

Winter Park Public Art Advisory Board Strategic Plan

EXECUTIVE SUMMARY

Mission: Our purpose for existing

The Winter Park Public Art Advisory Board is committed to presenting, collecting and preserving notable works of art and implementing educational opportunities concerning art in public places.

Vision: Our target, what we are focused on achieving within the next few years.

To sustain a cultural atmosphere that is renowned for civic and community support of art in public places that enhances positive identity and connection to Winter Park.

Public Art Defined:

Any artistic medium located in the public domain that is accessible to all for purposes of intensifying meaning at a location to enhance identity, place and connection.

Major Goals:

1.0 Programs/Exhibitions

To present quality programs involving notable art in public places through exhibitions, acquisitions, and education to enhance the experience of living and visiting in Winter Park.

2.0 Infrastructure Goal

To create a stable infrastructure with an effective working Board supported by sufficient staff and resources to implement the Strategic Plan.

3.0 Relationships Goal

To initiate and sustain opportunities to enhance community support and build consensus among city officials to increase city government support.

4.0 Communications/ Image Goal

To raise awareness and appreciation of the value of art in public places.

5.0 Funding Goal

To develop and maintain public and private funding sources, by securing city support, expanding the donor base and pursuing innovative partnerships and alternative resources.

Strategies to Achieve Goals, Vision and Mission

1.0 Programs/Exhibitions

To present quality programs involving notable art in public places through exhibitions, acquisitions, and education to enhance the experience of living and visiting in Winter Park.

Strategy 1.1 Presenting Major Exhibitions

What: Major exhibitions will be scheduled every three years. The next exhibition is planned for 2010.

Who: Each major exhibition will be curated by professional art consultants/curators. Members of the Board, with staff support, will be responsible for all other aspects of planning and implementation. This goal will be achieved with approval from the City Commission with support from the WP Parks and Recreation Board.

Strategy 1.2 Presenting Interim Exhibitions

What: Interim exhibitions will be held when funding is available with the intent of maintaining an art in public places presence in Winter Park.

Who: PAAB members will work with professionals in the art field.

Strategy 1.3 Presenting Year-Round Exhibitions

What: Year round exhibitions will be held in the Winter Park Commission Chambers, room 200, and other public spaces to be determined.

Who: Members of the Board will plan these exhibitions with the assistance of the City staff liaison, and in accordance with the Artist Selection Guidelines established by the Board.

Strategy 1.4 Preserving Public Art

What: The Public Art Board will be responsible for preserving and conserving current and future works on paper, sculpture and paintings, and other media, which have been secured through donation and gifts, including from the WP Sidewalk Art Festival. Works of art will be catalogued and tracked by means of a professional art computer program.

Who: Staff and contracted resources, as directed by the WPPAAB, will be responsible for the City's permanent collection.

Strategy 1.5 Education

What: Education will be an integral factor in all public art exhibitions. Offerings will include distinguished lecturers and forums, interpretive didactic materials and City website information. The intent is to expand the opportunity for education to show a broad variety of mediums of public art in a wide variety of spaces throughout the City, such as the west side, Fairbanks, Orange Avenue, and Commuter Rail Station.

Who: The Board and exhibition curator will select lecturers and forum participants. Curators will be responsible for didactic materials. The City will post and update information on the City's website and furnish relevant information to the media.

Strategy 1.6 Collecting

There is no goal to collect or acquire works of art at this time other than by donation. This goal will be addressed when a permanent funding source is secured.

Strategy 1.7 Immediate Funding of Programs/Exhibitions

What: Strategies 1.3 (year-round exhibitions) and 1.4 (preserving public art) shall be funded by the WPPAAB budget allocated by the City. Strategies 1.1 (major exhibitions), 1.2 (interim exhibitions) and 1.5 (education) shall be funded by alternate funding sources such as private sponsors, grants, partnerships and collaborations developed by the Board and staff pursuant to Section 5 (Funding Goals) of this Strategic Plan.

Who: The Board, staff liaison, City Commissioners

2.0 Infrastructure Goal

To create a stable infrastructure with an effective working Board supported by sufficient staff and resources to implement the Strategic Plan.

Strategy 2.1 Effective Board

What. An expanded description of the work of the Board, with estimated time commitments and range of needed skills, shall be provided to the Mayor for selection of candidates. New Board member orientations will be conducted. Reference to this Strategic Plan shall be the guideline for range of skills and time commitments expected.

Who. Chair and vice chair of Board, with review by full Board.

Strategy 2.2 Sufficient Staff Resources

What. Staff resources are required to fulfill the official charge of the Board, and to effectively support implementation of this Strategic Plan. Additional resources may be required for special programs, with temporary or contract support employed if necessary.

Who. Staff liaison, Chair and vice chair of Board, with review by full Board.

3.0 Relationships Goal

To initiate and sustain opportunities to enhance community support and build consensus among city officials to increase city government support.

Strategy 3.1 Non-City Collaborative Partners

What: Identify core group of community boards/ organizations/ individuals we wish to develop relationships with, and begin implementation of meetings and joint efforts.

Who: The Board may work with, including but not limited to, potential collaborative partners that leverage current strengths within Winter Park such as citizens and patrons, Park Ave merchants, Orange County partner, individuals with relevant professional expertise, and other arts/educations institutions/nonprofits, such as local performing arts groups, Rollins College, Cornell Fine Arts Museum, Morse Museum of American Art, Polasek Museum and Crealde School of Art.

Strategy 3.2 City Collaborative Partners

What: Identify city boards and partners we wish to develop relationships with and begin implementation of meetings and communications.

Who: The Public Art Advisory Board may work with, including but not limited to, potential collaborative partners such as: Commuter Rail Station committee, Parks Board, Sidewalk Art Festival Committee, and future redevelopment partners.

4.0 Communications/Image Goal

To raise awareness and appreciation of the value of art in public places.

Strategy 4.1 Develop and Implement External Communications Plan

What. Develop an External Communications Plan to keep the community and other external stakeholders aware of events, exhibitions and value of public art.

Who. City of Winter Park Communications Staff working with PAAB member(s) on publicity and informational items. External stakeholders and audiences include tourism, W.P. residents and community, arts community, donors, merchants, Orange County, FL representatives, other municipalities, and national market with paid PR. Strive to communicate value of public art and "involve" stakeholders/audiences in the art, and in the events.

Strategy 4.2 Develop and Implement Internal Communications Plan

What. Develop an Internal Communications Plan to keep internal stakeholders aware of events and value of public art, as well as for PAAB inclusion on art/architecture decisions. Include quarterly updated schedule for City Commission and Community on Board activities

Who. City of Winter Park Communications Staff working with PAAB member(s). Internal stakeholders and audiences include PAAB Board, city commissioners, mayor, other Boards, in-house PR. full offering in W.P., cultural consortium, Hannibal Square.

Strategy 4.3 Develop and Distribute Public Arts Communications Tool

What: Develop a “talking points paper”. The purpose of the communications tool is to present an objective message, educate all sides about public art, sustain credibility, maintain excellence, and encourage openness to “new” ideas.

Who: Board / Staff, with City Public Relations Department, requires printing/ mailing costs.

5.0 Funding Goal

To develop and maintain public and private funding sources, by securing City support, expanding the donor base and pursuing innovative partnerships and alternative resources.

Strategy 5.1 – Public Art Funding Programs and Policies

Strategy 5.1a Research Priority

What. Conduct action-oriented research to identify existing and potential public art funding policies, resources and modes of implementation on the national, regional, and local level.

Who. A newly appointed Funding sub-committee, with potential research partnership with academic institutions, in addition to public art professionals and consultants, Public Art Network and related resources and organizations supporting the arts (United Arts), academics, government staffs and committees.

Milestones, Resources. Establish a Funding Sub-Committee. Determine Research to conduct, complete. Prepare and present report to Board. Some staff support for research, communications and preparation of report

Strategy 5.1b Develop Plan to Obtain Public Funds

What. Develop plan to pursue funding opportunities identified in 5.1a research.

Who. Funding sub-committee, Board, Public art professionals and consultants, Public Art Network and related resources and organizations supporting the arts (United Arts), academics, government staffs and committees.

Strategy 5.1c Implement Actions to Pursue Public Funding

What. Implement plan to pursue funding opportunities from 5.1b.

Who. Funding sub-committee, Board, staff, plus those in 5.1b.

Strategy 5.2 – Private Art Funding Sources

Strategy 5.2a Research

What. Research funding sources such as private grants, foundations, collaborative partners and alternative resources.

Who. Funding sub-committee, staff, grant writer (staff or outsourced). Local funders and decision-makers for grants and foundations: consultants and community philanthropy experts from arts organizations or agencies such as the Rollins Philanthropy Center, Community Foundation/Winter Park Community Foundation of Central Florida; creative thinkers, financial experts and innovators

Strategy 5.2b Develop Plan to Obtain Private Funds

What. Develop a comprehensive, prioritized list of funding sources such as grants, foundations, and collaborative partners.

Who. Same as 5.2a.

Strategy 5.2c Implement Actions to Pursue Private Funding

What. Apply to funding sources such as grants, foundations, collaborative partners as appropriate.

Who. Same as 5.2a.

Strategy 5.3 – Expand Private Sector Donor Base

Strategy 5.3a Establish Database

What. Establish database of prior and potential donors.

Who. Funding sub-committee, board, staff (establish and maintain database). Board, prior donors, potential donors to include Winter Park businesses and residents or other supporters interested in Winter Park; Economic development agencies, personal contacts

Milestones, Resources. Establish a Funding Sub-Committee. Initial review of current database, with regularly scheduled additions of prospects and on-going maintenance of database.

Strategy 5.3b Develop and Implement Plan for Donor Support

What. Develop and implement a plan for new and continued funding support by donors identified in 5.3a. to cultivate and expand the private sector donor base. Build on Art on the Green and future programs/projects to enhance credibility in requests for funds from individuals and corporations. Follow up each project with a timely, targeted fundraising initiative.

Who. Funding sub-committee, board, staff (maintain database).

Strategy 5.4 – PERCENT FOR ART ORDINANCE

Strategy 5.4a Conduct Research

What. Conduct research on potential for Percent for Art ordinance for City of Winter Park. See City of Winter Park Public Art Advisory Board Public Art Program Guidelines and Recommendations, April 27, 2004, p. 5 Addendum – Percent for Art Ordinance. Identify potential funding amounts, application and impact.

Who. Funding sub-committee; staff; professionals in public art, construction, development and finance; potential research partnership with academic institutions. Public Art Network and related resources, development-related professionals.

Strategy 5.4b Advocacy Plan

What. Develop and Implement Advocacy Plan, including board training, advocacy to City and appropriate decision-makers.

Who. Funding sub-committee, Board, staff. Public art professionals, Public Art Network and related resources, Academics, philanthropic consultants and organizations supporting the arts, such as United Arts.

Strategy 5.5 – EVALUATE 501-C3 STATUS

Strategy 5.5a Research

What. Research options, pros and cons of adopting 501c-3 status.

Who. Subcommittee, Board. Also Staff, professionals, consultants, experts from non-profits, arts agencies, finance

Strategy 5.5b Develop and Implement Plan for 501c3 Status

What. Develop and Implement plan of action as per Board direction

Who. Subcommittee and Board. Involves staff and city government.

Strategy 5.6 - REVIEW BUDGET AND CURRENT POLICIES ON GIFTS OF FUNDS FOR ACQUISITION OR COMMISSION OF ART, ADMINISTRATION OF CITY OF WINTER PARK PUBLIC ART TRUST FUND, OTHER FUNDING OPTIONS SUCH AS ENDOWMENT.

Strategy 5.6a BUDGET

What. Review annual budget and needs.

Who. Subcommittee with approval of Board.

Strategy 5.6b GIFTS AND ACQUISITIONS, TRUST FUND

What. Review policies on designated monetary gifts, acquisitions, administration of the Public Art Trust Fund, current or potential funding options such as endowments.

Who. Subcommittee with approval of Board, and potential input from professionals/consultants/experts in arts, finance, business, government, non-profits

Strategy 5.6c

What. Develop plans and/or proposals for budget and/or other policies and programs referenced in Strategy 5.6

Who. Subcommittee, Board

Strategy 5.6d

What. Implement advocacy plan. Present to appropriate decision-makers, City officials

Who. Subcommittee, Board