



**PUBLIC
ART
WS | FC**

What is the Public Art Plan?

- Facilitated by City-County Public Art Commission
- Sets agenda for the next ten years of City and County public art investments
- Five Goals
- Project Recommendations – locations and ideas



Aron Belka, *Larry Leon Hamlin*, Benton Convention Center, 2018

The Case for Public Art

- Defines a sense of place and creates pride in community
- Attracts visitors, increasing foot traffic in downtowns and the length of time and money visitors spend
- Investment in public art is also investment in local jobs



DeeDee Morrison,
Timeless Purpose,
Forsyth County Central
Library, 2017

Peer Cities' Public Art Administration (FY 18-19)

	Population	Staff	Public Art Budget	Percent For Art*	Projects /Year
Chapel Hill	59,862	1 FT	\$60,000	1%	10
Durham	267,743	1 FT, 1 PT	\$125,000	1%	14-18
Greensboro	290,222	No Municipal Program - Projects Managed by Outside Groups	None	No	N/A
Knoxville	187,347	1 PT Equivalent, Contracted with Arts & Culture Alliance of Greater Knoxville	\$230,000	No	1-3
Norfolk	242,628	1 FT	No	1% of Construction Costs	5-11
Richmond	227,032	2 FT	Add'l Projects Funded by % For Art	1% Total Project Costs Over \$250,000	18
Winston-Salem/ Forsyth County	244,605 (City population) 376,320 (Total County population, including Winston-Salem)	½ FT	\$55,000 City Budget + County project funding by donation	No	1-3

Goal 1

Include public art in future City and County investments, such as parks, libraries, recreation centers, greenways, and streetscape improvements.



Hieronymus, Winston-Salem Fairgrounds Farmers Market, 2020

Goal 2

Increase public art funding for projects at existing parks, greenways, libraries, municipal buildings, Downtown Winston-Salem, and neighborhoods.



Daas, *Daybreak Along the River*, 2017

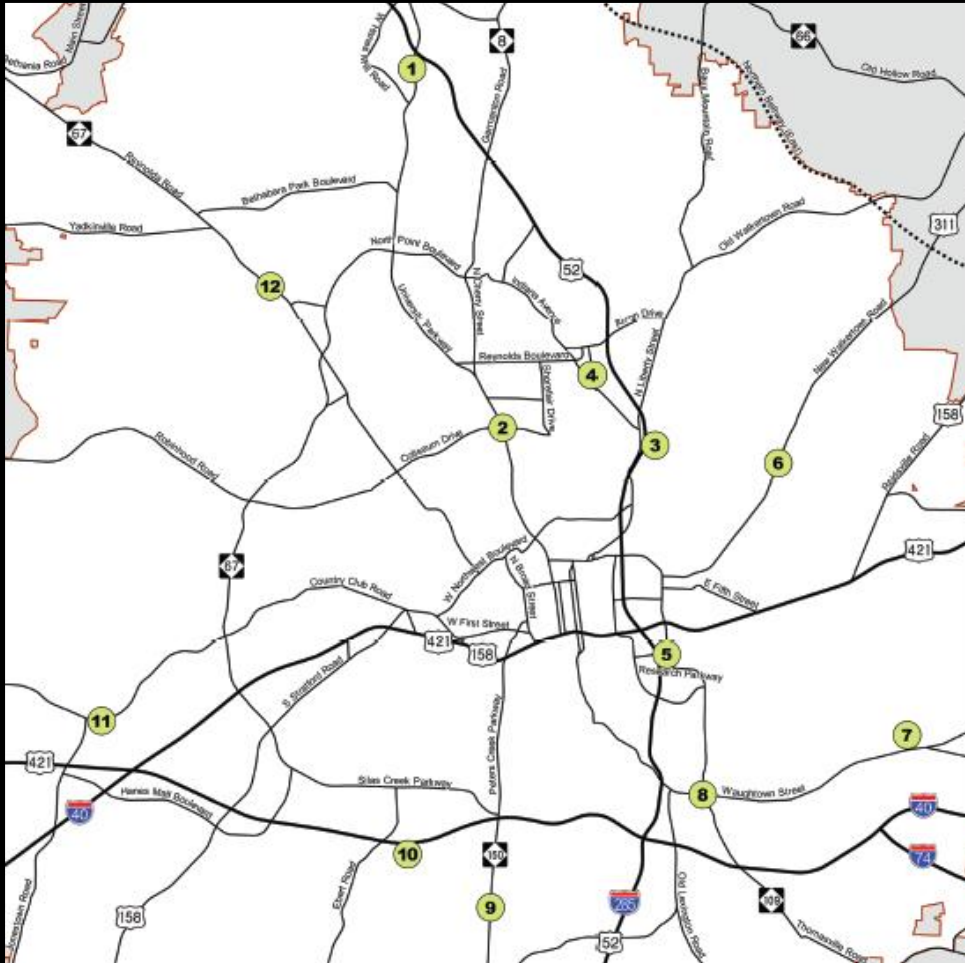
Goal 3

Help foster a local public art economy that develops local artists, fabricators, and other related businesses.



Goal 4

Raise community awareness of the City-County public art program.



Carlos Gustavo,
Oyster Mushroom, (Pleurotus Ostreatus)
Tobacco Plant, (Nicotiana Solanaceae),
Artistic Bus Shelter Project, 2020

Goal 5

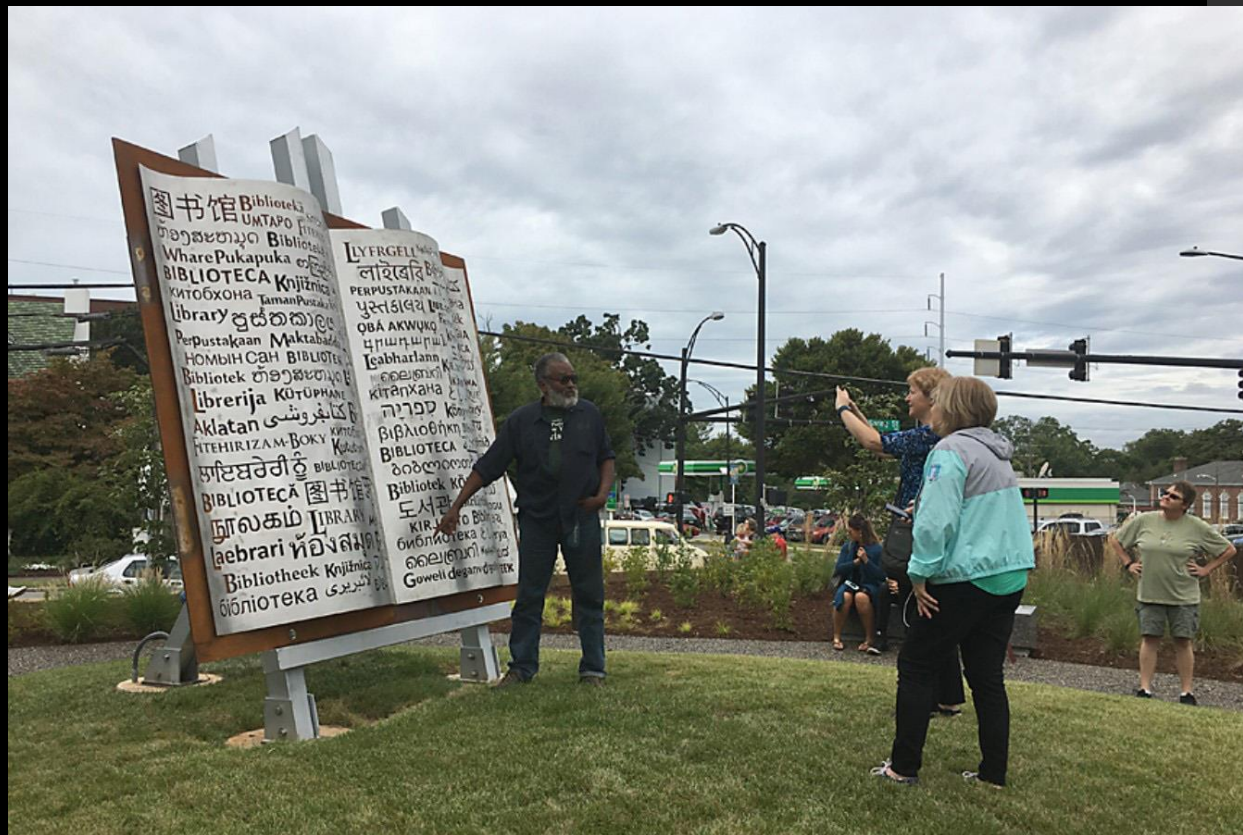
Care for and manage our growing public art collection.



Mr. Imagination
Memory Wall of Peace and Love, 1999
photo by Kelly Ludwig

Public Art Projects for the Next Decade

- At current staffing and pre-coronavirus funding levels, the Commission is likely to complete about 12-15 public art projects over the next ten years.
- With recommended larger budget allocations and Percent for Art ordinances, that number could easily increase to 25-30 projects.



DeeDee Morrison,
Timeless Purpose,
Forsyth County Central Library, 2017

Public Art Projects for the Next Decade

Downtown

Parks/Greenways

Community Gateways

Significant People

Public Facilities

Special Projects



Public Art Plan Timeline

2018 – Brainstorming and Visioning by Public Art Commission

April/May 2019 – Three in-person public input meetings and online survey

July/August 2020 – Draft plan presented at seven public input meetings, both in-person and online

October 2020 – Public Art Commission recommended plan adoption

March 2021 – CD/H/GG Committee recommended adoption

Public Art Plan Next Steps

April 5, 2021 – City Council Public Hearing

Spring/Summer 2021 – Forsyth County Board of Commissioners to consider plan adoption