Living artfully

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.

Ivins City Arts Master Plan

DRAFT

2017

Ivins Arts Commission
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IVINS CITY
ARTS MASTER PLAN

Introduction

Ivins City is about more than streets, water and sewer lines, and zoning ordinances. It is about a way of life with an identity and an image. As we plan for the future of Ivins City, we carefully need to brand ourselves not only as what we are, but as what we hope to become.

Sitting amidst the beautiful Red Mountain and home to Snow Canyon State Park, Ivins City long has offered recreational opportunities to residents and visitors alike. Perhaps because of its beautiful natural surroundings or the peaceful spirit that exists here, Ivins City also has attracted artists, art organizations, and art enthusiasts. Experiencing the natural and artistic environments of Ivins City is proving to be the basis for Ivins City as a destination city: a place where the arts and nature allow residents and visitors to "live artfully."

Why the Arts?

In today's society, persons of all economic, social, and cultural backgrounds recognize the value of sports and recreation to one's overall health and development. The arts receive less attention in our schools and society in general, and their value is less understood. The arts, whether visual or performing, feed our soul, open our hearts, challenge our minds, and expand our abilities. For many, art

- changes the way we see the world;
- is about the freedom to express oneself;
- is indispensable; gives us meaning;
- helps us understand our world;
- gives us a different insight into our history;
- makes a community more beautiful; makes the spaces we work in more interesting;
- includes heritage, recreation, the natural environment, public celebrations, and community-wide activities;
- includes visual arts, artisan/craftsperson, theater arts, music, audio-arts, dance, film and media, literary arts, design arts, and Native American art.

More specifically, when children are involved with the creation and appreciation of art, they benefit cognitively [emotionally] and physically. They develop and improve

- Language
- Problem solving skills and critical thinking
- Visual-spatial skills
- Innovativeness
- Motor skills

- Academic performance
- Cultural awareness.[1]

Research findings[2] of the benefits of the arts for youth and adolescents include that

- arts-engaged low-income students were more likely than their non-arts-engaged peers to attend and do well in college, obtain employment, volunteer in their communities, and participate in the political process; and

- student behavior, measured by suspensions and discipline referrals, improved, as did academic performance.

Older Americans and persons with disabilities also have an improved quality of life when engaged in arts programs.[3]

While the cited works focused on programs which involved the populations in creating art or in some other participatory way, the mere presence of art in the community provides an entry into such participation, adds to the beauty of its surroundings, and improves the quality of life for everyone.

> *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.*[4]

What Is Public Art?

> *Public art has evolved so much that its definitions have been questioned and the meaning of "public" has transformed. A traditional definition would be "art placed in public places and spaces [that are] open to everyone to use and enjoy" (Knight, viii), but that only defines public art in terms of its physical accessibility. It leaves out the issues of public funding and ownership, the role of the public in the conception and design of the art, the public spirit that arises from its interaction and engagement with the people, and the issue of the identity of the "public." Yet all of these topics are necessary considerations and important aspects of public art*[5]

Throughout this Arts Master Plan, "public art" is used in the broadest way. It is to be interpreted as including visual arts and performing arts in various media and venues that are accessible to the public. It

[1] Lynch, Grace Hwang. "The Importance of Art in Child Development." www.pbs.org.parents
[2] National Center for Creative Aging. "The Arts and Human Development" (white paper arising from convening by the National Endowment for the Arts in partnership with the U.S. Department of Health and Human Services). March 2011
[3] National Center for Creative Aging. "The Arts and Human Development" (white paper arising from convening by the National Endowment for the Arts in partnership with the U.S. Department of Health and Human Services). March 2011
[4] Arts Council England. "The value of Arts and Culture to People and Society" March 2014
[5] Deng, Cynthia, A History of Public Art in the U.S., ARCH 345, Yale, on www.siteproject.com

may be a free concert, play, or festival. It may be sculptures in roundabouts, parks, or on trails or paintings in public buildings. It may be a piece of art or a performance funded by public dollars or created or presented by private entities for the enjoyment of the public, or through a public-private partnership.

> *Terrazzo floors, etched glass, ceiling panels, textiles, stair railings, risers, pavers, planters, landscape, fences and grates are just some of the possibilities for public art contributions to public spaces. The possibilities are as vast as the imaginations of artists and architects.*[6]

Why Public Art?

When art, whether visual or performing, is public, i.e. readily available and accessible to the public, the community as a whole benefits.

- Public art enhances the community's quality of life; it educates and inspires our citizens and stimulates creativity.
- Public art is a powerful economic force; it can attract businesses, enhance tourism, support local and regional artists, and, thereby, encourage growth and development.
- Public art celebrates a city's rich history, its significant environmental assets, as well as salutes creativity, innovation, and artistic excellence.

Public art can take on a wide range of forms, sizes, and scales and can be temporary or permanent; it can include murals, sculpture, memorials, integrated architectural work, community art, digital new media, performances, and festivals.

Public art has historic and educational value as well. It can commemorate events, honor individuals, and identify historic locations. It also provides the opportunity to express our diversity and honor the unique character that is Ivins City.

Public art accompanied by well-designed trail systems and walkways can create corridors and destinations where Ivins' residents and visitors can gather, celebrate, and explore. Such design can enhance our overall community by beautifying what would otherwise be unremarkable public works infrastructure.

In short, when art is public, it can

- Engage civic dialogue and community;
- Attract attention and economic benefits;
- Connect artists with communities; and
- Enhance appreciation of art.[7]

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

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[6] Utah Division of Arts and Museums, heritage.utah.gov/arts-and-museums/public-art

[7] Becker, Jack. "Public Art: An Essential Component of Creating Communities" in Monograph a publication of Americans for the Arts, March 2004

Why an Arts Master Plan?

Ivins' population and its reputation as a destination city are growing. As this growth continues, City government wants to assure economic and recreational development are integrated with the arts to provide a community attractive and accessible to residents and visitors. This Arts Master Plan is one step in this process of integration.

With the creation of this Arts Master Plan, Ivins' residents and policy makers are setting forth the goals and expectations for the City as it works with developers, businesses, artists, and others to maintain and enhance the reputation and experience of Ivins City as a place for living artfully.
Publishing this Arts Master Plan online will allow residents and travelers the opportunity to understand the significance of the arts to the present and future of Ivins City.

In addition, this Arts Master Plan will:

- Improve opportunities for 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.
- Improve the climate for artists, arts organizations, art schools, and art galleries who now enrich the community and those who are yet to come.
- Provide guidance to those developing homes and businesses within the City.
- Establish public and cultural art as an integral part of our current and future identity.
- Provide a template for integrating both existing and future artwork into community plan.
- Create marketing opportunities to promote Ivins City as a destination for families and businesses.

Vision

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

Ivins City has a strong Parks and Recreation Department working towards this Vision. With this Arts Master Plan, Ivins City commits to encouraging and promoting arts and culture, artists, art installations, activities and education to create a welcoming environment and enrich the lives of residents and visitors.

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.

Guiding Principles

In implementing this Arts Master Plan, the implementing body shall

- actively seek ideas and participation from all segments of our community;
- work collaboratively to generate arts experiences and activities throughout the City;
- strive for artistic excellence in artwork and art experiences and seize opportunities of artists to play a leadership role in creating dynamic places;
- be a catalyst for education and building awareness about the arts and their benefits for enhancing the quality of life and the economic vitality of our community;
- provide leadership for arts initiatives in partnership with the broader artistic community;
- assure public art is in prominent locations that are visually accessible to the public, and where public life occurs, such as parks and trails;
- build a diverse public art collection that incorporates various art media styles and themes;
- assure public art engages aspects of Ivins City's landscape, history, and culture; and
- consider possible incentives to bring art and art venues into the City and engage the private sector in commissioning and presenting public art in publicly accessible places.

Goals and Annual Action Plans

The goals that follow and the Annual Action Plan in the Appendix foster this Arts Master Plan's Mission, assure progress towards its Vision, and direct its implementation. For each of the following goals, the implementing body is to create evaluation measures and use the results to recommend revisions to the goals and action steps.

Conclusion

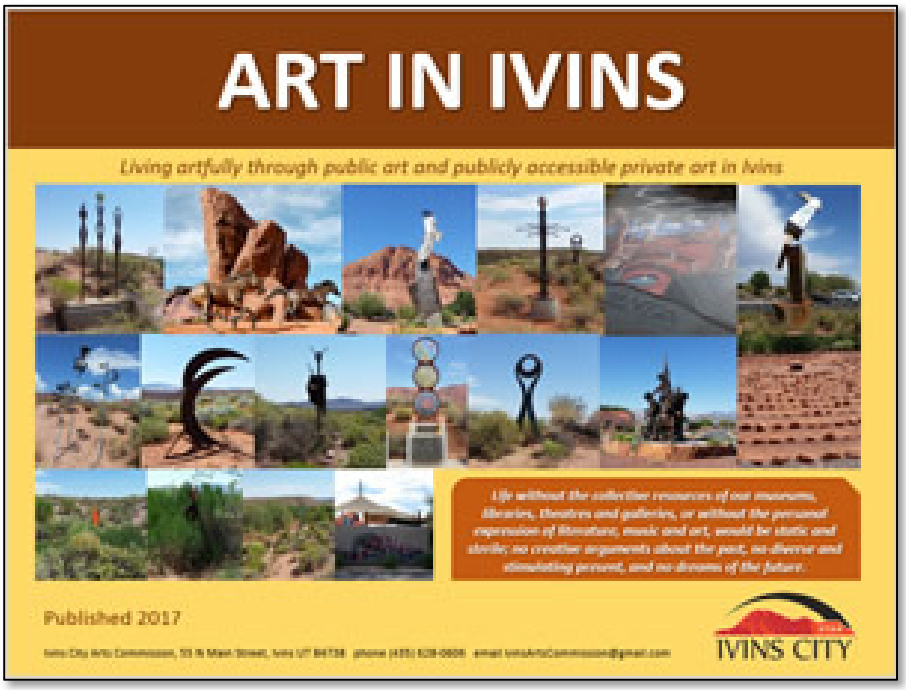
Through implementation of this Arts Master Plan, Ivins City will enhance the natural beauty of its geographical setting and establish itself as a center of public art. The integration of public art with the City's extensive parks and recreational venues will enable residents and visitors to experience living artfully.

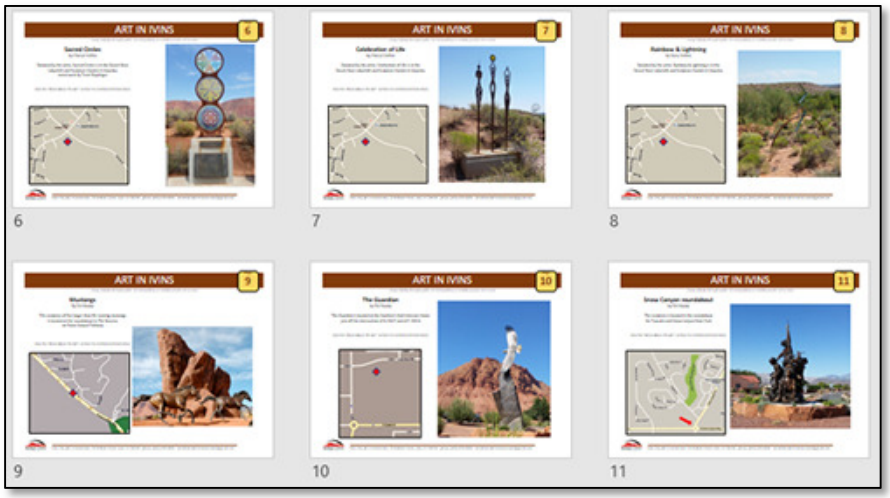
Goal 1: Understand the art resources in Ivins City. (Resource guides)

Ivins City already has a significant amount of public art funded by public entities, private citizens/organizations or through private-public partnerships. Documenting the arts in Ivins City provides a showcase to celebrate art and its meaning in our community.

Art in Ivins

Art in Ivins is a PDF resource guide that showcases both public and publicly accessible installed art in Ivins. The guide includes photographs of each of the art pieces, maps showing where they are located, and information about the pieces where possible.





Art Resources in Ivins

Art Resources in Ivins is a guide that will be published as a PDF in 2017 and available online. The guide will list theatres, schools with an arts focus, galleries in Ivins and the following:

- Visual artists living in Ivins, artists with a studio in Ivins, or artists represented by a gallery in Ivins.
- Literary artists (writers or poets) living in Ivins.
- Performing artists (actors, singers, musicians, dancers, or other performing artists) living in Ivins.



Artist information forms

Artist information forms are available to artists who want to be listed in *Art Resources in Ivins*. These are posted on the Arts Commission section of the Ivins City website. Artists can download the forms and send completed forms to the Arts Commission by email, mail, or in person at City Hall.

Artists can choose to have their email address included or excluded from the *Art Resources in Ivins* guide. The Arts Commission will retain email addresses to use only for updating the guide or RFQ/RFP announcements and will not share email addresses with any other organization or individual.

Visual Artist Listing form	**Literary Artist Listing form**	**Performing Artist Listing form**
For visual artists living in Ivins, artists with a studio in Ivins, or artists represented by a gallery in Ivins.	For writers or poets living in Ivins.	For actors, singers, musicians, dancers, or other performing artists living in Ivins.
		

Goal 2: Enliven and enhance spaces throughout Ivins City for the community and visitors to enjoy public art and art activities. (Site Selection)

Site planning will have two aspects. One is focused on the location itself, its suitability and sustainability for artwork, and its ability to create an appealing, memorable, and meaningful community. Another consideration is what types of public art experiences can be designed to animate various places around the City to provide educational opportunities, entertainment or enjoyment, give expression to community values or tell the community's stories and celebrate its history and culture.

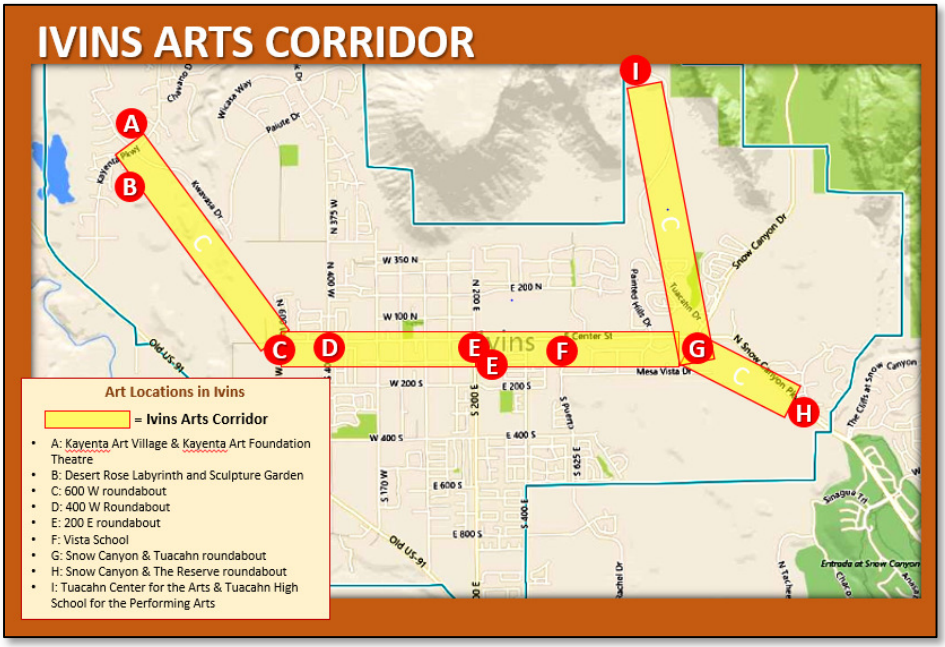
Identification of specific locations in all parts of the City is a priority to engage and benefit more citizens.

In identifying locations, the Arts commission will consider appropriate sites throughout the City for public art and art-related activity, including exterior public locations such as City parks, the spaces surrounding City buildings, along City streets, in medians, and at entrances to the City; locations to reinforce people's connection to nature, such as parks, trails, and bike paths; and interior spaces such as recreation centers and City buildings.

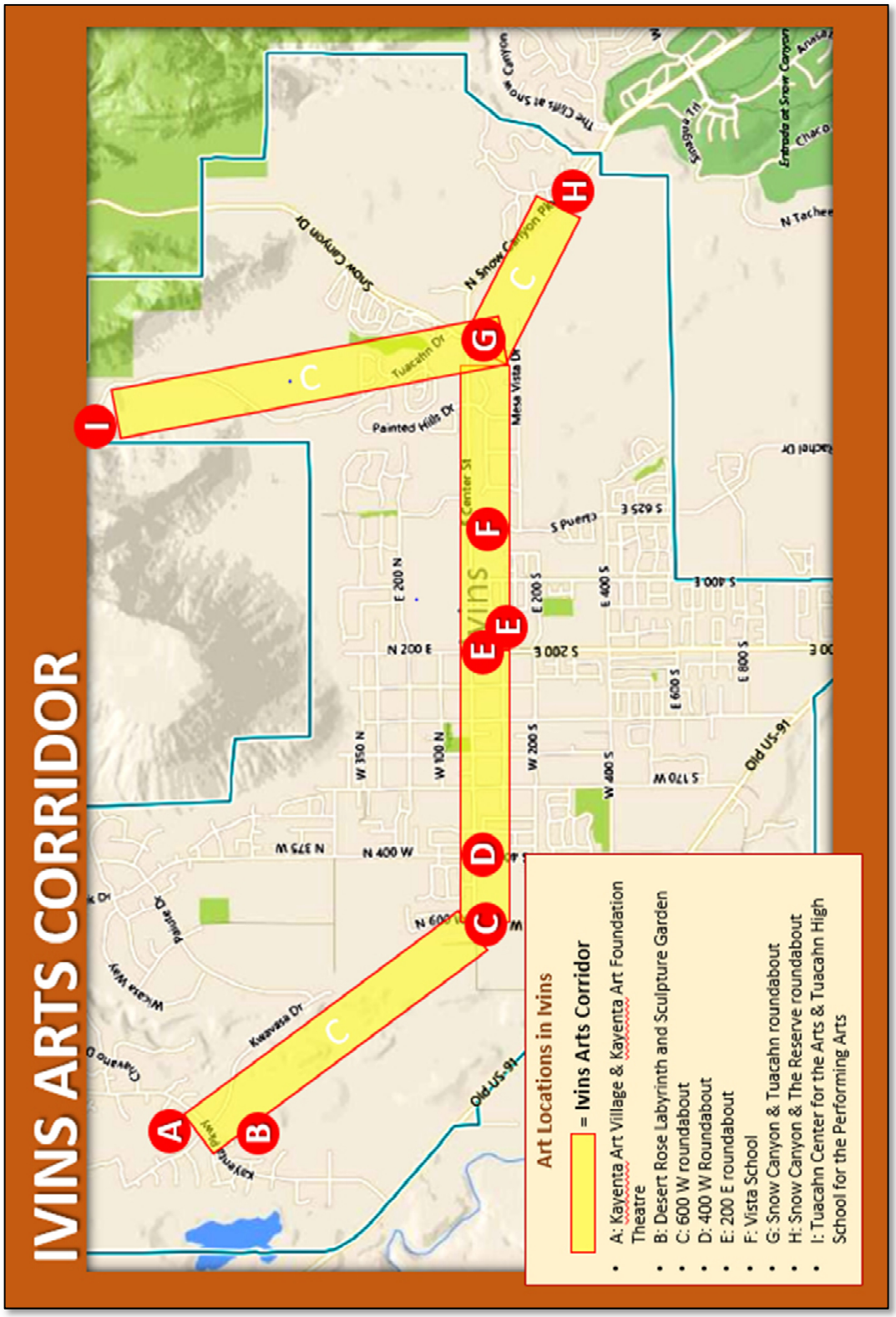
Arts Corridor

Ivins already has significant public art and art resources located throughout the City. The current art installations and resources indicate a natural "arts corridor" highlighted in the map on the next page in yellow. By taking advantage of the synergy created by these locations and then building on them in the future, the City can create a dramatic visual outdoor gallery along this arts corridor.

The following map and legend identifies appropriate sites throughout the City for public art and art-related activity. Art and art resources and activities should be welcome in many other parts of the City. This legend, and the accompanying map on the next page, are intended to highlight where the City should focus efforts. See the next page for a larger map.



Arts Corridor Map

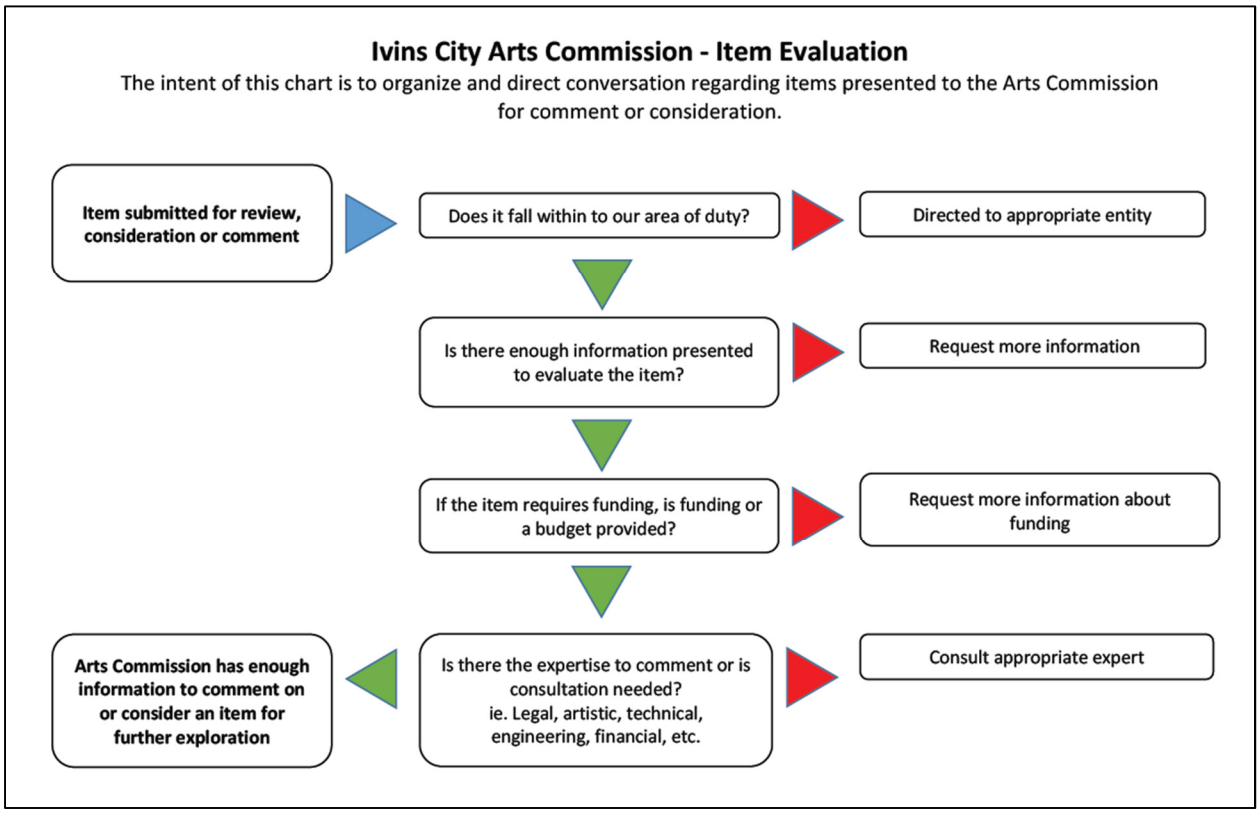


Goal 3: Create a more walkable city and weave together culture, people, neighborhoods, and ideas through public art to create a memorable urban landscape that respects the past and builds for the future. (Acquisition & Disposition)

Acquisition of art may include direct purchase, grants, public/private partnerships, private donations, and other public support of artistic endeavors. Decisions regarding acquisition shall consider cost, scale, subject matter, artistic style, ongoing maintenance cost, and general adherence to the Plan's goals. Similar guidelines shall be considered when considering the removal of a particular piece, particularly when deterioration is beyond reasonable repair.

Item evaluation flowchart

The "item Evaluation" flow chart is used to determine when and if the Arts Commission should evaluate items presented to the Commission.



Acquisition criteria

Acquisition criteria may include but not be limited to the following:

- Is the subject matter appropriate for City sponsored public art?
- Does the artistic style compliment the natural environment?
- Does the scale of the piece allow ease of viewing?
- Does the qualifications/experience of the artist provide a reasonable basis to expect the final work to be as proposed?
- Are appropriate sites available for installation of the piece?
- Does the cost to maintain the item outweigh the value of the piece to the community?
- Are there safety concerns? Can they be mitigated?

Disposition criteria

Artwork may be removed from Ivins City's art collection following approval by the City Council. Disposition criteria may include but not be limited to the following:

- The artwork's physical or structural condition poses a threat to public safety.
- The artwork requires excessive maintenance, has faulty design or workmanship, and repair or remedy is impractical or unfeasible.
- The artwork has been damaged and repair or remedy is impractical or unfeasible.
- The condition or security of the artwork cannot be reasonably guaranteed.
- Significant changes in the use, character, or design of the site has occurred which affects the integrity of the artwork.
- Significant, adverse public reaction has continued unabated over an extended period of time.
- Removal is requested by the artist or donor.

The City Council has the final authority for removal of public art. Removal of public art should be a seldom-employed action that operates with a strong presumption against removing works from the collection. Removal will be undertaken only in extreme circumstances, and primarily when the condition of the artwork makes conservation impossible for technical or financial reason.

Recommendation report

The Arts Commission evaluated one proposal in 2016 and presented a recommendation report to the City Council that included a discussion of the Commission's recommendation based on each of the acquisition criteria. That recommendation report, shown below, is an example to follow when evaluating future proposals.

ARTIST PROPOSAL REVIEW

At the Ivins City Arts Commission meeting on December 14, 2016 [redacted] presented a proposal for a sculpture the City Council is considering acquiring titled [redacted]

The Ivins City Arts Commission finds that the sculpture proposed by [redacted] meets the Commission's criteria for appropriate public art based on artistic, esthetic, safety, and maintenance considerations (see the criteria considered below). We are not making a recommendation based on cost. That is a decision for the City Council.

We strongly recommend that the location chosen for the sculpture be the roundabout at 400 West. We understand that the Council was considering a site at the entrance to the city from Santa Clara on Hwy 91. However, the style of this piece is a "monument style" as a large vertical piece and this style is most effectively placed where it serves as a focal point as you approach the piece, making a roundabout an ideal setting.

The Arts Commission is concerned about the City's acquisition of any major piece of art without soliciting Requests for Proposals from other artists and without having a predetermined budget

Criteria considered:

- Is the subject matter is appropriate for city sponsored public art? Yes. Among other factors, the piece represents endurance, which is fitting for our pioneer heritage.
- Does the artistic style compliment the natural environment? Yes, the piece is made with natural and salvaged materials and represents the bristlecone pine, found nearby.
- Does the scale of the piece allow ease of viewing? The sculpture plus base will be 24 feet tall, which will be visually significant in an appropriate outdoor location.
- Does the qualifications/experience of the artist provide a reasonable basis to expect the final work to be as proposed? Yes, the artist has created a similar work and has been a successful sculptor for many years.
- Are appropriate sites available for installation of the piece? Yes. We have pieces in three roundabouts along an "arts corridor" from Tuacahn, Snow Canyon Parkway (Center Street) to Kayenta. There is one roundabout without artwork at 400W that would be ideal for this sculpture.
- Does the cost to maintain the item outweigh the value of the piece to the community? No, the piece is made of steel, stainless steel, and baling wire and designed to age naturally without the need for maintenance.
- Are there safety concerns? Yes, but they can be dealt with easily. (1) the stainless steel base could be a reflectivity problem, both from the sun reflecting into approaching cars and from headlights at night bouncing back on drivers, and (2) the City needs to be sure that it is structurally engineered, which should be the case for any installation. Concerning reflectivity, the artist indicated a number of potential solutions: (1) brushing the stainless to reduce reflectivity; (2) using steel instead of stainless steel (not his preference but acceptable); (3) since the base is a rectangle, orient it so that no side is perpendicular to oncoming traffic. The 3rd option appears to be the simplest and best solution.

RFQ/RFP process and requirements

The Request for Qualifications (RFQ) requires only the artist's qualifications. Based on RFQ responses, one or more artists may be asked to submit a proposal (i.e. RFP). The Request for Proposals (RFP) format requires the applicant to note any changes to materials provided in the RFQ as well as a conceptual proposal, project description, materials, placement and a preliminary budget.

The turnaround for preparing a proposal is typically 5-7 weeks. Once an artist has been selected, it can take three or more months to complete the proposal. Generally, artists are not compensated for their proposals if not chosen. The City will decide whether artists selected through the RFQ format will be compensated for their proposals. Often, one or two artists are invited to consult on RFQ and RFP projects regarding budgets, feasibility, etc.

The City may use either an RFQ or an RFP or both to select artists for commissioned public art. The following are the general steps to be followed for both RFQ and RFP processes.

1. The City issues a Request for qualifications (RFQ):
    - The RFQ helps artists understand the project and what application materials are expected. It helps the artist determine whether to participate in the process. The RFQ typically would describe the scope of the project, budget and timeline. The RFQ can be limited to artists in Ivins or a much broader geographical reach.
    - Artists can respond to the RFQ with a Letter of Interest (LOI). The LOI explains their interest in the project, their qualifications, what connection they may have to the location or community, other projects of similar scope, and how their work might benefit the project. Responses can be limited to "x" words or characters.

2. The City issues a Request for Proposals (RFP) only to those artists who respond to an RFQ or more broadly if no RFQ was issued. The RFP requests at least the following:
    - Draft Budget. The artist's preparation of a draft budget could include artist/design fees, fabrication costs, installation costs, shipping, travel expenses, insurance, engineering fees, contingency, etc.
    - Images of representative work. This is usually 6-12 images (jpeg). The Commission should view the Artists images first and score the artists on creativity, quality, and technical ability of the work. Based on the scoring, the Commission would create a short list of artists to discuss further while referring to each artist's application materials.
    - Resume. A current, brief, relevant resume in a simple format without pictures. The number of pages can be limited.
    - The City may request other information.

Additional resources:

- Café is an online system that many public art organizations use for their application process. https://www.callforentry.org
- Kandace Steadman, the Visual Arts Program Manager at the Salt Lake City Arts Council.
- Americans for the Arts: Abridged Call for Artist Guidelines.

Goal 4: Obtain public and private financial support for public art. (Funding)

Local Arts Agency

The Utah Division of Arts and Museums (UDAM) makes grants of up to $15,000 to local arts agencies for operations. However, the maximum grant is typically not awarded. The annual application period typically ends around mid-February. The Arts Commission can apply if the Utah Division of Arts & Museums designates the Commission as the Local Arts Agency. An application for such designation was submitted in January, 2017.

NEA Our Town Grant

The Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.

Our Town Grant applications are due each September and the NEA usually posts information about grants in May. If the Arts Commission chooses to apply, it would need a completed proposal for City Council review and approval prior to September. Allowing for two City Council meetings to deal with any proposal would require completion of proposals by the end of July. Any proposal needs to identify sources and amounts of matching funds. The Arts Commission is in favor of applying for a "concept grant," to secure funding for a process to select art for various locations along the "arts corridor" from Tuacahn to Kayenta. But we need more input from the community on the focus of any proposal.

For more information: https://www.arts.gov/grants-organizations/our-town/introduction

RAP Tax funding

The City allocates one-third of its RAP tax proceeds for the arts. The City has two current annual commitments for RAP Tax allocations for the arts, Kayenta Art Foundation (KAF) and the Tuacahn Center for the Performing Arts. In addition to these commitments, there was sufficient RAP tax revenue for the arts in 2016 to provide additional funding to KAF and make a final payment on the newest roundabout sculpture. There were no other applications. RAP tax funding is awarded to approved applications each December. We encourage the City to provide the public with information about the annual awards.

ArtPlace America Grant

A national competitive grant program sponsored by a conglomerate of private entities, Art Place America grants range from $50,000 to $500,000, but only 3% get funded and usually not at the maximum. The program does not require matching funds. Grants are not specifically for art, but for a city's community development needs where art can contribute. Ivins has identified economic development as a need and tourism as its primary driver.

Donations and sponsorships

Public visual art may be purchased for or donated to the City by businesses or individuals/families. Businesses or private parties may donate the funds to purchase/sponsor art to a nonprofit art organization or school with a condition that it is accessible to the public.

Loans

Cities across the country develop relationships with artists by which art is loaned to the city for a specified period of time. Loans from local galleries or private owners also could be an avenue for acquiring public art.

Goal 5: Maintain public art for future generations. (Maintenance)

Like any other infrastructure, public art requires maintenance. If you don't do this, the weather will slowly cause the sculptures to turn black and oxidize. Water and bird droppings will cause marks and changes to the color of the sculptures that will eventually become permanent.

What does maintenance involve?
Maintenance requirements depend on the type of public art. As most public art in sculpture, maintenance includes a schedule of cleaning and adding a protective coating to retain the integrity of the piece.

The Arts Commission recommends the following to assure public art owned or in the custody of Ivins City is maintained:

- The Arts Commission acquisition criteria shall include consideration of the maintenance needs and costs for any new acquisition.
- The City maintain a record of the recommendations and instructions from the artist for maintenance of the work.
- The City, through appropriately trained persons, assess the state of each piece of public art owned/maintained by the City annually or on such schedule appropriate to the piece.
- The City assures that routine maintenance is achieved through appropriately trained City staff, professionals, or volunteers and on a schedule for the specific art piece.
- The City's budget include funds for maintenance of public art owned or in the custody of the City.

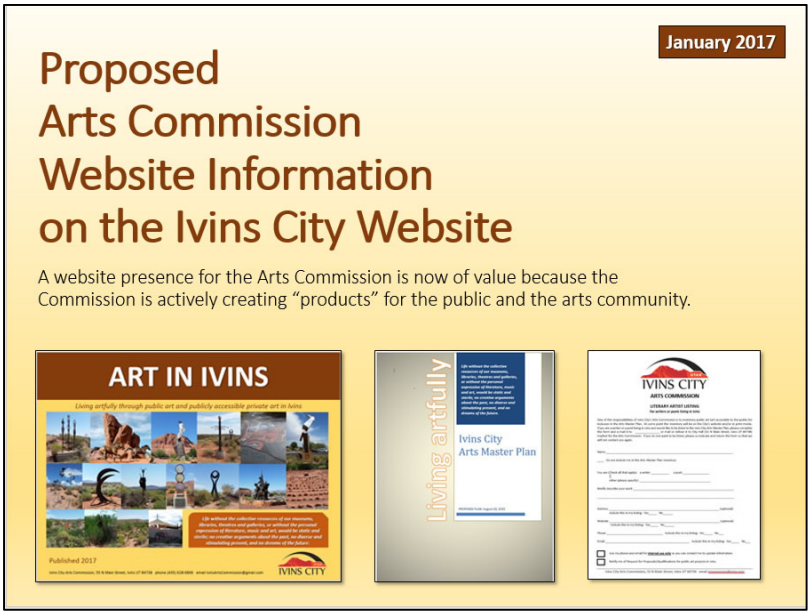
Resources

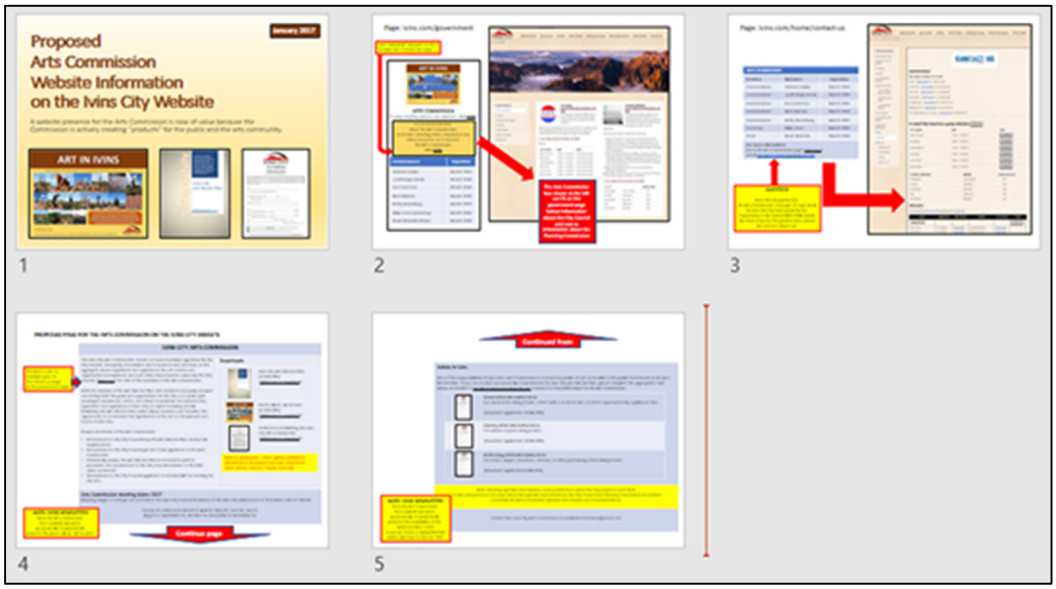
- The City of St George, Dixie State University, and others use Kody Keller to clean sculptures for them annually. He is in the Department of Art at BYU Idaho. Contact information: Phone (208) 496-4933 email kellerw@byui.edu
- Glen Richards, Salt Lake City Corporation, phone (801) 596-5000, website: www.saltlakearts.org

Goal 6: Build awareness and promote understanding about public art and the benefits of the arts. (Education & Marketing)

Art in Ivins and *Art Resources in Ivins* can serve as educational and marketing tools when available to residents, visitors, developers, and others. The City has included the Arts Commission on the City's website. The Arts Commission will prepare informational/educational items for this site on periodic basis.

In addition, the availability of these materials can be promoted through periodic notices in the Ivins newsletter.



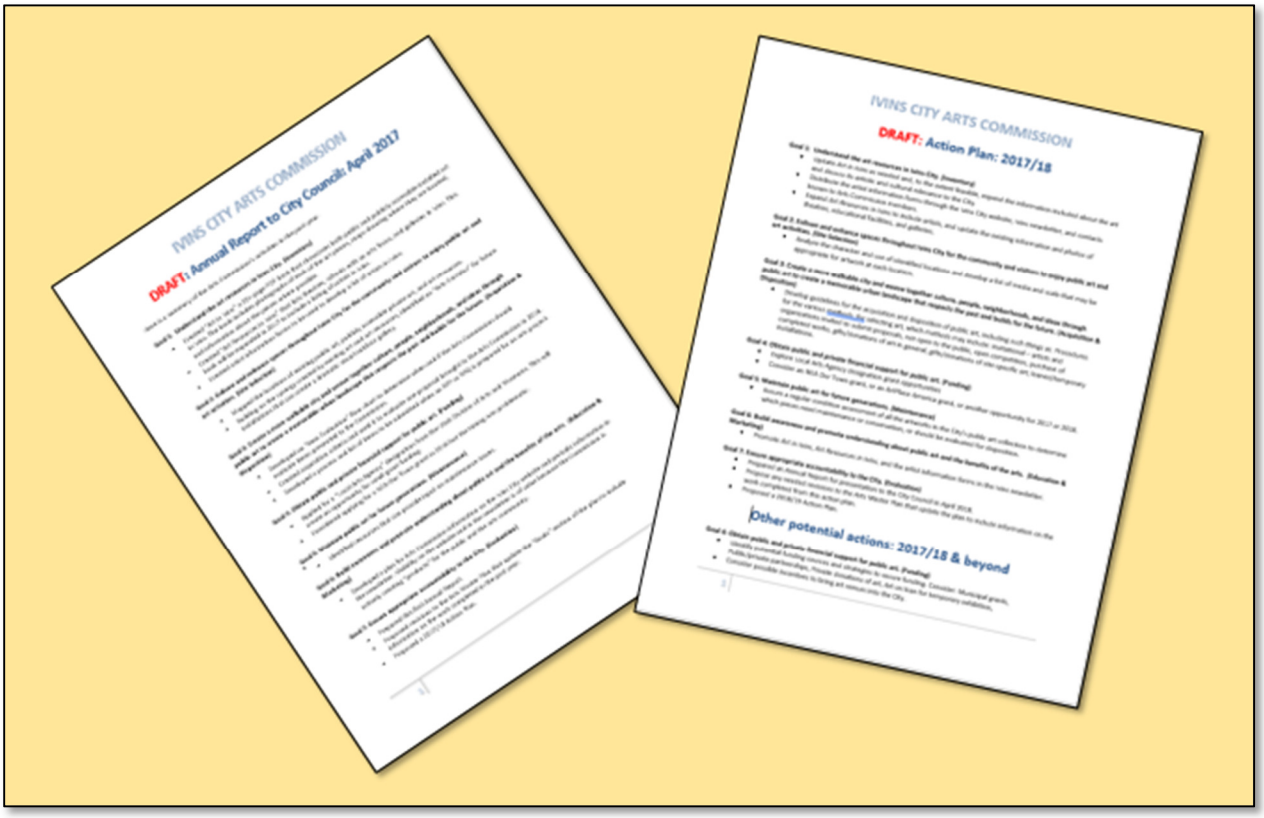


Goal 7: Ensure appropriate accountability to the City. (Evaluation)

Prepare and present an annual report describing accomplishments for the year, recommendations for revisions to the Arts Master Plan if needed, and an action plan for the next 12 months.

See:

- Appendix 4: Annual Report to City Council: April 2017
- Appendix 5: Action Plan: 2017/18



Appendix 1: Origin of the Plan

In May 2015, Ivins City Mayor, Chris Hart, informally invited several community members to be a Steering Committee to present an Arts Master Plan to the Planning Commission. The following organizations and individuals participated:

Jan Bush (community representative)
Jeff Fisher (Tuacahn Center for the Arts)
Roger Head (community representative)
Judith Kapuscinski (Kayenta Arts Foundation) (Steering Committee Vice Chair)
Matt Marten (Kayenta Arts Village)
Lesley Mendenhall (City Council)
Mike Scott (Planning Commission) (Steering Committee Chair)
Cherie Stoddard (Gallery 873)
Rosanna Weeks (Tuacahn High School).

The Steering Committee met throughout the summer of 2015. Starting with a sample plan, the Steering Committee members systematically reviewed the sample plan, prepared revisions between meetings, and used meeting times to reach consensus on each section. In addition to references cited within this Arts Master Plan, the Steering Committee used various resources (See Appendix 8).

The Steering Committee presented this Arts Master Plan to the Planning Commission in August 2015 which recommended adoption to the City Council. The Council adopted this Arts Mast Plan by Ordinance in December 2015 (Ordinance No. 2015-20).

Appendix 2: Arts Commission Members

The term of office for each Arts Commission member shall be two (2) years. An Arts Commission member may serve no more than three (3) consecutive two (2) year terms. Terms of office shall begin on April 1 of each calendar year.

The officers of the Arts Commission shall be a Chair and Vice-Chair. One member will act as Secretary. No Arts Commission member may serve more than one consecutive term in the same officer position, but may again be elected to serve in the position once held so long as he/she has been out of the office for at least one term. Officers are elected at the March meeting.

Commissioners	Expiration
Christie Gubler	March 2019
Judith Kapuscinski (Vice Chair)	March 2018
Eva Lorentzen	March 2018
Matt Marten	March 2018
Kathy Ravenberg	March 2019
Mike Scott (Secretary)	March 2018
Kevin Warnick (Chair)	March 2018

Appendix 3: 2017 Meeting Dates

The Arts Commission meets on the second Wednesday of each month. Meetings begin at 5:00 pm and are held in the Ivins City Council Chambers of the Ivins City Hall located at 55 N Main, Ivins UT 84738. A meeting will be canceled if there will not be a quorum, so please check in advance.

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 12
- August 9
- September 13
- October 11
- November 8
- December 13

Appendix 4: Ivins Arts Commission Annual Report

April 12, 2017

The Arts Commission held 13 public meetings between February 2016 and April 2017 to implement the action steps of the *Arts Master Plan* adopted by the City Council in December 2015.

The *Arts Master Plan* identified seven goals and related action steps to realize each of these goals. Here is what the Arts Commission has accomplished on these Action Steps in the past year.

Goal 1: Understanding the art resources in Ivins City (Resource guides)

- Created *Art in Ivins*, a PDF resource guide that showcases both public and publicly accessible installed art in Ivins. The guide includes photographs of each art piece, maps showing where they are located, and information about the art where possible.
- Began work on creating *Art Resources in Ivins*, a guide that will be published as a PDF in 2017 and available online. The guide will list artists in Ivins, theatres, schools with an arts focus, and galleries in Ivins.
- Created *Artist Information* forms for artists in Ivins who want to be listed in *Art Resources in Ivins*. These are posted on the Arts Commission web page.

Goal 2: Enliven and enhance spaces throughout Ivins City for the community and visitors to enjoy public art and art activities. (Site selection)

- Discussions a couple of years ago between the Mayor and representatives from Kayenta Arts Foundation, Tuacahn, Red Mountain Resort, and the Kayenta Art Village developed the idea for an *Ivins Arts Corridor* from Tuacahn to Kayenta. With volunteer support from Roger Head, they defined the route of the *Arts Corridor.* We believe that by taking advantage of the synergy created by art already located along this corridor and then building on them in the future, the City can create a dramatic visual outdoor gallery, or *Arts Corridor*.

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)

- Created an *Item Evaluation Flow Chart* used to determine when and if the Arts Commission should evaluate items presented to the Commission.
- Developed acquisition and disposition criteria.
- Evaluated one proposal from an artist for a sculpture and presented a recommendation to the City Council that included a discussion of the Commission's recommendation based on each of the acquisition criteria. That gives us a template to follow for future recommendations.
- Developed guidelines for the RFP/RFQ process as it pertains to art projects.

Goal 4: Obtain public and private financial support for public art. (Funding)

- Identified initial sources for potential funding. These include: The Utah Division of Arts and Museums, NEA Our Town Grants, and ArtPlace America Grants.
-

Goal 5: Maintain public art for future generations. (Maintenance)

- Investigated the necessity or value of developing a maintenance plan for outdoor art and included our findings in the 2017 proposed revision to the Arts Master Plan along with recommendations to assure public art owned or in the custody of Ivins City can be maintained adequately for the enjoyment of future generations.

Goal 6: Build awareness and promote understanding about public art and the benefits of the arts. (Education & Marketing)

- Created an Arts Commission page on the Ivins City website that staff has uploaded. This page includes links for the community to download *Art in Ivins* and *Art Resources in Ivins*, which serve as educational and marketing tools for residents, visitors, developers, and others.

Goal 7: Ensure appropriate accountability to the City. (Evaluation)

- Presented this first annual report to summarize the accomplishments of the Arts Commission in the past year. (This report is included as Appendix 4 of the Arts Master Plan.)
- Included an Action Plan for the Arts Commission to work on over the next twelve months, as Appendix 5 of the Arts Master Plan.

We are pleased to submit this Annual Report for acceptance by the City Council. We request that the City Council review and approve the updated Arts Master Plan submitted with this Report. For ease of reference, the changes proposed to the Arts Master Plan are to the Goals section (pages 8-21) and the Appendix section (pages 22-28).

Sincerely,

Christie Gubler
Judith Kapuscinski (Vice Chair)
Eva Lorentzen
Matt Marten
Kathy Ravenberg
Mike Scott (Secretary)
Kevin Warnick (Chair)

Appendix 5: Action Plan: 2017/18

Goal 1: Understand the art resources in Ivins City. (Resource guides)

- Update *Art in Ivins* as needed and, to the extent feasible, expand the information included about the art and discuss its artistic and cultural relevance to the City.
- Distribute the artist information forms through the Ivins City website, Ivins newsletter, and contacts known to Arts Commission members.
- Publish *Art Resources in Ivins* to include artists, and information and photos of theatres, educational facilities, and galleries.

Goal 2: Enliven and enhance spaces throughout Ivins City for the community and visitors to enjoy public art and art activities. (Site Selection)

- Analyze the character and use of identified locations and develop a list of media and scale that may be appropriate for artwork at each location.

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)

- Apply the guidelines for the acquisition and disposition of public art and modify them as needed.

Goal 4: Obtain public and private financial support for public art. (Funding)

- Develop guidelines and protections for accepting art on loan and survey galleries in ivins to see if they would loan art to the City periodically to promote their galleries and artists.
- Explore Local Arts Agency designation grant opportunities
- Consider an NEA Our Town grant, or an ArtPlace America grant, or another opportunity for 2017 or 2018.

Goal 5: Maintain public art for future generations. (Maintenance)

- Develop an assessment and maintenance schedule.

Goal 6: Build awareness and promote understanding about public art and the benefits of the arts. (Education & Marketing)

- Promote *Art in Ivins*, *Art Resources in Ivins*, and the artist information forms in the Ivins newsletter.
- Provide the City with periodic information that may be included in the Mayor's monthly article in the Ivins newsletter.

Goal 7: Ensure appropriate accountability to the City. (Evaluation)

- Prepared an Annual Report for presentation to the City Council in April 2018.
- Propose any needed revisions to the Arts Master Plan that update the plan to include information on the work completed from this action plan.
- Proposed a 2018/19 Action Plan.

Appendix 6: Additional Issues

Goal 4: Obtain public and private financial support for public art. (Funding)

- Identify potential funding sources and strategies to secure funding. Consider: Municipal grants, Public/private partnerships, Private donations of art, Art on loan for temporary exhibition,
- Consider possible incentives to bring art venues into the City.

Goal 5: Maintain public art for future generations. (Maintenance)

- Identify strategies to cover maintenance and conservation of public art, such as an Adopt-a-Sculpture program for volunteers with appropriate training in maintenance techniques; collaborations and partnerships with individuals and community organizations to assist with maintenance and conservation with appropriate training in maintenance techniques.

Goal 6: Build awareness and promote understanding about public art and the benefits of the arts. (Education & Marketing)

- Develop a promotional campaign about the City's public art collection that targets all available media and that will reach all segments of the population.
- Identify and implement community awareness strategies for every public art project installed or performed.
- Identify and widely publicize events and/or opportunities associated with or in proximity to artworks and highlight the artwork, its unique history and the artist.
- Promote the role of public art and cultural activity in enhancing economic development efforts.
- Provide banner posts on the parkway and elsewhere and consistent with maintaining the integrity of the natural environment to advertise upcoming art festivals and events.
- Develop a plan to support arts and cultural education, the expansion of performance art, and cultural activities.
- Promote living artfully.
- Identify and implement ways to recognize, support, and promote the artists living and/or working in Ivins City.