

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

Introduction: Mission and Goals of the Olympia Arts Commission

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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 to 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 MAF 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 initially reviewed by the Art in Public Places Committee (APP) of the OAC, and then considered by the full 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 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.**
- **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 2018

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

Traffic Box Wrap - \$11,000 – Following the work begun in 2015, and in partnership with Public Works, 10 traffic boxes on the east side of Olympia will be wrapped with artwork by local artists of all ages and printed on vinyl. 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 - \$6,433 - Funds to be used for three performances per three sites (9 performances total) during the summer months once artwork is completed. Per Council direction, the first year will be a pilot project.

Percival Plinth Project – \$25,000 – This ongoing project hosts loaned sculpture (up to 15) 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 community and neighborhood character to mark passage between downtown and our neighborhoods.

City Hall Rotating Exhibit Support - \$2500 - Install display infrastructure (exhibition stands and picture rails) preparatory and curatorial services, to support 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 Organizations Granting Program - \$20,000 – Per Council approval, the Arts Commission will kick-off the inaugural year of Grants to Arts Organizations.

Washington Center Exhibition Community Canvas: 28 Years of Public Art in Olympia - \$1000 – Exhibit to explore the connections between art and people ranging from creative experiences like Arts Walk to works that are part of Olympia's public art collection. See the history and future of creative community building through the arts.

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 2018 Work Plan, this 2018 budget and MAP reflect a renewed effort to build supportive social and practical infrastructure for the arts and for artists in Olympia. This dovetail with the culture, history and the goals of the downtown strategy through ArCH (Arts, Cultures and History). Another major focus is of the 2017 Olympia Art Crossings Master Plan, reaching out to neighborhoods in advance of the Call for Art, and working together with the Planning and Heritage Commissions in shaping that implementation structure. With the completion of the first Crossings project, the Commission and staff will begin to seek out grants to assist in the completion of the remaining 7 Public Art Crossings throughout the city.

The balance of 2018 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. 2018 marks the pilot of the Music Out Loud performance component, and the second year of our inaugural Poet Laureate appointment. Developments in the West Bay Master Plan and the Downtown Street Improvement

planning processes, both which included a public artist on the design team, offer opportunities for public art projects in tandem with those developments.

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. 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

	2017 Actual	2018	2019	2020	2021	2022	Total
Projected Revenue							
Available balance	319,054	408,750	316,317	225,184	133,051	115,918	1,402,356
\$1 per capita	50,000	50,000	50,000	50,000	50,000	50,000	300,000
Capital projects 1% for art (received)	187,141						187,141
Revenue Total	556,195	458,750	366,317	275,184	183,051	165,918	1,889,497
Projects							
Traffic Box Wrap	3,615	11,000	11,000	11,000	11,000	11,000	47,615
Music Out Loud - Artwork	68,500						68,500
Music Out Loud - Performance		6,433	6,433	6,433	6,433	6,433	32,165
Percival Plinth Project	24,230	25,000	26,000	27,000	28,000	28,000	158,230
Olympia Art Crossings	50,000	75,000	75,000	75,000			275,000
City Hall Rotating Exhibit Support	100	2,500	1,200	1,200	1,200	1,200	6,200
Poet Laureate (biennial)	1,000	1,500	1,500	1,500	1,500	1,500	7,000
Washington Center Exhibition		1,000					
Grants to Arts Organizations		20,000	20,000	20,000	20,000	20,000	80,000
Expense Totals	147,445	142,433	141,133	142,133	68,133	68,133	674,710
Remaining Balance	408,750	316,317	225,184	133,051	114,918	97,785	1,214,787