

THE CITY OF BENTONVILLE

PUBLIC ART ADVISORY COMMITTEE
Public Art Advisory Committee
Meeting Agenda
November 14, 2023
12:00 PM
Bentonville City Hall

Call to Order

Approval of Minutes

1. **Oct. 10, 2023 Minutes ***

I. Proposals

1. **Bike Scribble**
Share comments from other NWA cities about installing Bike Scribbles as a regional project. Decide whether to proceed with this project.
2. **Best Friends Proposal ***
Review and make a recommendation regarding the proposal submitted by Best Friends for artwork on the sidewalk along 8th Street.
3. **Statues for Equality ***
Review the attached scope of work for bronze sculptures. Determine whether to proceed with this project.

II. Planned Projects

1. **Phillips Park RFP ***
Review RFP for Phillips Park and establish implementation schedule.
2. **Roundabout Art Plan**
Share budget status. Determine next steps.

III. Project Updates

1. **Seeds of Bentonville**
After action report on artwork, install and promotions.
2. **Photo/Videography Project**
Share status and anticipated completion of project.

IV. Other Business

1. **PAAC Strategic Plan ***
Review and approval of the 2024-2025 Public Art Strategic Plan.
2. **Annual Report to City Council**
Determine when and who will present to City Council in 2024.

3. **Committee appointment update**
Share status of committee appointments.
4. **Roundtable Discussion**
Share and discuss other art-related events and activities and ideas for future projects.
5. **December Agenda**
Determine items that need to be on the next agenda.

V. Adjournment

Public Art Advisory Committee Meeting

October 10, 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 Vacant
- 6 Clint Schaff
- 7 Tom Hoehn, Chairperson✓

Ex Officio

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

Staff

- Shelli Kerr, Comprehensive Planning Manager ✓
- Kelly Schmidt, Community Events Manager

Guest: Alejo Benedetti

1. Call meeting to order. Tom called the meeting to order at 12:02 pm.

2. Approve minutes – Sept. 12 *

Chad made a motion to approve the Sept. 12 minutes; grant seconded. All in favor; motion passed 4-0.

3. CACHE Presentation. Lucas Cowan and Philip Barash presented the document prepared by CACHE to tell the story of the committee, promote the value of art and identify recommendations. They indicated the document is to be used by influencers, policy maker and decision makers. Suggesting branding across all agencies, include the city, Visit Bentonville, Chamber, etc. Suggested a cultural plan. Kat suggested we find someone in the development community to serve on the PAAC.

Action: Shelli will send the report to the committee.

PROPOSALS - None received.

PLANNING

4. Roundabout Art Plan. Alejo Benedetti was online to discuss partnership with the roundabout at J and John DeShields. The goal is to get a piece that is representative of the surrounding entities and neighborhood. Bring in the Amazeum Whole Health Institute, Circle of Life, Crystal Flats for ideation and possibly funding. Will need to determine ownership and maintenance. Next step is a creative brief that includes all the neighborhoods an identifying how best to engage them.

5. Bike Scribble Discussion. The committee likes the idea of looking at this as a regional project. Maybe make a mile market in the artwork along the greenway. Maybe doing groupings at city limits, at least two bikes together – one representing each community. The gave Shelli the go-ahead to talk with the other cities.

Action: Shelli will reach out to the other cities to determine interested in partnering.

- 6. PAAC Strategic Plan.** Need to revisit the goals. For the document, include data from the CACHE presentation. Continue to think creatively about funding.

Also need to start looking at the tunnels near the Walmart campus. Elizabeth has already been talking with them and we need to make sure they don't use anti-graffiti paint otherwise it will be a challenge to place artwork there. Look for a partnership here. Also a partnership with Bike Brands to maybe adopt a tunnel with art and maintenance by bike companies.

Action. Invite Amanda Wilson to the next meeting Shelli to get a map of tunnels.

PROJECT UPDATES

- 7. Seeds of Bentonville.** Find out what is between the seeds and if the frame will be painted red.

OTHER BUSINESS

- 8. Maintenance.** Shelli reported that during the video and photos project they found several pieces, particularly paint on pavement that need to be updated and maintenance. She suggests maintenance needs to be a priority with next year's budget.

- 9. Committee appointments.** Shelli indicated they have received a few applications and are conducting interviews.

- 10. Annual Report to City Council.** Include the CACHE presentation.

- 11. Art Promotions.** The photography and video project is nearly complete.

- 12. Roundtable Discussion.**

- Muralist just move to Bentonville from Kansas City who wants to do murals.
- Jessica Pearson with Bentonville Moves is offering neighborhood improvement grants that involve artwork, so the PAAC may see some of those.
- Visit Bentonville had online maps, created a Fixer to Fabulous Guide, has a database of artworks, a craft fair guide, and have put together an art tour with civil engineers.
- Consider a scavenger hunt for artwork.

- 13. November Meeting Agenda.** No discussion.

- 14. Adjournment.**

*Chad made a motion to adjourn, Grant seconded. All in favor; motion passed 4-0.
Meeting adjourned at 1:12 pm.*

* Attachment



**Bentonville Moves Coalition
Community Mini-Grant Cover Sheet**

Administrative Information

Name of Project: "Move in the Direction of Happiness" sidewalk mural.

Name of Group or Organization: THIRD SPACE COFFEE

Address: 1312 Melissa Drive

City: Bentonville

State: Arkansas

Zip Code: 72712

Website: www.thirdspacecoffee.co

Contact Person: Brooke Bierhaus Sutton

Title: Co-Founder and Operations Lead

Direct Phone: 812-325-3866

E-Mail Address: thirdspacecoffeeco@gmail.com or brooke@thirdspacecoffee.co

Applicant Type (nonprofit, business, individual or other): business

Amount Requested: \$850

Total Project Budget: trying to have a budget of \$1200 to pay the commissioned muralist fairly based off of the area, time, and materials.

Timeline for project: Provide an estimated timeline for the project, including key milestones or deliverables. (One or two sentences or bullet points are sufficient here)

- November 28th: Muralist is decided upon and confirmed. At the moment we have two muralists that we'd love to work with: Jes "Magic Hat Muralist" and Graham Edwards.
- December 15th: Muralists sends the final drawing of the mural and we agree on it at the end of year business meeting.
- January-February: this is weather dependent but we would have the section blocked off for the artist to work on either in two locations – one option (city dependent) is on the sidewalk along SW 8th Street by walking path up to Third Space Coffee. The other option is a mural on the exterior of our building, right by our walk up/bike up order window.

PROJECT STATEMENT: A "Move in the Direction of Happiness" sidewalk mural next to the protected bike lane on SW 8th Street in front of Third Space Coffee at Best Friends Animal Society is directly beneficial to the community in the developing 8th Street Gateway Park. As the co-founder and operations lead at Third Space Coffee I am constantly fielding questions about the development of this area in Bentonville. We are in a unique and privileged time as a business to be creating space for the community before the park, trails, and possibly future businesses are built in this area. As a founding business, we love the idea of this community moving in the direction of happiness.

Our slogan at Third Space is "Fueling the next moment of the rest of your life" which emphasizes how every moment presents the opportunity for growth, happiness, adventure, peace, etc. As a personal motto, I live by "Brew Good and Do Good." We want to do good while serving delicious coffee and vegan/gf eats at Third Space. This sidewalk mural would not only draw attention to our business from it being so visible to bikers, runners, one wheelers, and walkers, but we hope it would provide a moment of happiness seeing the art in an unexpected place.

TIMELINE:

- As soon as possible we plan to meet with the City of Bentonville to clear requirements and approval for the sidewalk mural on SW 8th Street next to the protected bike lane.
- Muralists submit their drawings based off of the saying: "Move in the Direction of Happiness"
- Mural is chosen and muralist contacted
- Date is confirmed to start the mural in Q1 2024.

- Videos, photos, and updates are all shared during the installation and reveal to Bentonville Moves Coalition.
- March 11th is our 1 year celebration of being open so we would love to throw a huge community celebration and highlight the mural as a major reveal!

Target audience:

- Primarily pedestrians, walkers, bicyclists, kids walking to school, runners, and one-wheelers
- The goal is to make people smile when they see art in an unexpected place.
- Additional goal is to bring people into Third Space Coffee and continue economic sustainability of our small business in Bentonville.

Why the location is important:

- We are located inside of the first of its kind Pet Resource Center by Best Friends Animal Society. When our business proposal was selected to be the café inside the center we immediately jumped on the opportunity. While the area is projected to be a major community space once the 8th Street Gateway Park is built, we have found that our community is being intentionality developed here every day. We are “off the beaten path” from the downtown district of Bentonville, and have found the bike lanes bring in new customers. We’d love to create art on the sidewalk in front of our building so that even more people will become aware of the community space we have developed.



Description of artwork:

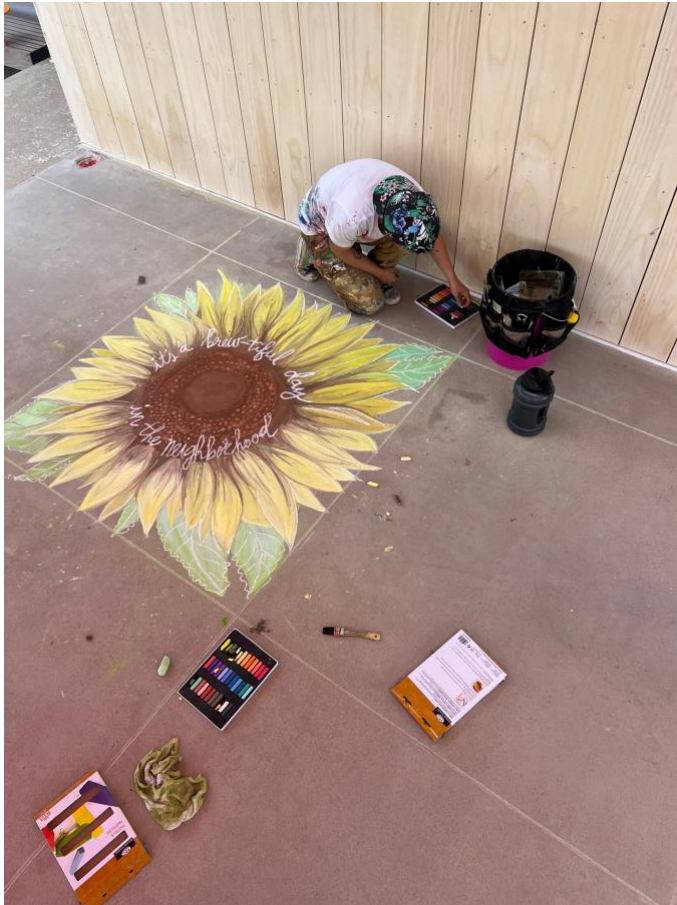
The happiness isn't found it's created quote echoes the sentiment that we can take ownership of our own moods in life. The ribbon indicates a road, a trail, a path...a journey. The ends being torn shows that the journey isn't always smooth and will likely change or deviate, but happiness can always be created. Happiness is a part of the journey, not a destination to be sought after.

The flowers are natural Arkansas pollinators.

The drawing will be colorful – this is a rough sketch.

ARTIST: JES WEINER

*Prepared by curator Brooke Bierhaus of Third Space Coffee



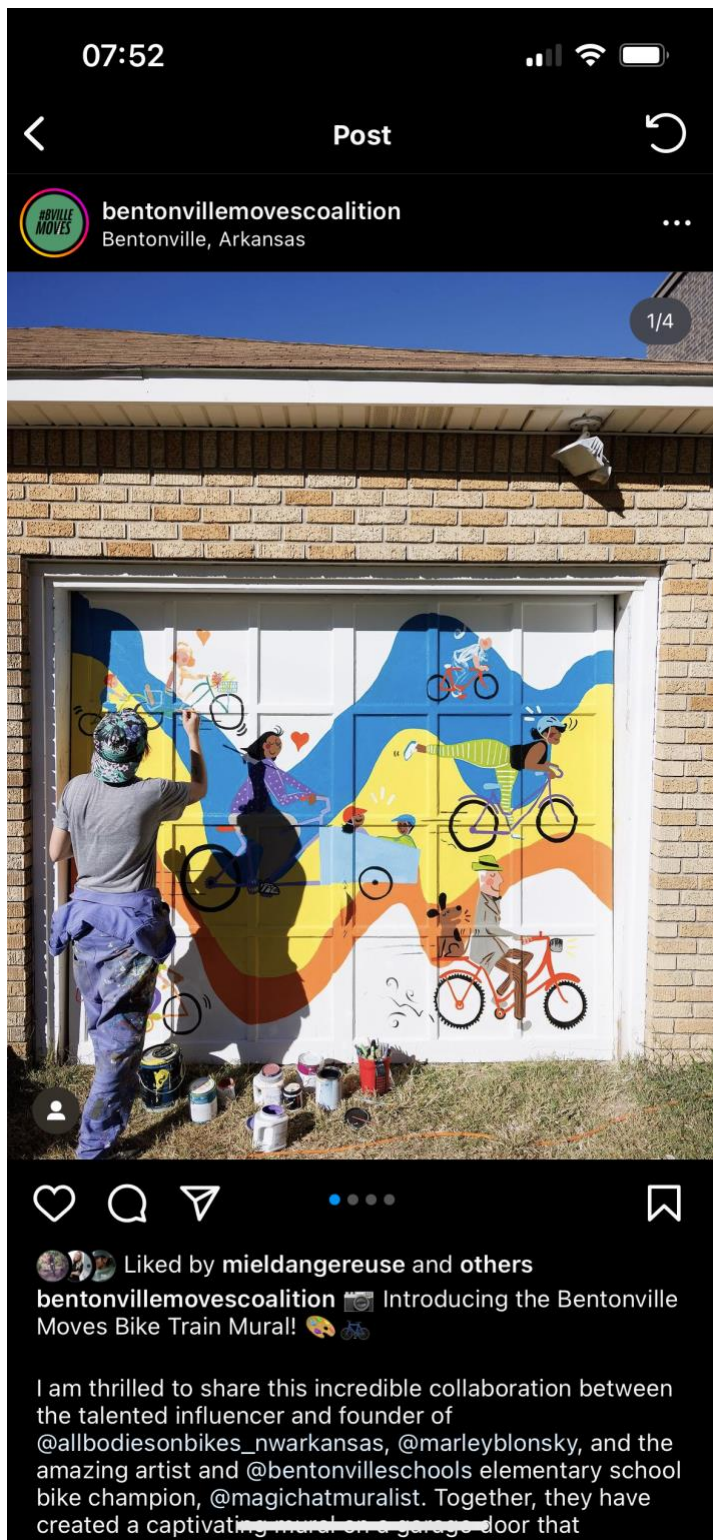
JES WEINER “MAGIC HAT MURALIST” has been creating temporary murals on Third Space Coffee’s patio since June 2023. Here is an example of one of the temporary murals! Our customers loved taking photos with the murals on our patio, and it brightened up a lot of days.

Below is another example of her temporary murals on our patio. This one is from July 2023.

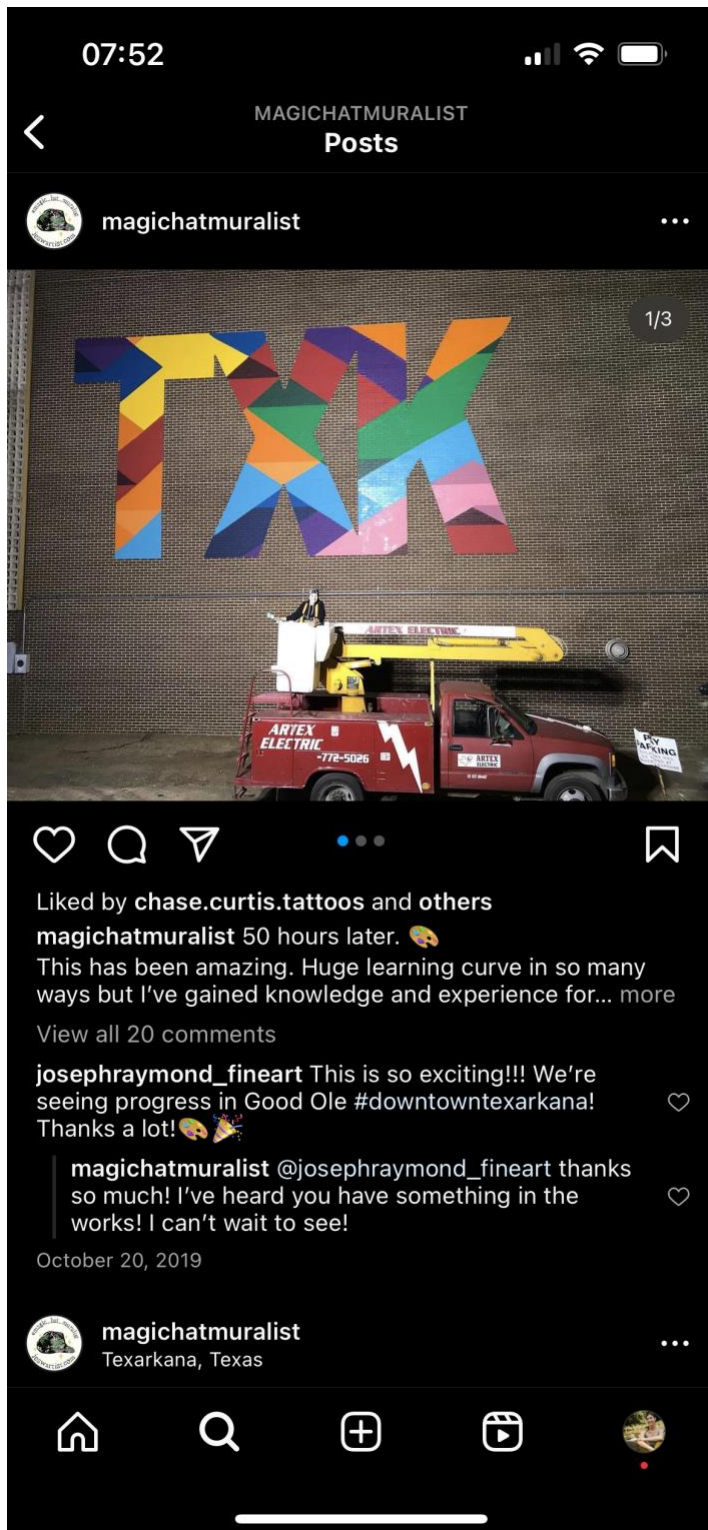




March 2023



October 2023



October 2019 large scale mural in

Texarkana

From: noreply@civicplus.com
To: [Shelli Kerr](#)
Subject: Online Form Submittal: Public Art Proposal
Date: Thursday, October 26, 2023 2:33:00 PM

Public Art Proposal

Proposal for Public Art

Date	10/26/2023
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RFP Details	150 Years of Bentonville RFP Details
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Is the proposal in response to a Request for Proposals (RFP) issued by the Public Art Advisory Committee or an independent proposal?	Independent Proposal
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Is the project a collaboration among multiple artists?	No
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Is the project curated by someone or an organization other than the artist?	Yes
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1) ARTIST INFORMATION

Complete this section with the primary artist's information. If this is a collaborative project with multiple artists, we will reach out for additional information on the other artists.

Name	Jes Weiner
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Address	1312 Melissa Drive
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City	Bentonville
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State	Arkansas
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Zip Code	72712
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Email Address	jes@jeswartist.com
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Phone Number	(903) 733-2576
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Upload artist resume / CV	BMC Community Mini-Grant cover THIRD SPACE COFFEE sheet.docx
Artist portfolio	jes weiner artist examples.pdf
Artist website	https://jeswartist.com/
Does the artist have experience working with the public, groups or committees in the development and/or creation of artwork?	Yes

2) CURATOR CONTACT INFORMATION

Complete this section with the primary contact of the curator of this project, if applicable. If the project is being submitted by the artist, process to Section 3) Artwork Details.

Name	Brooke Bierhaus
Title	Co-Founder/COO
Organization Name	Third Space Coffee
Street Address	1312 Melissa Drive
City	Bentonville
State	AR
Zip Code	72712
Email Address	brookebierhaus1@gmail.com
Phone Number	8123253866

3) ARTWORK DETAILS

Title of artwork	Happiness isn't found it's created
Medium	sidewalk mural
Location	SW 8th Street next to the protected bike lane about 25 yards from the corner of Melissa Drive. It's the piece of sidewalk by the mowed path in the field in front of our business
Height	6 ft

Width and depth	6 ft
Describe the process for engaging the public in the development of the proposed artwork.	A happiness sidewalk mural next to the protected bike lane on SW 8th Street in front of Third Space Coffee at Best Friends Animal Society is directly beneficial to the community in the developing 8th Street Gateway Park. As the co-founder and operations lead at Third Space Coffee I am constantly fielding questions about the development of this area in Bentonville. We are in a unique and privileged time as a business to be creating space for the community before the park, trails, and possibly future businesses are built in this area. As a founding business, we love the idea of this community moving in the direction of happiness. This is a part of Bentonville that is growing and we want to have this mural be used as a way for cyclists, runners, and walkers to have directions to either Downtown Bentonville or to Applegate trail to Coler. For example: "You'll see a bright sidewalk mural when you pass by it you have another half a mile till you're in downtown..."
Description of artwork	Using the quote, "Happiness isn't found it's created" as inspiration and incorporation into the artwork, Jes plans to create a geometric, playful mural with flowers as a nod to the natural ecosystem around the field area.
Upload description of artwork	Description of artwork.docx
Upload image of artwork	Untitled_Artwork.JPEG
4) INSTALLATION AND MAINTENANCE	
Is the proposal for temporary or permanent display?	Permanent
If temporary, what is the requested display period?	Not applicable
Is the artwork already complete?	No
If yes, artwork is complete, is it currently on display?	Not applicable
If artwork is currently on display, when will it be available?	<i>Field not completed.</i>

If no, artwork is not complete, how much time is needed for fabrication?	1-2 months
Is the artwork best suited for indoor or outdoor display?	Outdoor
Is a foundation required to install the artwork?	No
If a foundation is required, indicate the size and shape needed.	<i>Field not completed.</i>
Does the artwork require access to electricity?	No
Does the artwork require access to water?	No
What is the life expectancy of the artwork?	11 or more years
Are there any special maintenance needs for this artwork?	Yes
If there are maintenance needs, please describe here.	Jes will make a touch up after 5 years and we will assess the needs from there. We don't expect much maintenance even with it being on sidewalk it will be protected and preserved.
5) BUDGET & FUNDING	
(a) Material costs	980
Describe materials costs.	paints, paintbrushes, etc. This part is all up to the artist, but we have already received a grant to pay for this mural from the Bentonville Moves Coalition.
(b) Production costs	100
Describe production costs.	we have already received a grant to pay for this mural from the Bentonville Moves Coalition.

(c) Installation costs	400
Describe installation costs.	Artists time and expertise. we have already received a grant to pay for this mural from the Bentonville Moves Coalition.
(d) Total fabrication budget	1480
(e) Artist's fee	n/a
(f) Travel costs	n/a
(g) Total budget	1480
What is the planned funding for this proposal?	Private funding.

Email not displaying correctly? [View it in your browser.](#)





**‘Gillie and Marc (the founders of Statues for Equality) are the most prolific creators of public art in New York’s history’
- THE NEW YORK TIMES**

Formal Quote and Project Scope of Works



Statues for Equality

A Global Mission To Balance Gender And Racial Representation In Public Statues

Gender and racial inequality is among the most critical issues facing the world today. Now, artists around the world are banding together to spark the change for equality in a beautiful way, with Statues For Equality.

This global movement is on a mission to balance the gender and racial representation in public art and create tangible change one statue at a time. By creating everlasting bronze statues of some of the most inspirational women of our time, Statues For Equality honors women’s contributions to society and spreads their inspiration to the world. The goal is to reach complete gender equality of public sculptures (50%) across the globe by 2030.

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SYDNEY | NEW YORK | LONDON



**‘Gillie and Marc (the founders of Statues for Equality) are the most prolific creators of public art in New York’s history’
- THE NEW YORK TIMES**

Re: Letter of Engagement

Statues for Equality a global movement founded by renowned artists. This movement aims to create equality in statues and to celebrate the achievements of amazing women as less than 5% of the worlds statues are female.

We would be so honored to work with you to memorialize a woman in bronze. Gillie and Marc love working in bronze for many reasons. Bronze is a very hardy material and will last forever.

Gender and racial inequality is among the most critical issues facing the world today. Now, artists around the world are banding together to spark the change for equality in a beautiful way.

This global movement is on a mission to balance the gender and racial representation in public art and create tangible change one statue at a time. By creating everlasting bronze statues of some of the most inspirational women of our time, Statues for Equality honors women’s contributions to society and spreads their inspiration to the world. The goal is to reach complete gender equality of public sculptures (50%) across the globe by 2030.

Gillie and Marc propose to carry out the full artistic design and productions of artworks as detailed in the following document, which includes reiteration of the scope of works along with our fees to complete the said scope of works.

Should you have any queries or wish to discuss any aspects of our proposal, please call me and I will be happy to assist.

We very much look forward to hearing from you.

Yours sincerely,

Natasha Taumoepeau

Project Director
info@statuesforequality.com



**‘Gillie and Marc (the founders of Statues for Equality) are the most prolific creators of public art in New York’s history’
- THE NEW YORK TIMES**

Project Scope of Works

The scope of works will be broken down into the following stages;

STAGE 1 – CONCEPT & SCHEMATIC DESIGN DRAWING

- Scope of works
- Illustrate the main design ideas and define the engagement and interaction
 - Prepare reference and mood boards
 - Establish look and feel
 - Place drawing in desired location
-

STAGE 2 – DESIGN DEVELOPMENT AND DOCUMENTATION

- Scope of works
- The approved concept is developed with all materials confirmed and accurate measurements
-

STAGE 3 – PRODUCTION OF STATUE

- Scope of works
- All coordination
 - Mould making
 - Casting and fabrication
 - Colour processing and patination
 - Waxing and polishing

Note: Installation not undertaken by artists but guidelines will be given



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- THE NEW YORK TIMES**

Formal Quote

Costs

Female Bust up to shoulders	\$44,000 (Co-funded cost \$22,000) +Delivery
Female Bust including arms	\$50,000 (Co-funded cost \$25,000) +Delivery
Life-size Female Bronze Sculpture	\$98,000 (Co-funded cost \$49,000) +Delivery
1.5 Size Female in Bronze	\$140,000 (Co-funded cost \$70,000) +Delivery





Request for Proposals for Artwork: **PHILLIPS PARK** Permanent Display

Deadline: Friday, Nov. 5, 2021 at midnight CST

Description. The City of Bentonville's Parks and Recreation Department and Public Art Advisory Committee are seeking proposals for permanent artwork to be installed upon completion of a renovation of Phillips Park in Bentonville, Arkansas. The redesign includes 8 to 10 new ballfields, open green space, play areas and a possible food truck court.

The Bentonville Youth Baseball Board has been managing the Bentonville Youth Baseball program for more than 50 years. Upon completion of the Phillips Park renovation, the Bentonville Youth Baseball Board will dissolve as the Bentonville Parks and Recreation Department takes over the youth baseball program.

The Bentonville Youth Baseball Board is donating money toward the installation of an art piece that serve as a symbol of their legacy in Bentonville. They are seeking a piece that will represent the players, coaches, and volunteers who made the league such a success. The installation will include a sign or plaque dedicating the artwork to the Bentonville Youth Baseball Board, listing the name of all board members.

Display Site. The artwork will be installed at Phillips Park centrally located in Bentonville at 3108 SE J Street. This is a 40 acre active recreation park will include 8 to 10 new ballfields, open green space, play areas, and a possible food truck court. The anticipated location for the artwork is near Ballfield 1, located on the current southwest corner of the park, but may change upon completion of the park's redesign.

Creative Brief.

Objective: Artwork that represents the legacy of the Bentonville Youth Baseball Board, its players, volunteers and coaches.

Audience: All visitors to Phillips Park, particularly ball players, coaches and volunteers.

Tone/Voice: Volunteerism, coaching, teaching, community, and encouraging.

Display Period: Permanent installation with a 50+ year lifespan.

Eligibility. Any artist, graphic designer, landscape architect or any other designer is eligible to submit a proposal.

Installation. The City will coordinate with the artist for timing and any assistance needed by the city. Installation will be coordinated with the design and reconstruction schedule of Phillips Park. Upon acceptance by the city after installation, the city will assume maintenance responsibilities.

Maintenance. The application must include details on maintenance required for the artwork. The proposed artwork must be suited to continuous outdoor display and able to be maintained by the City.

Conformance with Public Art Policies. Proposed artwork must comply with the public art policies adopted by city ordinance (provided on page 3).

Prohibitions. Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service. Artwork cannot be obscene (as defined by A.C.A. § 5-68-302 *et seq.*) or violate other state or Federal laws.

Budget. The Bentonville Youth Baseball Board will fund up to \$20,000. Artists are required to submit a detailed budget. Proposals without a detailed budget will not be accepted. Budget should include cost of materials, production, delivery and installation, and artist's fee.

- Selection and funding are contingent upon a signed Letter of Agreement between the artist and the City of Bentonville.
- Travel, lodging and meal expenses for the artist(s) associated with this project are not reimbursable.
- No funds are designated for project development.
- 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.

Submittals. All proposals must be submitted using the online application form at <http://www.bentonvillear.com/FormCenter/Planning-8/Public-Art-Proposal-70>. Required attachments may be uploaded in a Word or PDF format. Proposals that do not complete the online submission form and/or do not upload the required documentation will not be accepted. Proposals must meet the Artwork Guidelines on page 3 and the Public Art Policy on page 4. The online proposal application requires providing the following information for a complete proposal:

- | | |
|---------------------------------|---|
| • title of artwork | • need for a foundation |
| • medium | • need for access to electricity or water |
| • dimensions | • life expectancy |
| • description of the artwork | • special maintenance needs |
| • image of the proposed artwork | • time needed for fabrication |

Deadline. **Friday, Nov. 5, 2021 at midnight CST**

Contact.

Shelli Kerr, AICP, Comprehensive Planning Manager
305 SW A Street, Bentonville, AR 72712
479-271-3122 • skerr@bentonvillear.com

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 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.

Strategic Plan 2024-2025



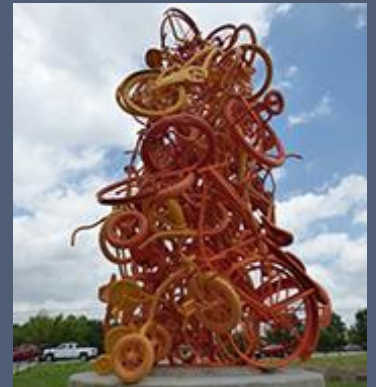
The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character where residents and visitors will encounter works of public art that will surprise and delight with artwork that celebrates the city's history, its entrepreneurial spirit, and growing diversity.

PROJECT ZONES

Parks
Trails
Arts District
City Gateways
North Walton Corridor

SUMMARY

The Bentonville Public Art Strategic Plan will be used as a roadmap to help city leadership and citizens understand the long-term value and direction of public art in Bentonville. It provides the Public Art Advisory Committee with a framework to make public art a reality. The PAAC is responsible for creating the plan then recommending it to the mayor and city council to ensure its implementation by encouraging city staff, other city commissions and boards and future councils in continued development of our public art program.



OUR PLAN

- Establish a vision for public art embracing Bentonville's entrepreneurial spirit.
- Identify geographic priorities for focusing resources.
- Recommend the planning, funding, and decision-making processes necessary to achieve the vision.



CORE PRINCIPLES

- Foster diversity, equity, and inclusion
- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Increase excitement, access, and engagement with public art



PUBLIC ART...

- Has the power to energize our public spaces and transform the places where we live, work and play.
- Helps green spaces thrive and enhances roadsides, pedestrian corridors and community gateways.
- Serves as a powerful economic force, attracting businesses and qualified workforces.
- Enhances public spaces and creates destinations in a community.
- Encourages people to fully appreciate and utilize public areas.
- Is an essential component of a community that strives to be distinctive.

The PAAC Team – *Serving our community*

Public Arts Advisory Committee

The Bentonville City Council first established a public art policy and the Public Art Advisory Committee (PAAC) on February 13, 2007, with Ordinance No. 2007-24. On August 20, 2012, Mayor Bob McCaslin appointed four members to establish the first active PAAC, which began meeting in October that year.

These founding members established a mission statement and core principles, created an application process and application form, and drafted an amendment to the public art policy. The amended ordinance was adopted on May 14, 2013, with Ordinance No. 2013-40.

2024 PAAC Members

Citizens – Steven Baker, Grant Cottrell, Tom Hoehn (Chair), Anne Jackson, Chad Nicholson, Kate Schaffer, Clint Schaff

City of Bentonville - Comprehensive Planning Manager: Shelli Kerr, Community Events Manager: Kelly Schmidt

Ex Officio - Visit Bentonville: Kalene Griffith, Alison Nation, City Council: Beckie Seba, OZ Art NWA: Elizabeth Miller, CBMAA/Momentary: Cynthia Post-Hunt



Community engagement activity at First Friday.

Creative Economy in Arkansas – BY THE NUMBERS

In addition to quality of life benefits, public art, as part of the creative economy, has an economic impact.

\$3 BILLION ECONOMIC IMPACT
30,893 jobs
5.6 MILLION VISITORS
2% of Arkansas Economy
116 million cultural travelers
\$927M in personal income for AR citizens
3rd largest employer in AR

The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for **\$3B** and **2.0%** of the Arkansas economy, contributing **30,893** jobs.¹

- The creative industry in Arkansas generates **\$927** million in personal income for Arkansas citizens.²
- The creative economy in the State of Arkansas is the **third largest** employer statewide, after logistics and perishable and processed foods.³
- More than two-thirds of travelers included a cultural, arts, heritage, or historic activity or event while on a trip – this equates to **116** million cultural travelers.⁴
- Crystal Bridges welcomed **5.6 million** visitors from all fifty states and abroad in its first 10 years. Another 4 million visitors enjoyed the surrounding grounds and public art.⁵



1. National Assembly of State Arts Agencies, "Creative Economy State Profiles - State Arts and Cultural Production 2021: Arkansas (https://nasaa-arts.org/nasaa_research/creative-economy-state-profiles/)
2. National Governors Association Center for Best Practices, "Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development," (<https://www.nga.org/>)
3. Ibid, (https://www.nga.org/wp-content/uploads/2020/08/0901arts_economy_nga.pdf)
4. Americans for the Arts, "Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & their Audiences," (https://www.americansforthearts.org/sites/default/files/aep5/PDF_Files/ARTS_AEPsummary_loRes.pdf)
5. Crystal Bridges, "10 Years of Meaningful Memories," (<https://crystalbridges.org/10-years-of-meaningful-memories/>)

Goals and Strategies

GOAL 1

Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings

- Acquire at least two works annually
- Identify focus locations aligned to the city's Community Plan
- Establish and fund a care and maintenance program
- Secure funding and develop a plan to infuse artworks into new traffic roundabouts, trails, and tunnels.



GOAL 2

Improve awareness, accessibility, community engagement and celebrate public art in Bentonville.

- Work with Visit Bentonville on printed and digital guides to public art and museums
- Work with the Public Library to publish a parents' guide to public art in Bentonville
- Conduct a needs assessment around arts role in the community
- Establish a monthly art / artist spotlight series
- Activate #BentonvillePublicArt using city social channels, signage, and communications and encourage others to use
- Develop a marketing strategy for promoting new art installations



GOAL 3

Forge public and private partnerships to support expansion

- Advocate for full time City position to support and care for public art
- Partner with arts organizations to enable installations for more public art
- Partner with public art aspects of Walmart's new campus initiative.



Thaden School students – Public art project

PAAC – Infusing art into our community



#BentonvillePublicArt



1 Sunkissed
Nathan Pierce



2 PacMan
Craig Gray



3 Found
Timothy Jorgensen



4 Goldfish
Kato Dickinson



5 Keep it Clean
Laura Neill



6 Always a Pupil
Amanda Wilshire



7 Aura Activity
Joann Lacey &
Eric Williams



8 Triumph
Hunter Brown



9 Open Heart
Matthew Duffy



10 Hello
Kenneth Siemens



11 Green Bike Tower
Tylor French



12 Orange Bike Tower
Tylor French



13 Basketball Courts
Ignite Students



14 Monarch &
Dandelions
Amanda Wilshire



15 Natural Skate
The Mars Agency



16 Arvest Bike Pavilion
Hight-Jackson



17 Hole in the Wall
Joann Lacey &
Eric Williams



18 Sassy
Amanda Wilshire



19 Blue Bike Tower
Tylor French



20 Red Bike Tower
Tylor French



21 Rainbow Springs
Eugene Sargent, Dustin Alvaro-Bonfiglio
Griffith & The Amazons



22 Upper Cut
Randy Townsend



23 Flight
Bob Doster



24 Art Feeds
Sunshine School Students



25 A Tribute to the
Almost Forgotten
Osage Prairie
Jonathan Perodin



26 Box Turtle
Stephen Fellbach



27 ColorFULL
Sugar Creek
Elementary Art Club



28 Mull It Over
Nina Chanel Abney



29 Canoe Canoe
Jeff Zischke



30 This is Your
Public Library
Ziba Rajabi & Bentonville
Public Library Patrons



31 Lil' Library in the Park
Randy Townsend



32 Surfing Frog
Katy Kane



33 New Growth
Napoleon Dezaldivar



34 Cozy Apple
Gina Galling

Partnership and/or Temporary Installations



NuPenny's Last Stand, Randy Regier
Ozark Topography, Ed Pennebaker
Liquid Shard Inspired, Napoleon Dezaldivar
Truth Booth, Cause Collective In Search of the Truth
Grow with this Tree, Tree & Landscape Committee
Story Walk, Bentonville Public Library

Universal Inseparability, Ben Pierce
Guide These My Hands, D. Hatch T. Manos
Flight, Bob Doster
Art Feeds, Sunshine School
Box Turtle, Private Commission
Double Slit Skyline, Dewane Hughes
Canoe Canoe, Jeff Zischke
Mull It Over, Nina Chanel Abney

