



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

Introduction: Mission and Goals of the Olympia Arts Commission

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Olympia Poet Laureate Ashly McBunch *Walking Poetry Workshop*, April, 2022

The Olympia Arts Commission advises City Council on the art experiences of diverse communities of this region, through programs and opportunities that pro-actively foster arts and cultural activity for every segment of the community.

The Commission's purpose is to promote and encourage public programs that further development, public awareness, and interest in fine, literary 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 investments 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. For large design/build projects, staff has piloted a process where the consultant has been required to bring a public artist into the design team. The Franklin and Legion Way Pedestrian Improvements is the first of these completed projects, which includes West Bay and Yelm Highway Park and Percival Landing Planning. This approach eliminates redundancies in the process and ensures the participation of a public artist at the ground floor of complex design/build projects. The 1% for Art Funds are maintained and used for public art in those specific design/build projects. The Arts Commission reviews and provides comment on the developing art component as part of the general project community outreach, and City Council approves the art design as a seamless part of the overall construction design.

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. Until complete, priority for smaller projects or transportation related project funds will be directed toward completion of the eight projects that make up the Art Crossings Project. 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. Equity, Inclusion and Belonging

As an organization, the City of Olympia understands the power and influence government has to impact the daily lives of our residents, and the power to shape policies and practices that reduce inequities stemming from institutional and structural racism and oppression. In addition, the Parks, Arts and Recreation Department is committed to deepening engagement with underrepresented

community members through creativity, innovation and relationship building to better provide a parks, arts and recreation system where all Olympians feel they belong.

4. Project List for 2023

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.

Squaxin Island Tribe Representation - \$75,000 - Funding dedicated for a project to be determined with regards to the City's Accord with the Squaxin Island Tribe.

Traffic Box Wraps - \$16,500 - Up to 10 utility boxes in Olympia will be wrapped with artwork by local artists of all ages and printed on vinyl, both to replace failing wraps and wrap new boxes. 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 - \$3,000 - Funding for 9 performances during the summer months: three performances at each of the three sites marked with a sidewalk mosaic in downtown Olympia.

Percival Plinth Project - \$38,523 - This ongoing project hosts loaned sculpture (up to 18) 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. Program budget increased for 2023 to account for a tie vote in 2022 and the purchase of two sculpture at the end of the exhibition.

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 Martin Way/Pacific location (Art Crossing #3) is currently in the Concept Plan phase, with installation expected fall 2023.

Poet Laureate - \$2,500 - 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 insurance, materials and supplies. 2023 increase reflects additional stipend for the upcoming Poet Laureate term.

Arts and Culture Organizations Granting Program - \$20,000- The Arts Commission will continue with Grants to Arts & Culture Organizations (GACO) through 2023, 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. On April 26, 2022, Olympia voters approved a measure for Cultural Access to increase public access to arts, culture, heritage and science experiences throughout our community by reducing barriers to access

and expanding offerings, particularly for underserved youth. As program goals are so similar, the Arts Commission proposes shifting focus beyond 2023 to avoid redundancy and streamline City processes.

Artist-In-Residence Program - \$2,250 - In partnership with Drexel House, provide a series of drumming and movement workshops in a pilot program.

Murals in Parks - \$10,000 - Earmarked for 2024, launch mural project in existing City Parks, with the intention of creating a welcoming environment where all Olympians are represented.

City Hall Exhibitions - No budget for 2023 - This program will be revisited in 2025.

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 2023 Work Plan, this 2023 budget and MAP reflect a continuing effort to build supportive social and practical infrastructure for the arts and artists in Olympia, supporting the creative and nourishing energy that the arts bring to our community, especially important as collectively we emerge from the global pandemic. Especially uplifting is the potential of the Armory Creative Campus, currently in the planning phases.

The balance of 2023 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 the Poet Laureate program.

5. Other Activities

Maintenance and conservation efforts are necessary to preserve the integrity of the City's collection for the benefit of the community. Planned for 2023 is repainting of "Triumph of the Vegetables" at the Farmer's Market roundabout. Annual art cleaning/maintenance is completed with assistance of a .25FTE parks seasonal staff person, while for funding for conservation and maintenance materials and supplies is generated from interest drawn on the Municipal Art Fund.

Budget Summary and 5-Year Prospective (for Planning Purposes)

| FIVE YEAR MUNICIPAL ART PLAN | | | | | | |
|--|----------------|----------------|----------------|---------------|---------------|----------------|
| | 2022 actual | 2023 | 2024 | 2025 | 2026 | 2027 |
| Projected Revenue | | | | | | |
| Available balance | 287,139 | 237,597 | 46,974 | 28,374 | 18,674 | 8,974 |
| \$1 per capita | 54,150 | 54,150 | 54,150 | 54,150 | 54,150 | 54,150 |
| Capital projects 1% for art (received) | | | | | | |
| Revenue Total | 341,289 | 291,747 | 101,124 | 82,524 | 72,824 | 63,124 |
| Projects | | | | | | |
| Squaxin Island Tribe Representation | | 75,000 | | | | |
| Murals in Parks | | | 10,000 | | | |
| Traffic Box Wrap | 16,293 | 16,500 | 16,500 | 16,500 | 16,500 | 16,500 |
| Music Out Loud | 2,640 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 |
| Percival Plinth Project | 29,990 | 38,523 | 33,000 | 33,000 | 33,000 | 33,000 |
| Olympia Art Crossings | | 75,000 | | | | |
| City Hall Rotating Exhibition | | | | 1,100 | 1,100 | 1,100 |
| Arts Walk Cover Purchase | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 |
| Poet Laureate | 2,250 | 2,500 | 2,750 | 2,750 | 2,750 | 2,750 |
| Grants to Arts and Culture Organizations | 33,919 | 20,000 | | | | |
| Artist in Residence | | 2,250 | 2,250 | 2,250 | 2,250 | 2,250 |
| Annual Maintenance/Conservation | 16,600 | 10,000 | 3,250 | 3,250 | 3,250 | 3,250 |
| Insurance | 500 | 500 | 500 | 500 | 500 | 500 |
| Expense Totals | 103,692 | 244,773 | 72,750 | 63,850 | 63,850 | 63,850 |
| Remaining Balance | 237,597 | 46,974 | 28,374 | 18,674 | 8,974 | -726.39 |