Ivins City Arts Master Plan

A. Introduction:

Cities are about more than streets, water & sewer lines and zoning ordinances. They're about a way of life. They have an identity and image. As we plan for the future of Ivins City we need to carefully brand ourselves as what we hope to become. Perhaps because of our beautiful natural surroundings or the peaceful spirit that exists here we have attracted artists and arts enterprises & institutions into our midst. They have become an important part of our character and will play a major role in our future. I have come to believe that it's time we formalize our connection to the arts by drafting an Arts Master Plan to join with our other more public works oriented master plans in defining the future of our city.

B. Reasons for an Arts Master Plan:

a. It will improve the odds of receiving grants both for city sponsored arts projects (e.g. roundabout centerpieces) and for grants applied for by 501(c)3 arts organizations within the city.
b. It will define the arts as an important part of our current and future identity.
c. It will improve the climate for other artists, arts organizations, art schools and art galleries to decide to locate here.
d. The arts are a proven important element of almost any resort city. They constitute an attraction that draw visitors to a city or provide activities for those already visiting. Some who research possible cities in which to relocate specifically look for that presence. Having an Arts Master Plan available online will allow future residents and travelers alike the opportunity to understand the significance of the arts to our community before they travel here. It may even be an important reason that they do.

C. Ideas for components of the plan:

a. Recognize the part the arts have played in the development of our city to this point.
b. Declare the arts and arts related entities as important pieces of our vision for the future of Ivins and then clarify the point further by amending the vision statement and other areas of the general plan.
c. Develop a plan to develop public art within the city. For example a "drive through gallery" concept utilizing current and future roundabouts to create an outdoor gallery loop through the city featuring permanent (the mustangs) and "on loan sculptures" (like is done in St. George).
d. Tracy Welch from Red Mountain Resort suggested that we consider adopting "Artful Living" as a motto or slogan for the city.
e. Develop practical methods of supporting arts organizations within the city using RAP tax revenues and other means of financial and non-financial support (e.g. provide banner posts on the parkway and elsewhere for them to advertise upcoming art festivals and events).
f. Consider possible incentives to bring art venues into the city.
g. I suggest you study the materials I have provided and google other sources to see sample

plans adopted elsewhere as you consider the language that will best fit our city.

h. You may want to form a committee to assist you in this effort. I'd suggest that you include a representative from Tuacahn, The Kayenta Arts Foundation, the Coyote Gulch gallery owners and Vista School and/or Tuacahn High school for the performing arts among others.

D. Conclusion:

It is my belief that based on our existing centers for the arts, art galleries and arts focused charter schools that came here uninvited that Ivins City is a natural location for artists and arts related businesses & schools to locate, and that with a formal invitation in the form of an Arts Master Plan that outlines specific reasons why they should we can build on our strong existing base to further our ambition to become a resort destination.