A PROPOSAL

IVINS CITY ARTS MASTER PLAN

Living Artfully

September 1, 2015

Life without the collective resources of our museums, libraries, theatres and galleries, or without the personal expression of literature, music and art, would be static and sterile; no creative arguments about the past, no diverse and stimulating present, and no dreams of the future.

PRESENTATION

- Background
- Process
- Why?
- Vision
- Mission
- Goals
- Implementation Recommendation

BACKGROUND

- **NEA Our Town Grant Partnership***
- **Organizational Meeting**
- **Recommendation:**
  Ivins City Arts Master Plan first step

STEERING COMMITTEE

- Spring, 2015 appointment
- Process
- Fruits of labor

WHY THE ARTS?

The arts, whether visual or performing,

- **feed our soul,**
- **open our hearts,**
- **challenge our minds,**
- **and expand our abilities**

WHAT IS PUBLIC ART?

Public art includes

- **Both visual and performing arts**
- **in various media and venues**
- **that are accessible to the public.**

WHY PUBLIC ART?

Public art can

- **engage civic dialogue and community,**
- **attract attention and economic benefits,**
- **connect artists with communities, and**
- **enhance appreciation of art.**

The most traditional, and perhaps the most fundamental, reason for public art, is for the enjoyment of citizens and visitors alike

WHY AN ARTS MASTER PLAN?

- **Opportunities for grants**
- **Support existing and encourage new**
- **Provide guidance**
- **Integral part of our identity**
- **Template for integrating art in the community**
- **Marketing to families and businesses**

This is an opportunity to set goals and expectations to maintain and enhance the reputation and experience of Ivins City as a place for living artfully.

VISION

Ivins City integrates recreational venues and programs and access to the arts to assure residents and visitors experience living artfully.

MISSION

To encourage, foster, and promote arts and cultural organizations, arts related activities, and artists, and to identify arts-related funding opportunities to enrich the quality of life in Ivins City

GOAL 1

Understand the art resources in Ivins City:

INVENTORY

GOAL 2

Enliven and enhance spaces
throughout Ivins City
for the community and visitors
to enjoy public art and art activities:

SITE SELECTION

GOAL 3

Create a more walkable city
and weave together culture, people,
neighborhoods, and ideas through public art
to create a memorable urban landscape
that respects the past and builds for the future:

ACQUISITION & DISPOSITION

GOAL 4

Obtain public and private financial support for public art:

FUNDING

GOAL 5

Maintain public art for future generations:

MAINTENANCE

GOAL 6

Build awareness
and promote understanding
about public art
and the benefits of the arts:

EDUCATION & MARKETING

GOAL 7

Ensure appropriate accountability to the City:

EVALUATION

IMPLEMENTATION RECOMMENDATION

Guiding Principles in determining what "entity" to recommend:

- **It will not compete with 501(c)(3) organizations**
- **It needs to be formal to succeed**
- **Members need to be knowledgeable about the arts**

POTENTIAL IMPLEMENTING ENTITIES

1. 501(c)(3) Arts Council
2. Arts Subcommittee of the Tourism Council
3. Arts Advisory Committee
4. City departments
5. Arts Commission

COUNCIL OR SUBCOMMITTEE

501 (c) (3) Conflict of interest—could compete for funds

ADVISORY COMMITTEE

- **No 501 (c) (3) conflict**
- **Not consistent with principle 2— formal place in City government**

CITY DEPARTMENT

- **Would add to current heavy burden**
- **Would not have expertise in arts**

ARTS COMMISSION

- **Complies with all guiding principles**
- **Consistent with Ivins City structure**

STRUCTURE OF THE ARTS COMMISSION

- 5 to 7 members
- Appointed by Mayor with advice and consent of City Council
- Majority of members are residents of Ivins
- Experience in the arts/ arts organizations
- Serve no more than 3 consecutive 2 year terms
- Recuse from voting on recommendations in which involved
- Elect Chair, Vice Chair, and Secretary annually
- Meetings open to the public & minutes maintained

ROLE OF THE ARTS COMMISSION

- **Recommend to City Council**
  - The means to implement the Arts Master Plan
  - Persons to be appointed to the Commission
  - Revisions to the Plan when warranted
  - Applicants to receive RAP tax funding

- **Preside over public hearings/informal discussions as needed to appropriately fulfill its duties**

RECOMMENDATION: COMMISSION MEMBERSHIP

Appointees to the Arts Commission may be drawn from:

- **local arts organizations,**
- **local businesses,**
- **various artistic and professional disciplines,**
- **educators,**
- **and the public at large.**

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