



FY2025 ANNUAL PUBLIC ART PLAN

GOODYEAR ARTS & CULTURE
PARKS & RECREATION DEPARTMENT

ARTS & CULTURE COMMISSION



LISA PAULOS
Chairman



ERIN MACFARLANE
Vice Chairman



JENNIFER BARNES
Commissioner



BRIAN CROSS
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Commissioner



ROSALIND ROBINSON
Commissioner



VACANT
Alternate

ABOUT US



Goodyear
arts
& culture
Commission

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.

FY2024 PUBLIC ART PROJECTS

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.

VETERANS DAY

Temporary Murals

As part of Pop Ups in the Park, 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.



Vets Day Mural Experience
Persephone Preciado

TRAFFIC SIGNAL CABINETS

Funded \$42,000

Artist: Various

Artists will aesthetically enhance twelve new traffic signal cabinets. When completed, Goodyear will have a total of 43 embellished cabinets.



Yuma & Sarival
Cha Gutierrez



Pebble Creek & Coronado
Maria Madrid Reed

LOMA LINDA POOL MURAL

Desert Oasis

Funded: \$2,500

Artist: Brigitte De Marco

Led by the mentor artist, a group of local high school students are beautifying the exterior of Loma Linda Pool.



Loma Linda Pool Mural
Brigitte De Marco

FY2024 PUBLIC ART PROJECTS



FIRE STATION 182

Mosaic Mural

Funded: \$65,000

Artist: Kristine Kollasch

Mosaic mural to aesthetically enhance the exterior of Fire Station 182. Artist is engaging with community members to make custom tiles that will be incorporated into the final mural.

GOODYEAR POLICE DEPARTMENT

Cast Sculpture

Funded: \$224,000

Artist: Trevor O'Toole

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

ESTRELLA BRIDGE

Sculptures

Funded: \$820,500

Artist: Barbara Grygutis

Currently in the design phase, artwork will create cohesion between existing and new bridge. As part of city infrastructure, this monumental artwork will be a gateway into southern Goodyear.



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

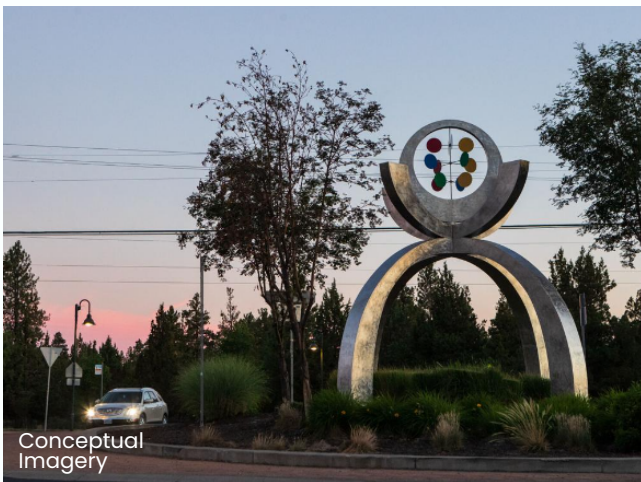
The Goodyear Arts & Culture Commission is recommending the following projects, to be considered over the next five years, during the city's annual budget process. The project goals include: engaging local artists, including public art in city planning, identifying locations for artwork in places easily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

Project	Timeline	Description	Project Goal	Funding Level
Fire Station 184	FY2025	Commission artist to create artwork that represents Goodyear Firefighters and their history	- Include public art at city facilities - Create artwork that welcomes those that visit	\$71,900
Pop Ups in the Park	FY2025	Engage local artists for Spring and Veterans Day temporary mural installations	- Encourage civic pride - Foster an atmosphere of community engagement	\$25,000
Public Art Tours	FY2025	Charter bus tours to visit a curated list of artworks, fine art exhibits, local shops and restaurants	- Facilitate cultural tourism - Celebrate city public art collection	\$10,000
Traffic Cabinets	FY2025	Engage community and local artists to embellish 12 traffic signal cabinets	- Encourage civic pride - Beautify the city - Create community identity	\$42,000
West Valley Temporary Art Program	FY2025	Partner with West Valley cities to create a series of site-specific artworks	- Connect West Valley cities through public art - Facilitate cultural tourism	\$10,000

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	FY2026–FY2028	- 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



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 FY2024, the Arts & Culture Division, under the recommendation of the Arts & Culture Commission, accomplished the following:

ARTS PROGRAMS

- Creative Aging
- Follow your Art Jr.
- Georgia T. Lord Mayor Select Art Show
- Hot Coffee Art Lectures
- Library Fine Art Exhibits
- Paint Nights
- P.W. Litchfield Heritage Lecture Series

PUBLIC ART PROJECTS

- Estrella Bridge
- Fire Station 182 Mosaic Mural
- Goodyear Police Department Sculpture
- Loma Linda Pool Murals
- Temporary Murals Installations for Veterans Day
- Traffic Signal Cabinets

SPECIAL EVENTS

- 4th of July Spectacular
- Ballet Under the Stars
- Chalk Art in the Park
- Fall Festival
- Goodyear Lakeside Music Fest
- Goodyear Night Markets
- Goodyear Rocks
- Heart & Sole Race
- Holidays on the Square
- Hop & Hops
- Juneteenth Family Day
- Movie Night
- Theater in the Park
- Veterans Day Tribute
- Vision & Sound
- Wag & Tag Pet Festival



98%

SATISFACTION RATING

Goodyear Arts & Culture is committed to providing high-quality programs and events.

FY24 survey results show a 98% satisfaction rating from participants.