

2018 Trust Fund/Cultural Council Application

Agency Contact Information

Agency Legal Name – Cultural Council of Greater Jacksonville, Inc.

Also Known As – N/A

Program Name – Art in Public Places Program

Address – 300 Water St., Suite 201

City - Jacksonville

State - FL

Zip Code - 32202

Phone – (904) 358-3600

Fax – (904) 353-5100

Website – www.culturalcouncil.org

Contact Person E-mail Address – apalmer@culturalcouncil.org

Legal Entity Status – 501(c)(3)
Select from list

Executive Director First Name - Antonio

Executive Director Last Name - Allegretti

Agency Cover Sheet

**2017-2018 Requested Amount - \$142,722
(Whole Numbers Only)**

**Total Program Cost \$3,806,750
(Whole Numbers Only)**

Tax ID (This is verified through the IRS) - 237347442

**Organization's Fiscal Year (January - December, July - June, October - September,
or other) - October 1-September 30**

**2013 Organizational Annual Revenues - \$3,111,996
Data Source: IRS 990, Line 12**

**2014 Organizational Annual Revenues - \$3,212,086
Data Source: IRS 990, Line 12**

**2015 Organizational Annual Revenues - \$3,266,268
Data Source: IRS 990, Line 12**

Type of Request (Identify all that apply) - General Operating Support; Project/Program

Type of Project/Program (Select One)

New Program; Existing Program; Expansion of an Existing Program – Expansion of Existing Program

CERTIFICATION: I do hereby certify, on behalf of the Applicant as Applicant's authorized representative that all facts, figures and representations made in this application are true and correct. Furthermore, all applicable statutes, regulations and procedures for program compliance and fiscal control will be implemented to ensure proper accountability of funds. I certify that the funds requested in this application will not supplant funds that would otherwise be used for the purpose set forth in this project. The filing of this application has been authorized by the Applicant and I have been duly authorized to act as the representative of the Applicant in connection with this application. Public Service Grant recipients must agree to all terms and conditions of the City of Jacksonville Public Service Grant contract.

**Executive Director First Name - Antonio
Executive Director Last Name - Allegretti**



Signature (please sign)

For Council/Staff Use Only

Did the applicant submit a complete Application with signatures from the Executive Director/President and or Board of Directors?

Application Format: The application shall have 1 inch margins and contain no more than sixteen (16) single-sided double-spaced 8½” by 11” pages. The font style shall be Times New Roman or Arial with a minimum font size of 11 points and a maximum font size of 12. The Cover Page and Eligibility Documents will not be counted as part of the 16-page limit. The Eligibility documents may be included as appendices

Section I – Agency Background & Experience

Containing a description of the agency’s board (number of members, length of service of each member, and professional experience of each member), executive staff (e.g. executive director, chief executive or operating officer, chief financial officer), and the agency’s experience in the community and accomplishments. This section may without limitation the agency’s mission, future plans, major programs, licensure, certification or accreditation. (maximum 3 pages)

The Cultural Council of Greater Jacksonville is a private, not-for-profit, 501(c)(3) organization founded in 1971 and incorporated in 1973. Staffed by professionals and governed by a volunteer board of directors, it serves as the local arts agency for Duval County. The Cultural Council is the designated agent of the City of Jacksonville for the purposes of determining and authorizing the allocation of Cultural Service Grant Program (CSGP) funding and for administering the City of Jacksonville’s Art in Public Places Program (APP), for which this COJ Trust Fund grant request is being made.

The Cultural Council Board of Directors is comprised of up to 18 board-appointed members and up to 12 Mayoral appointees as well as ex-officio members that include founders, elected officials and representatives of community-based organizations. Officers include: chair, vice chair, treasurer and secretary. Board members may serve up to three, three-year terms, subject to renewal. Full board meetings are held bi-monthly, while board committees meet monthly or as needed. Current board members include:

Name	Officer	Prof Affiliation	Board or Mayoral Appointee	Length of Service
Claudia Baker		Attorney	Mayoral	5 years
Anne Boccuzzi		Jax Jaguars	Board	4 years
Mac Bracewell		Brennan, Manna & Diamond, PL	Board	3 years
Ann Carey	Vice Chair	St. Vincent’s HealthCare	Board	4 years
Jackie Cornelius		Douglas Anderson School of the Arts	Board	4 years
Franklin Danley		Regions Bank	Board	5 years
David Engdahl		Community Volunteer, Sculptor	Mayoral	8 years
Bill Ferry		Comcast Cable	Mayoral	4 years
Kemal Gasper		BB&T	Mayoral	4 years
Kevin Holzendorf		Cisco	Board	6 years
Charlie Joseph	Chair	Florida Blue	Board	4 years

Tayloe McDonald		Delores Barr Weaver Policy Center	Mayoral	4 years
Rebecca Ryan-Gonzalez		Sauer Inc.	Mayoral	4 years
JaMario Stills	Secretary	Community Volunteer, Theater Prof.	Mayoral	3 years
Penny Thompson		UF Health Jacksonville	Mayoral	8 years
Scott Wooten	Treasurer	Baptist Health	Board	4 years

In 2006, Chapter 126, Part 9, of the City of Jacksonville Ordinance Code, placed governance of Jacksonville's Art in Public Places program with the Cultural Council, thereby consolidating the City's arts-related programs with one entity. A dedicated program director and volunteer committee, who oversee the selection of artists and artworks and make policy decisions, facilitate the program. Together with the Cultural Council, the Art in Public Places program acquires, maintains and performs responsible stewardship of public art throughout the City.

As specified in the Ordinance, the 11-member, volunteer Art in Public Places Committee (APPC) appointed by the Mayor with approval by City Council, is responsible for commissioning artists and artworks for the Art in Public Places program on behalf of and subject to various approvals by the Mayor and the City Council. It meets monthly. Member seats are grouped into three categories: Cultural Council Board Members (3), Art Professionals (3 - from architecture, interior design, landscape architecture, planning, art professional, or art historian) and Community Representatives (5 - each residing within a different planning district whose interests, professions and community activities reflect the diversity of the Jacksonville arts community and of the community at large). Each member serves one three-year term and is eligible for reappointment to a second three-year term. Current Art in Public Places committee members and their affiliations include:

Name	Prof Affiliation	Type Member	Length of Service
David Engdahl	Sculptor	Board	7 years (serving until replaced)
Tracie Thornton	Artist	Art Professional	2 years
Mico Fuentes	Community Volunteer	Community Rep – Planning District 5	1 year
Christina Parrish	Attorney, cultural organization staff	Community Rep – Planning District 1	2 years
Lea Mahan	Nonprofit arts administrator	Community Rep – Planning District 3	3 years
Mary Harvey	PR/advertising	Community Rep – Planning District 2	3 years
JaMario Stills	Theatre professional	Board	1 year
Suzanne Pickett	Artist	Art Professional	1 year
Cory Driscoll	Community Volunteer	Community Rep – Planning District 4	1 year
Opening		Art Professional	
Opening		Board	

Art Selection Panels (ASP) are formed by the APPC for each public art project and make recommendations to the committee on the selection of public art. Each ASP is composed of up to nine members: a chair, who is a member of and represents the APPC; a representative of the site selected for the art (staff or board member); architect or other design professional for the project, if available; two artists, art educators or art professionals; and one to three community representatives, at least one of whom shall reside in the planning district within which the art will be sited. The City's Chief Administrative Officer also selects a department representative to the ASP to provide subject matter expertise and city process guidance, including risk management, ADA compliance, and ordinance code compliance.

The Cultural Council administers the Art in Public Places Program on behalf of the City of Jacksonville. The City of Jacksonville currently funds the APP Program Director through a Trust Fund request for Art in Public Places. This paid staff member reports directly to the executive director of the Cultural Council. The Cultural Council supports and administers the APP program with additional staff, but is not currently compensated by the City for this work.

APP Program Director Christie Thompson Holechek, a third generation Jacksonville native, holds a BFA degree in Painting and Drawing from the University of North Florida and a MFA degree in Interdisciplinary Studio and Theory from Maine College of Art, Portland, Maine. For 18 years, Holechek's ongoing efforts in arts administration, education and advocacy, have led to the development of local refugee art programming, secondary art instruction, operating as Art Director and Curator for a local art gallery, holding Adjunct Art Professor positions with Jacksonville University and University of North Florida, and maintaining an active studio practice. Since 2010, Holechek has held the position of Art in Public Places Program Manager, now known as Program Director, for the City of Jacksonville under the Cultural Council.

Overall leadership for APP is provided by **Executive Director Antonio "Tony" Allegretti**, who took the helm of the Cultural Council in May 2014. Allegretti has worked with local arts organizations since 2001 when he served as marketing director for Theatre Jacksonville. He has long been a visionary in the Jacksonville arts and culture scene, launching the First Wednesday Art Walk that's become a decade-long staple downtown and serving as founding director of the successful Riverside Arts Market. Allegretti joined the Cultural Council from JAX Chamber, where he served as director of downtown engagement.

The mission of the Cultural Council of Greater Jacksonville is to advance the appreciation, relevance and expression of art and culture in Duval County. Its over-arching vision, as adopted in 2014, is for Jacksonville to be a recognized leader in arts and culture in the Southeastern U.S. APP has its own mission and values statement as well, which are included in its new Five-Year Plan, approved by City Council in March 2016:

APP MISSION: The City of Jacksonville's Art in Public Places Program, together with the Cultural Council of Greater Jacksonville, acquires, maintains, and performs responsible stewardship of public art throughout the City.

APP VALUES:

- Public Art adds to the cultural landscape of the City by fostering a visual identity.
- Public Art is accessible to diverse audiences including residents and visitors of all ages.
- Public Art enhances the stature of the City through the commitment to artists and their disciplines as vital elements of community dynamics and economic development.
- Public Art is a catalyst for unique partnerships between individuals, businesses and cultural organizations.

Section II - Program Overview

Containing a description of the program and how the program will assist residents of Duval County or their Need. This section may include without limitation partnerships with other programs or agencies as applicable. (maximum 3 pages)

The Cultural Council serves as the local arts agency for Duval County, making it an umbrella for arts and cultural organizations, arts educators, individual artists, and the general public. Besides administering the Art in Public Places Program (APP) and the Cultural Service Grant Program (CSGP) on behalf of the City of Jacksonville, the Cultural Council is a leader and innovator in the arts/cultural field. Its major roles are grantmaker, convener/collaborator, and advocate/activist.

In 1997, the City of Jacksonville passed Jacksonville Ordinance Code, Chapter 126, Part 9, allocating .075% of each City construction and renovation project with a budget above \$100,000 towards the creation, placement, and conservation of public art. In 2006, legislation authorized the Cultural Council of Greater Jacksonville (CCGJ), supported by the Mayor, Jacksonville City Council, and City departments, to administer the Art in Public Places (APP) Program on behalf of the City of Jacksonville.

The updated APP Plan (2016-2021) provides a detailed guide of best practices, goals, policies, and operational guidelines for the Art in Public Places program. Goals for APP include: providing City artwork collection continuity; developing universal artwork criteria to assure excellence throughout the collection; focusing on community involvement; assessing conservation needs and accomplishing required maintenance; diversifying funding sources including private funding and public-private partnerships; and increasing artist professional development education. In addition, a bill has been filed for further revisions to the APP ordinance to, among other things, increase the percentage of funds for maintenance and clarify existing language.

Public art is artwork in the public realm. It is any work of art that is placed generally on publicly-owned property in an area that is open and easily accessible to everyone. Created from a full range of visual art mediums, public art includes, but is not limited to, painting, drawing, original prints, mixed media, sculpture, bas relief, mobiles, murals, kinetic art, electronic art, photography, clay, glass, fiber and textiles, as well as art which may be functional (e.g. doors, gates, furniture, etc.).

Generally, funding for APP projects is generated by an allocation of three-quarters of one percent (.75%) of the eligible construction costs of those building projects defined in the ordinance as eligible. Criteria for eligibility include:

- City Council approved Capital Improvement Project
- Budget of over \$100,000 for construction or alteration
- City-owned facility that is open to the public and inhabited by City employees

Funds appropriated to the APP Trust Fund must be used for the creation and placement of artworks as developed and administered by the CCGJ and the Art in Public Places Committee (APPC) as set forth in Section 126.904c, Ordinance Code:

- Up to five percent of the allocation percentage shall be dedicated to maintenance. The maintenance costs over the anticipated life or a period of 20 years, whichever is less, shall be included in the initial project budget and secured for any installation

- Up to 10 percent of the allocation percentage shall be dedicated to administration and community education
- NOTE: the ordinance does not provide a sufficient or stable source of income to operate the program as it depends on the construction of public facilities to generate funding, which varies from year to year. This proposal seeks to continue the establishment of a baseline for funding to operate and administer the Art in Public Places Program on an ongoing basis.

Art will be created by artists of appropriate status and recognized by art professionals as artists of serious intent and recognized ability for excellence of their previous work and the suitability of their current work for a particular project. There are currently 93 pieces in Jacksonville's permanent Public Art Collection – 70 of which were created through APP and 23 “non-APP,” which did not go through the APP process, but which have been accepted into the official Fine Arts Schedule as of March 2016. By ordinance, 15 percent of the public art collection will include work by artists from Duval, St. Johns, Nassau, Clay and Baker counties. Currently, close to 50 percent of the projects have been commissioned to Northeast Florida artists.

Artists are recruited through the use of an artist registry database, and through utilizing resources such as the Americans for the Arts Public Art Network Listserve, Florida Division of Cultural Affairs, university contacts, local art publications, Internet, Cultural Council's website, and other communication media. Calls to Artists provide a mechanism for collecting information about the artists who are applying, including professional experience, educational background, and work samples, as well as concepts for the specific project.

There are four ways artists or artwork may be selected:

- Open Competition: A general and wide call for artists to qualified artists in the Artist Registry plus posting the announcement in printed and Internet publications
- Limited Competition: An invitation to a limited number of artists to prepare proposals for a specific project. Artists may be paid an honorarium for these proposals
- Direct Purchase: The purchase of existing work
- Invitational Commission: The selection of a specific artist for commission

Approved art selections will demonstrate:

- Artistic Excellence - Is the design unique and appropriate in concept creating a lasting impression on the general public?
- Sustainability - Is the material selection durable, low maintenance, safe, vandal resistant?
- Related Artist Experience - Do previous artwork examples show a strong knowledge and skill working in large-scale outdoor art projects?
- High Level of Engagement - Is the design engaging and appropriate for community interaction?
- Symbolic and Iconic - Is the design symbolic enough to be an identifier for the City of Jacksonville?

PARTNERS:

Beginning in 2012, as a result of a Public Works Department request that Art in Public Places assist in the maintenance and repair of the broken bridge on the Andrew Jackson memorial (which is not an APP project), the APP Program began overseeing the maintenance and administration of other city-owned artworks and memorials also known as “Non-APP” projects on an ad hoc and as needed basis. At that time, the Cultural Council discovered that

approximately 23 city-owned artworks and memorials had been excluded from the APP program and the City's Fine Art Schedule. As a result, the APP program recommended a conservation report to survey all Non-APP artworks in an effort to determine the priority maintenance needs of each. Maintenance is underway and an art insurance appraisal report is being created to fully confirm the assets, value and ownership of the Non-APP artworks and memorials dating back to 1890.

APP consults on and manages other projects that are privately-funded and/or on private property or that involve public/private partnerships or gifts. Currently, several privately-funded projects are in progress or in the planning stages, and APP regularly consults with these groups. Many of these initiatives will be installed throughout a range of neighborhoods in Jacksonville. Recent examples of such projects include helping to facilitate Downtown Vision Inc.'s Chamblin's Uptown mural and Springfield Preservation and Revitalization's (SPAR) functional art bike racks in Springfield.

The Art in Public Places Program is affiliated with numerous public art programs from municipalities and states across the United States and is a featured collection in WESTAF'S Public Art Archive and CultureNow, two national public art databases. Both free of charge, these online databases of public art in the United States provide an opportunity for the City of Jacksonville's APP collection to be nationally accessible to cultural tourists, artists, researchers, other agencies, and the general public.

The Cultural Council is also associated with regional and national public art associations. It has hosted the Florida Association of Public Art Professionals (FAPAP) annual conference on two separate occasions in Jacksonville bringing a number of public art administrators to Jacksonville and providing an opportunity to showcase the city's public art collection (most recently in 2014). The Program Director annually attends a regional convention on public art, and this year will be presenting during a roundtable discussion. She has been a FAPAP board member since 2013.

In administering Jacksonville's program, the Cultural Council utilizes best practice models provided by the Public Art Network (PAN) and its members. PAN is a national affiliation of individuals and organizations engaged in the field of public art. PAN comes under the auspices of Americans for the Arts, a national umbrella agency for state and local arts agencies. (The Cultural Council serves as the local arts agency for Duval County.)

The Program also utilizes existing community and in-kind resources through:

- Hiring of engineering, installation services; subcontractors for electrical, landscaping, fabrication of artworks and/or materials for artworks; transportation services; rental or donations of equipment such as lifts and machinery; consultation of various experts on aspects of fabrication, materials, community coordination and engineering.
- Time and expertise of various employees of various City departments on various projects and aspects of projects; City of Jacksonville is an invaluable collaboration.

A new city ordinance allowing for artwork on utility boxes informs related planning for functional artworks such as bike racks and trash receptacles and process for incorporation of street art into the cityscape. As a result, the Downtown Investment Authority (DIA) has funded three phases of a new Urban Art Façade & Streetscape Program ("Urban Arts Projects"), which the Cultural Council will manage for DIA and which will become part of the City's public art collection. Phase One is being installed in March 2017.

Section III – Program Activities

Containing a list of all activities that the program will offer or provide and a brief description of each activity. (maximum 1 page)

Downtown Jacksonville will undergo a visual transformation during 2017-2018 due to over \$1.7 million in public art projects either planned or underway, including:

APP Projects:

- Courthouse Art Project (\$866,667) – largest public art project in city’s history
- Water Street Parking Structure Artwork Project (partially APP-funded; total price tag - \$301,995)
- Cuba Hunter Park Artwork Project (\$55,435)
- Winton Drive Artwork Project (\$75,000)
- Bob Hayes Sports Complex and Legends Community Center (\$42,136)
- Ed Ball Building (\$16,021)
- Leander Shaw/Transit Center Northside
- Branch Libraries (Beaches, Mandarin, Highlands, Webb Westconnett)
- Lift Ev’ry Voice & Sing Park

DIA Urban Arts Projects (\$406,000): Three phases

Private Public Art Projects: Current examples include: Law & Liberty, Community Downtown Sculpture Initiative, Giraffe in Henry J. Klutho Park in Springfield, Farah & Farah, and M.D. Anderson

Maintenance: With funding now available, a RFP for the maintenance and conservation of the collection based on priority is planned for 2017. Based on already completed appraisal and conservation reports covering 93 APP (and formerly non-APP) collection artworks, priority projects are to be evaluated and work is to commence on 507 high priority projects, including:

- APP: Fire Memorial
- Non-APP: Gate River Runners, Bob Hayes, Untitled Archway, Burns, Portico

Education/Outreach Initiatives & Communications/Marketing:

- Provide Public Art Map (<http://www.culturalcouncil.org/public-art.html>), blog and public art gallery, etc. on Cultural Council website; Instagram account for APP; artists showcase/exhibitions at City Hall/City Council meetings; archival videos of public art projects posted to YouTube
- Offer APP K-12 Curriculum to area educators and students through a series of lesson plans featuring the APP collection. Lessons integrate public art into themes on science, social studies, language arts and technology.
- Public Art Tours - walking and cycling tours showcase artworks and memorials located throughout public facilities, buildings, parks, and libraries in downtown core
- Artist Professional Development:
 - Collaborate with existing organizations to provide artist professional development including workshops and Public Art 101 tools and resources
 - Leverage public art projects to provide opportunities for local artists to increase artist education and to engage with recognized art professionals.
 - Present speaker series featuring internationally-known artists
 - Develop Artist Registry - a database of area artists and mechanism for communicating APP calls-to artists

Section IV- Program Management and General Overhead

Containing a description of the management and staff positions that will be needed to successfully operate the program and the general overhead of the agency. This section may include without limitation potential fundraising capacity, plan, strategy and funding. (maximum 3 pages)

While funding from the City of Jacksonville is approximately 78.8%, private development and fundraising efforts are steadily increasing. The increase in total revenue per year from previous year was \$72,000 (FY2013), \$105,000 (FY2014) and \$100,000 (FY2015). The 40th annual Arts Awards in 2016 netted \$150,000. Additional funding sources include: City of Jacksonville, Downtown Investment Authority; Florida Dept. of State, Division of Cultural Affairs; Florida Dept. of Motor Vehicles for specialty tag revenue; and private donations from corporations and individuals.

Over \$1.7 million in public art projects are anticipated for administration by the Art in Public Places (APP) program in 2017-2018. The Cultural Council will deliver the program to residents and visitors of the City of Jacksonville through the funding of adequate staff for APP. Along with the currently-funded Art in Public Places Program Director, this Trust Fund grant request seeks additional support for one project manager position, one program coordinator position and the APP Interns. Members of the Art in Public Places Committee (APPC) and Art Selection Panels (ASP) described in Section I are unpaid, volunteer positions.

Activities will include:

- Administration and outreach for the Art in Public Places Program
- Increased emphasis on conservation and maintenance of the collection and other city-owned public art
- Coordination of selection process for artworks
- Facilitation of creation and installation of new works
- Initiation of new and accessible community-based public art projects
- Facilitation of public/private projects as a supplement to Art in Public Places projects
- Provision of technical assistance and outreach to individual artists

APP PROGRAM DIRECTOR: APP is currently staffed by one program director who reports directly to the executive director of the Cultural Council, the entity responsible for administrating the Art in Public Places program on behalf of the City of Jacksonville. The position requires a unique combination of education, skill and experience including a broad knowledge of public art “best practice” in policy and implementation; strong administrative and communications abilities; strong project management skills as well as organization, coordination and collaboration abilities; significant knowledge of fine art aesthetic standards and fabrication techniques in various forms and media; knowledge and understanding of municipal building procedures and permits processes, including design review and structural approval; accessibility and responsiveness to those seeking information and/or inclusion in the program; the ability to manage a budget; and leadership and presentation skills.

Art in Public Places Program Director Christie Holechek’s background and experience are described in Section I. This position, employed by the Cultural Council, is responsible for leading the development, management and implementation of public art projects; acting as liaison with City departments, elected officials, and other community entities; planning and proposing recommendations of artists and project types; implementing maintenance, community outreach and education initiatives; planning and coordinating allocations and

expenditures of Art Trust Funds to acquire new public art commissions including maintenance and conservation, administrative, and community outreach activities; establishing guidelines and best practices to ensure effective management and implementation of the APP ordinance including improvements and adjustments to the ordinance in collaboration with the Mayor's office and City Council; developing an Annual Plan and Five Year Plan in collaboration with the APPC including eligible projects, site selections, and operating budgets; ensuring artists/vendors comply with project requirements, regulations and procedures; upholding the requirement of City of Jacksonville Risk Management, Procurement and purchasing procedures, and Public Works design and permitting requirements; coordinating with private entities for receipt of donated artwork and gifts to the APP collection and serving as a resource; managing all stages of contracts related to public art commission; developing performance schedules and monitoring installations and ongoing maintenance needs.

As necessary, the national Public Art Network (PAN) and colleagues in the field, including members of the Florida Association of Public Art Professionals (FAPAP), will provide support to the APP Program Director when dealing with issues that present complicated challenges.

The APP Program Director will also supervise and coordinate the work of additional staff, interns, volunteers, APP Committee members and Art Selection Panel members. Due to the magnitude of current and planned APP projects, the program is currently supported by other members of the Cultural Council staff, who provide administrative and project support, but who are not being entirely compensated by the City for their work on APP. Cultural Council staff providing significant support for APP, but not included in the APP project budget, include:

- **Antonio "Tony" Allegretti, Executive Director**, whose background and experience is described in Section 1, holds ultimate responsibility for the successful administration of APP.
- **Cedric Lewis, Finance Director**, ensures that the Cultural Council is in compliance with the City of Jacksonville by fulfilling the terms of its contract for the APP program and reporting on the use of the funds. He also uses FAMIS to research and report on the activity and balances of all APP projects held in the APP Trust Fund.
- **Mason Martin, Project Manager**, helps manage the DIA projects, develops RFPs and FFQs and contracts, coordinates with vendors and city departments, and works with artists.
- **Ashley Sedghi-Khoi, Program Coordinator**, helps facilitate and coordinate APPC and ASP meetings, assists with collections maintenance and management, conducts research, and oversees APP intern program.
- **Patrick Fisher, Community and Collaborations Manager**, assists with APP communication efforts, photography and artist professional development. He created the digital APP Map.
- **Ryan Ali, Director of Development**, creates APP graphic materials, coordinates events and artist trainings, and promotes the APP program.

APP INTERNS: Since 2010, the Art in Public Places Program Director, in partnership with the University of North Florida and Jacksonville University, has facilitated arts administration internships on a semester basis. Eligible Art & Design, Studio Art, or Communications students must apply to the program and complete an interview. Internships provide the Art in Public Places Program with much needed technical and administrative support – up to 15 hours a week – while allowing the interns to earn college credit. Their work includes: inventory management, public meeting minutes, website updates, public art maps and tour scripts, visual

presentations, and outreach event coordination. Modest stipends for these interns are included in the 2017-2018 funding request.

NEW APP POSITIONS: Because of the significantly increased administrative demands on the Art in Public Places Program, this proposal seeks funding for two additional full-time positions – one project manager and one program coordinator. This request will pay for the City ordinance-mandated work the Cultural Council is currently subsidizing into its operations for the City of Jacksonville. Additionally, through increased staff capacity, the installation of already-approved works in neighborhoods will be expedited for residents who have been waiting for and who deserve these art projects. The current status quo is financially unsustainable as a business model for the Cultural Council and is negatively impacting its ability to carry out its other programs. In coordination with the existing APP Program Director, these additional APP positions would be responsible for the following:

(ONE) FT APP PROJECT MANAGER:

- Managing multi-public art projects from initial assignment through completion (DIA Phase 1-3, Water Street Parking Garage, Winton Drive, Bob Hayes/Legends)
- Developing calls for artists in coordination with art selection panels
- Overseeing the development of project criteria, design and scope, art selection panel training and public art meetings
- Assisting in the execution of artist agreements, insurance requirements, project performance and payment schedules, and reporting
- Serving as an artist liaison to offer technical assistance and to coordinate project development with City departments and stakeholders
- Providing technical assistance with conservation teams and artists to develop sustainable designs and maintenance requirements including budgets
- Overseeing the design and distribution of marketing materials and plaques
- Implementing project archiving methods with photographers and videographers
- Coordinating public meetings and symposiums, outreach methods, artist training and dedication ceremonies

(ONE) FT APP PROGRAM COORIDNATOR:

- Assisting in management of the maintenance plan of the public art collection including budgets to protect the public investment that has already been made
- Providing technical interpretation and coordination of maintenance for the APP and non-APP collections by working with artists and vendors
- Facilitating and coordinating the public art selection process and panel training for projects throughout the city (DIA, Water Street and Courthouse)
- Providing research, coordination and support for projects, especially those initiated by COJ and community-based groups
- Maintaining and updating current project files for public art archives and collections management and asset reporting to the city
- Offering outreach and community education so that the public can better understand and appreciate this aesthetic enhancement to the built environment
- Providing management assistance for new projects that continue to be generated
- Coordinating small projects and events highlighting the current APP collection within the community
- Ensuring APPC member documentation, website content updates and issuing of public notices
- Providing oversight for APP Internship Program

Section V - Budget

Lists all line item expenses and revenues to operate the program during the fiscal year and contains a brief description of each line item expense. The expenses and revenues must balance. (maximum 2 pages)

Budget Narrative for Selected Items of Cost Program: Art in Public Places Program

TOTAL REVENUES: \$142,722

Source: COJ Trust Fund Grant

TOTAL OPERATING EXPENSES: \$142,722

Total Employee Compensation: \$140,722

Total Salary & Wages: \$125,148

- Director of Art in Public Places: FTE with annual salary of \$59,572 and benefits
 - Oversees approximately \$1.7 million in public art projects for FY 2017-2018, including courthouse, DIA projects, Water Street garage, current and future CIP projects and their respective maintenance plans
 - Supervises work of staff, interns, and volunteer APP Committee and Art Selection Panel members

- APP Project Manager: FTE with annual salary of \$35,576 and benefits
 - Manage multiple public art projects from initiation through completion
 - Liaise with COJ departments, artists and ASPs
 - Provide technical assistance to artists and outreach and communications materials

- APP Program Coordinator: FTE with annual salary of \$27,000 and benefits
 - Assists in maintenance plan management.
 - Maintains and updates current project files; provide technical interpretation and coordination of maintenance for public art collection.
 - Initiates, coordinates and facilitates public art selection process for projects throughout city

- APP Paid Interns: 6 PTE @ \$500 per semester for total of \$6,000
 - Provide technical and administrative assistance for APP

Total Payroll Taxes & Benefits: \$15,574

- Fringe benefits include Medicare and Social Security taxes for employees funded under the award @ 7.65% and their related medical insurance benefits (employees contribute 20% of benefit cost)

Total Office Expenses: \$2,000

- Office Supplies: \$2,000

Please see Section IV for full descriptions of staff positions.

ART IN PUBLIC PLACES PROGRAM (APP) – FY 2017-2018
Request - \$142,722 (rational for increase)

The Art in Public Places Program is currently staffed by one program director, who is currently responsible for more than \$1.7 million in public art projects. A minimum estimate of hours needed to complete these projects totals 12,700 and includes:

- DIA Phase 2: Estimated performance schedule is 19 months/Total hrs. 3730
- DIA Phase 3: Estimated performance schedule is 19 months/Total hrs. 3730
- Water Street Parking Garage: Estimated performance schedule is 25 months/Total hrs. 1360
- Courthouse Public Art Project: Estimated performance schedule is 27 months/Total hrs. 2120
- Cuba Hunter Park: Estimated performance schedule is 15 months/Total hrs. 740
- Winton Drive: Estimated performance schedule is 15 months/Total hrs. 740
- Bob Hayes - Legends Community Center: Estimated performance schedule is 15 months/Total hrs. 740
- Ed Ball: Estimated performance schedule is 15 months/Total hrs. 740

- Annual hours for one person working 40-hrs/wk for one year total 2,080 as compared to the minimum estimated 12,700 hours needed to complete major public art projects
- \$1.7 million (approximate cost of APP projects) represents nearly 50% of the Cultural Council's *entire* agency budget, staffed by 7 other people.
- The associated costs of the current director position and APP program were paid by agency funds. These costs include payroll taxes, health insurance, parking, office supplies, APP general maintenance and program expenses.
- The director must supervise additional staff, interns, volunteers and APP committee and ASP members, along with fulfilling her own program responsibilities
- Because of the significantly increased administrative demands on the Art in Public Places Program, this proposal seeks funding for one additional project manager and one additional program coordinator, who would be responsible for:
 - Assisting in management of maintenance plan of the public art collection to protect the public investment that has already been made
 - Providing technical interpretation and coordination of maintenance for collection
 - Facilitating and coordinating public art selection process for projects throughout the city as assigned by program director
 - Providing coordination and support for projects, especially those initiated by COJ and community-based groups and management assistance for new projects that continue to be generated.
 - Offering technical assistance to individual artists
 - Maintaining and updating current project files
 - Offering outreach so that the public can better understand and appreciate this aesthetic enhancement to the built environment

***** Please upload/submit "Public Service Grant FY 2018 Budget Forms" and complete all documents. This includes the budget detail spreadsheet and the budget narrative.**

Please upload/submit "Certification of Additional Funding Sources" which should list "Other Grant" revenue sources for this program.

Section VI - PSG Program Impact & Effectiveness

Containing a description of: (i) the program's goals and objectives and how attainment of the goals and objectives will be measured, and (ii) the projected program impact on residents of Duval County or their Need and the anticipated number of people to be served by the program, (iii) a listing of the number of times within the past three (3) years that the requesting agency has been on the Council Auditor's noncompliance list. Such list set forth the date of the noncompliance, the length of the noncompliance and reasons for the noncompliance. (maximum 4 pages)

The goals, objectives and measurements for the Art in Public Places Program during the grant period of October 1, 2017-September 30, 2018 include:

GOAL 1 – The creation and maintenance of public art is an integrated relationship with city departments, planning and facilities.

- Objective 1: Public art integration plays a role in building city identity and revitalization
 - APP program policy and process are integral to city planning:
 - Local, state and national artists participate in APP opportunities
 - Artwork reacts to or incorporates its environment
- Results will be measured by:
 - Staff will recommend at least one CIP eligible APP project
 - Staff will showcase the multi-use aspects of public art and artistic intervention in public spaces
 - Staff will recommend at least one APP project that is sustainable and suitable for the site location
- Responsible for GOAL 1: APP Program Director, APP Committee, APP Interns

GOAL 2 – Public art articulates and reinforces visual identity in public spaces

- Objective 1: Community outreach opportunities are one component of APP projects:
 - Coordinate APP projects that encourage community participation and broad public involvement
 - Highlight the city's identity and character with site-specific APP projects at public facilities
 - Develop partnerships with key representatives of the community to assure access to APP collection
- Results will be measured by:
 - Staff will build at least one partnership for distributing APP information
 - Staff will identify at least one eligible APP site through research, visits and tours
 - Staff will formalize the process of involving neighborhood, community organizations and general public
- Responsible for GOAL 2: APP Program Director, APP Program Coordinator, APP Project Manager, APP Committee, APP Interns

GOAL 3 – Preserve the integrity of city-owned public art through conservation, maintenance and collections management

- Objective 1 – Establish a framework for a sound maintenance plan and public archive:
 - Assemble maintenance policies and guidelines in coordination with an APP Conservation Report
 - Track the progress of current and existing maintenance projects on city-owned public art

- Review technical interpretations on various media and processes of APP projects
- Maintain a comprehensive inventory of all works in the APP collection
- Results will be measured through:
 - Staff will review and require at least one maintenance set-aside and plan for all APP projects including gifts
 - Staff will oversee maintenance of at least one priority project and updates to the inventory are current and records are accessible
 - Staff will coordinate and complete in-progress maintenance and conservation work
 - Staff will obtain all available object data on city-owned artworks and memorials
- Responsible for GOAL 3: APP Program Coordinator, APP Program Director, APP Committee, APP Interns

GOAL 4 – Public Art planning responds to the needs of the community and strengthens partnerships

- Objective 1 – Ensure the public art process is an opportunity for artistic expression, engagement and diversity
 - Develop methodologies to effectively implement current projects
 - Develop criteria to evaluate public art to assure excellence and the greatest impact
 - Present project information to increase participation by city departments, artists and area stakeholders
- Results will be measured by:
 - Staff will effectively manage at least one public art project and process
 - Staff will develop at least one Call to Artists reflecting the unique characteristics of the project location
 - Staff will oversee the creation of at least one Art Selection Panel, design team and project schedule
- Responsible for GOAL 4: APP Project Manager, APP Program Director, APP Committee, APP interns

IMPACT:

The Art in Public Places Program impacts the entire Duval County population – approximately 913,010, according to the U.S. Census (2015). This COJ Trust Fund grant request for the Art in Public Places Program represents a \$0.16 investment per resident.

Benefits of public art include:

- promoting community development through urban design and attractive streetscape enhancements
- Establishing a driving economic force for connecting and employing artists and local tradespeople
- Increasing perceived level of security and sense of belonging as well as providing a moment of respite
- Improving quality of life throughout the city and invigorating neighborhood activity
- Developing a sense of place and identity within the community and increasing civic pride
- Building local partnerships by bring people together
- Enhancing the overall character of public spaces that are open and accessible to all

Public art highlights a community's commitment to art. It educates and inspires residents, and enhances the quality of life. Research shows that public art gives character to public spaces, increasing livability, walkability and desirability of neighborhoods and cities. Public art serves as a powerful economic force, as a forum for supporting local and regional artists, as a service advising to urban planning, or through employment of local trades from electricians to fabricators who purchase local materials. For all these reasons, public art is an essential component of a thriving community.

The Art in Public Places Program serves everyone in Duval County – whether resident or visitor. It also serves the artist community, helping to build professional capacity and providing employment. Additional services provided include: the general benefit and enjoyment of art in the public environment; local neighborhood and/or monument identity/marker and resulting pride of place; investment in protecting and nurturing character of that place; making the enjoyment and experience of fine art available to anyone/everyone who appreciates the benefit of an aesthetic environment, not just the traditional collector or appreciator of art. All residents and visitors have free access to public art located throughout a number of Jacksonville's public facilities such as libraries, parks and rights-of-way.

Supporting this project will enable the following: Attracting visitors, businesses and residents to Jacksonville; increasing sense of place through creation of landmarks and iconography; improving city image as a visually-attractive place; improving quality of life especially as a result of the placement of public artworks in underserved neighborhoods; engaging the creative community in the civic process; providing creative solutions to city initiatives; facilitating new partnerships and expanding project reach; for maintenance of projects to protect the public investment that has already been made; for outreach so that the public can better understand and appreciate this aesthetic enhancement to the built environment; and to produce meaningful participatory activities for the general public within their own community public spaces..

Passage of the Better Jacksonville Plan and its associated civic facilities generated significant public art projects that have been commissioned and installed since 2003. To date, close to 50 percent of the collection represents artists from the five-county area. Further, the APP Committee is encouraged to consider regional artists, e.g. Florida and the Southeastern United States. Others have been created by internationally-known figures such as Jaume Plensa (Veteran's Memorial Arena) and Larry Kirkland (exterior – Main Library). Artists from varying backgrounds are encouraged to submit applications for public art projects within Jacksonville's public spaces. Diversity is highly desired and will reflect our community's identity more closely.

Recent progress on quality of life improvements provided by the Art in Public Places Program include:

PUBLIC ART WORKS:

- **“Urban Art Projects”** - Funded through Jacksonville’s Downtown Investment Authority, three planned phases will focus on dozens of projects in three different concentrated areas of downtown. The first phase of 34 projects is set to be dedicated on April 4, 2017 and includes:
 - 17 murals on JTA Skyway columns along N. Hogan and Bay streets by artists Andrew Reid SHeD and Cecilia Lueza
 - 7 traffic signal cabinets on street corners with designed on vinyl by artist Michelle Weinberg

- 50 bicycle parking spaces on Laura, Adams, Forsyth and Monroe streets by sculptor Lance Vickery
 - 2 seating sculptures on N. Hogan near Monroe Street by sculptor Jenny Hager
 - 1 large iconic sculpture on Laura Street near Monroe fabricated by artist Rafael Consuegra
- **Southbank Riverwalk Mirrored Mosaic** - In 2015, “Mirrored River: Where do you see yourself?,” a 60-foot mirrored mosaic wall mural was installed by Roux Art and over 71 volunteers along the walkway beneath the Main Street Bridge. The site-specific concept is a visual interpretation of the St. Johns River, and the design’s interactive qualities include both the material use of mirrors and community engagement for the installation process.

MAINTENANCE AND CONSERVATION:

- **Conservation and Appraisal Reports** - An appraisal for the non-APP pieces was completed in summer 2016. Comprehensive APP and non-APP conservation reports have been completed, as well as a non-APP Appraisal Report completed in summer 2016 that identify and prioritize the maintenance and conservation needs of 93 APP collection artworks.
- **Public Art Maintenance** - As a result of the Conservation Report of City-Owned Artwork and Memorials, 12 maintenance repairs at various public facilities city-wide have been completed since 2015. They include: “General Andrew Jackson Reviewing the Troops at the Battle of New Orleans,” the busts of Robert Burns and Ponce de Leon, “Agriculture in Florida and Commerce and Industry,” two limestone doorway entry reliefs, and six additional artworks in the Art in Public Places collection – “Showing the Way,” “Untitled Quasicrystal Sculpture,” “Lyrical Light,” “No Couch Potatoes Here,” “River Runner” and “Talking Continents.”

ADMINISTRATION, COMMUNICATIONS AND OUTREACH:

- **Public Art Week 2017** - Coming up in April 2017 will be Public Art Week, a week-long celebration designed to encourage residents to explore and encounter public art throughout Jacksonville with concentrated efforts in the urban core. It will feature the dedication and tour of the Phase One DIA-funded Urban Arts Projects, a talk by international public artist Janet Echelman, APP downtown tour, and “listening sessions” with local artists.
- **Public Art Map** - The Cultural Council has launched an [interactive map of Jacksonville's public art](#). The dynamic map includes images and information about public art that can be found in Jacksonville, including the City of Jacksonville’s collection and privately owned public art.
- **Public Art Symposium 2016** - With the assistance of FAPAP, APP presented a two-day Public Art Symposium for local artists in advance of the call to artists for the “Urban Arts Projects” funded through the Downtown Investment Authority. Additional programs for local artists, such as “Public Art 101” have been provided by the Director of Art in Public Places.

The Cultural Council has never been on the Council Auditor’s Non-compliance List.

DOCUMENTS

- X** - A copy of good standing certificate from Florida Division of Corporations
- X** - Charitable Solicitation Permit
- X** - Complete tax returns for last three years
- X** - PSG FY 2018 Budget Forms
- X** - Certification of Additional Revenue