



CNI Public Art Revitalization Program Program Summary

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As part of the City of Winston-Salem's Choice Neighborhood Initiatives (CNI), \$875,000 has been allocated for a CNI Public Art Revitalization Program. Given the Public Art Commission's role as the manager of City-funded public art projects, the Commission is being asked to work with the East Winston community to establish public art projects within the CNI boundaries.

Public art sites will include the Cleveland Avenue Homes, the Brown School Lofts, as well as schools, community centers, libraries, parks, roadways, and locally owned businesses. Public art projects will include murals, asphalt art, landscaping, and sculptural art in green spaces that serve as either shade structures or communal seating.

Program Mission:

1. Commission art that celebrates the history and culture of the neighborhood with a focus on beauty, growth, and resilience.
2. Support public art projects that are of the community, from the community, and working with the community (i.e., public workshops, local artist opportunities, or storytelling/portrait projects).
3. Commission nationally competitive artists to create artworks that elevate public art for Winston-Salem.

There will be a multi-stage process of public input for each project, including:

- **Community Input Meetings:** These meetings will be open to the public, providing space for members to vote on project locations and project types. They will also provide a forum for attendees to share their stories and discuss their current relationship to art. In collecting these stories, the Commission hopes to create projects that better reflect the community.
- **Selection Committees:** All projects will include residents and/or community leaders to be part of the selection process and serve as representatives of their community.
- **Project Input Meetings:** Each project will involve a community presentation, so that the final 3-4 artists for a project can present their proposed artworks and receive feedback from community members.

To select artists or artist teams for each project, the Public Art Commission will employ the following selection methods:

- **Open Entry:** This process is open to all qualified artists with possible limitations based on geographical or other eligibility criteria. Some

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competitions may also be open to other design professionals. The project is advertised, and project guidelines are published. No fees will be charged to artists submitting materials and applications. A single artist may be selected, or a limited number of finalists may be paid an honorarium to prepare a specific site proposal and/or attend an interview with the selection panel.

- **Focused Invitational:** Selected artists are invited to enter a competition or are pre-selected as candidates for a particular project. Artists are considered for a commission by invitation only. The Public Art Commission generates the names of artists to be invited. A finalist may be asked to submit a proposal and/or attend an interview with the selection panel.

Following these guidelines, the Table 1 outlines a list of projects for the CNI area. These projects are subject to change in response to community input meetings or other external factors.

Table 1.

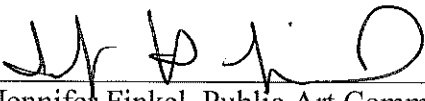
Site	Public Art Project Type	Estimated Cost
<p>Neighborhood Connection Project</p> <p>Offers an artist or artist team the following locations to select from to create a public art project that connects the CNI area to surrounding neighborhoods and creates anchors for cultural exchange within residential areas.</p>	<p>Community-Based Project</p> <p>Mediums can include: Murals, Photography, Social Action, Digital Media, Sculpture</p>	\$250,000.00
25 th Street and US-52 Underpass		
Northwest Blvd and US-52 Underpass		
Shannon Stop N Shop		
Barber Shop Cleveland Ave and 20 th St		
Career Center North (exterior street wall)		
Liberty Street Corridor		
Malloy/Jordan East Winston Heritage Center Branch Library		
Cleveland Avenue Homes Long Branch Trail Extension		

Table 1 Continued.

Site	Public Art Project Type	Estimated Cost
Bethlehem Community Center Inc	Play Sculpture	\$70,000.00
	Mural	\$30,000.00
Carter High School	Mural	\$10,000.00
Career Center North	Mural (parking lot wall)	\$10,000.00
Kennedy High School	Mural	\$10,000.00
Best Choice Center (YWCA Learning Center)	Mural	\$20,000.00
Sunrise Towers	Mural	\$50,000.00
Rupert Bell Park	Structure Revitalization, Mural, and Basketball Court Re-Pavement	\$120,000.00
Brown School Lofts	Sculpture: Shade Structure and Seating	\$100,000.00
Harambee Park	Seating / Shade Providing / Community-Based Sculpture	\$90,000.00
Cleveland Avenue Homes Senior Center Wall Mural	Mural & Community Based Project	\$100,000.00
Incidental budget for unexpected overages		\$15,000
TOTAL		\$875,000.00

Certification of Endorsement and Administration

I Jennifer Finkel the chair of the City of Winston-Salem Public Art Commission hereby certify that the commission will endorse, support, and assist in administration of the Choice Neighborhood Initiative (CNI) Public Art Revitalization Program. I furthermore certify that the Public Arts Commission will not be held liable for any damages, liability, or fiscal irresponsibility.



Jennifer Finkel, Public Art Commission
Chair

Feb. 1, 2024

Date



Erica Palmiter, Public Art Project Planner

02/01/2024

Date