

**Whitewater Sculpture Walk
Task Force Meeting
Wednesday, November 10, 2010 5:00 PM**
Cravath Lakefront Room - 2nd Floor, City Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

AGENDA

1. Welcome
2. Review and discussion of proposal to develop a Sculpture Walk
3. Adjourn

The public is invited to attend the work session; it is the intent of this task force to make a recommendation to the Parks and Recreation Board by January 1, 2011.

Cravath Sculpture Walk

The mission statement of the Park and Recreation Department is this, **“To provide exceptional park and recreation services that enhance the livability of our community.”** What better way to do this than by giving the community another inexpensive place to spend leisure and family time?

This proposal is for a Sculpture Walkway here in Whitewater, WI. It would consist of temporary and permanent works that were agreed on by a committee and City of Whitewater. The number of sculptures would vary depending on the amount of donations and sponsorships received through campaigning. I believe it would be beneficial to our community, and become a place of gathering. The space proposed is Cravath Lakefront. The walkway down by the river is the best and most logical place for this type of walkway. There is also a lot of room for expansion along the walking trails and parks located in Whitewater.

From the Cravath Sculpture Walk along the Lakefront, the City of Whitewater could achieve a few different things: it could add a different aspect to a growing downtown atmosphere, it could bring in tourism, and provide a space for the community members to spend their time. The projects already in place to support this type of project are the mural, and also the Cravath Lakefront Arch. These two pieces would tie in well with the proposed sculpture walkway to bring people to our downtown. No doubt that the history of Whitewater already fascinates people, but giving them something else to discover would add to that, and bring in different people. This would this assist in revitalizing downtown and growing tourism.

Public Art is an amazing way to give people a sense of pride about their community, and to bring in new community members. Public art provides a fun, relaxed, and creative environment. “You don’t have to get the art for it to get to you!”

This Sculpture Walkway will open up new and exciting opportunities for the Park and Recreation Program, The Guild, and Studio 84. Art Education classes for children and adults could be offered along with general drawing, painting, and sculpting classes in this outside location. There is also the opportunity to bring in resident artists who have their work displayed along the walkway. Lastly, there is the opportunity to share works with other communities that have public art on display.

Based on research of other communities and their Public Art process, the sculptures would be insured by the city as they would be located on city property. I am also proposing that a maintenance fund be put in place with the creation of the walkway to help with small repairs and annual cleaning. This fund would also take care of vandalism repairs.

All exhibitions would be monitored by the City of Whitewater so as not to be offensive to the community. The costs of this project could potentially be an issue, but there are ways around it with sponsorships and donations. I believe there are many businesses and significant community members that would be willing to contribute in a big way.

Cravath Sculpture Walk

- ✓ “To provide exceptional park and recreation services that enhance the livability of our community.”

- ✓ Sculpture Walkway
 - Temporary works
 - Permanent works
 - Campaigning funds
 - Maintenance fund

- ✓ Goals of Sculpture Walkway
 - Add to growing downtown revitalization
 - Bring in tourists therefore increasing profit for downtown businesses
 - Provide new opportunities for Park and Recreation programs, The Guild, and Studio 84

- ✓ Why Public Art is important in the Whitewater community
 - Our community has a historical image with our Main St. Architecture
 - Give existing community members a sense of pride and place
 - Provides a fun, relaxed, and creative environment for businesses, community, and tourists

Research

George Tzougros: Executive Director of Wisconsin Arts Board

- ✓ Need for Public Art has risen with the economic crisis.
- ✓ “The need for public art is always there and is always going to be there. It provides a level of comfort and a sense of place in a time of great distress.”

Strategies to get public art into a community:

- ✓ Citizens have to express interest/desire for public art in their community
- ✓ Present Public Art in a way that recognizes a community’s unique character
- ✓ Let the public know that the money already exists within their budget dollars
- ✓ You have to ask the community: Where do you want to go? What do you want to be known for?

West Bend

- ✓ Concept: Placing public art around the city of West Bend
- ✓ Campaign for each and every sculpture
- ✓ Typical Budget: \$5,000- \$250,000
- ✓ Support from the city, but the city has final decision on selected pieces and placement
- ✓ Special receptions for the opening of new works
- ✓ Temporary loan agreements, as well as permanent
- ✓ Sculpture placed on gravel bases or 1” thick steel plate, or built into landscape
- ✓ Art is insured through the city
- ✓ Small maintenance fund for small repairs not covered by city’s deductible

Green Bay

- ✓ Concept: 3 years of investment, 2 pieces/year
- ✓ Campaign for 3 years of funds- all private
- ✓ Typical budget: anywhere from 5,000-17,000
- ✓ Full support from the city on placement
- ✓ Unveiling of new pieces: July 4th
- ✓ Permanent Sculptures, no loan agreements
- ✓ Sculptures built into the landscape
- ✓ Had to account for frost lines when building into the ground
- ✓ Art is insured through the city

Stevens Point

- ✓ Concept: Natural Sculpture along the Green Circle Trails
- ✓ Campaign: They were able to use their hotel tax money as start up funds
- ✓ Budget: \$500/piece as of right now
- ✓ Support from the city- all board members are city appointed/approved
- ✓ Temporary loan agreements
- ✓ Sculpture built into the landscape

Whitewater Process

- ✓ Select location
- ✓ Temporary vs. Permanent
- ✓ Campaign for sponsors
- ✓ Send out an RFP or RFQ
- ✓ Review Board picks 15 out of the submissions
- ✓ Survey Monkey.com for community feedback
- ✓ Review Board picks final 5 submissions
- ✓ Review Board selects artist
- ✓ Contract drawn up and signed
- ✓ Advertising/Marketing for the new work
- ✓ Sculpture Implementation







Pro's

- Bring more culture to an already growing downtown
- Create an inexpensive gathering place for people to come and see
- Attract families
- Beautify another public space in Whitewater
- Increase foot traffic to bring business downtown
- Opportunity to learn and create our own public art process
- Opportunity for a connection with University students
- Potential for expansion along Whitewater's walking trails
- Bring Downtown full circle with public art (Arch, Mural, Studio 84, The Guild)
- Potential for July 4th to be an opening event for new sculptures

Con's

- Public art can be very controversial
- Need committed and enthusiastic supporters
- Will need to campaign for sponsors
- Time and resources limited
- Sculpture will need maintenance and possible storage
- Downward economic trends could make it difficult to find sponsors

Considerations

Committee Members

Time

Sponsorship & Campaigning

Would there be themes to the sculpture pieces in place?

Hotel Tax \$- Other communities are using it (Stevens Point)

Frost Lines

Resources

Best Practice Goals & Guidelines

<http://www.artsusa.org/pdf/networks/pan/PAN%20Best%20Practices%202%202009.pdf>

Economic Impact Study

http://www.artsusa.org/information_services/research/services/economic_impact/default.asp

Cultural Heritage Tourism Study

<http://www.culturalheritagetourism.org/newsletter/Summer07/index.htm>

Call for Artists Resource Guide

This 17-page guide contains information published by Americans for the Arts will help you announce opportunities to artists that clearly describe projects and give artists the information they need to submit applications. Sections include **sample RFP's** and **RFQ's**, call definitions and descriptions, and a list of where to circulate artist calls.

http://artsusa.org/networks/public_art_network/default_007.asp

Lessons Learned: A Planning Toolsite

This free, online resource by the National Endowment for the Artist an excellent resource to consult when taking on any planning project. It is a compendium of planning advice from a variety of professional arts consultants, many of whom were associated with the NEA Advancement Program of 1980–1996. It includes an essay on public art planning by Marc Pally titled "Public Art: A Volatile Planning Environment." It is divided into chapters such as First Steps, Looking In the Mirror, and Money Matters, which include essays and case studies. The toolsite only exists online; there is no printed document. Visit the toolsite at <http://arts.endow.gov/resources/Lessons/index.html>.

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