

Public Art Masterplan

FY2021 Strategic Partnership Grants

Asheville Area Arts Council

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Application Form

INSTRUCTIONS

As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*

Public Art Masterplan

Strategy*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Resident Well-Being

Funding Request*

How much funding is this project requesting for FY2021?

\$40,000.00

Grant Guidelines*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

Nonprofit Status*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

AAAC_IRS Tax Determination Letter02052016.pdf

Board of Directors*

Upload a current list of your organization's Board of Directors. If your organization does not have a board of directors, briefly state the reason.

Board List_FY 20.pdf

APPLICATION

APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

Founded in 1952, the Asheville Area Arts Council (AAAC) is the second oldest arts council in the state of North Carolina. The mission of the arts council is to keep the arts at the heart of our community. AAAC supports this mission by advocating for the local arts sector, supporting public art initiatives, and providing services for area arts organizations and artists.

We believe the arts are the cornerstone of what makes the Asheville area such a great place to live in and visit. The creative sector has a major impact on our local economy. Non-profit arts organizations alone support roughly 2,233 full-time jobs, generate \$51.3 million in household income to local residents, and deliver \$7.3 million in local and state government revenue. But, that's not all the arts do for Buncombe County. The arts improve the image and identity of our community through creative placemaking and public

art. In addition, these programs help to unify our communities regardless of age, race, gender, or class and improve the overall health of our citizens. Investing in the arts is a real investment in Buncombe County.

Three key accomplishments include:

1. For over 65 years, the arts council has been dedicated to supporting arts in our area and played a key role in many community initiatives such as the development of the Civic Center, Bele Chere, and Pack Place Education, Arts & Science Center.

2. Since 2010, the Asheville Area Arts Council, in partnership with the City of Asheville, has convened the Creative Sector Summit-- the region's only creative industry-specific annual conference. In 2020, the arts council will expand on this model by adding a sector Survey, a series of monthly Talks, and a kick-off Dinner. These events are focused on three themes, including Creative Placemaking, Equity and Inclusion, and Arts Education.

3. In the last ten years, Asheville Area Arts Council has distributed over 260 grants totaling over \$489,000 to local artists and arts organizations.

Need for the Project*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

A goal of the Resident Well-being focus area is to "expand and maintain cultural and recreational assets" and creating a public art masterplan in partnership with the City of Asheville and the Asheville Area Arts Council is a perfect opportunity for the county to create a real strategic roadmap in order to achieve this goal.

The city's current Public Art Masterplan was created in 2001 and needs to be updated. In addition, the county does not have a public art and cultural resources plan, and there is currently no dedicated city or county staff for arts & culture. Meanwhile, there is increased private interest in conducting more Creative Placemaking projects from organizations like the CVB, the CFWNC, and the Asheville Downtown Association. As interest in these projects increases, we need a plan to ensure initiatives align with city and county priorities, and that we have the appropriate policies, procedures, and partnerships in place to ensure success, inclusion, and sustainability.

Public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. According to Americans for the Arts, "it can include murals, sculpture, memorials, integrated architectural or landscape architectural work, community art, digital new media, and even performances and festivals." In addition, Creative Placemaking is described as "the use of arts and culture by diverse partners to strategically shape the physical and social character of a place in order to spur economic development, promote enduring social change, and improve the physical environment." Benefits include: (1) drives economic growth and sustainability, (2) creates attachment and cultural identity, (3) creates social cohesion and cultural understanding, (4) supports the contributions of our creative communities, and (5) supports community public health and sense of belonging.

Project*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

In either late 2020 or early 2021, the Asheville Area Arts Council intends to lead a planning process for a new public art masterplan, which will include both the City of Asheville and Buncombe County. This will be approximately an 18-month process, cost \$160,000, and consist of approximately five phases. The phases include: discovery, listening, knowledge sharing, visualizing, and plan development.

The arts council is looking at hiring Forecast Public Art to conduct the planning process. For 41 years, Forecast Public Art has been regionally, nationally, and internationally respected for a unique combination of responsive consulting services, support for public artists, allied professional training and support, and abundant resources, including Public Art Review, a leading public art journal. However, the arts council will not select a consulting team with the input and approval of the city and county, should they decide to take in this process.

The arts council has contracted Forecast Public Art to be a keynote speaker at this year's Creative Sector Summit on May 1st at the Wortham Center for the Performing arts so that we can get a better sense of whether or not they are the right fit for this project.

People Served*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

This project will engage citizens from across a community in the public art process, create shared knowledge and understanding of what public art is and can be, and unlock creative sectors by connecting people and building engaged public art that truly reflects a city's talents, identity, and culture.

Art and culture are a fundamental part of our community that helps us connect with one another and better understand history, people, and new ideas. When people become involved in the design, creation, and upkeep of places, they develop a vested interest in using and maintaining these spaces. When neighbors have a true sense of "ownership" or connection to the places they frequent, the community becomes a better place to live, work, and visit. According to Americans for the Arts (AFTA), "86% of participants who took part in community-based art want to be involved in future projects, and people living where these art projects occurred were more than twice as likely to be civically engaged as those whose neighborhoods did not have projects."

One goal of this project is to engage and evaluate the stories of Buncombe County's marginalized communities. Public art provides a visual mechanism for understanding other cultures and perspectives, reinforcing social connectivity with others. It also provides a platform facilitating difficult conversations, and creating an avenue for community healing. In addition, when people see themselves reflected in their civic spaces they have a sense of attachment that allows them to feel ownership and respect.

Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

Except for the creation of a new 10-year public art masterplan, it is hard to say at this early stage exactly what the results will be. Results might include:

1. A current arts and cultural assessment inventory
2. A new joint Public Art & Cultural Commission and improved effectiveness of the Public Art Program
3. A plan for providing adequate care and maintenance for City and/or County-owned public art
4. A clear and easily accessible process for artists and the private sector to create all kinds of public art in communities throughout Buncombe County
5. A plan for permanent funding and support systems for public art, including administration, education, communications and maintenance

6. Established policies for private support, such as contributed income, partnership support, and in-kind contributions of goods and services
7. A plan that ensures public art is countywide, including sites of opportunities and districts identified in this plan, as well as equitable
8. A plan that pursues artistic excellence and fosters diverse forms of public art
9. Establish incentives for developers wishing to integrate public art into their projects, and provide appropriate resources, expertise, and services to further encourage their investment in public art
10. Identify opportunity sites, as well as the potential themes, yet remain open to emerging opportunities and themes as larger priorities

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

This project will be evaluated throughout the planning process through input sessions, focus groups, surveys, and other forms of stakeholder and community engagement. This exact process will be determined by the project partners and the selected consultant.

Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

This project would be led by the Asheville Area Arts Council in close partnership with the City of Asheville and Buncombe County. Additional planning partners would be determined by these three partners.

Budget*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21_SPGrant_Budget_Form_PA.xlsx

Funding from the county would be used to pay part of the consulting fee of whatever group is selected to conduct the planning process.

Other County Funding*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

We do not currently receive any funding from Buncombe County. In the past, we have received strategic partnership grant funding to support our regranting programs, but not since 2017-2018.

Sustainability*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

This funding will be used to develop a 10-year public art masterplan plan for Buncombe County, ensuring that these projects align with the county's strategic priorities. The planning process will clarify policies and procedures that will provide clear guidance around public art policies, procedures, equity, and maintenance.

OPTIONAL INFORMATION

OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.

Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

Receiving partial funding would likely mean this project would have to be delayed until additional funding sources could be found.

Resource Support

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

In addition to this grant funding, we would also like Buncombe County staff to be actively engaged in the planning process. We would also like to create a formal partnership agreement between the county and the Asheville Area Arts Council that outlines how we will partner around the implementation of future public art projects.

Other

Is there anything else that you want the committee to know?

Forecast_Public Art Planning.pdf

Attached is the full proposal for the masterplan from Forecast Public Art.

The arts council also surveyed city council and county commission candidates to see what they thought about creating a new masterplan. Visit ashevillearts.com to see their full responses. County candidates support a new public art masterplan that will reflect the diverse facets of life – past, present, and future – in our area to foster a sense of identity and belonging for residents and drive economic growth. Ensley comments, “I support updating all of our plans. This is one of the reasons that I am running for County Commission. I believe it is past time that our county collaborates with the city and all our municipalities to address strategic priorities for growth and development. I would like to have such a plan engage community members in the early planning stages (as we did as we planned Pack Square Park – a project I worked on) so that whatever the plan is reflects the needs and desires of our entire community. This takes time, however the results will have a long lasting positive effect if done correctly.”

File Attachment Summary

Applicant File Uploads

- AAAC_IRS Tax Determination Letter02052016.pdf
- Board List_FY 20.pdf
- FY21_SPGrant_Budget_Form_PA.xlsx
- Forecast_Public Art Planning.pdf



Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077556534
June 18, 2009 LTR 4168C 0
58-1371546 000000 00 000
00032698
BODC: TE

ASHEVILLE AREA ARTS COUNCIL
PO BOX 507
ASHEVILLE NC 28802-0507

*In response to
name change request*

5781

Employer Identification Number: 58-1371546
Person to Contact: SHARON LENARD
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Apr. 29, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in October 1979, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Cindy Westcott

Cindy Westcott
Manager, EO Determinations



ASHEVILLE AREA
ARTS COUNCIL

Board of Directors Fiscal Year 2020

Board Member	Office and/or Committee	Appointed	Current Term	Profession and/or Community Affiliation	Geographic Representation (Town/county)
Pete Perez	Board Chair; Executive and Development Committees	July 2018	2018- 2021 1 st term	Retired Corporate HR Manager	Asheville, 28804 Buncombe County
Josh Batenhorst	Vice Chair; Executive Committee	September 2015	2019-2022 2 nd term	CEO of Bright Star Touring Theatre	Asheville, 28803 Buncombe County
Noel Swartz	Treasurer; Executive and Finance Committees	July 2016	2019-2022 2 nd term	CPA, Vice President of Assurance Services & Shareholder at Johnson Price Sprinkle	Asheville, 28804 Buncombe County
Gael Perry Pearson	Secretary; Executive Committee	August 2018	2018 – 2021 1 st term	Retired Marketing Director	Asheville, 28806 Buncombe County
Gar Ragland	Executive Committee	December 2014	2018-2021 2 nd term	Music Producer, New Song Music	Asheville, 28801 Buncombe County
Ehren Cruz	Executive, Advocacy, and Branding Committees	July 2018	2018-2021 1 st term	Performing Arts Director, LEAF	Mars Hill, 28754 Buncombe County
Bill Dorfman	Development committee	October 2016	2019-2022 2 nd term	Retired School Master	Asheville, 28803 Buncombe County
Michael Ebbs	-	October 2018	2018 – 2021 1 st term	Vice President, Wells Fargo	Weaverville, 28787 Buncombe County
David Feingold	Development Committee	January 2017	2017-2020 1 st term	President and CEO, Blue Ridge Public Radio	Asheville, 28801 Buncombe County
Luke Lingle	Finance Committee	October 2018	2018- 2021 1 st term	Director of Community Development, Missional Wisdom Foundation	Candler, 28715 Buncombe County
Heather Stefani	Branding Committee	April 2019	2019-2022 1 st term	Owner of blu29, Corporate Product Marketing Consultant	Fletcher, 28732 Buncombe County
Eunice Ward	-	July 2016	2019-2022 2 nd term	Retired Lawyer	Fairview, 28730 Buncombe County
Liz Whalen Tallent	Development Committee	August 2018	2018 – 2019 1 st term	Marketing & Special Events Director, The Orange Peel	Asheville, 28804 Buncombe County

Strategic Partnership Grants

Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

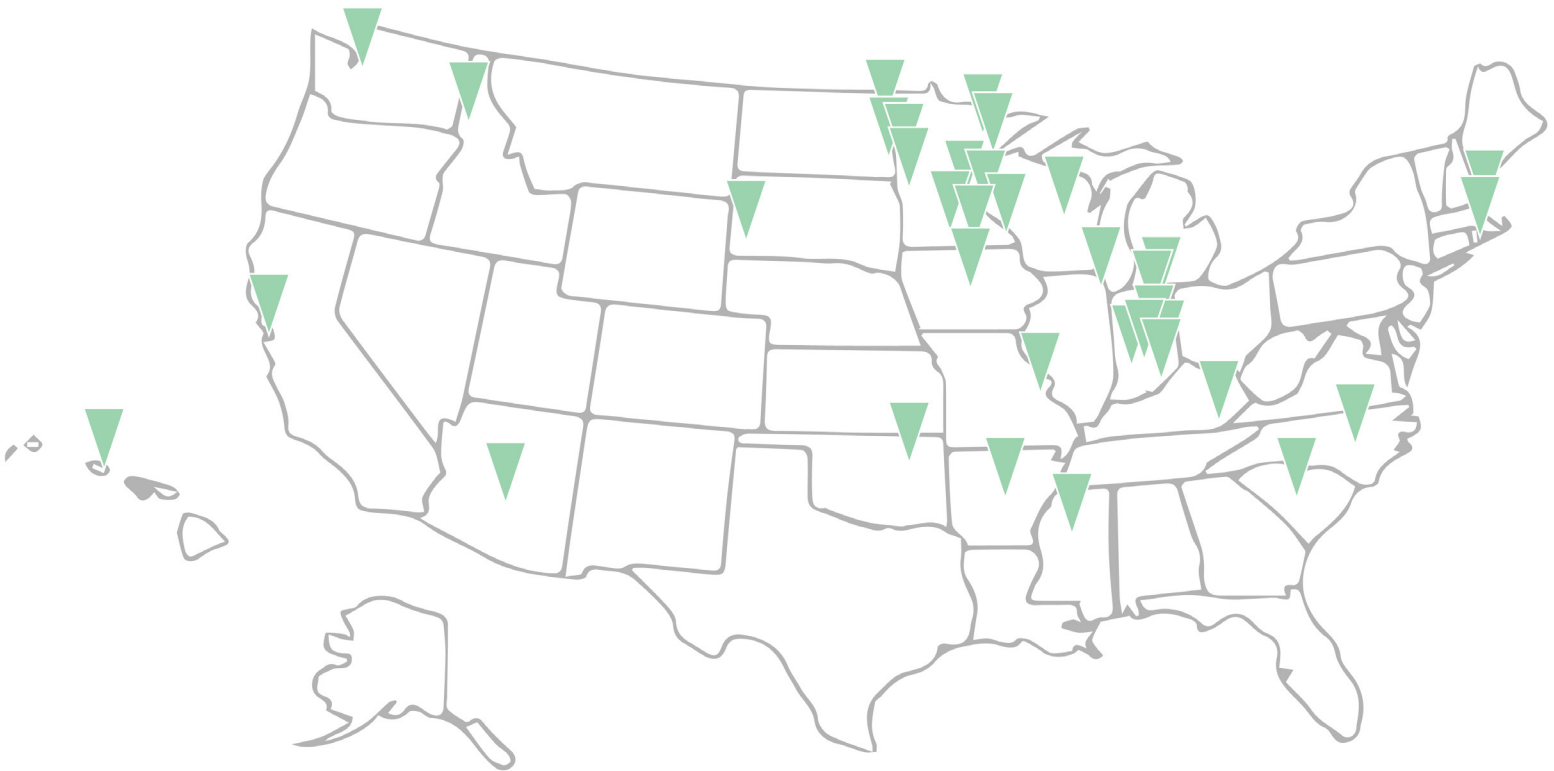
Organization Name:	Asheville Area Arts Council
Project Name:	Public Art Masterplan
Grant Amount Requested:	\$40,000

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant	\$ 40,000	Pending
List other sources: City of Asheville	\$ 40,000	Pending
List other sources: Community Foundation of WNC	\$ 30,000	Pending
List other sources: Private donations and foundation support	\$ 50,000	Pending
List other sources:		
List other sources:		
List other sources:		
List other sources:		
Total	\$ 160,000	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel		\$ 35,000	\$ 35,000	
Training			\$ -	
Travel			\$ -	
Supplies / Materials			\$ -	
Meetings (Food, Interpreting, Child Care, etc.)			\$ -	
Equipment / Furniture			\$ -	
Printing / Marketing		\$ 10,000	\$ 10,000	
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support			\$ -	
Contracts	\$ 40,000	\$ 65,000	\$ 105,000	
Professional Services (Legal, Accounting, etc.)			\$ -	
Insurance and Bonds			\$ -	
Building Maintenance (Rent, Utilities, Repairs, etc.)			\$ -	
List other costs: Community Engagement		\$ 10,000	\$ 10,000	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
Total			\$ 160,000	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue	\$ 315,363	
FY2019 Actual Year-End Expenses	\$ 368,371	
FY2020 Adopted Budget Amount	\$ 382,732	
FY2021 Proposed Budget Amount	\$ 504,000	Next year's budget may be usually high because of the public art masterplan

FORECAST



We activate people, networks, and proven practices to advance the transformational power of arts in public life.

FORECAST

CONSULTING SERVICES

BIOGRAPHY

Forecast Public Art, established in 1978, is a Minnesota-based 501(c)3 nonprofit organization whose mission is to activate people, networks and proven practices to advance the transformational power of arts in public life. Through our over 20-year-old Consulting program, Forecast brings its extensive resources and decades of experience to all aspects of arts, culture and placehonoring processes to the fore. We regularly partner with community organizations and nonprofits to insure successful integration of public art and community engaged design endeavors in public and private improvement projects.

PHILOSOPHY

Public art is a complex, collaborative, nuanced field with many viewpoints, audiences, possibilities, and players. It can take many forms, and is an essential component in the investigation of our shared public spaces. Public art allows us all to contemplate our built environment, the land we are on, our relationships with one another, and our shared resources, and artists must be at the table from the very beginning in order to positively impact our collective existence.

Arts, culture and community engaged design activities can shape more livable, equitable, and resilient places. When art is embedded in place-based community development, it can contribute to community wellbeing, improve cultural and economic health in urban and rural environments, and emphasize existing community assets. We understand that public art and community engaged design need to be thoughtfully pursued to realize wellbeing and equity, and mitigate gentrification and displacement. Cities with vibrant, responsive public art and creative development programs are better equipped to address issues impacting community health, safe and affordable housing, quality of life, economic prosperity, emergency preparedness, and racial equity.

We believe that power comes from within communities and we provide tools, resources, and knowledge to set up the circumstances for people to have the agency to do this work themselves. We work to raise the capacity of the entire arts and culture ecosystem in a location and deeply investigate local culture, people, places, activities, and events. We start with deep listening and amplification of local opportunities and assets, then synthesize this information into actionable implementation documents. We utilize creative problem solving skills to connect otherwise unconnected issues, information, people, resources, and networks and understand the goals and objectives of the entire community.

We believe that art and creativity can be key drivers to the economic turn-around of communities, and understand gentrification tactics such as "art-washing", which heighten the coolness factor of a neighborhood through art to prime it for development aimed at a wealthier clientele. We believe that good development strategies utilizing art involve the people who already live there and pay attention to their specific needs and assets, so they can continue living and thriving in their own neighborhood. We are inspired by the work of Theaster Gates and PlaceLab, and their nine principles of ethical redevelopment.

We team with architects, landscape architects, urban planners, and professionals in other fields to develop strategies and blueprints, formulate calls for artists, contract with selected artists, oversee design/construction projects, analyze and synthesize data, produce graphics, prepare documentation, and create research based reporting to help foster a culturally vibrant world where creativity and community connect, transform, and prosper.

COMMUNITY IMPACT

Together and independently, our team members have practiced public art, design, placehonoring, cultural district planning, community development, and community organizing for more than two decades. Collectively, we have worked on hundreds of public art and community engaged design projects, which have resulted in plans establishing actionable, strategic, community-based visions that are deeply rooted in community engagement, public art projects, and customized trainings and workshops for artists, community leaders and allied professionals. We believe in mentorship and aim to include an emerging consultant or artist on every project we are working on.

For 41 years, Forecast Public Art has been regionally, nationally and internationally respected for a unique combination of responsive consulting services, support for public artists, allied professional training and support, and abundant resources, including *Public Art Review*, a leading public art journal. We have spent over 4 decades advancing the work of artists in the public realm. More than 250 pieces of public art—both temporary and permanent—have been completed by hundreds of artists over the past four decades through Forecast’s services, support, and grants. Public art is made possible in our home state of Minnesota and across the country by the thoughtful expertise and guidance of Forecast staff. We are an established international leader in best practices and innovations related to public art process and practice. We publish the leading public art magazine in the world, manage the largest public art library in the country, and have an online archive documenting over 30 years of public art practice around the world. Forecast is the “go-to” resource for toolkits, training, and consulting services for the field of public art. We have the longest running regranting program for public arts in the world, which includes the only funding resource for research and development for public artists, fostering new innovations and practices in public art. We have partnered with artists, civic leaders, educators, and communities, and work on projects of all sizes.

As a non-profit arts organization, Forecast stands out—locally, nationally and internationally. Several Forecast projects recently received regional or national awards, including two consecutive awards for “Best Public Art in Private Development” by the Minneapolis Arts Commission and three “Year in Review” honors from Americans for the Arts. Forecast is also the only recipient of three “Uni” Awards in the past ten years, bestowed by University United in St. Paul. Our staff are respected and acknowledged as leaders in the field.

OUR APPROACH

Our approach is based on a collaborative process to reach consensus on a shared community vision. Forecast has developed a reputation for successful public engagement on urban design projects throughout our region. We employ a collaborative approach that integrates diverse perspectives into all of our work. We’re experienced communicators who continually listen to ensure we develop design and programmatic solutions that support client and community needs. We will integrate public art concepts and placehonoring opportunities within the broader urban context. Forecast’s team, including urban designers and landscape designers, brings a context-sensitive approach to the design process, focused on place-based solutions that enhance the public realm, provide meaningful places for public gathering and places that reflect the community’s identity, culture and history. We bring a wide knowledge base and variety of ideas that, in collaboration with local expertise, can effectively strengthen the impact of the plan.

We believe public art planning can activate civic dialogues and participation, consider workforce development, engage people across a city, emphasize future growth, and unveil the unique identity of a city and its citizens. We approach public art planning projects by looking at the strengths and assets of a place that can act as the foundation for further public art activities. We engage citizens from across a community in the public art process, create a shared knowledge and understanding of what public art is and can be, and unlock creative sectors by connecting people and building engaged public art that truly reflects a city’s talents, identity, and culture.

PROJECT LIST

Northwest Arkansas - regional assessment, Design Excellence support, Making It Public training for artists, artist commissioning
Larry Cohen Recognition Project, St. Paul, MN
Water Awareness Initiative, West Des Moines, IA
Midway Building artist designed amenities, St. Paul, MN
Mall of America rotunda commission, Bloomington, MN
Louisiana Bridge replacement, St. Louis Park, MN
Blandin Foundation mural, Grand Rapids, MN
Augsburg University Courtyard commission, Minneapolis, MN
Pentagon Park development, Edina, MN
Bloomberg Public Art Challenge, Greenwood neighborhood, Tulsa, OK
PLACES, SW light rail public art, Twin Cities metro, MN
Beyond Housing commissioning, St. Louis, MO
WaterWorks Park, Minneapolis, MN
City of Grand Rapids mural and sculpture commissions, art placement plan, art implementation plan, Grand Rapids, MN
Marcy Holmes Neighborhood Association placemaking projects, Minneapolis, MN
Public Art and Beautification project, Brooklyn Center, MN
Hennepin Theater Trust community engagement and public art plan, Minneapolis, MN
Public art planning and artist training, Jeffersonville, IN
Gathering Place, Tulsa, OK
Ford Site Redevelopment, St. Paul, MN
Hennepin County Multicultural Arts Committee Exhibition curation, Minneapolis, MN
"ChromaZone" Mural Fest for the Creative Enterprise Zone, St. Paul, MN
Making It Public workshops, St. Paul, MN, Bloomington, MN, Northwest Arkansas
Sheridan School Mural Project, Minneapolis, MN
4900 Excelsior artwork commission, St. Louis Park, MN
Anoka County Library artwork commission, Circle Pines, MN
GroundWork - public art consulting intensive for IBPOC, Twin Cities, MN
Cook County public works building artwork commission, Virginia, MN
Fargo Public Art Plan, Fargo, ND
District Arts Partnership temporary artwork, St. Paul, MN
Fridley Public Art Master Plan, Fridley, MN
Gateway Trail Project, Fergus Falls, MN
Great Mountain Mural Mega Fest, Harlan, KY
Rochester Public Art Master Plan, Rochester, MN
RARE - Richfield Artist Residency Engagement, Richfield, MN
Landmark Center Summer Arts Discovery, St. Paul, MN
Wayzata Roundabout commission, Wayzata, MN
BoatWorks Commons artwork commission, White Bear Lake, MN
Grand Forks Arts and Culture Master Plan, Grand Forks, ND
Duluth Arts and Culture Master Plan, Duluth, MN
West Side Flats small area plan, St. Paul, MN
Public Art + Placemaking Learning Tool for Planners - partnership with APA, funded by NEA, MN
Eagan Arts Master Plan, Eagan, MN

The following is a framework that we would utilize to approach public art planning in Asheville. This framework is iterative and will change based upon the information we discover through each phase of work. Rates are included and each component could also be conducted outside of planning activities. The components of our plan include the following phases: Discovery; Listening; Knowledge Sharing; Visualizing Where, What, Why + Who; Lifting the Capacity of the Creative Ecosystem; and The Plan Itself.

PHASE 1: DISCOVERY

Conducting Assessment + Analysis

Our team collects and examines relevant background information, plans, studies and local histories prior to and during our first site visit. We review these, in part, to ascertain opportunities for creating synergy and mutual support between the role public art can play and goals identified in other plans. These plans, as well as documents also provide documentation of community cultural assets and needs, and established vision, goals, and strategies that can be complemented and supported through planning.

Cost: \$3000

Expanding the Definition of Public Art

An important part of our role is as educators, and the first step in our relationship with Asheville and the Public Art Commission will be discussing what public art is and can be. We will present "Public Art 101", a presentation and conversation about the definition of public art from Forecast's view, including a wide variety of examples from all over the world. This expands how we can think about public art within the context of a public art master plan, and can open up opportunities for partnerships and as well as what to expect when commissioning public artworks.

Cost: \$2000

PHASE 2: LISTENING

Facilitating Community Engagement

There are multiple values inherent in a planning process that invites and encourages meaningful community engagement. It's an opportunity to learn who lives, works or spends time within the city's boundaries; it offers a time to share information and ask strategic questions to inform the plan; it is a way to demonstrate that the city cares what people think; and it can help clarify and establish consensus regarding a vision. This vision will emerge in the early stages of the process, organically building off information collected during the Discovery Phase. Our team approaches planning as both a process and a product that belongs to the community in every respect.

We would conduct at least 3 in person meetings, as well as listening sessions with community members and key stakeholders.

Cost: \$15,000

PHASE 3: KNOWLEDGE SHARING

Increasing Awareness, Understanding + Appreciation

As an important addition to the Listening Phase, Forecast seeks to reach residents, business owners, families, students—basically all community members—to help them gain awareness of the fast-growing public art field, and invite them to see their everyday environments in new and inspiring ways. We would present in a publicly accessible venue mid-way through the listening phase in a creative public event. We would then present again at the end of our process, to ensure community members were involved along the way.

Cost: \$24,000

PHASE 4: VISUALIZING WHAT, WHERE, WHY + WHO

Creating a Public Art Locational Map

People construct mental maps of their community that enable them to move through the city easily. Artworks, beautification efforts, and custom wayfinding elements can become landmarks enhancing these experiences. The clues people currently employ to find their way around provide a starting point for a Public Art Locational Map. Locating artworks requires a poetic touch as well as a designing eye.

As part of our information gathering process we will tour the city to explore and photograph the entirety of Asheville, its corridors, entrances, business districts, future development sites and other potential opportunity areas as part of a citywide locational analysis. As mentioned above, we will conduct a series of mapping exercises with stakeholder groups aimed at identifying places of importance to the community, review any existing public art, examine built and natural features that characterize Asheville, and collect other data that will inform the creation of the Public Art Locational Map to accompany the Plan. The map will serve as a valuable planning and implementation tool for the Public Art Program, used to identify priority sites—short- and long-term—as well as improvements and development efforts in which public art could significantly contribute.

Cost: \$5000

Formulating a Partnership Constellation

Asheville is rich in public and private organizations, businesses, and establishments who have resources that could be beneficial to public art. Our team will create a diagram that shows all of the potential partnerships and relationships that could be involved in public art in Asheville.

Cost: \$5000

PHASE 5: LIFTING CAPACITY OF THE CREATIVE ECOSYSTEM

Public Art Possibilities

Forecast will involve the local/regional creative community by inviting them to contribute their ideas for public art projects at sites of their choosing anywhere in Asheville. A call for participation will be followed by an invitation to artists, creatives and makers who will be offered an opportunity to develop and implement an immediate, temporary public art project as part of the planning process.

We will conduct a 1/2 day charrette—a workshop specifically to help produce a large number of creative ideas aligned directly with community assets and opportunities—and from that create a Public Art Possibilities “idea bank”. This idea bank will be developed into a booklet of options for the city and prospective underwriters to consider. This eclectic collection of project concepts will give artists a chance to pitch ideas to the city, investors and developers in a fresh new way and create materials that will fire the imaginations of community members, including some who may wish to further engage the artists.

Cost: \$10,000

Making It Public

Forecast will also offer one of our signature “Making It Public” workshops, designed to help artists new to the public art field gain an understanding of the field and investigate the city with their own set of values and sensibilities. This is a 2 day workshop for artists new to making public art, to learn the fundamentals of the creative process, how to engage community, find funding, pitch an idea, implement a project, and more. Guest speakers discuss their experiences creating artworks, and participants are able to apply for a microgrant to produce low-risk, temporary projects somewhere in Asheville.

Cost: \$8,000

We also offer a version of Making It Public for community development folks - decision makers and stakeholders who are new to working with public artists and want to understand the process further.

Cost: \$8,000

If purchased together, a reduced rate of \$13,000 is offered.

PHASE 6: THE PLAN ITSELF

Initial Recommendations

Following the steps listed above, Forecast will prepare a progress report and present our initial findings and recommendations to the Steering Committee. These recommendations serve as a document of our analysis of Asheville's current plans, findings from our Discovery and Listening Phases, preliminary ideas, strategies for the plan, options for a temporary public art project based on the Public Art Possibilities initiative listed above, and examples of other projects at a variety of budgets that are specific to the site in which they are located and the unique community that is Germantown. Based on feedback in response to our initial recommendations, we will gather additional information, as needed, and refine the plan for review.

Cost: \$8,000

Final Review + Recommendations

Following the preparation and presentation of the second draft of the plan, along with notes regarding images and graphics, we will obtain further review and input from a Steering Committee. Once this draft is vetted, refined and approved, we will design a graphically pleasing final draft to serve as an engaging tool to communicate the plan to the public. We will also prepare a visually stimulating presentation summarizing the plan for key stakeholder groups and the general public. We will also create a 4-page summary handout and PowerPoint presentation. This document will serve to augment and support the Public Art Program's efforts to roll out the plan to the broader public, and to promote itself over the coming years.

Cost: \$10,000