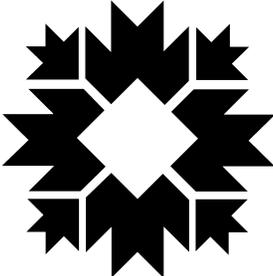


CITY OF BLOOMINGTON ARTS COMMISSION PUBLIC ART MASTER PLAN



JANUARY 2015

ABOUT THE ARTS COMMISSION

The City of Bloomington recognizes that the arts are an important part of the culture and economy of the community, and that the City has a responsibility to foster an environment conducive to arts participation. The conservation and development of the city's artistic resources are essential to its social, educational, and economic growth. Artists, works of art, and artistic institutions contribute to the quality of life and the general welfare of the citizens of Bloomington and are an appropriate matter of concern to the government of the city. The Bloomington Arts Commission was established by the Bloomington Common Council to enhance this important sector of our society.

ABOUT THIS MASTER PLAN

The mission of the Arts Commission is to cultivate a community in which residents appreciate the value of personal and collective artistic activity; to encourage collaboration and diversification of artistic activities and include participants from across the community; to enhance and support a high level of artistry; and to support the economic vitality and interests of local artists and arts organizations.

The Bloomington Arts Commission has developed a Public Art Master Plan that seeks to articulate not only the principles and guidelines for those public art activities with which it has direct connection, but also to put forth a blueprint for the ideal public art environment for the city of Bloomington, recognizing that the arts exist within a physical, artistic, sociological, governmental and economic construct that is constantly shifting.

The effectiveness of any fixed master plan is diminished when factors change. This plan acknowledges the reality of the calibrating and recalibrating that the arts must undergo to remain vital and responsive to the creative community and the public at large and attempts to, in the spirit of remaining relevant in shifting circumstances, define a bold vision towards which the community can strive.

WHAT IS
PUBLIC
ART

For the purposes of this Master Plan public art is defined as any mode of temporary or permanent artistic expression or process that is funded through any source and is produced with the intention of making it available to the public.

PRINCIPLES FOR
PUBLIC
ART

Art created for the public sphere can give form to core values of the community, such as freedom of speech and expression, alongside respect for diverse viewers and users. It can create a stimulating environment and aspire to the highest quality possible. Art can make use of the particular characteristics of the environment in which people come together. It can seek to balance issues of originality, artistic quality and intellectual provocation with a respect for the diverse activities that take place in the public domain. Public art – be it performing, visual, literary, or design - can reflect the history of the community, including the evolution of taste, values, and formal expressions as well as challenge previously held views. In doing so, public art can reflect the community's unique engagement with the world.



BLOOMINGTON'S IDEAL PUBLIC ART ENVIRONMENT: CIVIC VALUES FOR THE ARTS

In laying out a comprehensive vision for public art now and in the future, it is critical not only to define locations, projects, disciplines or genres for public art activity for which Bloomington should strive, but more importantly to identify key values and factors necessary for art itself to thrive. These would be best categorized as civic values for the arts, and the Arts Commission through this Master Plan encourages all community members to consider these civic values in their individual and collective role in supporting arts activity in Bloomington:

ARTISTIC QUALITY & DIVERSITY

- Bloomington welcomes artists and audiences of all ages, levels of experience and cultural backgrounds.
- Public art represents all disciplines and media.
- Public art strives for a bold vision and high quality outcomes.

COMMUNITY ENGAGEMENT & EMPOWERMENT

- Public art supports personal well-being, forges stronger connections between people and fosters civic engagement.
- Public art impacts at the neighborhood level.

RECOGNIZED VALUE

- Creative endeavors – the artists, works of art, skills, materials, training and processes – have civic, cultural and economic worth.
- Public art attracts engaged participants and audiences.
- Educational institutions work to expand arts awareness and availability for both their constituents and the community.

ADEQUATE RESOURCES & SPACE

- The public and private sector each provide resources to spur cultural and creative initiative.
- Creative enterprises have adequate space in which to grow and thrive.

ROBUST NETWORKING & COMMUNICATION

- Effective information networks strengthen relationships among artists and between artists and the community.
- Collaboration between the public and private sectors increases arts development and community impact.
- Partners in public art ensure clear, consistent and transparent tools and processes for their programs and projects.

OBJECTIVES & ASPIRATIONS

FOR PUBLIC ART IN BLOOMINGTON

In researching and conducting stakeholder interviews to inform the development of this master plan, key opportunities emerged that could positively impact the creation of bold, innovative works of public art in performance, visual, literary, and design in Bloomington:

STRONGER IMPACT ON CITY IMAGE AND PRIDE

- Public art can give rise to a wider and deeper impact on the public to the point of engendering community recognition and pride.

HIGHER LEVEL OF COMMUNITY ENGAGEMENT

- Public art can strive for more meaningful community engagement with audiences.

WIDER GEOGRAPHIC IMPACT

- Public art can exist wherever people live, work and recreate.

BETTER ACCESS TO AND UTILIZATION OF PRIVATE AND PUBLIC FUNDING SOURCES

- Public art can receive support from a wider range of private and public-sector funding sources. Arts producers can be better prepared to seek funding from sources well-matched to project goals.

SMARTER COLLABORATION

- Arts producers can share limited resources (audiences, venues, funds or calendar dates) effectively.

EDUCATIONAL BUY-IN

- Educational institutions can be more directly involved in the arts community, strengthening the connection of public arts activities to audiences and to their constituents.

CONTINUITY AND INVOLVEMENT ACROSS GOVERNMENT ENTITIES

- State, county and city governments can involve constituencies in public art planning, priorities and activities and provide consistent access to resources.

PRIORITIES FOR PUBLIC ART IN BLOOMINGTON

1: CREATION

- Provide resources, training and mentorship for public art project development and management to organizations, collectives, neighborhoods, students, individual artists and the general public.

2: LOCATION

- Ensure public art reflects and reinforces Bloomington's unique sense of place.
- Incorporate works of public art and performances in high-traffic transportation corridors and pedestrian areas.
 - Place public art activities at transportation hubs and shelters and in pedestrian and bicycle priority areas.
 - Incorporate public art into urban infrastructure.
 - Integrate a broad range of public art activities into the City's trail network.
 - Continue the placement of works of public art in roundabouts and intersections.
 - Seek opportunities for placemaking in the I-69 corridor.
- Facilitate works of public art and performances in community gathering places.
 - Support public art activities in civic and governmental locations.
 - Encourage a diversity of public art activities in City park and recreational facilities.
 - Develop public art activities involving public safety facilities and personnel.
- Encourage community-based works of public art and performance that support neighborhood cohesion and vitality.
 - Offer opportunities for citizens to work directly with providers to develop arts projects for their neighborhoods.
- Support works of public art and performance in the Bloomington Entertainment and Arts District (BEAD).



3: RESOURCES

- **Utilize funding sources effectively to better support a high level of art creation, infrastructure, support, and public outreach.**
 - Offer tools and training that equip the community to seek a wider variety of funding sources for public arts activity.
 - Work with funding partners to identify funding gaps and to seek new resources for art activity.
 - Ensure that permanent or long-term public art projects adequately plan and consider resources for maintenance and sustainability.
- **Encourage private-sector participation in public art.**
 - Include Percentage for the Arts requirements for private-sector development.
 - Develop a charitable mechanism for the private sector to contribute to support public art.
 - Actively facilitate the private sector's participation in public art.
- **Provide clear City policies, processes and resources for public art.**
 - Ensure that City of Bloomington's Percentage for the Arts ordinance continues to effectively support the production of public art.
 - Detail those City policies and processes that can impact public arts project approval, funding and production.

4: POLICY AND PROCESSES

- **Integrate arts in planning and community development initiatives.**
 - Collaborate with City departments, boards and commissions and other planning and community development entities to encourage implementation and support of public art activity.
- **Establish ongoing, collaborative programmatic relationships to ensure that the Public Art Master Plan aligns with community initiatives.**
 - Actively engage with City boards and commissions on ways to incorporate public art activity effectively into program areas.
 - Work with County government to facilitate public art activity in greater Monroe County.

5 OUTREACH

- **Develop a deeper and more direct connection between educational institutions' arts activities and community audiences.**
 - Encourage educational institutions to establish and identify arts liaisons to facilitate better internal and external coordination of arts activities.
 - Work with educational institutions to strengthen internal resources to support constituents' arts activity.
 - Promote the development of a clear, articulated vision for arts activity within each respective institution and work to link those with community priorities in the arts.
- **Document and report annual arts activity.**
 - Implement an annual reporting structure that seeks to identify and highlight public arts activity across the public, private and educational sectors of the city.

STEPS FOR 2015

1 CREATION

- Produce a pilot arts project with the business community.

2 LOCATION

- Identify specific priority areas for future public art.

3 RESOURCES

- Review the Percentage for the Arts ordinance.

4 POLICY AND PROCESSES

- Assess grant and other program guidelines' alignment with Public Art Master Plan.

5 OUTREACH

- Develop an annual state-of-the-arts report.