



FY2024 ANNUAL PUBLIC ART PLAN

GOODYEAR ARTS & CULTURE
PARKS & RECREATION DEPARTMENT

ARTS & CULTURE COMMISSION



FRAN FEE
Chairman



LISA PAULOS
Vice Chairman



JENNIFER BARNES
Commissioner



BRIAN CROSS
Commissioner



ANNA JOHNSON
Commissioner



NANCY LOVE
Commissioner



ERIN MACFARLANE
Commissioner



HOLLY MCKENZIE
Commissioner



LOUISE J. PRIVETTE
Commissioner



ROSALIND ROBINSON
Alternate

ABOUT US



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 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 city's economic vitality.

THE COMMISSION USES ARTS TO



Integrate the vision of residents, businesses, and community leaders



Attract new and visiting populations to Goodyear



Create a foundation for defining a sense of place

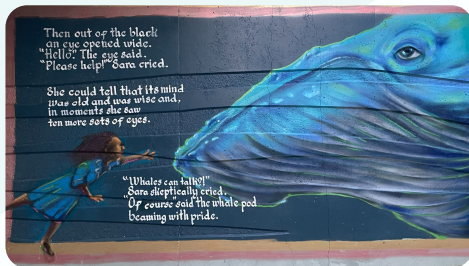


Contribute to the development of a skilled workforce

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.

FY2023 PUBLIC ART COMPLETED

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.



BULLARD WASH MURALS

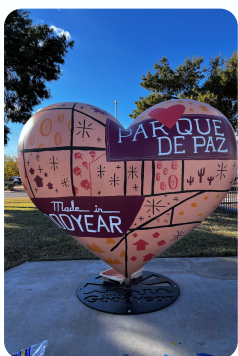
Sam and Sara

Isaac Caruso painted four murals under the Bullard Wash Monte Vista Bridge. These murals are pages out of his children's book made entirely through street art.

GABION CACTUS

Gallery 37 Project

Under the leadership and expertise of Master Artist, Daniel Nez, 11 students from around the west valley participated in the research, design, and proposal of a new public work in Goodyear, Arizona as a part of West Valley Arts Council award winning program Gallery 37.



HEART OF GOODYEAR

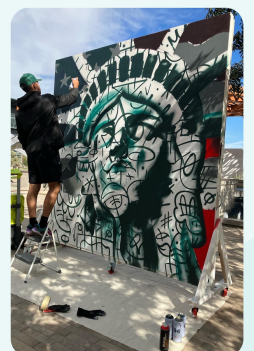
Goodyear the Beautiful

Series of ten, 6' fiberglass hearts were aesthetically enhanced with new artwork themed, Goodyear the Beautiful.

VETERANS DAY MURALS

Temporary Art Installations

Ten artists were selected to honor veterans through 8'x8' temporary murals. Artists painted at Civic Square Park throughout the week leading up to Goodyear's Veterans Day event.



CURRENT FY2023 PUBLIC ART PROJECTS

The following projects are currently underway:



FIRE STATION 188

Just Add Water

Funded: \$100,000

Artist: Jason Butler

Station 188 public art includes aesthetically enhanced gates, fire house themed exterior benches, and sculptural panels for screen walls.

GOODYEAR COMMUNITY PARK

Bollard Enhancement

Funded: \$2,500

Artist: Brigittie De Marco

Led by the mentor artist, a group of local high school students are beautifying Goodyear Community Park with original designs. Six spherical bollards, used to keep traffic from entering the park, are being transformed from functional objects to works of art.

BULLARD WASH PARK

Imagine this Place

Funded: \$250,000

Artist: Mary Lucking

Sculptural panels to activate the linear park and engage visitors in a unique experience. Artist is producing audio interviews that will be incorporated into this project to provide an interactive experience.

GOODYEAR POLICE DEPARTMENT

Traditional Sculpture

Funded: \$224,000

Traditional sculpture to visually tell a story of the compassion and commitment displayed by Goodyear Police.



CURRENT FY2023 PUBLIC ART PROJECTS

The following projects are currently underway:



HISTORIC PARKING LOT SCREEN WALL

Funded: \$10,000

Artist: Oliverio Balcells

Artist worked directly with the historic Goodyear community to design artwork that will be affixed to retention walls in the new parking lot located in Historic Goodyear.



TRAFFIC SIGNAL CABINETS

Funded \$30,000

Artist: Various

Artists will aesthetically enhance eight new traffic signal cabinets. When completed, Goodyear will have a total of 31 embellished cabinets.

SUSPENDED ART: LIGHTPOLE BANNERS

Funded \$37,400

Artist: Various

Artists to create unique, community driven designs printed on light pole banners throughout Goodyear. Through this project, the banner program has expanded from 150 to 185 light poles.

GOALS

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



DRIVE ECONOMIC GROWTH

- Encourage businesses to locate within the city and attract tourism
- Promote an identity for the city through art
- Incorporate public art in city planning and throughout the community



BUILD A "CULTURE OF ART"

- Engage local artists
- Explore best approach to installing artwork that complements the urban environment and is accessible by many



PROVIDE ARTS FOR ALL

- Provide engaging and innovative programming for all demographics of residents from students to seniors



ADVANCE 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

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 maintaining the current collection.

Project	Timeline	Description	Project Goal	Funding Level
Estrella Parkway Bridge	FY2024-FY2025	Commission public artist to include aesthetic elements as part of this city infrastructure	Artwork to represent the culture and identity of Goodyear	\$590,000
Fire Station 182 Mosaic Mural	FY2024	Connect community and mosaic artist to create a community-driven mural	- Include public art at city facilities - Create artwork that welcomes those that visit	\$65,000
Pop Ups in the Park	FY2024	- Commission a Spring and Veterans Day temporary mural installation - Provide four experiential public art opportunities	- Encourage civic pride - Enhance quality of life and build community	\$51,000
Traffic Cabinets	FY 2024	Engage community and local artists to utilize applied artwork to embellish ten traffic signal cabinets	- Encourage civic pride - Beautify the city - Create community identity	\$42,000

FUTURE PUBLIC ART FORECAST

The Goodyear Arts & Culture Commission is in consideration of the following projects that align with the Commission's goals to engage local artists, focus on capital projects, and identify areas of the city that public artwork will complement.

Project	Timeline	Description	Project Goal
Art Trail at GSQ	FY2024–FY2026	- Support development of an art trail along Goodyear Way between 150th Dr and Bullard Ave. - Include at least three major nodes	- Drive economic growth - Create artwork that welcomes those that visit
Ballpark Village Corridor	FY2024–FY2028	- Addition of artistic enhancements to city infrastructure and free-standing public artworks - Develop a sense of place and unique identity for the corridor	- Drive economic growth - Create artwork that welcomes those that visit



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. Through community-engaged strategies and a forward-looking approach, the Arts will continue to thrive in Goodyear.

SUMMARY

During FY2023, the Arts & Culture Division, under the recommendation of the Arts & Culture Commission, accomplished the following:

PROGRAMS AND EVENTS

- Ballet Under the Stars
- Chalk Art in the Park
- Creative Aging
- Drumming Classes
- Follow your Art Jr.
- Georgia T. Lord Mayor Select Art Show
- Goodyear Lakeside Music Fest
- Goodyear Rocks
- Holidays on the Square
- Hot Coffee Art Lectures
- Juneteenth Family Day
- Litchfield Park Historical Society Heritage Series
- Library Fine Art Exhibits
- Theater in the Park
- Vision & Sound

PUBLIC ART PROJECTS

- Bullard Wash Murals, Sam and Sara
- Bullard Wash Park, Imagine This Place
- Fire Station 188, Just Add Water
- Gallery 37 Project, Gabion Cactus
- Goodyear Community Park Bollards
- Goodyear Police Department Sculpture
- heART of Goodyear: Goodyear the Beautiful
- Historic Parking Lot Screen Wall
- Suspended Art: Goodyear Light Pole Banners
- Temporary Murals Installations for Veterans Day
- Traffic Signal Cabinets



98%

SATISFACTION RATING

Goodyear Arts & Culture is committed to providing high-quality programs and events. FY23 survey results show a 98% satisfaction rating from participants.