



GOODYEAR ARTS & CULTURE
PARKS & RECREATION DEPARTMENT

APRIL 10, 2023

A woman with blonde hair in a ponytail and glasses is painting a large mural of a cartoon character's face on a wall. The character has large, expressive eyes and a wide, open mouth. The mural is painted in vibrant colors like red, yellow, blue, and pink. The woman is using a paintbrush to work on the character's eye. The background shows a park with trees and a clear blue sky.

FY2024 ANNUAL PUBLIC ART PLAN

FRAN FEE
ARTS & CULTURE COMMISSION CHAIRMAN

JENNIFER BARNES
PUBLIC ART COMMITTEE CHAIRMAN

GUYLENE OZLANSKI
ARTS & CULTURE ADMINISTRATOR

ANNUAL PUBLIC ART PLAN



- Goodyear Arts & Culture Commission
- Highlights of FY2023
- Recommendations for public art projects



ARTS & CULTURE COMMISSION



- Focus on public and performing Arts
- Engage and support community through art
- Create a sense of place that enhances quality of life

Goodyear
arts
& culture
Commission



ARTS & CULTURE HIGHLIGHTS FY23

- Public Art
 - 4 Projects Completed at 13 Sites
 - 7 Projects Underway
- Events
 - 8 Events with Major Art Elements
- Programs
 - Multigenerational Programming
 - Fine Art Opportunities



GOODYEAR PUBLIC ART



Vets Day Mural Experience
Adrian Ramirez



heART of Goodyear
Ariel Fan

- Creates a sense of place
- Enhances and beautifies the built environment
- Instills community pride
- Provides cultural and social value
- Increases economic attractiveness and promotes development
- Establishes a “Culture of Art”

PUBLIC ART GOALS



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

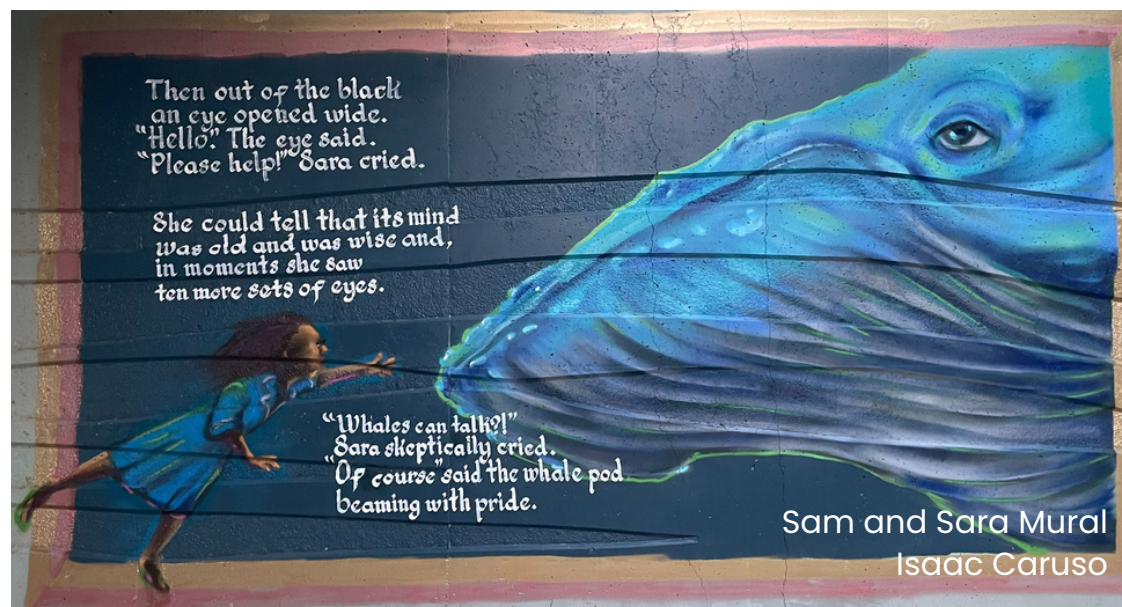
- Provide engaging and innovative programming for all demographics of residents from students to seniors



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

CURRENT PUBLIC ART PROJECTS



- Completed
 - Bullard Wash Murals
 - Gallery 37 Project
 - heART of Goodyear
 - Veterans Day Murals
- Current Projects
 - Bollard Enhancements at GCP
 - Bullard Wash Park
 - Fire Station 188
 - Historic Parking Lot Screen Wall
 - Light Pole Banners
 - Police Department Sculpture
 - Traffic Signal Cabinets



PUBLIC ART PROJECT RECOMMENDATIONS

Project	Timeline	Description	Project Goal	Recommended 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



PUBLIC ART PROJECT RECOMMENDATIONS

Project	Timeline	Description	Project Goal	Recommended Funding Level
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



PUBLIC ART PROJECT RECOMMENDATIONS

Project	Timeline	Description	Project Goal	Recommended Funding Level
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



PUBLIC ART PROJECT RECOMMENDATIONS

Project	Timeline	Description	Project Goal	Recommended Funding Level
Traffic Cabinets	FY2024	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 FORECAST

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



SUMMARY



- Impact of Goodyear Arts & Culture
- Project Recommendations
- Approval of FY2024 Annual Art Plan