



Public Art Advisory Committee
Meeting Minutes
January 9, 2024
12:00 PM
Bentonville City Hall

Members

1 Steven Baker ✓ (virtual)
2 Grant Cottrell
3 Chad Nicholson ✓
4 Kate Schaffer, Vice Chairperson ✓ (virtual)
5 Anne Jackson ✓
6 Clint Schaff ✓ (virtual)
7 Tom Hoehn, Chairperson ✓

Ex Officio

Beckie Seba, City Council ✓ (zoom)
Kalene Griffith, Visit Bentonville
Alison Nation, Visit Bentonville
Cynthia Post-Hunt, Crystal Bridges/Momentary
Elizabeth Miller, OzArt ✓
Carlyn Wilder, OzArt ✓

Staff

Shelli Kerr, Comprehensive
Planning Manager ✓
Josh Stacey, Recreation
Services Manager ✓

Guests: Travis Matlock, Bentonville Electric Utility Director; Matthew Meers, Northwest Arkansas Community College.

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

1. Approve minutes – December 12, 2023

Chad made a motion to approve the December 12, 2023, minutes, Clint seconded. All in favor; motion passed 6-0.

2. Welcome New Member: Anne Jackson. Tom introduced and welcome new member to the committee, Anne Jackson. Other members introduced themselves.

3. Officer Elections.

Kate and Tom said they would be willing to serve again.

Chad nominated Tom for the Chairperson and Kate as Vice Chairperson. For Tom, all in favor; motion passed 6-0. For Kate, all in favor; motion passed 6-0.

II. PROPOSALS

1. Statues for Equality. Shelli reported that Debbie Griffin did present the statue project to the Airport Advisory Board. They have decided not to proceed. The PAAC decided to take no further action on this proposal request.

2. Vasanio “Troy” – Unsolicited Submittal. After discussion, the committee had some questions and did not feel the piece connected with the city or any current efforts.

Chad made a motion to decline this proposal; Kate seconded. All in favor; motion passed 6-0.



III. PLANNED PROJECTS

1. **Water Tower & 8th Roundabout RFP.** Travis Matlock, Director of Bentonville Electric Utility Department, discussed the electric infrastructure in the middle of this roundabout. His team will do locates and measure to determine an area where art can be installed. The light could be relocated, but the costs would be prohibited. The pole is 30' tall with two, 6' arms. Another option is to provide piers for installing artwork. A 6'-8' art piece at a minimum is recommended.

Consider the roundabout under construction at 28th and Maple by Creekside, take a look at the infrastructure there to determine if it could be modified. There will also be a roundabout at Bright Rd. Make efforts to review roundabout plans before being finalized to see how artwork could be incorporated.

Matthew Meers with the art department at Northwest Arkansas Community College discussed their goals to establish a long-term relationship with the city to coordinate and display student artwork. The initial discussion was an annual rotation at this roundabout. The committee is concerned about the logistics and less accessible inside a roundabout.

Spring Park might be a better location for rotating artwork. The school does have a foundation account to pay the students if the city can fund/supply materials. Matthew has created a universal bolt pattern that could be installed on various foundations along the Razorback Greenway. This option may be easier for rotating and accessing artwork. The committee supports an opportunity for a partnership.

Action item: Staff will meet with NWACC prior to the next meeting to further discuss opportunities.

2. **J and John De Shields Roundabout.** There is no issue with utilities at this roundabout. Looking at opportunities to partner with several of the entities in that area that might want to engage in this project.

Action item: Staff will meet with Crystal Bridges team to discuss further.

IV. PROJECT UPDATES

1. **Youth Baseball: Coaches and Players RFP (previously Phillips Park RFP).** The RFP is published. Received one proposal so far. Will do more social media push next week.
2. **Videography Project.** Project is complete and partner logos have been added to the end.

V. OTHER BUSINESS

1. **Corner at Park Springs Park Replacement.** The contract for Double Slit Skyline ends in May. After some discussion, the committee wanted to find out if the artist is interested in leaving it on display for another year. Might reach out to Jim Collins, Justin Deister, Ed Pennebaker and NWACC for other opportunities.

Action item: Staff will reach out to artist about keeping Double Slit Skyline for another year.

2. **Maintenance Program.** Shelli asked committee to send ideas about maintenance programs to her for further discussion at the next meeting. She asked for a vote at the next meeting to establish a portion of annual PAAC funds for maintenance.

Action item: Parks staff to summarize what they've done so far regarding maintenance.

3. **Roundtable Discussion.**

- Tom mentioned CACHE meeting with regional municipal arts officials. Tom will share.
- Anne mentioned two artworks that will soon be available. (1) Community Cohesion Project is a mobile mural. Currently outdoors at The Medium in Springdale. ArtsOne is the curator (they don't own it) but the piece is designed to travel across NWA. City cost would be installation only. The piece is 8' tall x 16' wide and comes in four pieces. (2) Also, Gina Gallina's exterior interactive crochet mushroom will be available in the spring. Minimal cost and installation. Needs a flat spot. Less than \$5,000. Like for it to "bloom" in the spring and remove by winter.

4. **February Agenda: Annual Budget Review.** No discussion.

VI. ADJOURNMENT

Tom made a motion to adjourn; Chad seconded. All in favor; motion passed, 6-0.

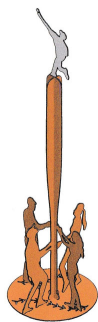
Meeting adjourned at 1:08 p.m.

PAAC Annual Budgets

As of 2/8/2024

	<u>2023</u>	<u>2024</u>
Annual PAAC Budget	\$ 25,000.00	\$ 25,000.00
150th Art Project Budget	\$ 25,000.00	
Roundabout Budget		\$ 100,000.00
Rolled from Previous Year	\$ -	
	\$ 50,000.00	\$ 125,000.00
2023		
Commemorative Art Installation - Seeds of the Future	\$ 30,000.00	
Foundation	\$ 167.54	
Commemorative Art Installation - Cozy Apple	\$ 4,700.00	
History Museum Multicultural Festival Project	\$ 2,100.90	
Signage	\$ 1,362.18	
Photography/Videography	\$ 10,000.00	
2024		
Roundabout Art Installations		\$ 100,000.00
Maintenance ((25% of annual budget))		\$ 6,250.00
Trading Card Pilot Program		
Traveling Installations		
Corner at Park Springs		
NWACC Partnership		
Total Allocated		
	\$ 48,330.62	\$ 106,250.00
Remaining:	\$ 1,669.38	\$ 18,750.00

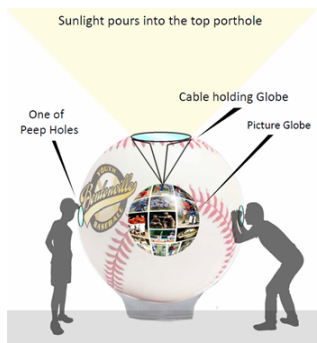
Jim Collins
Bentonville Bat
18' high, 50" x 60"
Cor Ten & Stainless Steel
\$19,810



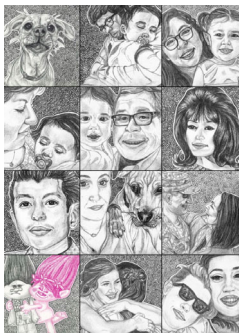
Jose Trejo Maya
Transparencies in Time
5' high
plastic transparency film and acrylic/plexiglass
\$15,000



Kirk Seese
It's More Than A Sport
8' high, 8' D X 8' W
Repurposed Water Tank, Clear Acrylic, UV Inks
\$20,000



Miranda Torres
Youth Baseball: Coaches and Players
TBD
Outdoor Sufficient Paints/Mediums
TBD



William Virgil
Pieces of the Game
5' high, 2' W
metal with a UV-printed coating
\$26,400



From: [Anne Jackson](#)
To: [Shelli Kerr](#)
Subject: Artwork Details for traveling mural and mushroom
Date: Wednesday, January 10, 2024 3:26:57 PM
Attachments: [Humongous Fungus_A Colossal Crochet Creation \(1\).pdf](#)
[FUNgus FACTS as of 4.20.23.png](#)
["Caminos Celebrando la Vida y el Legado".pdf](#)

You don't often get email from jacksoanne@gmail.com. [Learn why this is important](#)

Hi Shelli,

I really enjoyed yesterday's committee meeting and conversation. It was great meeting everyone and hearing more about what the group is working on.

As promised, here is some information on two artworks that can travel and be placed as temporary installations.

Mobile Mural commissioned by CCP (Community Cohesion Project)

"Caminos: Celebrando la Vida y el Legado"

"Pathways: Celebrating Life and Legacy"

Artist: Briseida "Brioch" Ochoa

4 panels, Acrylic, 2023

Dimensions: 8 ft tall, 16 ft wide, with back structure approx 3 ft deep

Image attached of it currently installed outside of The Medium, Springdale

Owned by CCP

Available April 2024

"Humongous Fungus: A Colossal Crochet Creation"

Artist: Gina Gallina

Attached is the PDF of the presentation we did for Artosphere with Walton Arts Center that talks more about the installation, budget for temporary installation of this, etc.

Owned by Arts One Presents

Available now

TikTok video that went viral of the installation and engagement in downtown Springdale:

[LINK](#)

Views: 595k

Likes: 140.8k

Comments: 823

Saves: 4082

Feel free to share as needed or keep for future reference.

Thanks again,

Anne

--

Anne Jackson

Executive Director, Arts One Presents

Standards Adviser, Kappa Kappa Gamma at University of Arkansas

m. (678) 642-7375



“Caminos: Celebrando la Vida y el Legado”

“Pathways: Celebrating Life and Legacy” Mobile mural

Artist: Briseida “Brioch” Ochoa

4 panels, Acrylic, 2023

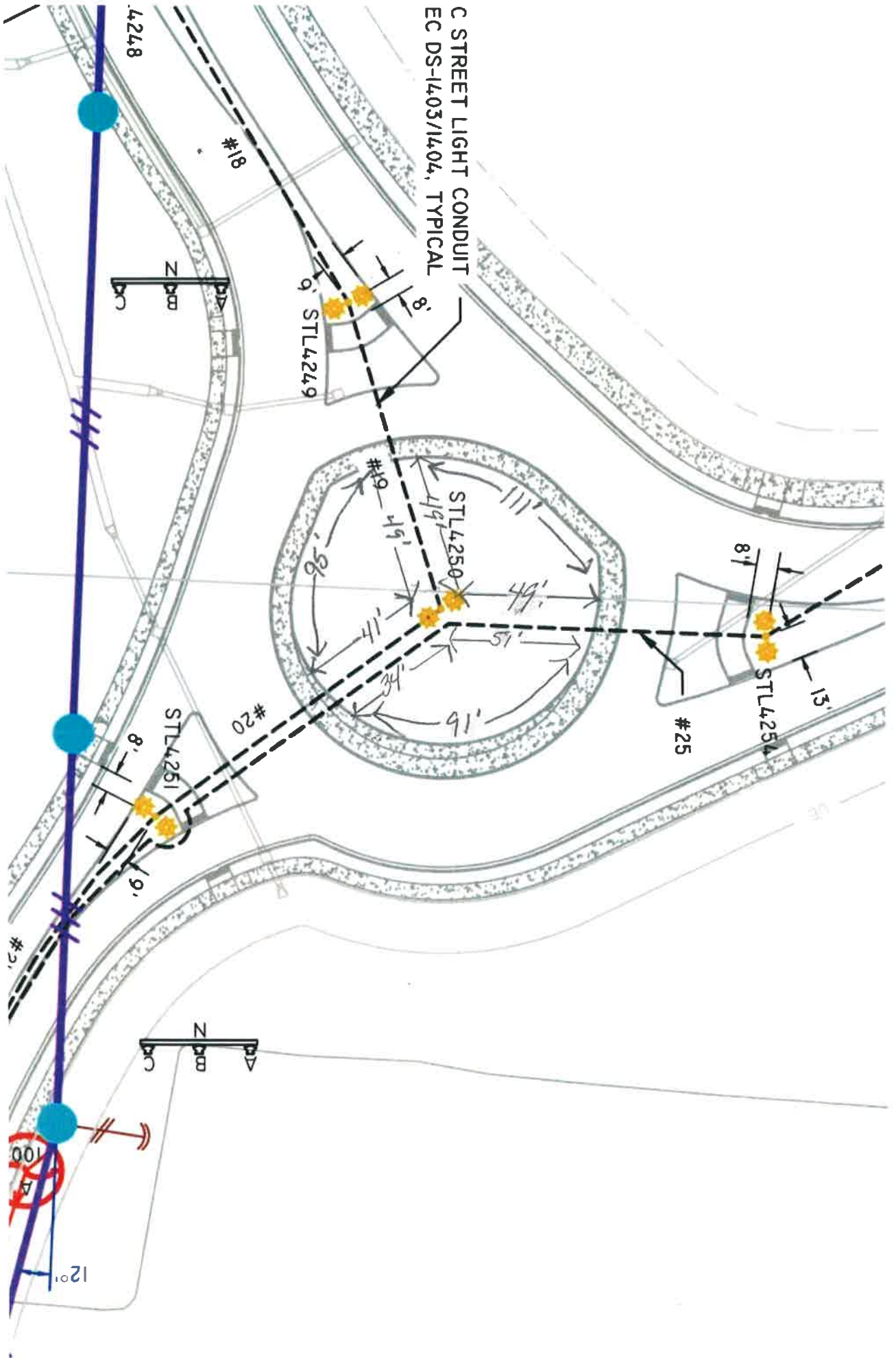
Dimensions: 8 ft tall, 16 ft wide, approx 3 ft deep with back bracing

FUNgus FACTS

- Weight of mushroom structure- approximately 350 lbs
- Height of mushroom structure- approximately 11' tall
- Width of the mushroom cap- approximately 12' wide
- Walkthrough opening of over 6' high
- More than 1,300 crochet squares
- More than 1,300 hours to complete
- One hook, one artist, one backyard
- Steel structure fabrication by local artist Eugene Sargent
- Species: *Amanita Muscaria*, commonly known as the fly agaric or fly amanita.
- The word **CROCHET** comes from the french word CROCHE, meaning hook
- Gina's grandmother taught her to crochet when she was 8 years old, & has been crocheting her entire life.



C STREET LIGHT CONDUIT
EC DS-1403/1404, TYPICAL



From: [Dewane Hughes](#)
To: [Shelli Kerr](#)
Subject: Re: Double Slit Skyline
Date: Monday, January 29, 2024 4:11:08 PM
Attachments: [image001.png](#)

No cost at all to extend the stay.

Thanks,
Dewane

From: Shelli Kerr <skerr@bentonvillear.com>
Sent: Monday, January 29, 2024 4:09 PM
To: Dewane Hughes <dhughes@uttyler.edu>
Subject: [EXTERNAL] RE: Double Slit Skyline

Great. I'll share this with the committee in February and let you know what they think.

Would there be any cost to extending the display period?

From: Dewane Hughes <dhughes@uttyler.edu>
Sent: Wednesday, January 24, 2024 9:38 AM
To: Shelli Kerr <skerr@bentonvillear.com>
Subject: Re: Double Slit Skyline

Hello Shelli,

I am perfectly fine with extending our loan agreement if that works for you. Hard to believe that is almost a year already.

Thanks,
Dewane

From: Shelli Kerr <skerr@bentonvillear.com>
Sent: Monday, January 22, 2024 11:19 AM
To: Dewane Hughes <dhughes@uttyler.edu>
Subject: [EXTERNAL] Double Slit Skyline

Hi Dewane,

Hope you had a nice holiday!

My records show that we completed installation of Double Slit Skyline on May 13. The agreement indicates a display for one year with an option to negotiate for a long display period.

Our options are to have you remove the installation those first two weeks in May or discuss a

longer display period. Do you have a preference? Are you open to a longer display period?

Appreciate hearing from you soon.

Thanks,
Shelli



SHELLI KERR

Comprehensive Planning Manager

Neighborhoods Team

☎ 479.271.3122

📍 305 SW A Street
Bentonville, AR 72712

🌐 www.bentonvillear.com

Help shape the future of Bentonville. Promote what we want. Preserve what we love. We need your voice. Learn more and take the survey: www.planbentonville.com

THE CITY OF BENTONVILLE



PUBLIC ART ADVISORY COMMITTEE

Committee of the Whole Update

February 12, 2024

Introducing a new video – Public Art in Bentonville

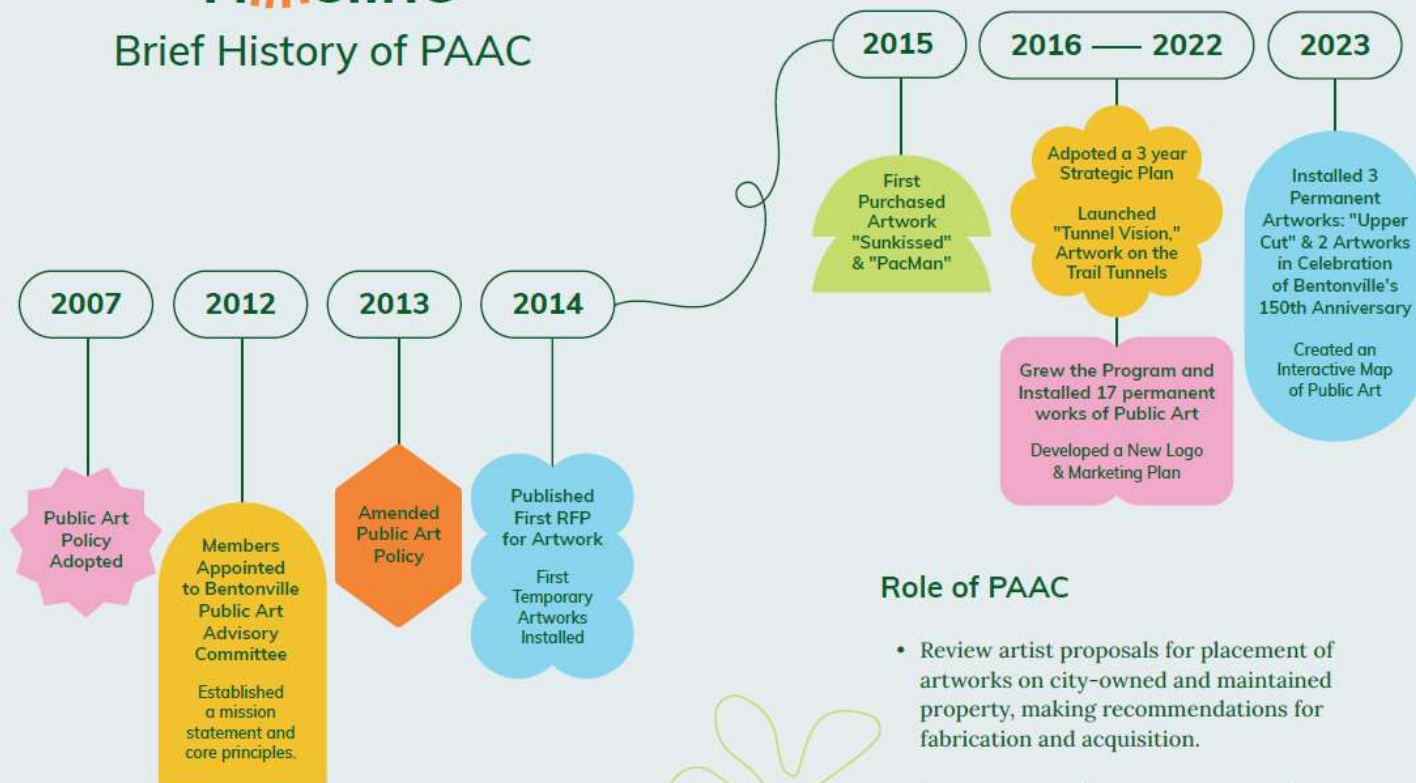


130+ pieces of public art

Located in Bentonville

Timeline

Brief History of PAAC



Role of PAAC

- Review artist proposals for placement of artworks on city-owned and maintained property, making recommendations for fabrication and acquisition.
- Serve as a jury for artwork competitions, making recommendations of finalists to the City Council.
- Provide technical advisement to staff to develop a public art program.

Who we are



Citizens

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

City of Bentonville

Comprehensive Planning Manager
Shelli Kerr

Parks & Recreation
Josh Stacey

Ex Officio

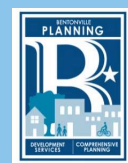
Visit Bentonville
Kalene Griffith and
Alison Nation

City Council
Beckie Seba

OZ Art NWA
Elizabeth Miller

CBMAA/Momentary
Cynthia Post-Hunt

Partners



By the numbers – Nationally

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.¹

The global art tourism market is estimated to grow to more than **\$52 billion** by 2032, from \$43 billion in 2022.³

82% of Americans believe that arts and culture are important to local businesses and the economy.²

A study of 26 communities across the U.S. found a strong correlation between “Community Attachment” (defined by cultural character) and local GDP growth. Those with Strong attachment experienced GDP increase of up to **6.9%** ⁴

1. Americans for the Arts, “Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & their Audiences,”
2. ARTS PROSPERITY 5, Americans for the Arts
3. Future Marketing Insights, “Art Tourism Market Overview (2022-2023)”
4. Knight Soul of the Community 2010, “Why People Love Where They Live and Why it Matters: A National Perspective”

By the numbers – Locally

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 Economy in the State of Arkansas is the **third largest employer** statewide, after Logistics and Perishable and Processed Foods.³

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.⁴

The creative industry in Arkansas generates

\$927 million

in personal income for Arkansas citizens.²



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. Crystal Bridges, "10 Years of Meaningful Memories," (<https://crystalbridges.org/10-years-of-meaningful-memories/>)

What is a thriving arts ecosystem?

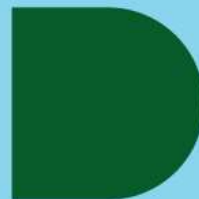
In thriving arts ecosystems, institutional strengths are complemented at multiple layers of public and private support, such as:



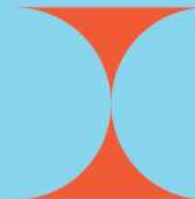
community
arts



individual
arts
practitioners



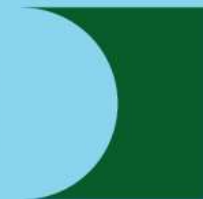
arts
education



public arts
and culture



private
real estate



philanthropy
and individual
support

2023 – Our most active year since PAAC's inception in 2012

May

Double Slit Skyline by Dewane Hughes was installed at the corner of NW A Street and Tiger Blvd. This 16' tall steel sculpture on loan to the city for one year.



June

Upper Cut by Alvaro Bonfiglio was unveiled at the Creekside Park grand opening. This 31' x 6' sustainable wood sculpture of a gigantic cricket bat is next to the new cricket pitch.



Promotional

An interactive map and promotional materials were produced. The map provides locations, photos, artist information, and details about the city's 35 art pieces installed on public property

150

One temporary piece and two permanent pieces were created in celebration of Bentonville's Sesquicentennial Anniversary representing Benton County's history as one of the largest apple-producing counties in the nation.

Local artist Gina Gallina created **Cozy Apple**; an apple-shaped inflatable wrapped in crocheted granny circles. One Cozy Apple "roamed" to different outdoor locations and the other was fabricated with the help of local community members and is now on display at the Bentonville Public Library.

Seeds of Bentonville by Justin Deister was installed in front of City Hall. Inside an apple slice shape are 150 apple seeds imaged with words provided by local residents describing what they love about Bentonville.

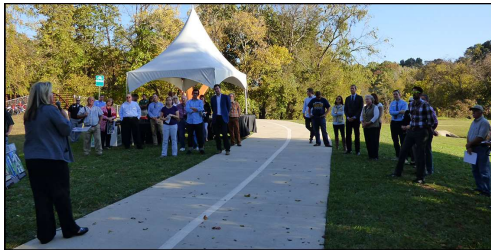


Building on a strong foundation with great partners, here is what's next...

Bentonville PAAC 2024-2025 Goals

1	Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offering.
2	Improve awareness, accessibility, community engagement and celebrate public art in Bentonville.
3	Forge public and private partnerships to support expansion.

Coming in 2024: Phillips Park, 2 Roundabouts, and more!



Thank you.

THE CITY OF BENTONVILLE
PAAC
PUBLIC ART ADVISORY COMMITTEE

From: [Josh Stacey](#)
To: [Shelli Kerr](#)
Subject: Art Maintenance
Date: Monday, January 29, 2024 11:52:24 AM
Attachments: [image001.png](#)

Shelli,

Our team averages 40 hours per year on art maintenance. That includes assisting with installations, removal, maintenance, and routine inspections. The cost of that is around \$1,100 in labor + any supply cost.



Josh Stacey
Recreation Services Manager
1101 SW Citizens Circle, Bentonville, AR 72713
P: 479.696.0204
www.playbentonville.com

From: [Lucas Cowan](#)
To: [Shelli Kerr](#)
Subject: Fwd: UPDATE - MAA Regional Public Art Project - The Red Ball Project
Date: Wednesday, February 7, 2024 1:12:00 PM
Attachments: [Screenshot 2024-01-10 at 10.30.30 AM.png](#)

Lucas Cowan (He, Him)
Director, Cultural Policy

cachecreate.org | themedium.art

CACHE provides professional development resources for artists, arts administrators, and organizations. Visit [our website](#) to take advantage of them all!

----- Forwarded message -----

From: **Lucas Cowan** <lucas@cachecreate.org>
Date: Wed, Jan 10, 2024 at 10:31 AM
Subject: UPDATE - MAA Regional Public Art Project - The Red Ball Project
To:
Cc: Meghan Dale <meghan@cachecreate.org>

Hello and Happiest of New Years!

First off, thank you all for feedback as we conduct the MAA evaluation. I appreciate you all taking the time to connect with Patricia Walsh and share your thoughts on the program.

I write to you today to let you know that I have officially signed the contract with Artist [Kurt Perschke and the Red Ball Project](#). After the rankings of votes on projects Philip and Presented, the Red Ball came out almost unanimously on top. If you have forgotten, the MAA cohort voted to use the dedicated "mini grant" funding as part of the WMF grant to do a collective traveling public art project, organized by CACHE.

The Red Ball Project, conceived by artist Kurt Perschke, is a captivating and innovative public art installation that has toured various cities worldwide, transforming urban landscapes into vibrant and playful environments. At the heart of the project is a giant, inflatable red ball that seems to defy conventional spaces and expectations, popping up in unexpected locations such as narrow alleyways, historical landmarks, and bustling city streets. The striking contrast of the bold red sphere against the backdrop of diverse urban settings creates a visually arresting experience, encouraging people to engage with their surroundings in new and imaginative ways. The Red Ball Project blurs the boundaries between art and everyday life, sparking a sense of wonder and prompting viewers to

reconsider the possibilities of their urban environments. Perschke's ingenious concept transcends traditional art gallery spaces, bringing joy and artistic expression directly to the



public sphere.

Here is the current gist of the project and next steps:

- We are looking to bring the ball to NWA and each of your cities on or around the week of September 16-20, 2024.
- The ball will spend a day in each of the 5 cities.
- I will be doing a site visit with the artist in April, and will be in touch with each of you on possible locations within each of your communities. We are looking for areas in which the public naturally gathers and has areas of interest in which the ball can be placed/wedged...more to come on that later in the months.
- I, Lucas, will be organizing the entire tour, and in some cities, I will need to go to your public art councils to get approval, but also counting on you all to help with that process.

I am very excited for this project to come to fruition and I look forward to working with you all to make the first traveling NWA public art project a success!

More to come!

Cheers!

Lucas Cowan (He, Him)
Director, Cultural Policy

cachecreate.org | themedium.art

CACHE will be closed Mon. Jan 15th in observance of MLK Day

CACHE provides professional development resources for artists, arts administrators, and organizations. Visit our website to take advantage of them all!



NEARLY 2,000 OF YOUR
NEIGHBORS ARE SHAPING
A BRIGHTER FUTURE.

WILL YOU JOIN THEM?

Since we launched our Plan Bentonville survey last Fall, nearly 2,000 residents have helped light the way forward on future growth and development issues, neighborhood identity, quality of life, local transportation and more. **Shouldn't you be among them?**

**A week of community input opportunities
begins Saturday, Feb. 24. Plug in today.**



Keeping Bentonville Bentonville in an era of rapid growth.

Visit www.planbentonville.com to learn more.

Keeping Bentonville Bentonville in an era of rapid growth.

With your help and vision, our community values can continue to shine.

What's Plan Bentonville?

As we face growth with no signs of slowing, Plan Bentonville is how we'll ensure that the development we want is the development we get. Where we want it. Purposeful, and aligned with our collective ambitions and priorities.

It's an effort — through a year of collaboration with the community — to clarify exactly what those ambitions and priorities are, then visualize them on a new Future Land Use Map (FLUM). A FLUM is a state-mandated, 30,000 foot view of the city, visualizing our desired development forms, character, uses, and transportation infrastructure, as well as where each should occur. It illustrates the city we want to become and, once completed, will serve as the foundation for revised zoning regulations that can make it all real.

Done right, we'll preserve the character we value most while growing in ways that better serve the needs of our community — more efficiently, environmentally and endearingly.

Why should I participate?

Bentonville is our home and home should be a reflection of who we are, collectively. The more voices making up the chorus, the sweeter the sound.

Our lives here aren't just one thing. Oftentimes we live, work, play, shop, recreate and worship in different places. What character do we want those places to embody? How do we want our streets to feel and function? Where in the city should we encourage desired growth and where do we seek to preserve the qualities we love?

Together we can broaden our capacity to thrive, knowing we've created a place where, if we choose, we can find a home, stay and grow old, and where our children will have the opportunity to do the same. A neighborly place of familiarity, unity, and pride.

Plan Bentonville is your chance to be the change (or the absence of change) you want to see in our city — a once-in-a-generation opportunity. Don't miss out.

How can I get involved?

We'll have a variety of input and collaboration opportunities over the coming year as the project moves forward. In the near term, make plans now to connect with the Plan Bentonville team during the **week beginning Saturday, February 24** when we'll be hosting a series of pop-up events around town as well as two public open houses.

Visit planbentonville.com for all the latest details and information.



www.planbentonville.com

Bentonville, AR - Creekside Park – Cricket Field and Art

The inauguration of the first regulation size cricket field at Creekside Park in Bentonville, Arkansas marks a transformative chapter in the city's journey towards fostering unity, diversity, and community engagement. This historic event not only introduces a new sporting venue but also underscores the city's commitment to inclusive spaces and cultural enrichment. The park officially opened in June of 2023, but has been in the planning stages for decades.

The establishment of Bentonville's first regulation size cricket field is more than just a sports development; it signifies a remarkable opportunity for fostering diversity and strengthening community bonds. Creekside Park's strategic location, connected by accessible pathways from neighboring communities and schools, ensures that cricket becomes a unifying force that transcends geographical divides. Residents from all walks of life are now drawn to the park, promoting cultural exchange and mutual understanding. The Creekside cricket field is the first regulation lighted field in Arkansas.

Kishmore Vadlamudi, a cricket player and member of the community, encapsulated the sentiment surrounding the grand opening when he remarked, "Bentonville Parks and Recreation doing this for us, just to come out for the family, that means a lot to us. Like a dream come true." Vadlamudi's words capture the immense gratitude felt by local residents who have waited years for a dedicated cricket facility. The new cricket field serves as a testament to the city's responsiveness to the needs and aspirations of its diverse population.

For over two decades, local cricket players used Phillips Park, a baseball complex, as their designated playing fields. Since 1998, the number of cricket teams expanded from two to thirty-two. Over 500+ players in the league respectively waited year after year to see their dream fulfilled.

According to US census data, the current Bentonville population is 54,426, with a five-year population projection of 63,062. Based on data from the 2020 census, approximately 20% of the population is of Asian descent. Establishing a park in the southwest corridor of Bentonville was identified a top-tier priority in the Play Bentonville Master Plan prepared years ago. Building Creekside Park surpassed the objective by creating socialization and multipurpose space, incorporating shade, comfort, and architectural elements, implementing water sustainability measures, and meeting the interests of a growing and diverse population. ark was intentionally designed with these dedicated players in mind.

Creekside Park, a visionary 35-acre expanse, offers much more than just a cricket field. It embraces a holistic approach to community development, integrating elements such as lighted pickleball courts, a splash pad, playground, picnic pavilion, and illuminated dog park. The park's thoughtful design, including the 1.6-mile bike trail (Little Osage Creek Trail), contributes to Bentonville's evolving "grand loop" trail system, fostering outdoor recreation and connectivity.

At the heart of the park and during the grand opening was the unveiling celebration of "Upper Cut," a striking art installation by New York artist Alvaro Bonfiglio. The sculpture, crafted from sustainable wood and shaped like an oversized cricket bat gripped by magic gloves, serves as a

powerful symbol of unity and cultural fusion. Bonfiglio's background as a licensed architect and educator imbues the piece with a unique blend of artistry and craftsmanship.

Chosen from among 12 submissions, "Upper Cut" exemplifies the ability of art to capture the essence of a community and a sport. Fabricated locally by Heritage Woodwork's skilled artisan Austin Vanderveer, the sculpture seamlessly integrates into the park's landscape, becoming an enduring tribute to diversity, heritage, and shared identity.

"Upper Cut" carries a profound message that resonates with Bentonville's richly diverse population. Funded by the Parks and Recreation Department and Visit Bentonville, the art installation pays homage to the heritage of residents whose countries of origin hold cricket as a cherished sport. This celebration of cultural history underscores Bentonville's commitment to inclusivity and recognizing the stories of its multicultural inhabitants.

As visitors engage with "Upper Cut," they engage in a dialogue that goes beyond words, celebrating the shared roots and passions of cricket-loving communities. The art installation becomes a focal point where individuals from different backgrounds find common ground, forging connections that contribute to a sense of belonging and shared identity.

The \$7.9 million Creekside Park project, primarily funded through parks impact and capacity fees, stands as a testament to Bentonville's commitment to enhancing the quality of life for its residents. Beyond the sport, the park's inauguration symbolizes the city's dedication to inclusivity, sustainability, and thoughtful urban planning. It celebrates the dreams of over 500 cricket players who for years longed for appropriate facilities.

Cities should consider building fields for benefits beyond mere sports development—it represents a profound commitment to diversity and inclusivity. This initiative provides a platform to bridge cultural divides, fostering understanding and respect among our residents. Cricket events and tournaments become celebrations of unity, drawing people from various walks of life together. This collective jubilation resonates beyond the field, fostering a sense of belonging and pride in our city. Additionally, these events stimulate economic activity, benefiting local businesses and boosting tourism.

Cricket fields become more than playing grounds; they evolve into dynamic community hubs. These spaces encourage interactions and shared experiences among individuals from diverse backgrounds, igniting conversations and connections that transcend ethnic boundaries. cricket field development is a visionary step towards shaping our city into a harmonious and united community. It underscores our city's ethos of celebrating diversity, promoting inclusivity, and building a stronger, more vibrant future for all. Through this initiative, we send a resounding message of acceptance and unity, transforming our city into a haven where cultures intertwine and flourish.

Creekside Park stands not only as a recreational facility but as a symbol of Bentonville's progressive spirit, where sports, art, and community converge to create a brighter and more inclusive future. The park becomes a place where conversations are sparked, friendships are forged, and shared experiences transcend differences, enriching the community fabric. The cricket field in Bentonville is doing just that and we have already seen the rewards from adding the field to our city.

Support Materials – City of Bentonville – Diversity and Inclusion





"Upper Cut," a striking art installation by New York artist Alvaro Bonfiglio.



Media and Video

https://www.youtube.com/watch?v=clcGz_UCcVI

<https://www.arkansasonline.com/news/2023/apr/10/cricket-fans-rejoice-as-bentonville-prepares-to/>

<https://www.nwahomepage.com/northwest-arkansas-news/creekside-park-opens-in-bentonville/>

<https://www.nwaonline.com/news/2023/jun/18/creekside-comes-to-life/>

<https://ground.news/article/creekside-park-opens-in-bentonville>

<https://nwatravelguide.com/item/creekside-park-28-street-park/>