



“Art allows us to see something special made by someone who wants to make our world a better place.”

Dr. Leslie Butterfield, City of Sarasota Public Art Committee

# Public Art Blueprint

Art and Culture Plan Overview and Process

Presented By:  
COS Planning Department – Spring 2021



*Victory, Erik Jones*



# The History of Sarasota and the Arts





*A Family Place*, Danielle Glaysheer and Papo Cobain

## Why Public Art?

Public art can contribute to Sarasota's visual identity in these ways:

- CITY IMAGE
- CIVIC CONNECTIVITY
- NEIGHBORHOOD IDENTITY
- JOY and MEANINGFUL DIALOGUE in the public realm.

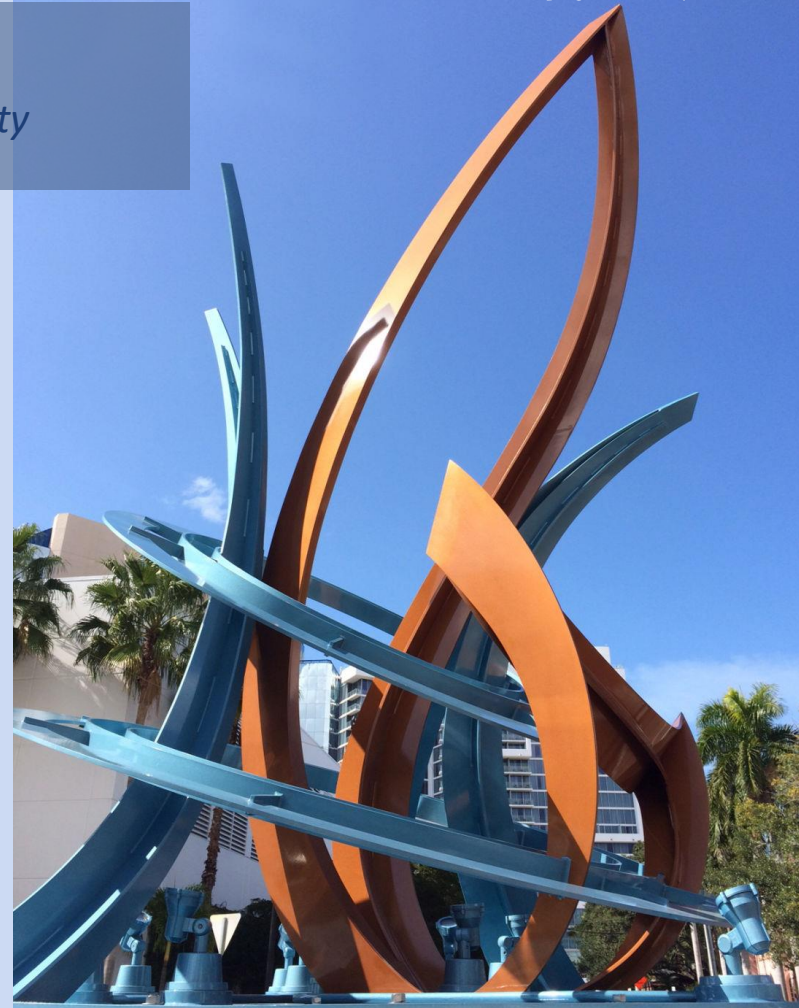
*"Our vision is to be a world-class community and treasured destination, with enduring natural beauty, charm, and diversity"*

## Purpose

The purpose of Sarasota's Public Art Program is to implement the Public Art Plan and ensure the City's ongoing commitment to support the growth of diverse, high-quality and meaningful public art throughout the City of Sarasota.

## Mission

It is our mission to create an inclusive and equitable public art program that can serve all forms of public art through an accessible and dependable process.



01

## **Alignment with City Plans and Policy**

The Plan will align with the City's economic development, civic, and cultural aspirations

02

## **Vision and Goals**

An explanation of the proposed vision and goals of the Public Art Plan

03

## **Facts and Figures**

Examples of other City PA plans and Economic Development / Arts Numbers

04

## **Recommendations**

Ideas and directions the Plan can take the City's current collection and future programs

05

## **Budget, Approach and Timeline**

A brief overview of proposed budget, approach and timeline to get the Plan and program growth underway

# AGENDA



# ALIGNMENT



*Sprite*, Frank Colson

01

The Sarasota Public Art Plan should contain goals and policies which align with the vision of the **Sarasota City Plan** and the **City of Sarasota Downtown Master Plan** as they apply to neighborhoods, housing, environmental protection, economic development, and recreation.

These documents are a framework which will act as a guide for the core values which the arts and cultural methodology will further promote, enhance, and advance.

*“This plan is a statement of what this community hopes to be, and how it proposes to get there...”*  
– Sarasota City Plan 1986



*Meander, Bruce White*



# VISION and GOALS



*Clothespin, Cloudefontaine, Belgium*

02

The City of Sarasota envisions an equitable community where integrating public art into City initiatives, neighborhood revitalization efforts, and private developments **is a norm**; where every citizen, worker, and visitor in Sarasota can freely experience quality art and creative expression **as part of their daily lives**.



# GOALS

01

Position **Sarasota as a premier city** for public artists and public art

02

Identify and **secure permanent funding** and support systems for public art

03

Establish a **pre-qualified artist pool** for more streamlined projects process

04

Establish **incentives for developers** wishing to integrate public art into their projects through staff expertise and direction





# GOALS

05

Emphasize **Sarasota's cultural identity** and enhance community pride and civic engagement

06

Promote a **healthy city** culture of collaboration and transparency through the arts

07

Create or streamline code and policy tools to encourage the creation and enhancement of **creative neighborhoods and cultural districts**

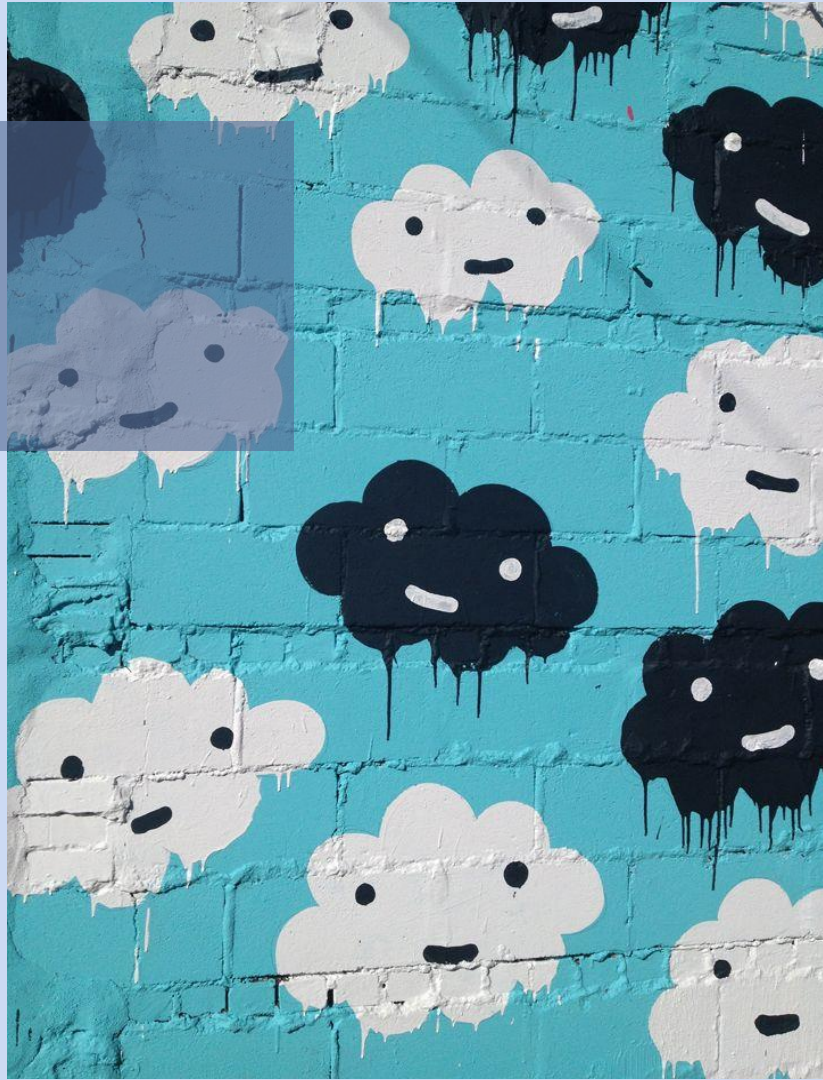
08

Enhance public art's role in **parks and community development** to promote cultural tourism, creative place keeping and quality of life



Denver, Colorado

# FACTS AND FIGURES



03

# Florida Cities with Master Plans

Boynton Beach	Monroe County
Broward County	Mt. Dora
Cape Canaveral	Naples (in process)
Clearwater	Orlando
Coral Gables	Pinellas County
Dania Beach	Pompano Beach
Dunedin	Port St. Lucie
Eustis	Tallahassee
Fort Lauderdale	Tampa
Fort Pierce	Tampa International Airport
Gainesville	Volusia County
Hollywood Beach	West Palm Beach
Jacksonville	Winter Park
Lake Worth	
Martin County	
Miami	







# WHY THE ARTS MATTER IN FLORIDA



## NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$919.7 billion industry** in 2019, representing **4.3%** of the nation's GDP, **5.2 million jobs**, and total compensation of **\$466 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



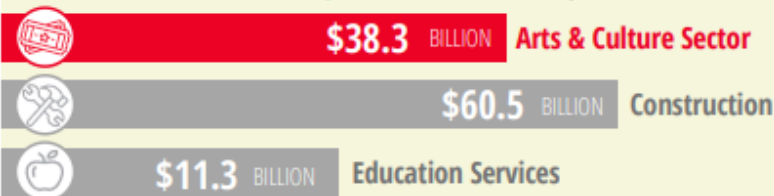
**BONUS:** In 2019, U.S. exports generated a \$33 billion arts trade SURPLUS.

## FLORIDA ARTS FACTS

### FLORIDA ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE'S GDP & 261,565 JOBS


U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$38.3 billion** to Florida's economy in 2019, representing **3.5%** of the state's GDP, **261,565 jobs**, and total compensation of **\$17.7 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



**BONUS:** In 2019, FL arts and culture was also larger than the Agriculture industry.

**\$4.7B**

 **Generated by arts  
organizations in Florida\***

# 50%

 **Arts Patrons are Tourists**  
(out of 2.5M people who attend arts events in Sarasota County)

# \$126.5M

## Spending by Cultural Audiences in Saraosta/Bradenton Area\*\*

## ECONOMIC IMPACT

\*Courtesy of Americans for the Arts

**\*\*Courtesy of Arts and Economic Prosperity report in the Greater Sarasota/Bradenton Area**

**“The kind of talent associated with high-skill and high-technology businesses want a rich environment to live work and play. Growing that environment will require modest, widespread investments combined with civic vision and imagination.”**

*“Nebraska’s Next Economy: Analysis and Recommendations,”*  
SRC International for Nebraska’s Department of Economic Development



# RECOMMENDATIONS



Venice, Italy

The time is ripe for Sarasota to grow its public art program to reinforce and amplify the city's role as a cultural hub.

# RECOMMENDATIONS

## GATEWAYS

Establish city and neighborhood gateways to enhance city's character at pivotal entry points in all directions

## VISUAL ART

Visual art displays in City Hall featuring local artists (rotating exhibit)

## ACCESSIBILITY and MEDIA

Provide ADA access to all artworks as well as accessible technologies such as audio tour, braille signage, accessible web platform, and large print brochures

## ★ SCRIPT ART

Script etchings / painting on buildings and in concrete sidewalks

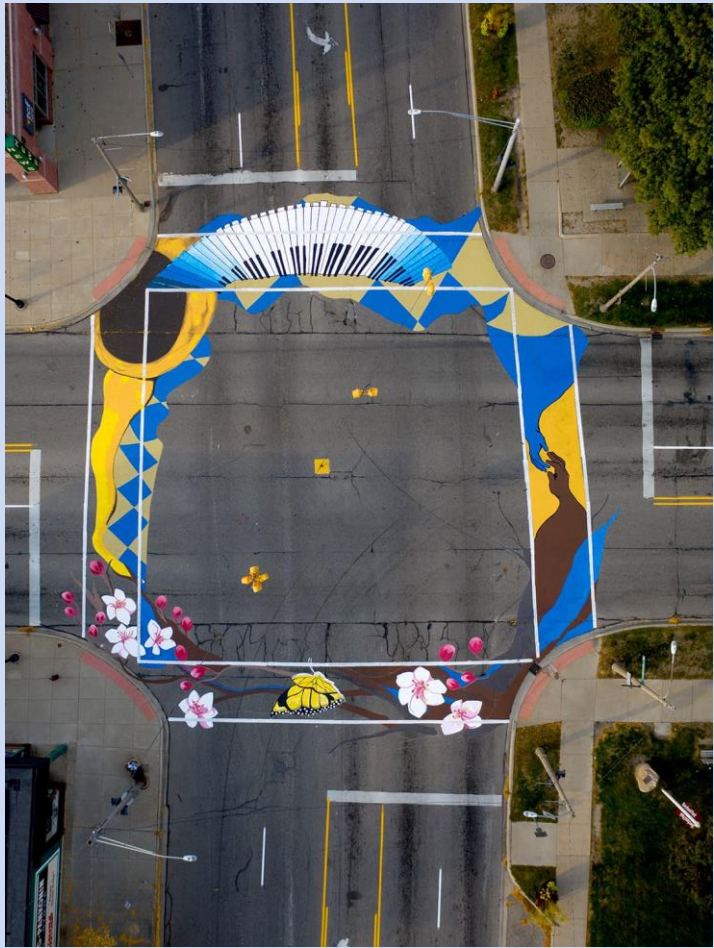
## BUS SHELTERS

Partner with Sarasota County Area Transit to install permanent shelter art within city

## ★ ASPHALT ART

Work collaboratively to apply for and obtain Asphalt Art grant funding for community-driven asphalt mural or other visual art project in downtown CBD or neighborhoods – **IN PROCESS**

★ Projects that require minimal planning to implement



**RECOMMENDATIONS**

## SIDEWALK POETRY

Community contest for best one line statement or poem – winners will be painted on asphalt entryway at SMH or other community building – facilitated by local artist

## ART IN PARKS PROGRAM

Commissioned artwork that enhances people's experiences in nature (bridges, walkways, portions of trails, bike lanes, creative and accessible seating, concrete etchings in ADA travel ways). Also a suitable venue for expanded art on loan program

## ★ EMPTY STOREFRONTS

Temporary exhibits in empty storefronts – collaboration with building owners / local artists

## MOSAICS

Creative application of mosaics and tile art – sidewalks, park benches, walls, lighting and stairways

## PROJECTION MAPPING

Work with Ringling College of Art and Design art tech students to create projection art projects which are permanent or on extended timeline – use of water and other natural amenities within permitted light districts



# RECOMMENDATIONS

## ART ON THE LEGACY TRAIL

Collaborate with Sarasota County to place public art on City trailheads and crossings

## POP UP ARTIST PODS

Artists visit city streets to provide interactive, take-home art projects

## LECTURE SERIES

Promote local and visiting artist lecture series in collaboration with local arts organizations

## WAYFINDING

Strengthen City wayfinding campaign to provide informational and directional signage for cultural or other amenities

## ★ CIP PROJECTS

Integrate public art and other creative approaches to ongoing capital improvement projects. Work with City departments to integrate art into construction projects

## CONSIDER LANDSCAPE AND PLACEMENT

Placement of public art should be meaningful, discoverable, and complimentary to the existing landscape. Placement of public art is important to growing a connected and storied collection.



North Carolina Museum of Art

## TAKE RISKS

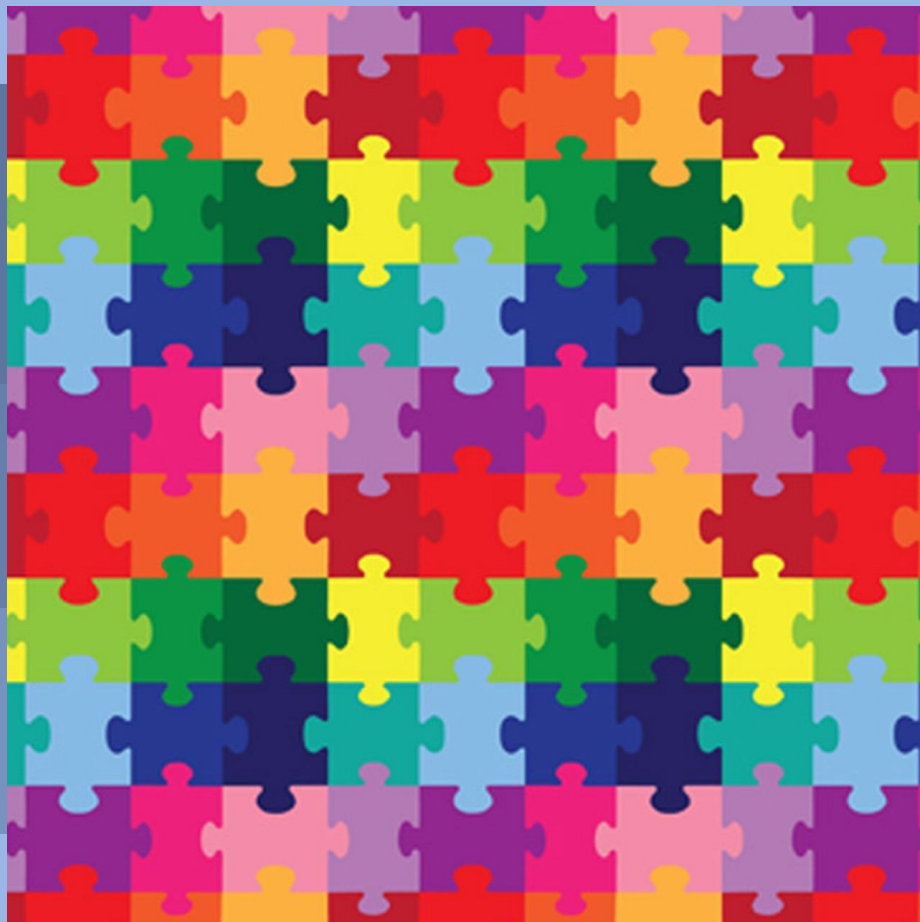
Pairing the new with the old - the modern with the traditional - creates interesting and contrasting texture in the public realm. It also **tells a story**.



*Clothespin, Philadelphia*

## ENCOURAGE INTERSECTORAL COLLABORATION

Investing in community partnerships with businesses, nonprofits and other governmental entities will further **solidify the cultural future** of Sarasota.





## Administrative Recommendations



- Develop a **Public Art Guidebook** for developers explaining options and processes for meeting the requirement of the public art fee
- Establish community listening sessions, slide talks by local artists and other **interactivity between commissioners and the larger community**
- Establish **public art community plans** for focus on future art efforts citywide



## Print and Media

- Develop a strong and engaging **public art website**
- Printed **brochure** around town in area businesses
- Establish Sarasota **Public Art logo** that can be used on all media and online publications which stands apart from the traditional city logo. ex:



# BUDGETING, APPROACH and TIMELINE



*Home*, Matthew Mazzotta  
(11/21)

The Public Art Plan should contain a **Fundraising Plan** to establish a steady and dependable source of funds through an organization or fundraising strategy to support the advancement of public art in Sarasota.



Asheville, North Carolina



Columbus, Ohio

## GOAL 1

Establish an **independent community organization** whose sole purpose is to support public art in collaboration with the City of Sarasota.

## GOAL 2

Establish **fundraising initiatives** to increase funding of the public art program through integrative and transformative policy and practice.

## GOAL 3

Create a public art scope of work which promotes **strong community partnerships** such as business-led scholarship program, artist seed grants, interactive events and media.



# TIMELINE



## Information Gathering

2 Months  
Consultant-driven



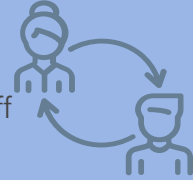
## Public Engagement

3 Months  
Consultant / City  
Partnership



## Plan Development

3-4 Months  
Consultant-driven with City  
staff coordination



## Internal and Community Review

3 Months  
Consultant / City  
Coordination with City staff  
arranging reviews by  
various internal  
stakeholders



## Presentation

1-2 Months  
Launch on website and print -  
City staff coordination

# INSPIRATION



ROA,  
Atlanta





Alicia Martin  
Spain





Florentijn  
Hoffman  
Italy





Boynton Beach, Fl.  
Annual Kinetic Art Exhibit



Orange County, Ca  
COVID 19 Testing Center





Applications of  
Colored Glass  
Various Locations



Jackson Hole, WY  
Public Art Campaign  
“Bring a Troll to Our Park”



Joe O'Connell  
Boston



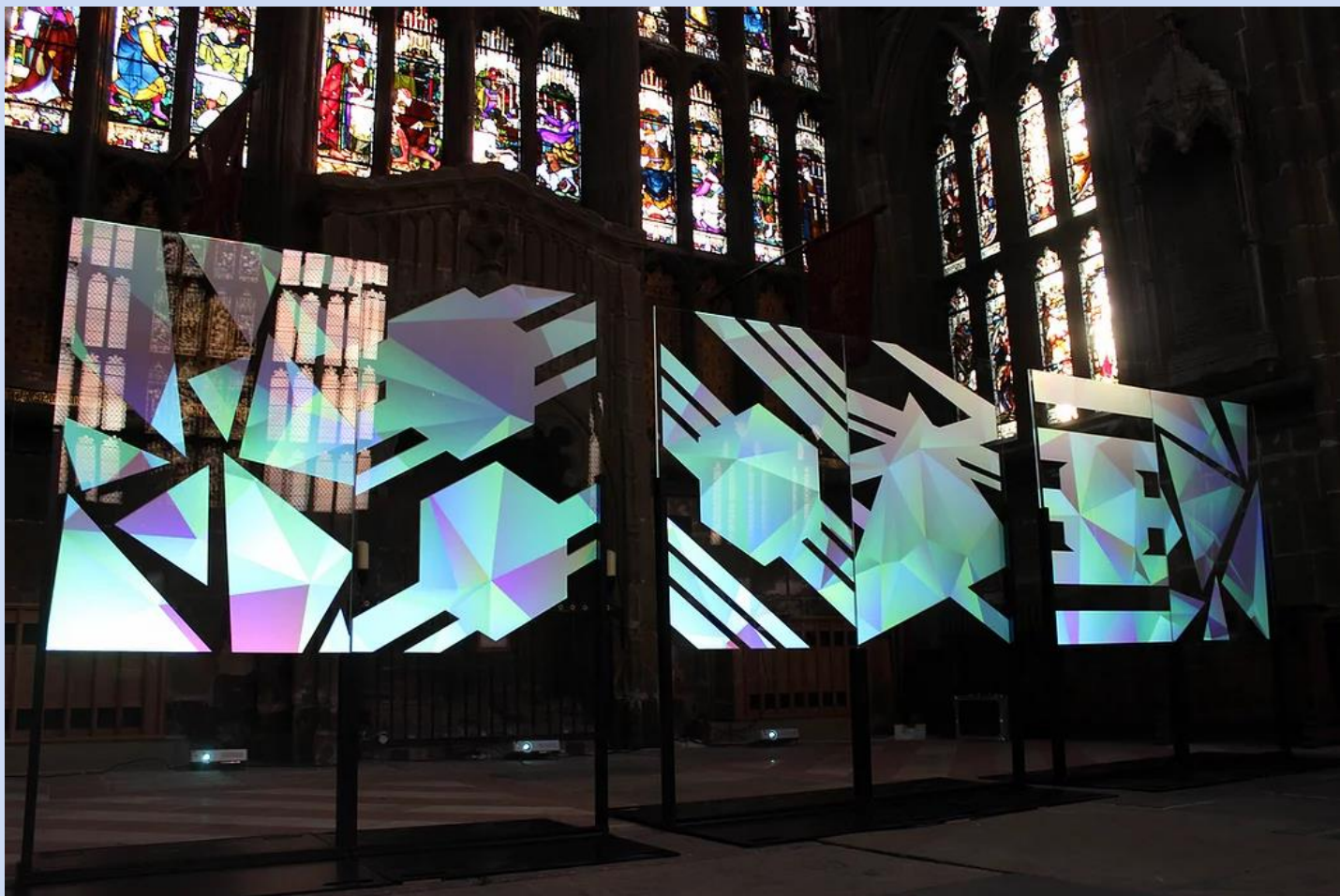


Asheville, NC  
Buskers in front of Giant  
Iron





Star Gazing Tea Rooms  
Japan



Chicago, II  
Projection Art Exhibit





Priya Sundram  
Buckingham Palace  
London



Projection Mapping  
San Francisco





Florentijn Hofman  
Rubber Duck Project 2020

Douglas Coupland  
Four Seasons  
Toronto, Canada







## RECOMMENDATIONS

Backlit projection art in empty buildings



New Orleans, LA  
Civic Center group-led project

Tony Tasset  
Culver City, California  
2012





STIK  
Hackney, London



"THIS WORLD IS BUT A CANVAS TO OUR IMAGINATIONS."

~ Henry David Thoreau



Rachel  
McCampbell  
East Tennessee  
Children's  
Hospital



Heather Hart  
North  
Carolina  
Museum of  
Art





Lighted Sculpture  
Lancaster, Pa





Yarn Bomb  
San Francisco

City of Sarasota

# Public Art Plan

AN ART AND CULTURAL ROADMAP





## NEXT STEPS

- Internal Approvals
- Engagement Plan and Outline
- Project Management Milestones

THANK YOU

