

A Five-Year Municipal Art Plan for the City of Olympia

Introduction: Mission and Goals of the Olympia Arts Commission

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Growing II, by Jesse Swickard, Gift of the Artist, Dedicated in 2019, Woodruff Park

The mission of the Olympia Arts Commission is to help enrich the lives of the people of the region by making visual, performing and literary arts vital elements in the life of our community.

The Commission's purpose is to promote and encourage public programs that further development public awareness, and interest in fine and performing arts and cultural heritage, and to advise City Council in connection with these. The Olympia Arts Commission (OAC) was created to provide expertise regarding the visual and performing arts and cultural heritage, and to reach out within and beyond the community to expand artistic and cultural programs and services for the citizens of Olympia. (Olympia Municipal Code (OMC) 2.100.100, 2.100.110)

Supported by City staff, the OAC pursues this mission through a public art program that includes programming and events, services, outreach, education and networking, and the purchase, placement and maintenance of works of art in the community.

1. Municipal Art Plan (MAP): What and Why

The MAP is the annual budget and spending plan for the Municipal Art Fund, and it provides direction and accountability for the use of public resources in support of the arts.

City Ordinance calls for the OAC to "prepare and recommend to the City Council for approval a plan and guidelines to carry out the City's art program," (OMC 2.100.140) and notes that a municipal arts plan should prescribe the projects to be funded from the municipal arts fund. "*Municipal Arts Plan* means a plan outlining the City expenditures of designated funds for public art projects for a one-year period." (OMC 2.100.160)

Olympia's public art programs and purchases are funded through two sources: a \$1 per capita allocation from the City's General Fund that was initiated in 1990, and a 1% for Art set-aside for City construction projects over \$500,000 in value. Funds from these sources are deposited in a Municipal Arts Fund (MAF). The MAP establishes budgets for new public art projects undertaken by the City, whether in conjunction with new capital projects or independent of them. Projects range from small (less than \$15k) to major (over \$50k) installations involving design teams, and may include visual, literary and performing arts.

2. Planning for Public Art

The OAC develops an Annual Work Plan that details program initiatives and activities of the City's art program to promote the work of local artists and the arts within our community, and for the purchase of public art (including paid performances) to enhance and enliven the community. These public art purchases are the focus of the MAP.

To develop funding projections for the MAP and budgets for individual projects, City staff reviews the Capital Facility Plan to identify projects that trigger the 1% for Art set-aside. These projects and their locations, impacts, and estimated public art budgets are reviewed and considered by Arts Commission. The Commission generates a complete project list that includes planned capital-funded purchases as well as other projects identified in the

Commission's Annual Work Plan. This project list forms the core of the Municipal Art Plan, which the Commission then recommends to City Council for approval.

In developing plans for public art projects, a number of conditions and values are considered to determine the best use of available resources for the benefit of the arts and the community. As a starting point, capital project-generated funds are considered for art projects at or near the site of the construction to enhance the public improvement, or to mitigate for the impact of the improvements.

The funding for art generated by small capital projects is often too small to be very effective. In these cases, funds from multiple projects may be combined, or \$1 per capita funds added when available, to create a viable public art project budget. Balancing opportunities for multiple small projects versus fewer, more significant projects is an important planning consideration. Combining funds can bring a significant installation of public art to a capital improvement project that is too small to generate funds on its own, but which may be desirable because of location or community access. In selecting projects, programs and works of art, the OAC will consider how proposals accomplish the following:

- **Contribute to broad distribution of public art throughout Olympia.**
Commissioners will consider the relative representation of art among City neighborhoods, and seek to distribute public art broadly throughout the community.
- **Provide for diverse forms of art within the public collection.**
A wide range of style, media, subjects and viewpoints will offer perspective and interest for everyone.
- **Bring new ideas, innovation, or thinking to the community.** Encourage community conversation with focus on broader art experiences and culture and heritage focus.
- **Achieve a balanced City collection that includes a strong local base but also has regional and national reach.**
- **Ensure artwork is maintainable and safe.**
- **Ensure artwork is well-suited to chosen site or venue.**

3. Project List for 2020

The following slate of projects is diverse in arts disciplines and are located throughout Olympia. These investments in the arts support current and future endeavors, care for the collection we have and offer opportunity for local and regional artists, from youth through professional, to benefit the community and shared built environment. Together, this slate of initiatives will contribute to the creative and cultural arts in Olympia in the following ways:

- Expanding a diversity of the arts deeper into our neighborhoods and beyond the downtown core,
- Investing in the future of the arts and artists in our community, and showcasing their talent,
- Continuing with successful programs that are embraced by the community.

Traffic Box Wraps - \$16,000 – Up to 10 utility boxes in Olympia will be wrapped with artwork by local artists of all ages and printed on vinyl. The focus this year will be to replace failing existing wraps throughout Olympia. As vinyl is expected to last up to 3 years, wraps may be replaced in following years, depending on project evaluation. This project is intended to provide opportunities for youth and emerging artists.

Music Out Loud – Performance - \$2,970 - Funds have been used for three performances per three sites (9 performances total) during the summer months, in association with the ODA’s Third Thursday event. With the closure of the event, the Arts Commission will review options at their May retreat.

Percival Plinth Project – \$27,000 – This ongoing project hosts loaned sculpture (up to 17) for an exhibition of one year along Percival Landing. During the month of July, the public is invited to vote for the sculpture they wish for the City to purchase.

Olympia Art Crossings - \$75,000 – Sited at key "gateway" locations surrounding the downtown, creative works of art that reflect Olympia’s neighborhoods and community, and mark passage between downtown and our neighborhoods. The West Bay Drive location is currently in fabrication, with installation expected spring 2020, with the Eastside St. location will be getting started with artist selection.

City Hall Rotating Exhibit Support - \$1,100 – Host rotating exhibits of visual art and cultural artifacts for public interest and enjoyment, inside City Hall. Exhibits will be supported by concurrent presentations open to the public.

Poet Laureate - \$1,500 – Biennial Poet Laureate program, to promote poetry as an art form, expand access to the literary arts, connect the community to poetry, and promote poetry as a community voice that contributes to a sense of place. Funds cover an annual honoraria and small fund for materials and supplies.

Arts and Culture Organizations Granting Program - \$20,000 – The Arts Commission will continue with Grants to Arts & Culture Organizations, to provide equitable access to the arts for all Olympians. The program goal is to expand citizen involvement with the arts, engage underserved populations, and promote the interests of the broader Olympia community.

Keystone - \$2,500 - Work cooperatively with the Olympia Heritage Commission to create a half-day public forum for exploring relevant and timely ArCH topics in the community.

4. Planning Context

Beginning in 2015 the OAC adopted a five-year budget planning horizon to allow a longer look ahead, facilitating planning for prospective capital projects that will be phased over several years, and for ongoing costs associated with others.

Taken together with the efforts described in the 2020 Work Plan, this 2020 budget and MAP reflect a continuing effort to build supportive social and practical infrastructure for the arts and artists in Olympia, supporting the creative energy that the arts bring to our community. The organizational underpinnings to elevate art, culture and history (ArCH) in Olympia are beginning to take form. The first Olympia Arts Crossing will be dedicated and the second launched over the course of the year. Three of the eight planned Gateway installations are funded in the existing MAF, and Arts staff will apply for a federal matching grant in 2020.

The balance of 2020 projects reflect this Commission's goal to continue with programs that have shown strong popular support and public engagement, including Arts Walk, the Plinth Project, and Traffic Box Wraps, Grants to Arts & Culture Organizations and temporary exhibitions at City Hall. 2020 also marks recruitment and appointment of the City’s third Poet Laureate.

5. Other Activities

Maintenance and conservation efforts are necessary to preserve the integrity of the City’s collection for the benefit of the community. Funding for conservation and maintenance is provided from interest drawn on the MAF. In addition, the Arts Commission proposes to change the ordinance in 2020, to allow for 10% of the \$1 per Capita funds to be set aside additionally for maintenance. Commissioners visit each piece in the collection on a yearly basis, both to get to know the collection and to flag issues for staff review. Interest earned on the MAF will continue to provide a fund source for needed treatment and conservation care. 2017 was the first year to engage a .25 parks seasonal staff person for annual public art cleaning/maintenance.

6. Budget Summary & 5-Year Prospective

FIVE YEAR MUNICIPAL ART PLAN

	2019 Actual	2020	2021	2022	2023	2024
Projected Revenue						
Available balance	408,750	394,085	310,114	207,594	105,074	77,554
\$1 per capita - 10% to maintenance	52,000	46,800	46,800	46,800	46,800	46,800
Capital projects 1% for art (received)	24,794					
Revenue Total	485,544	440,885	356,914	254,394	151,874	124,354
Projects						
Traffic Box Wrap	15,432	16,000	16,000	16,000	16,000	16,000
Music Out Loud - Performance	2,970	2,970	2,970	2,970	2,970	2,970
Percival Plinth Project	25,430	27,000	28,000	28,000	28,000	28,000
Olympia Art Crossings	16,000	59,000	75,000	75,000		
City Hall Rotating Exhibit Support	1,434	1,100	1,100	1,100	1,100	1,100
Proposed Arts Walk cover purchase	1,200	1,500	1,500	1,500	1,500	1,500
Poet Laureate	1,534	1,750	1,750	1,750	1,750	1,750
Washington Center Exhibition	155					
Grants to Arts and Culture Organizations	20,000	18,451	20,000	20,000	20,000	20,000
Keystone		2,500	2,500	2,500	2,500	2,500
Heritage Park Fountain Utility Boxes	7,304					
Insurance		500	500	500	500	500
Expense Totals	91,459	130,771	149,320	149,320	74,320	74,320
Remaining Balance	394,085	310,114	207,594	105,074	77,554	50,034