

Public Art Advisory Committee Meeting

August 8, 2023

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 Vacant
- 6 Clint Schaff
- 7 Tom Hoehn, Chairperson

Ex Officio

- Beckie Seba, City Council
Visit Bentonville
Crystal Bridges/The Momentary
OzArt

Staff

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

- | | |
|----------------------------------|---------------|
| 1. Call meeting to order | <i>Tom</i> |
| 2. Approve minutes – June 13 * | <i>Tom</i> |
| 3. Brittany Vernon's Resignation | <i>Shelli</i> |
| 4. Budget Report * | <i>Shelli</i> |

PROPOSALS - None received

PLANNING

- | | |
|-------------------------------|------------------|
| 5. Roundabout Art Plan * | <i>Committee</i> |
| 6. Bike Scribble Discussion * | <i>Committee</i> |
| 7. Dowdle Art Opportunity * | <i>Committee</i> |

PROJECT UPDATES

- | | |
|-------------------------|---------------|
| 8. Seeds of Bentonville | <i>Shelli</i> |
| 9. Cozy Apple * | <i>Shelli</i> |
| 10. CACHE Update * | <i>Shelli</i> |

OTHER BUSINESS

- | | |
|------------------------------|------------------|
| 11. Art Promotions | <i>Tom</i> |
| • Interactive Map | |
| • Trading Cards | |
| • Video | |
| 12. Roundtable Discussion | <i>Committee</i> |
| 13. September Meeting Agenda | <i>Committee</i> |
| 14. Adjournment | <i>Tom</i> |

* Attachment

Public Art Advisory Committee Meeting

June 13, 2023

12:00 p.m.

Council Chambers, 305 SW A Street

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



MINUTES

Members

- 1 Steven Baker ✓
- 2 Grant Cottrell ✓
- 3 Chad Nicholson ✓
- 4 Kate Schaffer, Vice Chairperson ✓*
- 5 Brittany Vernon X
- 6 Clint Schaff ✓
- 7 Tom Hoehn, Chairperson ✓

Ex Officio

- Beckie Seba, City Council ✓
- Kalene Griffith, Visit Bentonville
- Alison Nation, Visit Bentonville ✓
- Elizabeth Miller, OzArt ✓
- Cynthi Post-Hunt, Crystal Bridges/The Momentary ✓

Staff

- Shelli Kerr, Comprehensive Planning Manager ✓
- Josh Stacey, Recreation Services Manager ✓
- Kelly Schmidt, Community Events Manager ✓
- David Wright, Parks and Recreation Director ✓

1. Call meeting to order. Tom called the meeting to order at 12:01 pm.

2. Approve minutes – May 9

Clint made a motion to approve the May 9 minutes, Steven seconded. All in favor; motion passed 5-0. (Kate had not joined the meeting by this vote.)

PROPOSALS

3. A St Promenade Installations. David Wright presented the A Street Promenade project, which aims to connect public spaces in downtown Bentonville. The project has raised \$16 million, and construction is set to begin later this year. The project includes a small water feature and outdoor dining areas, and it is intended to enhance the downtown area and create a more cohesive and pedestrian-friendly space. Elizabeth discussed the proposed installation of four art pieces.

The first is *Bubble* by Hou de Sousa, approximately 9'7" tall and 16' wide. The second is a painted bronze sculpture with native stone by Linda Lopez. The third is *Ernest and Ruth* talking boxes by Hank Willis Thomas. The fourth is *Lament* a bronze casting of a large-scale wooden sculpture by Emilie Brezinski. These pieces would be owned by OzArt and loaned to the city long-term. Rainbow Springs, the existing piece at Lawrence Plaza, will need to be relocated due to the redesign of the splash pad/ice rink area.

Chad made a motion to approve Bubble by Hou de Sousa, Steven seconded. All in favor; motion passed 6-0.

Chad made a motion to approve the untitled piece by Linda Lopez, Kate seconded. All in favor; motion passed 6-0.

Chad made a motion to approve Ernest and Ruth by Hank Willis Thomas, Kate seconded. All in favor; motion passed 6-0.

Chad made a motion to approve Lament by Emilie Brezinski, Steven seconded. All in favor; motion passed 6-0.

PLANNING

- 4. First Friday Booth Evaluation.** Members stated they liked that this one was more interactive, and it went by quickly. It was nice to have something tangible. The way to the parents is through their kids. The crochet drew people to the booth; location was good near OzArt and the intersection. Need an identifying banner.
- 5. Upper Cut Installation & Promotion.** Installation is planned to be completed today. the event on Saturday is from 10 to 1. The artist will be here Saturday. Speeches begin at 11, starting with the park then moving over to the artwork. Tom and artist, Alvaro Bonfiglio will speak. There will be a live band after.
- 6. Roundabout Art Plan.** Shelli submitted a draft RFP in the agenda packet. At the next meeting, they will decide on the three roundabouts to include.

PROJECT UPDATES

- 7. Sesquicentennial Art Installations.** Shelli provided an update on the status of these projects. The first Cozy Apple is almost complete. The pattern is on the Bentonville150 website. The sculpture will be located at City Hall in the fall.
- 8. Corner at Park Springs Park.** *Double Slit Skyline* was installed May 17 and will be on display for a year. Need to start thinking about what could be its replacement at the end of the display period. Elizabeth will look into what OzArt might have.

OTHER BUSINESS

- 9. Public Art Fund.** Shelli will get an update from Finance for the next meeting.
- 10. Almost Forgot Osage Prairie Update.** The artist indicated that the rust is part of the design.
- 11. 2024 installation at Corner of Park Springs Park.** Discussed above.
- 12. July Meeting Agenda.**
 - Roundabout locations
 - Socializing 150 art updates
 - Update on CACHE agreement
- 13. Roundtable Discussion.**
 - Check out Lakes and Rivers on The Ledger Parking garage.
 - Consider expanding pr by getting on Ozarks at Large, Good Day NWA, podcasts with Visit Bentonville – created a robust list of marketing podcasts.
- 14. Adjournment**

Clint made a motion to adjourn; Chad seconded. All in favor; motion passed, 6-0. Meeting adjourned at 12:57 p.m.

PAAC Annual Budgets

As of 08/3/2023

	<u>2023</u>
Annual Budget	\$ 25,000.00
Specific Project Budget	\$ 25,000.00
Rolled from Previous Year	\$ -
	\$ 50,000.00
Commemorative Art Installation - Seeds of the Future	\$ 30,000.00
Commemorative Art Installation - Cozy Apple	\$ 4,700.00
History Museum Multicultural Festival Project	\$ 2,100.90
Signage	\$ 1,362.18
Total	\$ 38,163.08
Remaining:	\$ 11,836.92

Roundabout Locations for Art Installations



Existing



Under
Construction



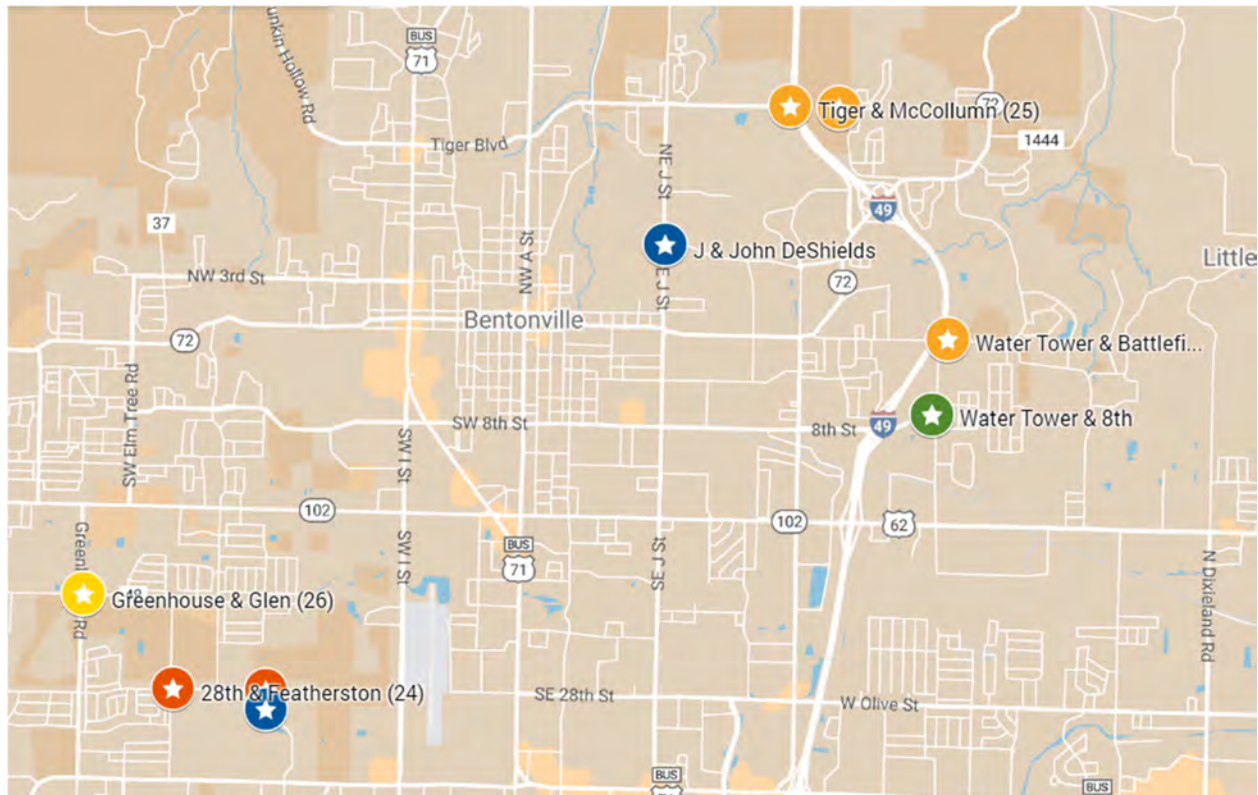
Planned 2024



Planned 2025



Planned 2026



Requests for Proposals for Artwork: Traffic Roundabouts



Bentonville is in one of the fastest growing regions in the country with a population nearing 60,000. As the hometown of Walmart, the daytime population swells to nearly 80,000. Crystal Bridges Museum of American Art opened in Bentonville in 2011. The Public Art Advisory Committee is seeking artwork for the public realm to expand art and culture throughout the community to reflect the influence of the museum and the growing artistic endeavors in Northwest Arkansas.

A. General Information

Project Name	Traffic Roundabouts
Request	The City of Bentonville's Public Art Advisory Committee (PAAC) is requesting proposals for large-scale artwork installations to be displayed inside several roundabouts recently constructed or planned for construction. Sustainable
Installation Type	Permanent
Date Issued	
Submittal Deadline	
Contact	Shelli Kerr, AICP Comprehensive Planning Manager, City of Bentonville 305 SW A Street, Bentonville, AR 72712 479-271-3122, skerr@bentonvillear.com

B. Creative Brief

Objective
Inspiration
Aspiration

C. Display Locations

Roundabout #1	Location - Size - Surrounding environment -
Roundabout #2	Location - Size - Surrounding environment -
Roundabout #3	Location - Size - Surrounding environment -

D. Cost & Budget

Total Project Budget	The Committee has earmarked up to \$XXXXX for this project but is seeking reasonable proposals regardless of cost.
Budget Requirements	• Material costs – amount and description. • Production costs - amount and description. • Installation costs – amount and description. • Total Fabrication (material + production + installation) • Artist Fee • Travel costs • Total Budget (fabrication + artist fee + travel)
Budget Considerations	The Committee understands changes in fabrication methods and material costs can vary dramatically and can be further discussed after selection.

E. Guidelines

Display Conditions	For permanent installations, artwork must be suited to continuous outdoor display and able to be maintained by the City.
References	Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service.
Public Art Policy	Proposals that do not conform entirely to the Proposal Requirements (Section F) and Public Art Regulations (Attachment A) will not be accepted.

F. Submittal Process

Proposal Requirements	The online application form requires the following information: • Artist and other contact information. • Title of Artwork • Medium • Dimensions • Narrative describing the artwork and the inspiration for the proposal • Image of the artwork • Details regarding installation and maintenance. • Access needs for electricity, water. • Budget consistent with Section D. Cost and Budget, above. • Requirements for installation • Requirements for access to electricity or water • Fabrication time, life expectancy, and any special maintenance needs
Submissions	All proposals must be submitted before the deadline 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 required documentation uploaded will be accepted.

F. Selection

Process	Using the selection criteria below, the PAAC will evaluate all proposed submitted by the deadline. At a regularly scheduled PAAC meeting, the committee will select the preferred proposal. If the display site is in a public park or along a city trail, it will have to be approved by the Parks and Recreation Advisory Board. If the display involves a city right-of-way, it will have to be approved by the Traffic Safety and Signage Committee. All of these committees meet once a month. Upon all the preliminary approvals, final approval must be given by the City Council. City Council meets twice a month on the second and fourth Tuesdays at 6:00 pm.		
Selection Criteria	Artist Merit & Originality	Is the artistic thought and approach creative and unique? Does the artist have a unique or appropriate cultural, geographic or artistic perspective?	30%
	Capacity for Project and Proposal Feasibility	Does the artist(s) have a proven track record and/or ability to complete the work on time and within budget?	20%
	Community Vitality & Collaboration	Does the artist(s) demonstrates experience of meaningful engagement with community members and partners? Has the artist(s) prior projects involved participation, and/or built relationships? Does the artist(s) have experience working in communities with diverse populations and in projects that bring people together or create gathering spaces?	30%
	Placemaking & Placekeeping	Does the artist(s) demonstrate an understanding of the community and setting, including history, identity, geography and cultures? Has the artist(s) previous work engaged communities and settings?	20%
Agreement Required	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.		
First Invoice	When returning the signed invoice, the artist will be requested to also submit the first invoice according to the agreement, along with completed W-9 in order for the city to begin processing the first payment.		
Installation	Once the agreement is signed, the artist will coordinate with the Parks and Recreation Department on installation dates and needs.		
Maintenance			

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 Regulations *(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 artists 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.

Californian Artist Seeks Sites Worldwide For Scribble Sculpture Promoting Cycling

Carlton Reid Senior Contributor ⓘ

I have been writing about transport for 30 years.

Follow

🗨 0

Jul 13, 2023, 08:47am EDT

Listen to article 2 minutes



Kathleen King-Page's "bike scribbles" sculpture in Redlands, California. **BRUCE HERWIG**

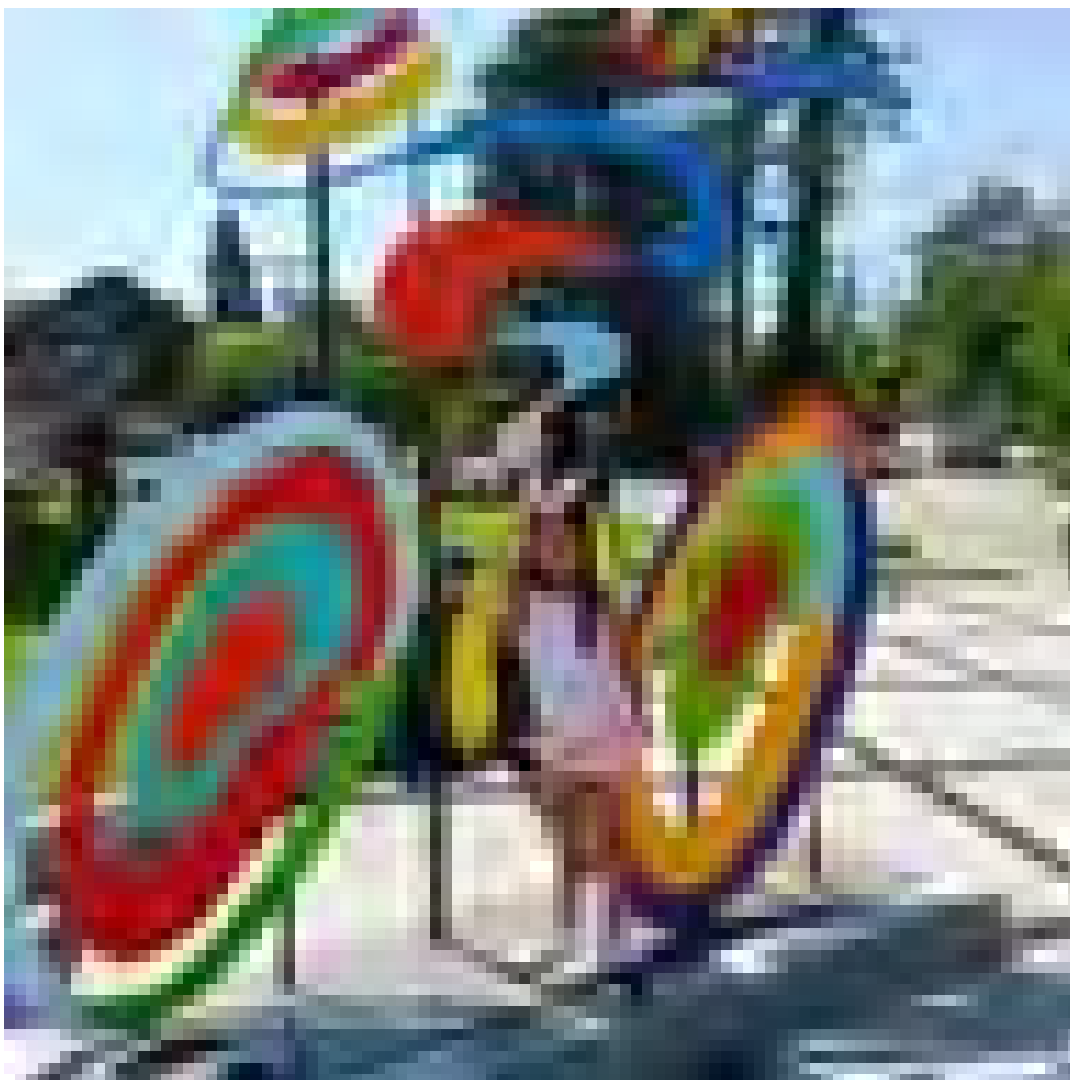
Californian artist [Kathleen King-Page](#) has been creating public art since the mid-1980s and as a long-time recreational and transport cyclist, she believes that bicycle-friendly public art can positively impact attitudes toward cyclists in a community.

She has pieces in five U.S. states—California, Arizona, Nevada, Colorado, and South Carolina—and now she wants to go global with her “bike scribbles” sculpture.

Plans for the sculpture would be supplied free of charge; municipalities would need to provide the site and commission local fabrication.

“The figures and bases are cut from steel sheets by plasma cutter or waterjet,” she said.

“The steel is powder-coated with primer, and then the colors are applied with German-made Montana Gold spray paint, which many consider the finest graffiti paint on the planet.”



Kathleen King-Page's bike scribble sculpture has been erected close to the Redlands Country Club in ... [+] KATHLEEN KING-PAGE

She has been drawing 2D versions of her colorful cyclists for several years. The Californian City of Redlands recently brought her scribble to life with a nine-character installation to celebrate the city's long-running annual multi-day bicycle race and festival, the [Redlands Bicycle Classic](#), staged since 1985.

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By **Amy Danise** Editor

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11-year-old girls racing in downtown Redlands during 37th annual Redlands Bicycle Classic continues ... [+] MEDIANEWS GROUP VIA GETTY IMAGES

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That's mostly a Spandex-fest but, said King-Page, her stylized cyclists don't portray any one form of cycling but the activity's "joy and grace of motion," and they can "make people feel good about moving forward on two wheels even if they're only on the way to the post office."

Public art enlivens daily travels, she believes.

"Art promoting cycling can be the catalyst to signal that positive changes are afoot or to keep the momentum going."

“I am open to any spot on the globe that seeks to celebrate, or inspire, getting humans on bikes,” she said.

Follow me on [Twitter](#) or [LinkedIn](#). Check out my [website](#).



Carlton Reid

Follow

I was Press Gazette's Transport Journalist of the Year, 2018. I'm also an historian – my most recent books include "Roads Were Not Built for Cars" and "Bike... [Read More](#)

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Commenting as **Guest**

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Be the first to comment...



**No one seems to have
shared their thoughts on
this topic yet**

Leave a comment so your
voice will be heard first.

From: [Stephanie Orman](#)
To: [Shelli Kerr](#)
Subject: FW: Dowdle Art Community Opportunity
Date: Saturday, July 29, 2023 9:26:21 AM

Forwarding this as well.

From: Kirk & Andi Nord <discoverdowdle@gmail.com>
Sent: Tuesday, July 25, 2023 4:52 PM
To: Stephanie Orman <SOrman@bentonvillear.com>
Subject: Dowdle Art Community Opportunity

Dear Mayor Orman,

Greetings! We are Kirk and Andrea Nord, and we represent artist Eric Dowdle and Dowdle Studios. You may be familiar with his famous Dowdle puzzles and how they tell stories of cities and places around the world in his signature folk-art style painting. Dowdle puzzles are the official puzzle for Costco Wholesale, and they can be found at other major retailers across the nation including Walmart and Target. His creative process can also be watched on Amazon Prime Video with three seasons of "Painting the Town with Eric Dowdle " which recently got picked up by Chip & Joanna Gaines' Magnolia Network and renamed "The Piece Maker" premiering now on Discovery+ and HBO Max!

We are reaching out to invite beautiful Bentonville, Arkansas to join Eric Dowdle and Dowdle Studios in the "Land That I Love" tour for America's 250th birthday starting in 2026. Eric will be partnering with just a few cities and businesses per state that are interested in commissioning an original Dowdle art piece that tells the unique story and rich history of your community and its piece of the puzzle in America's story. In addition, this has the potential to be a fantastic avenue for fundraising and generating revenue for your community.

We are filling our painting production schedule now and would love to meet with you to discuss the benefits of this project for your community. Our zoom presentation takes approximately 30-35 minutes to complete, including Q&A. Please take a moment to watch this short 3-minute informative video about Eric Dowdle and what he is doing with cities across America like yours! Thank you for your time.

[Eric cities video.mov](#)

Kind Regards,
Kirk & Andrea Nord

(801) 710-2142 Kirk
discoverdowdle@gmail.com

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Marketing Plan: Promoting Bentonville's PAAC roaming Cozy Apple

Objective: The primary objective of this marketing plan is to generate widespread awareness and excitement about searching for our roaming Cozy Apple installation, driving engagement and participation among residents and visitors alike while sharing the history of our apple industry to promote our Sesquicentennial Anniversary.

Target Audience:

1. **Bentonville Residents:** Engage local residents to participate in and support the installation, fostering a sense of community pride and involvement.
2. **Tourists and Visitors:** Attract tourists and visitors to Bentonville by showcasing the unique and artistic offerings of the city, encouraging them to explore and engage with the Cozy Apple and learn about our Sesquicentennial Anniversary.

Strategies:

1. **Social Media Campaign:** Utilize social media platforms to create buzz and spread awareness about the Cozy Apple. Develop captivating visuals and engaging content to pique interest and encourage sharing. Implement the following tactics:
 - Create a dedicated hashtag (#BentonvilleCozyApple) to consolidate social media posts and generate user-generated content.
 - At the start of each month (July-November/December) share a hint as to where the apply may be this month.
 - By the middle of each month (July-November/December) share images from the public of where last month's location was. Encourage public to search for the new location.
 1. If needed – include a second clue to encourage the public to find the new spot.
 - Share stunning photos and videos of the installation at different locations, highlighting the site location and historical ties to the project.
 - Encourage residents and visitors to snap pictures with the Cozy Apple and tag @bentonvillegov for a chance to be featured on official channels.
2. **Community Involvement:** Involve the local community in various ways to foster a sense of ownership and pride in the Cozy Apple:
 - Kick off the hunt for the Cozy Apple at "An Evening at Orchard Park". This will allow a large portion of our citizens to learn about the art in person. Have Mayor Orman announce the search during her speech before the firework display.
 - Collaborate between PAAC, Bentonville Parks & Recreation, and Planning to both promote and re-located the art each month.
 - Encourage community partners to share the news (ie. Visit Bentonville, Downtown Bentonville Inc, Bentonville Chamber, ect)

- Feature residents who have tagged us in their images of Cozy Apple on social media.
3. PR and Media Outreach: Engage local and regional media outlets to gain extensive coverage of the Cozy Apple, reaching a broader audience:
 - Develop press releases highlighting the unique aspects of the installation, including the collaborative community effort, artistic craftsmanship, and historical significance.
 - Invite press to installation and/or to interview the artist about this process and the story of why we chose an apple.
 4. Visitor Engagement: Provide an immersive and interactive experience for visitors encountering the Cozy Apple:
 - Install informative signage near the installation, sharing the story, inspiration, and significance behind the project.
 - Encourage visitors to share their experiences on social media, creating a digital ripple effect and enticing others to seek out the installation.
 5. Dates and Locations: Re-located Cozy Apple at the start of each month.
 - **Monday, July 3rd** | Orchards Park (prior to An Evening at Orchards Park)
 - **Tuesday, August 1** | South of the DAC in the green space
 - **Friday, September 1** | Creekside Park
 - **Monday, October 2** | Applegate
 - **Friday, November 3** | Park Springs Park

Example Social Media Post

- Discover Bentonville's Roaming Apple, a tribute to our apple history and community spirit. Cozy Apple is a three-foot wide custom-shaped inflatable apple wrapped with handmade crocheted granny circles. Different shades of red acrylic yarn is used to crochet granny circles that are then sewn together and wrapped around the inflatable apple. The artist will prepare two Cozy Apples. Keep your eyes open as this installation pops up throughout the city, uniting our past and present in a celebration of creativity and heritage. Snap a picture and share the magic by tagging @bentonvillegov. Don't miss the chance to see the Roaming Apple and experience the power of art in Bentonville.



Media Notes

- QR Code



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- Link on PAAC Page: <https://www.bentonvillear.com/1562/Cozy-Apple>
- Link on 150th Website: <https://www.bentonville150.com/projects-7>



OF ARTS INVESTMENT IN BENTONVILLE



*How investment in arts and culture at an ecosystem scale
leads to a more successful Bentonville*

table of **C**NTENTS

03 Introduction

- *The Role of Public Arts*
- *Key Concepts*
- *What is an Ecosystem*
- *Case Study: a Thriving Ecosystem in Pittsburgh*

11 Vectors of Growth

- *Strengthening and Diversifying Funding*
- *Case Study: Building Capacity in Dayton*
- *Public Private Partnerships*
- *Case Study: Corporate Real Estate Alliances in Indianapolis*
- *Culture Across Agencies*
- *Case Study: Integrated Arts in Santa Fe*

21 Recommendations and Next Steps





intr*duction

Bentonville
has gained an
international
reputation as
home for the arts.

Through world-class anchor institutions,
municipal programs, and other strategic
investments, Bentonville has already built
key components of a creative ecosystem.





To leverage these assets
towards building a  sustainable
and  thriving ecosystem, however,
Bentonville needs to make thoughtful
investments for the  future.

This presentation identifies
current areas of strength —
and strategic opportunities
to build upon them.



This presentation
will introduce
the following
KEY
C **NCEPTS**



Arts and culture are
key ingredients in
successful cities



Thriving arts ecosystems are
built around existing assets —
such as Bentonville's
world-class institutions



Strengthening the arts
in Bentonville creates
a virtuous cycle of
expanding the creative
economy, supporting
workforce development,
and driving tourism

What is a thriving arts ecosystem?

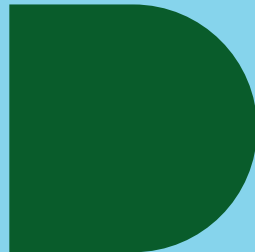
In thriving arts ecosystems, institutional strengths are complemented at multiple layers of public and private support, such as:



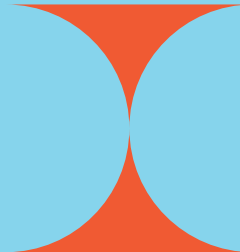
community
arts



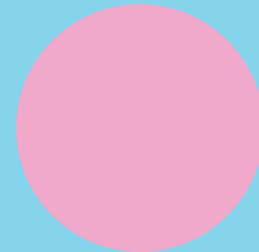
individual
arts
practitioners



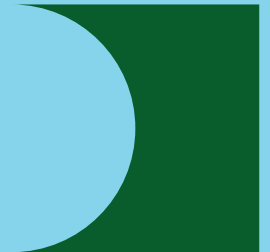
arts
education



public arts
and culture



private
real estate



philanthropy
and individual
support

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.



In Pittsburgh, PA, a complete and complementary ecosystem matches municipal 💰 investments with 🏠 real estate incentives, institutional collections, and scaffolding 🌉 for individual artists.



In the early 2000s, Pittsburgh was struggling with population decline and a sluggish economy. To revitalize the city, municipal leaders partnered with developers to create a series of tax incentives and grants to encourage the renovation and reuse of historic buildings in the city's downtown area.

At the same time, the city invested in its cultural institutions, including the Carnegie Museums of Art and Natural History, the Andy Warhol Museum,

and the Pittsburgh Symphony Orchestra. These institutions not only served as anchors for the city's arts scene but also became important partners in the revitalization effort.

To further support the city's artists, the Pittsburgh Cultural Trust established the "Space Program," a program that provided subsidized studio space to emerging artists in the city's downtown area. The Trust also established the "Gallery Crawl," a quarterly event

that showcases the work of local artists in galleries and storefronts throughout the city. The result of these investments and initiatives has been a thriving arts scene in Pittsburgh, with a growing number of artists and creative professionals flocking to the city. Today, Pittsburgh is known for its vibrant arts community and has been recognized as one of the top cities in the country for the arts.

By pairing municipal investments, real estate

incentives, and individual artist scaffolding with institutional collections, Pittsburgh has been able to create a vibrant and sustainable arts scene that has helped revitalize the city and make it a more attractive place to live and work.

The background features three stylized, hand-drawn lines: a light blue wavy line at the top, a yellow wavy line on the left, and an orange stepped line on the right.

**vectors of
growth?**

Bentonville already has a  long-standing municipal public art program. Using more dedicated funds from real estate  and tourism revenues can greatly expand that program and  support more local talent.



A public investment of \$200k leveraged nearly 💰 \$500k in public art spending

Over the past decade, the Bentonville Public Art Advisory Committee, along with Visit Bentonville, dedicated just over \$200k to public art. That investment more than doubled through private contributions that were responsible for 40 permanent and temporary works of art.

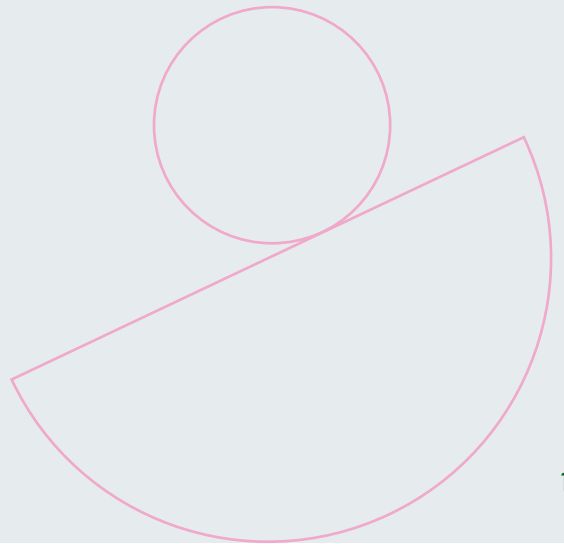
¹Source: Visit Bentonville.

Dayton, Ohio,  built capacity in its municipal arts program by developing dedicated, sustainable  revenue streams and by fostering a strong base of community  support.



Recognizing the importance of the arts in promoting cultural vibrancy and economic growth, Dayton embarked on an innovative strategy to secure consistent funding for its arts initiatives. The city established partnerships with local businesses, foundations, and philanthropic organizations, leveraging their support to create a robust grant program specifically designed to fund arts projects and organizations. Additionally, Dayton implemented a small surcharge on certain city services, such as event tickets and hotel stays, directing a portion of the proceeds to the municipal arts program. These diversified revenue sources have not only ensured a stable funding base but have also allowed for continued growth and expansion of the arts program. Furthermore, Dayton has actively engaged with the community, involving residents, artists, and cultural organizations in decision-making processes and fostering a sense of ownership and pride. Through town hall meetings, public forums, and collaborations with community groups, the city

has built a strong network of advocates who actively champion the arts. This grassroots support has not only provided a solid foundation for sustained funding but has also helped generate enthusiasm and participation in various arts events and initiatives. By combining dedicated revenue streams and community support, Dayton, Ohio, has successfully built capacity in its municipal arts program, creating a thriving cultural landscape that enriches the lives of its residents and visitors alike.



Bentonville already encourages private collections — such as Ledger and 21c — to create public access to the arts. With stronger regulatory authority and a curatorial body, that program can be expanded and quality enhanced.





“As a private developer, we recognize the value of high-quality art. It not only makes our building stand out, but also is a strong differentiator for Bentonville.”

– Mary Best
Director of Operations, Ledger Bentonville

In Indianapolis, IN, a creative partnership  between city government and a corporation are yielding extraordinary results — from providing a new form of expression  for artist to enlivening commercial corridors

The Murals with Jiffy Lube project, in collaboration with the Indy Arts Council, is a public art initiative that seeks to bring colorful and creative murals to the streets of Indianapolis. This project showcases the talent of local artists and creates vibrant, eye-catching pieces that add character and charm to the city's urban landscape. The murals, which are painted on the exterior walls of Jiffy Lube service centers, feature a diverse range of styles and subject matter, from abstract designs to realistic portraits, and often reflect the local community's culture and history. The Murals with Jiffy Lube project is a wonderful example of how public art can bring communities together and enliven public spaces, creating a sense of pride and identity in the places we call home. The murals collectively serve to further Jiffy Lube's mission of “growing people through work” as well as beautify the commercial corridors on which the stores reside, and create a sense of place and identity.



Bentonville is already investing in 🌸 public infrastructure such as the Quilt of Parks.

By creating 🖐️ a dedicated city position for cultural activation and programming, Bentonville can take full 🌈 advantage of the opportunity offered by multiple public spaces — in 🌲 parks and beyond — to create cultural belonging.



Bentonville is
making an important
✓ commitment to
integrating ✨ arts
and culture in city
agencies with
the hire of a new
🍷 Community
Events Manager.



By integrating arts and culture throughout its municipal streams of work — from tourism to recreation to parks — the City of Santa Fe has made its cultural heritage the centerpiece of the city's identity.

The city of Santa Fe, New Mexico has created a program aimed at making the public feel a sense of cultural belonging through the arts. Known as the "Culture Connects Santa Fe" initiative, the program seeks to bring together diverse communities within the city through shared artistic experiences. Culture Connects Santa Fe supports a variety of arts-related projects, from public murals and installations to festivals and performances, that celebrate the city's rich cultural heritage and encourage dialogue and understanding between different groups. The program has also established a number of partnerships with local organizations and institutions, such as museums and community centers, to expand access to the arts and to provide opportunities for people from all walks of life to engage with the city's cultural offerings. Through Culture Connects Santa Fe, the city has been able to foster a greater sense of community and shared identity among its residents, while also promoting Santa Fe's unique cultural heritage to visitors from around the world.



Recommendations

Build soft  power
by convening real
estate  developers,
venue owners, and
other private-sector
players  around
shared priorities
in arts and culture.



Quantify
impact 🌱 of the
arts over the
last decade 🕒 in
order to build
case for greater
🌿 investment.



Explore 
integrating an
arts-and-culture
position, role, or
department into
the  municipal
infrastructure.

Early win! Bentonville
has already hired a new
Community Events Manager!



Invite  artists
as partners
in  storytelling
and promotion.

Early win! Local photographer and
designer Millie Cooper provided
art direction for this document!





Public Sphere Projects, a placemaking consultancy, led content development for this report. Bentonville-based Millie Cooper Photography was responsible for graphic design. CACHE's Lucas Cowan oversaw the project.

Acknowledgements

This document represents a joint effort between the City of Bentonville and Creative Arkansas Community Hub and Exchange (CACHE). The idea for a vibrant document that highlights public art investment in Bentonville and offers a trajectory into the future was first brought up as part of the Municipal Arts Alliance — a program that convenes city leaders around shared cultural agendas. In addition to the City of Bentonville, Visit Bentonville and the Public Art Advisory Committee contributed data, feedback, and energy.

Funding for the Municipal Arts Alliance is provided by the Walmart Foundation with additional support from the Walton Family Foundation and municipal contributions.

