

Public Art Advisory Committee Meeting

March 8, 2022

12:00 p.m.

Council Chambers, 305 SW A Street

Contact skerr@bentonvillear.com to request participation via Zoom.



AGENDA

Members

1 Steven Baker
2 Grant Cottrell
3 Chad Nicholson
4 Kate Schaffer, Vice Chairperson
5 Brittany Vernon
6 Kaitlin Garcia-Maestes
7 Tom Hoehn, Chairperson

Ex Officio

Gayatri Agnew, City Council
Kalene Griffith, Visit Bentonville

Staff

Shelli Kerr, Comprehensive Planning Manager
Josh Stacey, Recreation Services Manager
David Wright, Parks and Recreation Director

1. Call meeting to order *Tom*
2. Welcome new member / Introductions *Tom*
3. Approve minutes - March* *Tom*

PROPOSALS

4. UnGala Artwork at Lawrence Plaza* *Amazeum*

PLANNED PROJECTS

5. Cricket Pitch Field RFP * *Chad*
6. Corner at Park Springs Park *Shelli / Kaitlin*

PROJECT UPDATES

7. Lettering Project (Found) Update *Shelli*
8. Canoe Benches @ Lake Bentonville *Shelli*

OTHER BUSINESS

9. CACHE Agreement * *Shelli*
10. Multicultural Festival *Shelli*
11. Adjournment *Tom*

Public Art Advisory Committee Meeting

March 8, 2022

12:00 p.m.

Council Chambers, 305 SW A Street

Contact skerr@bentonville.com to request participation via Zoom.



MINUTES

Attendance

Members

1 Steven Baker - yes
2 Grant Cottrell - yes
3 Chad Nicholson - yes
4 Kate Schaffer, Vice Chairperson - yes
5 Vacant
6 Kaitlin Garcia-Maestes - yes
7 Tom Hoehn, Chairperson - no

Ex Officio

Gayatri Agnew, City Council - no
Kalene Griffith, Visit Bentonville - no

Staff

Shelli Kerr, Comprehensive Planning Manager - yes
Josh Stacey, Recreation Services Manager - yes
David Wright, Parks and Recreation Director - no

1. Call meeting to order:

Vice Chairperson, Kate called the meeting to order at 12:00pm.

2. Approve minutes - February*:

Steve made a motion to approve the February minutes, Grant seconded. All in favor, motion approved 4-0. Kaitlin had not arrived yet.

PROPOSALS

3. Municipal Airport Mural:

Shelli provides details on the flag mural proposed for a private hangar at Thaden Field Municipal Airport. This artwork would be on private party that sits currently on public property. Debbie spoke to more specifics of the project. The Airport Advisory Board wanted to let the PAAC know for courtesy purposes that this piece will be installed.

Chad made a motion to approve the flag mural at the private hangar at the Municipal Airport. Kate seconded the motion. All in favor, motion approved 5-0.

4. Canoe Benches @ Lake Bentonville:

Shelli introduced Elizabeth Miller with OZ Art who spoke to the specifics of the Canoe Benches project. This would be located at Lake Bentonville Park. The color scheme has not officially been decided. They will be lit by solar down lights. This project would be fully funded by Oz Art.

Kate made a motion to approve the benches. Kaitlyn seconded the motion. All in favor, motion approved 5-0

PLANNED PROJECTS

5. Cricket Pitch Field RFP:

The committee discussed the RFP Chad drafted. Chad will rewrite the RFP with more details which were confirmed during the meeting. Shelli will help spread the word to other committees around

the area to help spread the word about this project. Committee agreed to a maximum budget of \$30,000 for the Cricket Pitch RFP, which will be finalized by the April meeting.

6. Corner at Park Springs Park RFP *:

Shelli gave more details on the RFP and budgeting. The committee discussed options and Kaitlyn agreed to reach out to galleries about leasing artwork, instead of going out for an RFP.

PROJECT UPDATES

7. Lettering Project (Found) Update:

Shelli gave details on the found artist. Discussion was had on the exact materials that would be needed to make the project as well the building integrity of the project.

Chad read the artist's description of the piece and the committee continued to discuss the best avenues to take in regards to promotion of the art piece. Marketing of Found needs to be discussed in April.

Chad made a motion to approve the use of aluminum instead of stainless steel for Found. Grant seconded the motion. All in favor, motion approved 5-0.

OTHER BUSINESS

8. Multicultural Festival:

Shelli gave more details on the festival. Benton County Historical Museum was selected, and their piece will be an art-based community engagement project designed with puzzle pieces.

9. Vacant position:

Shelli said that interviews are still happening for this position. Goal is to have a decision by the end of the week and a new member in the position by April.

10. Adjournment:

Adjournment – motion by Chad and second by Grant. All in favor, motion approved 5-0

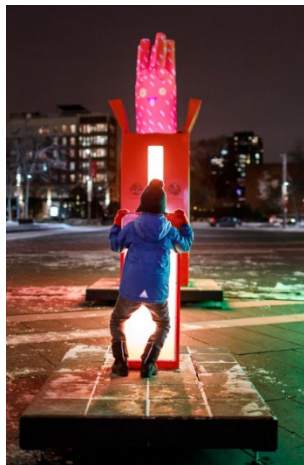
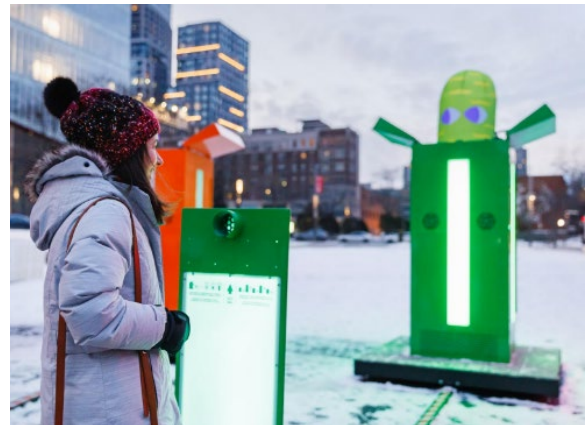
MEMO



To: Public Art Advisory Committee
From: Shelli Kerr, AICP, Comprehensive Planning Manager
PAAC date: April 12, 2022
RE: **Amazeum temporary art installation – pop!**

The Amazeum is requesting approval for a temporary installation of *pop!* by Gentilhomme. It is an interactive installation that celebrates light, music and movement. It consists of five monoliths, each containing an inflatable creature with a unique character. Working as a giant jack-in-the-box, the goal is to free the creatures by talking or even singing to them. As the encouragements build, the monolith's gauge gradually lights up. And if participants succeed in releasing all 5 at the same time, they'll offer the spectators a show!

The Amazeum is bringing this temporary installation to Bentonville as part of their annual UnGala fundraiser. They'd like the interactive piece to be enjoyed by as many people in Bentonville as possible while they have it here and have requested to install it at Lawrence Plaza in May. The Amazeum is responsible for all installation, maintenance, and de-installation costs during the period of display. More details will be available at the meeting.



Print

Public Art Proposal - Submission #1603

Date Submitted: 4/11/2022

Proposal for Public Art

Is the proposal independent or in response to a request for proposals?

- ☒ Independent Proposal
☐ RFP - Multicultural Festival

Date*

4/11/2022

1) CONTACT INFORMATION

Complete this section with the primary contact for this project, which may include someone other than the artist, such as a curator or organization donating artwork to be placed on public property.

Name	Title	Organization Name
Jenn Cozens	UnGala Coordinator	Scott Family Amazeum

Street Address	City	State	Zip Code
1009 Museum Way	Bentonville	AR	72712

Email Address	Phone Number
development@amazeum.org	4792648398

2) ARTIST INFORMATION

Name*	City*	State*
Quartierdes Spectacles	Montreal (Qc)	Canada

Email Address	Phone Number
josee.guerette@quartierdesspectacles.com	514 879-0009

Upload artist resume / CV*

luminotherapie_pop_gentilhomme_ulyse_lemerise-osa-web.jpg

Artist portfolio*

luminotherapie_pop_gentilhomme_ulyssa-web.jpg
Provide at least three (3) images of previous artwork. Include title, date, media, location and brief description.

Artist website

<https://www.quartierdesspectacles.com/fr/a-propos/contact/#>

For Collaborative Proposals:

Please use this section to provide information for partnering artists.

Name**City****State**

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Upload artist resume/CV

No file chosen

Artist portfolio

No file chosen

Provide at least three (3) images of previous artwork. Include title, date, media, location and brief description.

Artist website

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3) ARTWORK DETAILS**Title of artwork*****Medium***

POP!	Metal, inflatables, light, sound, tech
------	--

Provide the title of the artwork. This will be used for all agreements, signage and promotions.

What are the primary materials in the artwork?

Location***Height*****Width and depth***

Would work with the City to find the best downtown location with electric. Looking at Lawrence Plaza or around there, the grass area across from the courthouse or another space that would be feasible.	8 feet before inflatable	60' x 25'
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Indicate recommended location for the proposed artwork by providing a street address or name of park or city facility.

Description of artwork***Upload description of artwork**

See Attachment

POP! Description.docx

You may either type directly into this application form or attached a Word or PDF document. If attaching a document, type in "see attachment" here to ensure the application is complete.

Upload image of artwork*

3091-1000-REV A 2.0.pdf

Provide at least one detailed sketch, drawing or digital illustration of the proposed artwork. Proposal illustrations should accurately and clearly describe the work, including dimensions, materials and an accurate portrayal of the final artwork.

4) INSTALLATION AND MAINTENANCE**Is the proposal for temporary or permanent display?***

- ☒ Temporary
☐ Permanent

If temporary, what is the requested display period?*

- ☐ 1 year
☐ 2 years
☐ 3 years or more
☒ Not applicable

Is the artwork already complete?*

- ☒ Yes
☐ No

If artwork is complete, is it currently on display?*

- ☒ Yes
☐ No
☐ Not applicable

If artwork is currently on display, when will it be available?

5/10/2022

If artwork is not complete, how much time is needed for fabrication?*

- ☐ 1-2 months
☐ 3-6 months
☐ 7-10 months
☐ 11 months or more
☒ None - artwork is ready for installation

Is the artwork best suited for indoor or outdoor display?*

- ☐ Indoor
☒ Outdoor
☐ Both

Is a foundation required to install the artwork?*

- ☐ Yes
☒ No

If a foundation is required, indicate the size and shape needed.

Does the artwork require access to electricity?*

- ☒ Yes
☐ No

Does the artwork require access to water?*

- ☐ Yes
☒ No

What is the life expectancy of the artwork?*

- ☒ 1-2 years
☐ 3-6 years
☐ 7-10 years
☐ 11 or more years

Are there any special maintenance needs for this artwork?*

- ☒ Yes
☐ No

If there are maintenance needs, please describe here.

The piece would need to be turned on and off each day.

5) BUDGET

Cost of materials*

NA

Cost of production*

NA

Costs such as equipment rental.

Delivery and installation cost*

NA

Include cost to transport artwork and rental fees for installation equipment. Travel, lodging and food are not eligible costs.

Artist's Fee*

NA

Total budget*

NA

The total budget should include materials, production, delivery and installation and artist's fee provided above.

If project is a temporary display, please upload budget.

Choose File No file chosen

Temporary displays should include cost to install, cost to deinstall, annual lease price, and purchase price.

6) FUNDING

What is the planned funding for this proposal?*

- ☐ City of Bentonville funding as part of a request for proposals
- ☐ Bentonville Convention and Visitors Bureau funding
- ☒ Private funding
- ☐ Fundraising required

Is the artwork a donation to the City of Bentonville?*

- ☐ Yes
- ☒ No



As part of the Scott Family Amazeum's upcoming UnGala, we are bringing in POP! an interactive installation of light, movement, and music.

Working as a giant jack-in-the-box, the goal is to free the creatures by talking or even singing to them. As the encouragements build, the monolith's gauge gradually lights up. And if participants succeed in releasing all 5 at the same time, they'll offer the spectators a show!

The interactive installation POP! is a celebration of light, music, and movement. This project was designed for the "Luminothérapie" event, a winter rendez-vous under the patronage of art for the young and old. The event represents a specific niche, promoting public spaces as a vector for the creation and dissemination of exceptional creative installations during Quebec's iconic winter

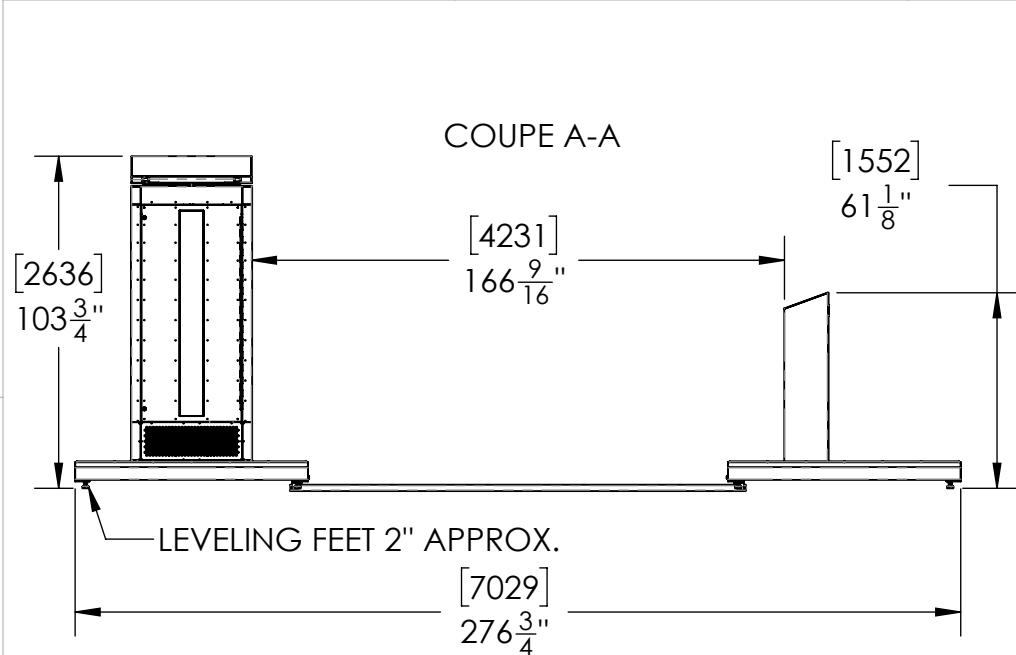
We will have the installation for a couple of weeks and would like to share this display as a bit of a love letter for Bentonville and NWA after a long couple of years. The installation would move from the Amazeum to Downtown Bentonville on Tuesday, May 10 and stay until May 23 or 24.

While there is light and sound and movement with this display, it can be turned off and on each day.

I have included a link for video and imagery of the installation in the link below-so you can get the full effect.

Watch a video of POP! [here](#)





HANDLING:

- EACH POP IS ABOUT 1200 LB. A FORKLIFT OF 5 000 LB IS ENOUGH FOR THE INSTALLATION
- USE AN "ALL TERRAIN" FORKLIFT IN CASE THAT THE INSTALLATION IS NOT ON A SOLID GROUND

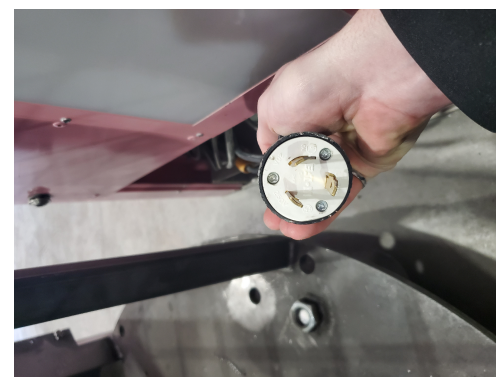
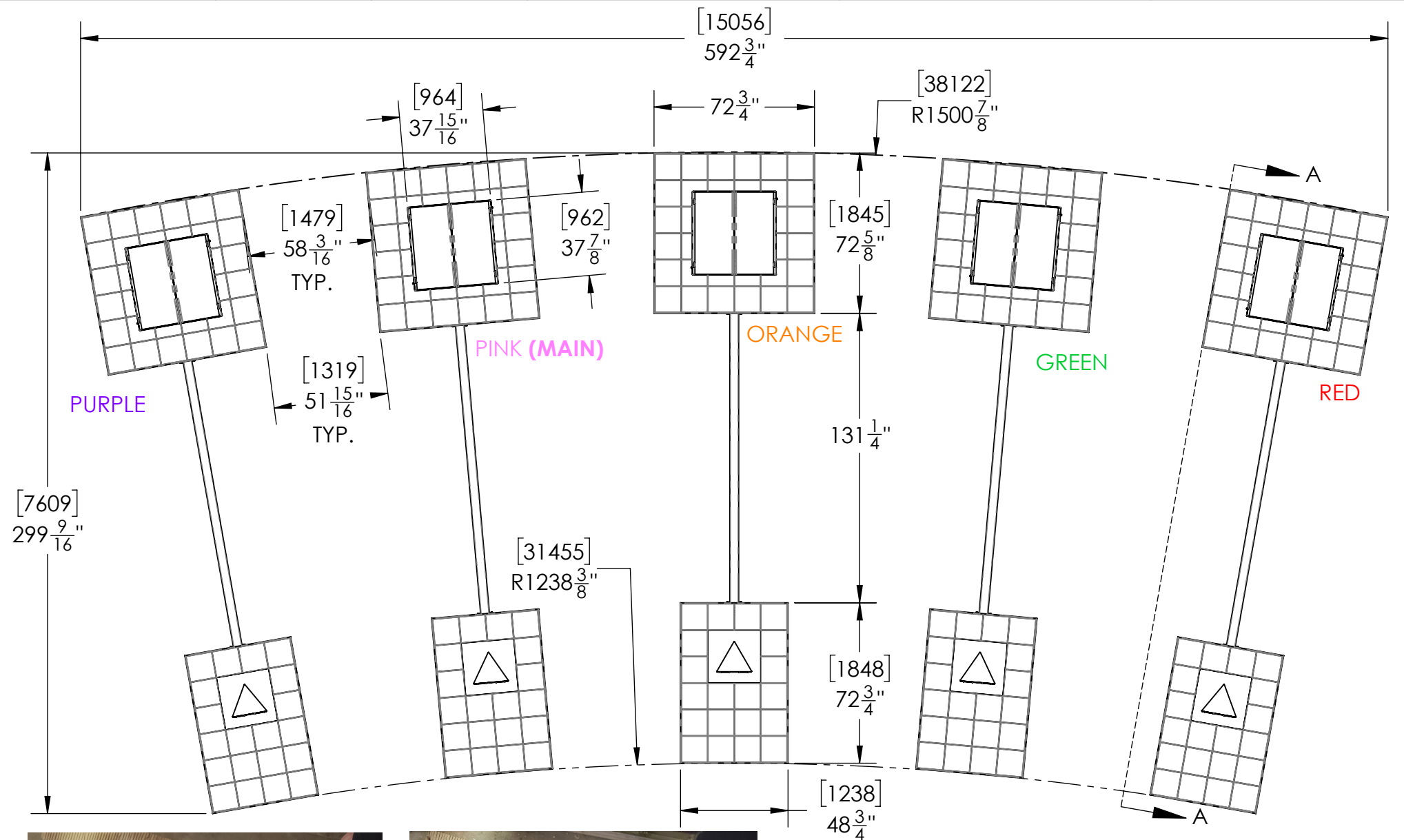
<https://www.unitedrentals.com/marketplace/equipment/forklifts/reach-forklifts/telehandler-reach-forklift-5000-lbs-16-20-ft>

POWER SUPPLY FOR THE MOTORS POWER BOX:

- USING ELECTRICAL 5 WIRE 5/8AWG WITH DIRECT CONNECTIONS
 - ELECTRICAL DISTRIBUTION IN TL5 30AMP
 - USE THREE PHASES IN 208Vac
 - USE OF GROUNDING
 - THE USE OF NEUTRAL IS NOT REQUIRED
 - IF A GENERATOR IS USED, IT NEEDS TO BE 600V, 208V 3PH, 208V 3PH
- <https://www.toromontpowersystems.com/rental/generators-power-products/80-kw-diesel-generator-rental>

POWER SUPPLY FOR THE CONTROL BOX:

- USING ELECTRICAL 5 WIRE 3/16 AWG WITH CONNECTOR NEUTRIK POWER CON TRUE 1
- <https://www.neutrik.com/en/neutrik/products/powercon/powercon-true1/powercon-true1-cables>
- USE TWO PHASES IN 208Vac 20 AMP APPROX.
- USE OF GROUNDING
- THE USE OF NEUTRAL IS NOT REQUIRED
- Y CABLES ARE USED INSIDE "POP" TO LIMIT PLUGGING TO A SINGLE CONNECTOR



	SAUF INDICATION CONTRAIRE:			
	LES COTES SONT EN POUCES			
	TOLERANCES:		PROJET: POP!	
	FRACTIONS $\pm 1/32$			
	ANGLES: USINES $\pm 0.5^\circ$ PLI $\pm 2^\circ$			
	DEUX DECIMALES ± 0.010		TITRE: POP INTEGRATION GENERAL ASSEMBLY	
	TROIS DECIMALES ± 0.005			
	TOLERANCES GEOMETRIQUES SELON LA NORME: ASME-2009			
	MATERIAU		FORMAT No. DE PLAN B 3091-1000	
	N/A			
	FINITION			
	AUCUNE			
	NE PAS CHANGER L'ECHELLE		REV A	
	NOM	DATE	ECHELLE: 1:60 MASSE: 11300 LB FEUILLE 1 SUR 1	
CONÇU PAR:	S.D	2022-04-07		
DESSINÉ PAR:	R.G	2022-04-07		
VERIFIÉ PAR:	A.C			
APPROUVÉ PAR:	-			





Request for Proposals for Permanently Displayed Artwork: Near the Pitch



Request	The City of Bentonville's Public Art Advisory Committee is seeking proposals for permanent artwork to be installed adjacent to the state's first regulation-size cricket pitch.
Project Name	Near the Pitch
Deadline	Wednesday, June 8, 2022 before Midnight Central Time

Creative Brief

Objective	Enrich and energize this new this public space with an original work that becomes a landmark and physical recognition of the establishment of cricket in the area.
Insights	• Cricket is played by millions and enjoyed by billions all over the world. Northwest Arkansas has over fifty cricket teams with more than 1,000 athletes. While it isn't a traditional sport for this region, Bentonville isn't a traditional city. • Every year, Northwest Arkansas welcomes new residents from all over the world. Bentonville places a high value on outdoor activity and works to provide facilities for all forms of recreation. • Cities become more than just municipalities when its people connect in new shared experiences. Sports are one way – just like food – to connect in a memorable way even across traditions and cultures.
Creative Prompt	What will grab the attention of every visitor to the new park? What about the work will have special meaning to those with whom the game is an old or new pastime?

Considerations

Site	The new, 25-acre <u>28th Street Park</u> is currently being built and is adjacent to an elementary school, a Hindu temple and two apartment complexes. Little Osage Creek runs through the park.
Artist(s) Eligibility	• Any artist, architect, designer, or team is encouraged to submit. • Background, experience, and/or connection to cricket is preferred. • Those without extensive experience or capabilities in fabrication are encouraged to submit a proposal. If requested, the Committee will work to make agreeable connections for cost estimation, fabrication, delivery and installation.
Artwork Guidelines	• Artwork proposed for outdoor installation must be suited to continuous outdoor display and able to be maintained by the City. • Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service.
Project Cost	The Committee has earmarked \$10,000 to \$30,000 for this project but is seeking reasonable proposals regardless of cost. For requested proposals, the creative concept is key. The Committee understands changes in fabrication methods and material costs can vary dramatically and can be further discussed after selection.

Process

Contact	Shelli Kerr, AICP Comprehensive Planning Manager, City of Bentonville 305 SW A Street, Bentonville, AR 72712 479-271-3122 skerr@bentonvillear.com
Submission	Proposals must meet the Artwork Guidelines (above) and the Public Art Policy (Attachment A on page 4). All proposals must be submitted before the deadline Wednesday, June 8, 2022 before midnight Central time using the online application form at http://www.bentonvillear.com/FormCenter/Planning-8/Public-Art-Proposal-70. Only those proposals submitted through the online application form with all requirement documentation uploaded will be accepted.

Submission Requirements	For All Proposals:	• title and description of the work • proposed medium or materials • proposed dimensions • rendering of proposed artwork • proposed fee for artistic development • (optional) request for expert connections for estimation, fabrication, delivery, and/or installation
	For Proposals that Include Fabrication:	• detailed cost estimate including materials, fabrication, delivery and installation. • requirements for foundation • requirements for access to water or electricity • fabrication time, life expectancy, and any special maintenance needs
Selection	Selection and funding are contingent upon a signed Letter of Agreement between the artist(s) and the City of Bentonville. Before a contract agreement, detailed cost estimates will be required and will be evaluated.	
Installation & Maintenance	After an agreement is signed, the City will coordinate with the artist(s) on timing and any assistance needed by the city. Upon acceptance by the city after installation, the city will assume maintenance responsibilities. Details on maintenance requirements for the artwork must be provided by the artist(s) involved in the project.	
Payment	• Payment is dispersed as follows: 50% upon a signed agreement and receipt of invoice, and the remaining 50% upon complete installation and receipt of invoice. • Travel, lodging and meal expenses for the artist(s) associated with this project are not reimbursable.	

About the Committee

The Public Art Advisory Committee is appointed by the Mayor and approved by City Council. They are responsible for: Serving in an advisory capacity to City Council for recommending artwork to be placed on public property, Providing technical advisement on the development of a public art program, and Following the adopted Public Art Policy.

Attachment A: Public Art Policy

Ordinance No. 2013-40, 06-14-13

1. **Approval.** All requests to display artwork on city maintained property shall be approved by the Bentonville City Council, the Public Art Advisory Committee and if required, the Parks & Recreation Advisory Board and / or other City Boards and Commissions.
2. **Insurance.**
 - a. **Temporary Works of Art.** The City is self-insured and does not insure temporary display of artwork on city maintained property. The artist who loans temporary works or art for display on city maintained property shall bear the risk of loss from damage, destruction, or theft of the artwork while it is in the care of the City of Bentonville. The artist shall agree in writing to assume sole liability or responsibility for loss, damage, or theft of the artwork.
 - b. **Permanent Works of Art.** Insurance details relating to permanent works of shall be outlined in the contract agreement.
3. **Assumption of Risk and Public Safety.** Display of artwork shall not create an unnecessary safety hazard to the public or city employees and shall be displayed in a manner that does not unreasonably impeded traffic or interfere with public safety.
4. **Types of Display.** Art displays hosted or coordinated by the City may include competitions sponsored by the City, art displays featuring individual artist, themes and art displays featuring groups of artists.
5. **Location.** Artwork may be displayed in public places approved by City Council. Artwork may be physically separated from the main exhibit when, in the opinion of the City Council, warranted under current community standards. Artwork, other than works of art currently in placed at the time of adoption of this ordinance, shall not be displayed on the Bentonville Square.
6. **Compatibility.** Proposed public art shall be evaluated for its compatibility relative to the following:
 - Visibility and public access
 - Public safety
 - Traffic patterns
 - The relationship of the proposed public art project to the site's existing or future architectural features, its natural features, its historical, geographic and social / cultural context
 - The function and use(s) of the facility or site
 - The nature of the site's surrounding neighborhood and potential impact of the public art project on residents, businesses, existing works of art or design elements within the site's vicinity
 - Future development plans for the area which may affect the public art project.
7. **Identification of Artwork.** Works of art should be identified in an appropriate manner to the context of the artwork. Standard, consistent signage details are outlined in the contract.
8. **Sales Prohibited.** Art shall not be sold on city maintained property except as part of an organized event. Sales information shall not be posted or displayed with a work of art; interested buyers shall contact the artist directly for sales information.
9. **Payments Prohibited.** The City (or any organization or person affiliated with the City) shall not accept payments to have art displayed on city maintained property. Furthermore, the display of public art on city maintained property shall not be used by any organizations for fundraising.
10. **Presentation.** As outlined in the contract, all art needs to be finished and ready for display and artists shall remain responsible for all costs associated with presenting, setting up and taking down.
11. **Set Up / Take down.** As outlined in the contract, it shall be the responsibility of the artist to adhere to the details for presenting, set up and take down.
12. **Pick-up and Deliver / Abandonment.** As outlined in the contract, the artist shall adhere to the details for pick-up and delivery location and time. Any piece that is not picked-up by the deadline shall be treated as abandoned property subject to disposal without further notice under applicable laws.
13. **Complaints.** If the City receives signed, written complaints from ten (10) or more citizens of Bentonville about a work of art on display, then the City shall notify the artist about the complaint and allow the artist an opportunity to immediately withdraw the work. Should the artist choose not to withdraw the work, the City shall hold a meeting between the artist and complainants during which they will be given an opportunity to address the appropriateness of the display of the work of art. After the meeting, if the issue is still unresolved, the City Council shall make the final decision on whether the work of art shall be removed, relocated, relabeled, or otherwise modified giving due regard and consideration to the artist's freedom of expression and due process under the First and Fourteenth Amendments in accordance with the forum in which that artwork is displayed.
14. **Removal.** As outlined in the contract, there shall be no removal or disguise of a work of art once it is placed on display unless and until the City Council decides to do so, subject to the right of the artist to remove it.

AGREEMENT
MUNICIPAL ARTS ALLIANCE MEMBERSHIP
CACHE + City of Bentonville

THIS AGREEMENT IS ENTERED INTO THIS _____(date) BY AND BETWEEN THE **CITY OF BENTONVILLE, ARKANSAS** AND **CACHE** FOR MEMBERSHIP IN THE MUNICIPAL ARTS ALLIANCE AND FOR PUBLIC ART RELATED CONSULTING SERVICES.

1. OBJECTIVES

Vision: The development of arts and culture in Northwest Arkansas will be strengthened by a cohesive strategy and vision across the whole region.

CACHE is a nonprofit committed to connecting, supporting, and developing Northwest Arkansas' arts and culture community. The City of Bentonville has shown a track record of commitment to increase

the quality of life for Bentonville residents and visitors through ongoing investment in the development of arts and culture. The City of Bentonville and CACHE share a common goal to elevate arts and culture in a collaborative spirit through an Intergovernmental Arts Agency (IAA).

Role of municipal government: The necessary role of municipal government is to stimulate and sustain arts and creativity for all residents and communities. Through investing in vibrant and varied cultural programming; elevating local traditions, rituals, and cultural practices; and supporting the livelihoods of artists and artisans, municipal government is a key agent in local creative ecosystems. Rather than amassing showpiece art collections—the way private institutions might—the work of municipal agencies is to foster a civic ecosystem, including wellness, foodways, performance, folk art, and other forms of creative expression. Ultimately, municipal art and creative investments contribute to public life and sense of belonging.

2. SCOPE OF WORK OVERVIEW/ MEMBERSHIP BENEFITS

Inter-agency learning and best practices: CACHE proposes to engage its team and nation-wide subject matter experts and consultant partners to support the IAA members in the following ways:

- Monthly IAA meetings (at least 10; at least 5 of them hosting national arts leader guests) about shared topics of challenge, opportunity, and best practices
- Networking and shared learning opportunities
- Access to resources and tools (i.e., data and information, sample templates, policies, best municipal practices for art selection, curation and programming, diversity, equity and inclusion practices and processes, sample proposal process language, maintenance plans, processes for equitable resource distribution)
- Once per year, travel as a cohort (budget covers one representative per City) to a more mature/advanced arts market nationally for learning, networking, inspiration (\$1,500-2,000/per person). City participation is subject to approval from the Mayor.
- Connectivity to networks of arts experts and municipal arts leaders across the country
- Collective fundraising and grant-seeking efforts for regional programming / projects. No grants will be applied for on behalf of the City of Bentonville, without prior review from the City's Staff Attorneys and express permission from the Mayor.
- Access to 1:1 time with CACHE team and national consulting partners
 - CACHE staff and national consulting partner rates are between \$100 - \$190/hour dependent upon subject matter and level of expertise
 - CACHE staff and national consulting partners plan to provide around 230 hours of consultation, to the City of Bentonville, per year
 - Consultation topics to be determined with City of Bentonville input, with possible topics including: public art, music policy, public art activation, arts strategy, cultural planning, arts and culture staff support, RFQ/RFP templates and proposals, national connections, and other topics to be determined based on participants' needs

Outcomes for the City of Bentonville: The following outcomes have been determined through in-depth discussions with Bentonville stakeholders. They will be refined through continuous iteration throughout the coming year.

Through a mix of peer learning, expert instruction, and consulting hours, the City of Bentonville will be supported in prioritizing and accomplishing some of the outlined goals. These are ambitious in scope and will require a sustained, multi-year process to fully realize.

- **Outcome 1: Animate public spaces with creative programming.**

Develop a coordinated plan and approach for selecting and installing artwork in and programming those installations in new park facilities.

In cooperation with PAAC, Parks Department, and other stakeholders, pilot a series of public arts and creativity programs in public spaces.

Study potential partnerships with arts curators and agencies, private-sector developers, and the philanthropic sector in advance of the Quilt of Parks project.

- **Outcome 2: Develop public outreach and communications approach.**

Explore a strategic marketing and communications plan that amplifies arts and creativity in Bentonville. Define opportunities to strengthen the municipal brand as an arts presenter and advocate. Identify opportunities for impact through partner agencies and the private sector. Explore earned media and PR strategies.

Encourage public input and gather baseline data regarding the state of Bentonville's art and creativity ecosystem. Based on input, identify and promote Bentonville's strategic advantages in the region and nationally. Use same input to locate areas of opportunity for investment and additional programming.

- **Outcome 3: Position for philanthropic and federal investment.**

Facilitate finding grants and developing grant proposals for public art, to support local artists, and other resources to further the public art program in Bentonville.

Provide a review and suggestions for RFP's and share information about Bentonville's RFP to all artist networks.

- **Outcome 4: Build municipal capacity in the creative sector.**

Expand PAAC bylaws and mandate in order to empower committees with best practices, access to resources, and prominent role in decision making regarding arts and creativity.

Study comparable cities across the region and nationally to highlight effective practices and models for structuring municipal arts agencies. Develop a recommendation for operationalizing the most appropriate model for Bentonville.

- **Outcome 5: Foster interagency partnerships.**

Establish a path to create better synergy between local organizations that support public art.

Define clear roles for partner agencies including Visit Bentonville, Downtown Bentonville, Inc, CACHE, Crystal Bridges, Momentary, OZ Art/RUNWAY to ensure Bentonville's public art program is complimentary, supported and leveraged by other art organizations.

Proposed learning topics, format, and schedule are included as an APPENDIX.

3. RESPONSIBILITIES AND OBLIGATIONS OF THE PARTIES

The CACHE team and its sub-contracted partners (paid by CACHE) will provide consulting hours as described above.

For purposes of this agreement, CACHE will function in an advisory capacity only. Any final decisions or policies will be approved by the Mayor and City Council if applicable.

It is the responsibility of the City of Bentonville to select a representative that will be the key point of contact with the CACHE team; This key contact should be an active participant, attending at least 8 meetings annually (or send a representative), attend the cohort trip (or send a representative) subject to the above listed approvals, actively engage with consultants, and commit to collaborate with the cohort and contribute knowledge and shared learning.

The City of Bentonville will host at least 1 in-person monthly meeting as COVID-safety allows.

CACHE will consult to collaboratively help the City of Bentonville identify measurable goals from the list above and help the key City contact to plan corresponding allotted consultant hours.

CACHE staff will organize the once a year travel plans; each City representative will be reimbursed for their airfare, hotel, and per diem. CACHE will communicate these cost parameters.

The parties acknowledge that any data compiled subject to this Agreement may be subject to disclosure under the Arkansas Freedom of Information Act Ark. Code Ann §25-19-101. If a Freedom of Information Act request is presented to the City, CACHE will do everything possible to provide the documents in a prompt and timely manner as prescribed in the Arkansas Freedom of Information Act. Only legally authorized photocopying costs pursuant to the FOIA may be assessed for this compliance.

The validity, interpretation, construction, and performance of this Agreement shall be governed by the laws of Arkansas and venue shall be in the Circuit Court of Benton County, Arkansas.

The City may terminate this agreement if it deems necessary and prudent, at any time.

4. PAYMENT

The Bentonville Advertising and Promotion Commission will pay CACHE in the amount of \$13,220 and the City of Bentonville will pay CACHE in the amount of \$13,220, **\$26,440.00** total. Half of overall fee (\$13,220.00) will be due upon execution of this agreement. After receipt, CACHE will commence the above described scope of work. The remaining 50% (\$13,220.00) will be due to CACHE on April 31, 2022. Visit Bentonville A & P Commission has no interest in enforcing the terms of this agreement or in the receivables.

Check payable to: Northwest Arkansas Council Foundation
Mailing Address: 4100 Corporate Center Drive, Suite 205, Springdale, AR 72762

5. TERMS.

This agreement shall be for one year (365 days) beginning on the day all parties have signed this agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement and caused this Agreement to be effective on the latest day as reflected by the signatures below.

CACHE

City of Bentonville

Date

Date

APPENDIX

Proposed itinerary for Municipal Arts Alliance 2022 peer learning program (as of 1/1/2022)

#	Date	Topic	Location	Participants will...	Presenter / partner
1	April	Co-design	CACHE / coworking space	set individual and common goals for the learning; validate topics and schedule as needed; respond to initial evaluation survey	CACHE; evaluator tbd
2/3	May	Launch mini-symposium: the case for arts and culture	Artist space	clearly articulate the human and economic value of integrating arts and culture into policy at the municipal and regional levels	Michael Orlove, National Endowment for the Arts
4	June	Public finance	Siloam Springs	explore multiple economic models, including TIFs, bonds, improvement districts, and other incentives that support cultural infrastructure	HR&A
5	July	Music Ecosystems	Bentonville	learn from and adapt policy tools that make cities more hospitable to music ecosystems	Jesse Elliott, CACHE
6	Aug	Summer social: budgeting in the park	Rogers	share knowledge and experience among the group regarding the 2022 budgeting process	All; visual note-taker for budgets
7/8	Sept	Road trip: learning from colleagues (Workforce / Housing / Mobility)	Columbus, IN; Denver, CO; Tulsa, OK; Grand Rapids, MI	immerse themselves into arts and culture policy of another region for an opportunity to share insights regarding workforce development, mobility, and housing	TBD
9	Oct	Creative community development	Springdale	connect cultural practices to community development goals, such as affordable housing development and placekeeping	North Shore Community Development Corporation
10	Nov	Building an arts department and policy	Fayetteville	investigate successful models for structuring a working municipal "arts department" and policy, foregrounding Fayetteville as the latest regional model	Lucas Cowan, CACHE
11/12	Dec	Holiday social: conclusion / evaluation	Artist space	reflect on the learning to date, evaluate progress, and formulate next steps	TBD