projects, may be allocated and appropriated in accordance with the city's annual budget process. Through the Goodyear Public Art program, commissioned artwork will be accessible to the public and experienced on a daily basis.

As part of the "Public and Performing Art Ordinance", the Goodyear Arts & Culture Commission shall make recommendations to City Council for each immediate fiscal year and project expenditures for the next five fiscal years.

**STAFF ANALYSIS:**

The Annual Public Art Plan emphasizes the use of local resources for city projects, engages the community in the public art process, and encourages Goodyear artists to become involved in all aspects of the Arts in Goodyear. Under the direction of the Art & Culture Commission, the Goodyear Arts & Culture Division is committed to providing high-quality programs and events, and has received a 98% satisfaction rating from participants in FY2023. The Commission understands the importance of the Arts and will continue to recommend projects and programs that meet Council goals.

The FY2024 Annual Public Art Plan meets these key elements:

- Advance Goodyear public art and to provide quality public art experiences in the city
- Develop projects that engage the community
- Integrate art into the architecture of municipal structures visited by the public
- Identify areas of the city that do not have permanent public artwork installed

The Arts & Culture Commission has completed or is currently working on the following funded projects.

**FY2023 Public Art Projects**

| <b>Project</b>                    | <b>Description</b>                                                                                           | <b>Project Goals</b>                                                | <b>Funding Level</b> |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------|
| <b>Bullard Wash Park</b>          | Sculptural panels to activate the linear park and engage visitors in a unique experience                     | Instill civic pride and celebrate our shared history                | \$250,000            |
| <b>Fire Station 188</b>           | Architecturally integrated artwork to be aligned with station 188 construction                               | Include public art at new city facilities                           | \$100,000            |
| <b>Gallery 37</b>                 | Sculptural urban cairn to be included on a trail system in Goodyear                                          | Create an aesthetic navigational tool                               | \$20,000             |
| <b>Goodyear Police Department</b> | Traditional sculpture to visually tell a story of the compassion and commitment displayed by Goodyear Police | Include public art at city facilities and to honor those that serve | \$224,000            |
| <b>heART of Goodyear Phase II</b> | Series of fiberglass hearts located throughout Goodyear                                                      | Community engagement in public artwork                              | \$20,000             |

|                                         |                                                                                                   |                                                                                         |          |
|-----------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------|
| <b>Historic Parking Lot Screen Wall</b> | Artwork will be affixed to retention walls at the new parking lot in Historic Goodyear            | Engage the local community to beautify historic Goodyear                                | \$10,000 |
| <b>Light Pole Banners</b>               | Public art installation that involves the surrounding community in the design and creation        | Artwork used to support community in a location without permanent public artwork        | \$37,400 |
| <b>Traffic Cabinets</b>                 | Engage community and local artists to utilize applied artwork to embellish eight traffic cabinets | Encourage civic pride and beautify the city through artist embellished traffic cabinets | \$30,000 |

The Arts & Culture Commission's goal for the five-year plan is to include artwork in high-traffic outdoor public spaces. This artwork will define the identity of the community and those that call it home. The Arts & Culture Commission recommends the following projects, to be considered in the respective fiscal year, during the annual budget process. City Council may amend this plan, as they deem appropriate.

### **Recommended Public Art Projects**

(Subject to funding appropriations for the FY2024-2028 annual CIP and Supplemental process)

| <b>Fiscal Year</b>   | <b>Recommended Project</b>           | <b>Description</b>                                                                                                       | <b>Project Goals</b>                                                                    | <b>Recommended Funding Level</b> |
|----------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------|
| <b>FY2024-FY2025</b> | <b>Estrella Parkway Bridge</b>       | Commission public artist to include aesthetic elements as part of city infrastructure                                    | Artwork to represent the culture and identity of Goodyear                               | \$590,000                        |
| <b>FY2024</b>        | <b>Fire Station 182 Mosaic Mural</b> | Connect residents and mosaic artist together to create a community driven mural                                          | Include public art at city facilities and create artwork that welcomes those that visit | \$65,000                         |
| <b>FY2024</b>        | <b>Pop Ups in the Park</b>           | Commission a Spring and Veterans Day temporary mural installation and provide four experiential public art opportunities | Encourage civic pride, enhance quality of life, and build community                     | \$51,000                         |
| <b>FY2024</b>        | <b>Traffic Cabinets</b>              | Engage community and local artists to utilize applied artwork to embellish ten traffic cabinets                          | Encourage civic pride and beautify the city through embellished traffic cabinets        | \$42,000                         |

Furthermore, the Commission is moving toward consideration of the following projects to meet the goals of engaging local artists, maintaining assets and installing permanent public artworks that encourage visits to destinations throughout the city.

#### **Future Forecast**

| <b>Projects Under Consideration</b> | <b>Description</b>                                                                                                            | <b>Project Goal</b>                                                              |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>Art Trail at GSQ</b>             | Support development of an art trail along Goodyear Way between 150th Dr and Bullard Ave to include at least three major nodes | Drive economic growth and create artwork that welcomes those that visit          |
| <b>Ballpark Village Corridor</b>    | Addition of artistic enhancements to city infrastructure and the addition of free-standing public artwork                     | To develop a sense of place and aesthetically pleasing identity to this corridor |

The Commission continues to identify innovative Arts programming that positions Goodyear to be the hub for the Arts in the West Valley.

#### **ATTACHMENTS:**

FY2024 Annual Public Art Plan

FY2024 Annual Public Art Plan Presentation