

PUBLIC ART PROGRAM



Table of Contents

MISSION	<u>4</u>
PURPOSE	4
GOALS	<u>4</u>
GOVERNING ORDINANCE	4
MASTER PLAN	5
FUNDING SOURCES – PUBLIC ART FUND	5
PRIVATE DEVELOPER CONTRIBUTIONS – PUBLIC ART ORDINANCE #3229	5
OTHER PRIVATE DONATIONS	5
CITY ANNUAL FUNDING	
CITY PERCENT-FOR-ART PROGRAM INITIATIVE	
PROJECT IDENTIFICATION	6
Comp Chy person	
SITE SELECTION	
PROJECT CATEGORIES – RECRUITMENT METHODS	
SELECTION PROCESS	<u>7</u>
ART SELECTION PANEL COMPOSITION AND RESPONSIBILITIES	7
ACQUISITION METHODS	7
ARTIST SELECTION PROCESS	8
PROJECT MANAGEMENT	9
ARTIST CONTRACT NEGOTIATIONS, FEES AND OVERSIGHT	9
DESIGN DEVELOPMENT	
FABRICATION	
Installation	10
LIGHTING	10
SIGNAGE	10
PUBLIC ART PROGRAM MANAGEMENT	10
MASTER PLAN	10
ANNUAL PLAN AND BUDGET	
PROGRESS REPORT	
ORGANIZATIONAL STRUCTURE	

GOVERNANCE	11
POSITION OF PUBLIC ART ADMINISTRATOR	11
OUTSOURCED CONSULTING SERVICES	12
CITY DEPARTMENTS AND COMMITTEES	12
COLLECTION MANAGEMENT	12
GIFTS, LOANS AND MEMORIALS	
DOCUMENTATION	
MAINTENANCE AND CONSERVATION	
DEACCESSION, ALTERATION, RELOCATION	13
COMMUNITY ENGAGEMENT	<u>14</u>
COLLABORATIVE PARTNERSHIPS	14
EDUCATIONAL PROGRAMS	14
EVENTS	14
Tours	
PUBLICITY AND PROMOTION	
Brochure	
Website	15
APPENDIX	16
POTENTIAL PARTNERS FOR COLLABORATIVE COMMUNITY PROJECTS	16
LOCAL NOT-FOR-PROFIT SOURCES	
STATE AND NATIONAL GOVERNMENTAL SOURCES	16
ARTIST RESOURCES	
HISTORY OF CITY'S PUBLIC ART PROGRAM	17
SITE SELECTION MAP FOR PLACEMENT OF ART	18
APPLICATION AND APPROVAL PROCESS DOCUMENTS NEED TO DO THIS STUFF	18
ACKNOWLEDGEMENTS	18



CITY OF FORT MYERS PUBLIC ART PROGRAM

MISSION

The public art program will enrich the cultural climate of the City of Fort Myers, fostering a sense of place for residents and visitors.

PURPOSE

The City of Fort Myers seeks to acquire a quality and diverse public art collection that will aesthetically enhance and engage the community, promote a greater awareness of and appreciation for art, and respond to and reflect the unique character and history of the city.

The City of Fort Myers Public Art Program will enhance our city's cultural identity, encourage collaborative public/private partnerships, promote tourism, fuel economic growth, provide a supportive environment for its artists and improve the quality of life for all its citizens and visitors.

GOALS

The Public Art Committee's (PAC) long-term goals are:

- 1.Enhance the physical environment of the City of Fort Myers with artworks of the highest level of quality and suitability for the site
- 2. Work to establish a percent-for-art program through contributions from the City's capital improvements project (CIP) budgets
- 3.Identify projects and acquire public art for designated exterior and interior sites that are visible and accessible to the public such as parks, city lobby spaces, the convention center and other locations.
- 4. Select public art that relates and responds to our area's unique local history
- 5. Identify and document city's existing collection
- 6. Serve as the coordinating body for all public art, memorial projects and all other temporary and permanent art installations placed on city property
- 7.Build collaborative partnerships with the private sector, non-profit and community groups that will nurture the city's identity as a cultural community
- 8. Encourage participation by southwest Florida artists
- 9. Work to expand and steward the city's collection according to museum standards
- 10.Encourage wherever possible the integration of public art in the early phases of design to allow the artwork to be fully integrated with the project

GOVERNING ORDINANCE

The City of Fort Myers Public Art Program is guided by Ordinance #3239 and #3230.

Revision Date: August 19, 2007 Page 4 of 18

MASTER PLAN

In 2006, the Public Art Committee developed a master plan to guide the city's public art program for the future. This Master Plan document will provide a comprehensive set of goals and objectives in accordance with the city's ordinances for the public art program and the PAC, and will include governance, collection policies, outreach, education and collaborative partnerships. The master plan will serve as a guide in establishing annual planning and budget proposals and will be reviewed as the public art program expands.

FUNDING SOURCES - PUBLIC ART FUND

According to the city's ordinance, the Public Art Fund is an account set up as a "Trust in Agency" fund to receive funds appropriated for public art. The fund shall be used for the selection, commission, acquisition, installation, maintenance, administration and insurance of works of art as well as for education to promote the city's art collection to its visitors and residents.

The Public Art Fund receives its contributions from sources such as:

Private Developer Contributions – Public Art Ordinance #3229

This ordinance states that private developers who are building in the City of Fort Myers have two options regarding public art contributions. One option is to acquire and install a work of public art on a publicly accessible location on their site. The second option is to monetarily contribute to the city's public art fund. All funds donated to the city by private developers or other sources will be deposited into the public art fund.

In 2006, the PAC created a process for private developers in the city who have chosen to fulfill their PUD requirements through commission or purchase of artwork. Based on the general criteria established for the city's public art collection, two-page document "Public Art Application Form for Private Developers" establishes guidelines as well as the application process for developers to follow as they acquire artwork for publicly accessible locations on their property.

To satisfy its PUD public art contribution requirements, as established by the city, the developer shall present its public art proposal to the PAC for review through the established application process. The PAC will work with the developer, as required, to refine their plans to achieve the goals of the public art program. The one-page Public Art Application Form for Private Developers will then be submitted to the PAC for final review and approval.

Other Private Donations

In addition to the acquisition of art from PAC initiated and funded public art projects, gifts and loans of works of art to the city's collection are strongly encouraged. The PAC also supports the initiative of temporary installations of art on city property.

Individuals and community groups proposing public art projects must complete the application process for review and consideration by the PAC before the project is approved for installation.

Revision Date: August 19, 2007 Page 5 of 18

Funds for public art projects received from other non-city sources will be deposited in the Public Art Fund. The PAC may also apply to other sources for funding of specific projects. It is anticipated that funds from grants or other non-city sources will have restricted uses.

City Annual Funding

In order to ensure stable funding on an ongoing basis for public art, a budget line item is to be added to the city's operating budget for public art. These allocated funds shall be deposited into the public art fund upon final approval of the city's budget.

City Percent-for-Art Program Initiative

A primary goal of the Public Art Committee is to establish a percent-for-art program.

Public art projects initiated by the PAC would be partially funded through contributions from the City's new capital improvements project budgets. One per cent (1%) of the construction cost of a municipal building project, or capital improvement project (CIP) as bid, contracted and accepted by the City is to be deposited into the public art fund.

It is recommended that the city council vote to amend the public art ordinance to allow 1% (one percent) of eligible city CIP funded projects be deposited into the public art fund for the commissioning or purchasing of works of art for the city's public spaces. The city will identify eligible CIP projects annually with the percent-for-art set-aside amount, incorporate those into the city's proposed fiscal year budget and deposit funds into the public art fund upon approval of the annual budget by city council.

PROJECT IDENTIFICATION

The PAC has established the following guidelines for selecting appropriate public art installation sites through out the city. These have been illustrated in the Site Selection Map in the Appendix.

Site Selection

In creating the map, the PAC has:

- 1. Reviewed city maps to locate appropriate sites
- 2. Identified and prioritized potential sites
- 3. Determined the relationship of the artwork or project to the site. Exterior artwork should dramatically transform and maximize the cityscape, skyline, parks and surrounding environment.
- 4. Ensured the project materials and scale are appropriate to the site.
- 5. Considered the city's local history and uniqueness
- 6. Considered all neighborhoods
- 7. Considered public interior spaces

Scope of Project and Budget

The PAC will identify future public art projects according to recommended sites and available funds. The scope of proposed projects and related budgets will be identified

Revision Date: August 19, 2007 Page 6 of 18

and included in the annual plan and budget for upcoming fiscal year's activities and will be presented to city council for final review and approval.

Project Categories - Recruitment Methods

Projects fall into one of three categories: Direct Selection, Invitational or Open Competition, according to the size of the project's budget. The details of the selection process for each project will be included in the call to artists.

The city's public art collection will include works by a wide range of emerging, midcareer and established artists with local to international reputation. Artists will be selected according to individual projects, location and budget.

A future goal of the PAC is to compile a list of recommended artists whose work will enhance the city's permanent collection.

SELECTION PROCESS

Art Selection Panel Composition and Responsibilities

Members of the PAC will function as the Art Selection Panel. Their primary responsibility is to acquire public art for the city's permanent collection. The PAC should select artists and projects of high quality that are appropriate to the site while also addressing issues of safety, permanence, maintenance and value.

Responsibilities prior to artist and project selection are:

- 8. Discuss potential sites
- 9. Research local history of areas under consideration
- 10. Select proposed project and budget
- 11. Select method of solicitation of entries based on size of budget and site chosen
- 12. Select deadline for artist entries, where applicable.
- 13. Determine sites for the placement of artwork (in collaboration with the selected artists, when appropriate.)

Acquisition Methods

Purchases

The city acquires art through the purchase of existing work or the commissioning of a new work for a selected site as determined by the PAC. Individuals and groups who wish to submit a proposal for the city's consideration must complete the application process for the PAC review.

Loans and Gifts:

An application process is in place for individuals and groups who wish to propose loans of public art to the city as well as gifts of art to the city. Applications are then presented to the PAC for review and consideration.

Revision Date: August 19, 2007 Page 7 of 18

Artist Selection Process

The PAC has adopted the principles and operates under the widely accepted Guidelines established by the State of Florida Art-in-State Buildings program in determining artist eligibility, criteria, artist recruitment and selection.

Artist Criteria and Guidelines for Eligibility

The following criteria ensure that artists whose works are acquired for the city's permanent collection have achieved a certain level of expertise and recognition in their profession. Artists must meet at least two of the following criteria in order to have their submissions presented to the PAC.

The artist has completed other public commissions on a similar scale.

The artist has received awards, grants or fellowships.

The artist's works are included in major private, corporate or museum collections.

The artist has had at least one, one-person exhibition at an American Association of Museum's accredited institution within the past five years.

The PAC reserves the right to waive the above criteria under extenuating circumstances for work that is of unusual merit.

Artist Submissions

If the PAC determines that an open call-to-artists is desirable, the artists' submissions must include the following materials:

- 14. A letter of interest, which includes how the artist's work relates to the project and what direction the artists' work might take in response to the project; one paragraph maximum. Submissions that do not relate specifically to the project will not be considered.
- 15. A current professional resume, with emphasis on public art experience.
- 16. Ten 35mm 2 x 2" slides or a CD of completed art works labeled with the following information: artist name, slide number, title of work, a dot on the front lower left hand corner of each slide. Images numbered 1 through 5 will receive initial review. In subsequent reviews, the PAC will consider the remaining digital or slide images and resumes of selected artists.
- 17. Identification sheet that includes:
 - a.Artist's name, address, phone number
 - b.Corresponding slide number
 - c.Title of work
 - d.Medium of work
 - e.Dimensions of work
 - f.Date of work
 - g.Price of work

h.A self-addressed, stamped envelope for the return of the artist's materials.

Revision Date: August 19, 2007 Page 8 of 18

Artists' submissions must also comply with any additional instructions such as specifications for media or dimensions that pertain to the specific project as specified by the PAC. Submissions that do not comply should be returned to the artist with an explanation.

PAC members are eligible to submit their own artworks for consideration but must recuse themselves during all the decision-making processes.

Application Review Process

The PAC shall complete a preliminary review of images to get an overall sense of submissions, followed by a second in-depth review of the images to score submissions. Scoring is based on demonstrated artistic excellence as determined by each PAC member.

The following elements shall be considered in the determination of artistic excellence. They are intended to serve as a guide for consideration and discussion.

- 18. Originality
- 19. Composition
- 20. Thematic Content
- 21. Craftsmanship

The PAC will discuss those artists identified for further consideration and their resumes and experience will be reviewed. The PAC will determine the method by which finalists are reviewed. The chosen method must be used for all finalists in a project.

PROJECT MANAGEMENT

Artist Contract Negotiations, Fees and Oversight

Working with city staff, the PAC will develop a standard form for artist contracts.

The scope of work, schedule and payment schedule shall be adapted for each project.

In advance of awarding commissions, the PAC will discuss all aspects of the contract negotiations and fees will be thoroughly discussed and agreed upon between the city and the artist.

Artists, as part of any contractual agreement with the city for the provision of a work of art, shall be required to submit to the PAC a "Maintenance and Inventory Sheet". This is to include annual cost projections, which details the maintenance and ongoing care of the artwork.

Ownership of all works of art acquired by the city shall be vested in the city, which shall obtain title to each work of art.

Based upon the successful outcome of these negotiations, the PAC will award the commission to the selected artist.

Revision Date: August 19, 2007 Page 9 of 18

Design Development

The artist is fully responsible for completing all aspects of the commissioned public art project according to the macquette/proposal presented and approved by the PAC and according to the agreed upon deadline. The artist must keep the city informed on an ongoing basis as to the project's status.

Fabrication

The artist is responsible for all aspects of the commissioned work's fabrication process.

Installation

All responsibilities for installation will be determined in advance by the contract between the artist and the city. Installation of some work may require the services of a Florida licensed contractor.

Lighting

City staff and PAC will work with the artist for the appropriate lighting of their work. Responsibilities for lighting costs will be negotiated between the artist and the PAC and will be handled on a project-by-project basis.

Signage

The PAC will review and adopt a uniform design and material for permanent identification signage or plaque that will identify the city's collection of interior and exterior works. Signage will identify name of work, year of work, artist, dimensions and method by which city acquired work – public art funds; donation, loan, gift to acknowledge donor, and the year in which the city acquired the work, if different from year of work.

Once a work of public art is completed or gifted, city staff, working with the PAC, will be responsible for producing and installing the identification sign/plaque.

PUBLIC ART PROGRAM MANAGEMENT

Master Plan

This City of Fort Myers Public Art Program Master Plan has been developed to provide the PAC with a comprehensive set of goals and procedures that is in accordance with its Public Art Ordinances #3229 and 3230. The master plan also serves to guide the PAC when developing the annual plan and can be updated and revised as needed, with an in-depth review and revision every five years.

Annual Plan and Budget

The PAC will review the current annual plan to determine the program's progress in achieving goals and objectives established in the master plan. Based on the current balance of funds in the Public Art Fund the PAC will select new projects for the coming year. A new annual plan and budget will then be developed for the upcoming fiscal year. The plan will include new public art proposals, ongoing projects and general program activities and a timeline. Projects and programs will be based on impact, opportunity, distribution and administrative capacity.

Revision Date: August 19, 2007 Page 10 of 18

The Annual Plan shall identify:

- 22. New public art commissions
- 23. Budgets for proposed projects
- 24. Non-city community or private developer projects requiring oversight by PAC
- 25. Status on ongoing projects such as conservation, documentation, education
- 26. Timeline to complete goals

The budget will indicate the current public art fund balance, project and program costs and reserves set aside by the PAC. Once approved by PAC, the annual plan and budget will be presented to city council members for their review and approval. The budget will serve as a guideline and may be amended by the PAC as needed.

The development of the annual plan and budget and should commence three months (June) prior to the end of the fiscal year (September), with final revisions approved by PAC prior to presentation to City Council (July) for review and approval.

Progress Report

A progress report of the public art program's activities and achievements, status of ongoing projects and events will be developed and approved by PAC prior to the end of the current fiscal year. This report will be presented to council for their information.

Organizational Structure

The City of Fort Myers Public Art Committee (PAC) oversees the program planning, site selection, artist selection process, commissioning of artwork, review of design, fabrication and installation of artwork, maintenance oversight and removal of artwork from the city's collection in accordance with Ordinances #3229 and #3230.

The PAC is composed of nine members who are Fort Myers/Lee County residents and who are appointed by City Council. Members serve without compensation, but may be reimbursed for travel and parking as consistent with City policy. Diversity of cultural background, education, professional skills, perspective and interest should be considered in making appointments to the committee.

Governance

PAC is governed by the city's established guidelines governing all its advisory committees and therefore no separate set of bylaws or policies to govern this committee are required.

Position of Public Art Administrator

Given the complexity and significance of the city's public art program, the PAC recommends that the city hire professional staff for the position of public art administrator/director to work with the city and the PAC to implement the city's public art program. Program operating costs would include staff salary, telephone, postage and equipment, all of which are covered by direct line items in the city budget. Once this position is filled, it is recommended that the Public Art Administrator serve as an ex-officio, non-voting member of the PAC.

Revision Date: August 19, 2007 Page 11 of 18

A city-designated program staff person currently implements the PAC's decisions and is responsible for PAC's day-to-day responsibilities:

- 27. Organize PAC meetings and workshops
- 28. Develop and distribute agendas and minutes
- 29. Liaison between city department staff, city council members and PAC
- 30. Oversight of inventory of city's collection
- 31. Manage and implement all facets of project development such as calls to artists, artist selection process, coordinate artist contract negotiations, fees and oversight as well as design development, fabrication, installation, lighting and insurance. For larger installations, various city departments such as public works and parks may be involved.
- 32. Educational tours, public participation
- 33. Website development
- 34. Implement application process for private developers and other proposals
- 35. Oversight of public art fund
- 36. Annual Plan and Budget proposals

Outsourced Consulting Services

To assist city staff and the PAC, a public art consultant has been retained by the City of Fort Myers. On an annual basis, beginning in May 2006, the consultant provides professional expertise as PAC develops its annual planning, budgeting and master planning; attends all PAC meetings and provides consulting services on an ongoing basis. The consultant is a current member of Florida Association of Public Art Administrators and will represent the city during its meetings and conferences.

Until such time as the city approves the hiring of a fulltime public art administrator/director, the PAC recommends that the City continue to fund the current consulting services to develop the master plan and realize other goals. The PAC may also designate one or more representatives from its committee to work with a city-designated project manager on a volunteer basis.

City Departments and Committees

In order to ensure a successful public art program, it is essential to establish and maintain a good working relationship with all city staff and agencies, specifically with public works, parks and recreation and the Beautification Advisory Board. To that end, the PAC and the BAB have agreed to exchange meeting minutes to ensure good communication.

COLLECTION MANAGEMENT

The PAC adheres to the standards set forth by the American Association of Museums regarding management of the city's permanent art collection. As stewards of the city's public art, every effort will be made to ensure the work's good condition and safety.

Revision Date: August 19, 2007 Page 12 of 18

Gifts, Loans and Memorials

In addition to standard identification label requirements, permanent gifts and long term loans of artwork to the city must be identified with the donor's name and date of gift or loan to the city. Donors of gifts of funds or artwork given to honor an individual must include the donors' names.

Documentation

Conduct survey to identify and locate interior and exterior works. Develop an inventory of the collection, documenting all works for archival and education purposes. Information must include location, provenance, condition of work and value. This list is to be kept current as the collection grows.

In the future, the PAC recommends the purchase of a collection management software program to better facilitate the program's database and the documentation process. Funding for this software may be available through a grant from the Southwest Florida Community Foundation.

Maintenance and Conservation

The PAC is committed to ensuring that all works in the city's public art collection remain in good condition. Maintenance procedures of specific works will be reviewed periodically by PAC and staff to assess conservation needs. Condition forms will be completed for each work as part of the documentation process and works will be assessed and conserved as needed. Routine maintenance of exterior works includes periodic cleaning as necessary and can be undertaken by city staff. Minor repairs and major conservation work will be conducted by either the artist or art conservator who will provide a condition assessment and estimate of conservation work to be done. PAC will select conservator and approve all conservation and repair projects. Interior works should be examined periodically to determine rematting and/or framing needs.

Deaccession, Alteration, Relocation

In most cases, public art enters the public environment through a careful selection process informed by the best available professional judgment and advice from affected public interests.

In all circumstances, the PAC should seek to ensure the ongoing presence and integrity of the work at the site for which was created, in accordance with the artist's and the PAC's intent. The primary concern should be to assure continuing access to the work by the public.

The city shall not move a work of art from its site or alter the site so that the work of art is obscured, altered significantly or jeopardized. Public art has a long historical tradition of controversy. Review of the status of a public artwork should be undertaken cautiously, in order to avoid potential influence of fluctuations in taste and the immediate pressures of public controversy. A work should not be removed from public view simply because it is controversial or unpopular. These decisions may involve basic questions of public trust, freedom of artistic expression, censorship, contractual obligations, copyright, moral rights, and the integrity of the work. Consideration for

Revision Date: August 19, 2007 Page 13 of 18

removal should involve the same degree of careful review as a decision to acquire a work; informed by professional judgment, greater cultural context and the interests of the public.

When the PAC considers the possible relocation or removal of a work, it must recognize its multiple responsibilities; to the artist, as represented in the original artist contract; to the community, through its legal mandate and stewardship role; and to our cultural heritage. Decisions about relocation and removal must include a deliberate and explicit review process, assistance from professionals and a thorough ongoing documentation of the process.

If, after careful review of above considerations, any work is deemed inappropriate for the collection or has deteriorated beyond conservation or repair efforts, the PAC can vote to deaccession or relocate the work to a more appropriate site. If the work is to be sold, proceeds must be deposited into the public art fund for the purchase or commission of another work.

COMMUNITY ENGAGEMENT

Collaborative Partnerships

The PAC recognizes the importance of cultivating collaborative partnerships with community organizations and artists in building a dynamic, quality and diverse public art collection. It encourages not-for-profit organizations, government agencies and private developers not bound by the public art ordinance to work together with the city's public art program to build collaborative partnerships and community outreach projects.

The PAC encourages the private sector (individuals, businesses) to provide public art, property for art or any other assistance to enhance our growing community and will work to solicit and facilitate such endeavors.

To encourage collaborative projects initiated by artists or community groups, and to ensure fair and uniform procedures for review and support of such projects, the PAC may administer a "Call for Open Proposals" on an annual or biannual basis for temporary or permanent projects. Funds in the Public Art Fund not allocated for a specific project may be available for this purpose.

EDUCATIONAL PROGRAMS

Events

Once the city's existing collection is documented and several major works have been installed, lectures and recognition events will be developed and organized. Annual awards could be presented to businesses and/or community groups who have made contributions to the city's public art. Recommendations for educational outreach programs and communication to be developed in the future are:

Tours

Engage the public by organizing and conducting educational tours of the city's

Revision Date: August 19, 2007 Page 14 of 18

collection, as well as those installed by community groups and private developers. Staff, volunteers or PAC members will conduct scheduled tours.

Publicity and Promotion

The city will organize a public dedication ceremony celebrating the recent acquisition of a significant work of public art at the site, if possible. A mailing and email list will be developed and invitations will be distributed. Dignitaries, the artist and public art committee, will be among the honored guests. Staff will distribute a press release to the media announcing the installation, preferably during the installation process to encourage actual interviews with the artist.

Brochure

In order to promote greater awareness and appreciation of the city's growing public art program, a professionally produced brochure highlighting the city's permanent collection will be published. This brochure, to include a list of the city's collection, possible inclusion of key developer public art projects, a locater map and a brief description of the program, will to be distributed to the public through agencies such as the Chambers of Commerce, Lee County Visitors and Convention Center Bureau, Fort Myers Redevelopment Agency, Alliance for the Arts and other community resources.

Website

A goal of the public art program is to establish a website that would include a list of all works in the city's collection, a guide/map indicating locations, calls to artists for proposed projects and application forms. This would be part of the PAC's continuing educational and promotional efforts to inform the public about the city's growing public art collection.

Revision Date: August 19, 2007 Page 15 of 18

APPENDIX

Potential partners for collaborative community projects

Local Private Sources

Business Owners

Top 25 Employers

Property Owners

Art Collectors

Local Not-For-Profit Sources

ArtFest Fort Myers

Arts for ACT

City of Fort Myers Beautification Advisory Board

City of Fort Myers Historic Preservation Committee

Edison College

Edison Festival of Light

Edison & Ford Winter Estates

Florida Gulf Coast University

Fort Myers Redevelopment Agency

Greater Fort Myers Chamber of Commerce

Lee County Alliance for the Arts

Lee County Visitors and Convention Center Bureau-Tourist Development Council

Parent/Teachers Associations

Boy Scouts/Girl Scouts

Junior League of Fort Myers

Rotary Club of Fort Myers

Sidney & Berne Davis Art Center

Southwest Florida Community Foundation

Southwest Florida Historical Society

Thomas Edison & Henry Ford Winter Estates

State and National Governmental Sources

Florida Association of Public Art Administrators

Florida Art in State Buildings Program

Florida Community Trust

State of Florida Division of Cultural Affairs

Community Block Development Grants

Lee County CIP projects in city limits

Lee Trust for Historic Preservation

National Endowment for the Arts

Revision Date: August 19, 2007 Page 16 of 18

Artist Resources

<u>www.publicartnetwork.org</u> <u>www.artistsregister.com</u>
www.floridaartistregistry.com www.sculpture.org/portfolio

www.artdeadline.com www.artsusa.org

www.artnet.com www.florida-arts.org

Art in America Annual Guide to Galleries and Museums

History of city's public art program

In early 2004, Mayor Jim Humphrey recognized that public art would enrich the cultural climate of the City of Fort Myers and foster a sense of place for residents and visitors. With the new high-rise developments proposed along the Caloosahatchee River, it was the perfect time to establish an ordinance whereby contributions by private developers would fund the purchase of public art throughout the city. This initiative would provide a key component in revitalizing the downtown, visually enhancing the city and promote the community's unique character and heritage. The Mayor approached the City Council with this public art proposal. It was supported by members of the Fort Myers City Council: Michael Flanders, Tammy Hall, Randy Henderson, Ann Knight and Veronica Shoemaker.

Mayor Humphrey stated, "By creating an ordinance like this to provide public art, the city should gain social and economic benefits in the form of public pride, increased tourism, enhancement of public spaces and enhanced economic growth." Two ordinances, one creating the public art program and the other forming the committee overseeing the program, were adopted on October 4, 2004.

The Public Art Ordinance (#3229) states that each new development, of a certain size, is to set aside 1.5 percent of the construction cost, not to exceed \$150,000, for the acquisition of public art. Prior to this ordinance, the city had acquired a modest public art collection through gifts to the city such as "Uncommon Friends", "Caloosahatchee Manuscripts" and the historic "Tootie McGregor" fountain. The city's collection also includes a number of paintings and works on paper.

In early 2005, the newly formed Public Art Committee (PAC) has its first meeting. Since then, the PAC has worked diligently to provide processes and policies by which public art can be commissioned, purchased and gifted. In May of 2006, the city hired a consultant to assist in developing the program. A master plan was developed to guide the PAC in achieving its long-term goals and objectives. This document also serves to guide annual planning and budget goals. The PAC and city staff developed a listing of all existing works in the city's collection.

On November 1, 2007 Calls to Artists for three significant public art projects will be distributed: a sculpture for Centennial Park; Marks & Brands for First Street; a Fallen Officer Memorial at the Police Department headquarters.

Revision Date: August 19, 2007 Page 17 of 18

Site Selection Map for Placement of Art

Ward-by-ward selection of proposed/recommended sites for public art as identified by PAC. 50 sites identified in Master Plan Map of Selected Sites Need to do this stuff.

Application and Approval Process Documents Need to do this stuff.

Acknowledgements

The City of Fort Myers wishes to acknowledge and thank the following for providing research and reference information in the creation of this master plan.

City and County of Broomfield Public Art Master Plan, CO

City of Naples, FL

City of Richland Public Art Strategic Plan, WA

City of San Jose, Arts Commission Regional Cultural Plan,

Arts Council of Santa Clara County, CA

City of Tampa Master Plan, FL

Downtown Klamath Falls Public Art Plan, OR

Delray Beach Public Art Master plan

Florida Art-In-State Buildings Program, Department of Cultural Affairs

Pinellas County Arts Council, Clearwater, FL

Rhode Island State Council on the Arts, RI

Town of Huntington Public Art Initiative, NY

Revision Date: August 19, 2007 Page 18 of 18