

Arts Alliance



San Francisco, CA

PowerArt! Proposal

Submitted to:
Ann Arbor Public Art Commission
&
Ann Arbor Downtown Development Authority

September 25, 2013

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Proposal to the Ann Arbor Public Art Commission & the Ann Arbor Downtown Development Authority

September 25, 2013

PowerArt! – Local art on urban canvases: traffic signal boxes

The Project

In partnership with the Ann Arbor Public Art Commission (AAPAC) and the Ann Arbor Downtown Development Authority (AADDA), The Arts Alliance proposes ***PowerArt!***, a two-phased project (pilot and completion) to install energetic, vinyl printed art replicas on a total of 42 traffic boxes in downtown Ann Arbor. All artwork submitted by Washtenaw County creatives and meeting set criteria will be eligible for selection. A jury will select 30 works and the public, through an online vote, will select the final 12 works. Selected works will be licensed from the artist for five a year period.

Based on the success of the [Boise City Traffic Box and Transit Shelter Art](#), ***PowerArt!*** will start with a small pilot run of 14 selections. If successful, the project will grow first to the rest of the AADDA district and, in subsequent years, into all five city wards beyond the AADDA footprint.

Why PowerArt!?

The traffic signal boxes present a great opportunity to serve as urban canvases. When unused, the gray metal is often dirty or covered in graffiti and fliers. Yet from any angle – even above – this untapped space can add another facet of dynamic style, culture and allure to the streets of Ann Arbor.

Case study: Boise, ID

Karen Bubb, public arts manager at Boise City Department of Arts and History, indicated that by beautifying the traffic boxes, the city enlivened the social and physical environment on the streets. The community accepted the project: “people just love them.” Bubb went on to say that the project has revealed a younger demographic that is interested in public art.

According to Boise City Police Department monitoring, after installation ***there was a significant decrease in graffiti, even on boxes that were not wrapped in art.***

Types of artwork

Any high resolution imagery that fits the size and shape specifications may be submitted since the artwork is installed as a printed vinyl wrap. Artists may submit a new piece or a complete, partial or modified image of already-created work such as imagery of a three-dimensional sculpture or a small detail of an originally large painting or photograph.

Who is eligible to submit work?

Individuals, organizations (schools, community groups) and businesses residing or working in Washtenaw County are welcome to submit artwork. Applicants may submit multiple entries.

Process

Cycle 1—Pilot—14 *PowerArt!* installations in the AADDA—Based on the recommendations from Boise to do a test phase, ***PowerArt!*** would be piloted first on 14 of the 42 boxes in downtown Ann Arbor over the course of eight months (including an eight-week post-installation evaluation period). This will help to perfect the process, from the call for art to the installation. Boise, starting with a similar model, found that their pilot significantly invigorated local artists to submit artwork, subsequently boosting the quantity and diversity of proposals.

The Arts Alliance will work with AAPAC and the AADDA to select the 14 Cycle 1 power boxes recommending that the sites include locations in high pedestrian traffic areas, the merchant districts (Kerrytown, Main Street, South University & State Street) as well as sites in each of the City Wards that are in the AADDA district.

Artwork will primarily be selected by a jury of seven individuals representing a cross-section of the community—those who are passionate about public art and those who are less enthused— who can contribute a spectrum of diverse opinions. The jurors will select ten (10) of the works and four (4) will be selected via public vote during the pilot phase. The Arts Alliance will contract with a vendor to print and install the works. An eight-week evaluation period to assess the pilot Cycle 1 model would be completed before moving on to the next cycle.

Cycle 2 & 3—14 *PowerArt!* installations in the AADDA per cycle—After the initial pilot phase, Cycles 2 & 3 would repeat the process, wrapping 14 power boxes per cycle and adopting any recommended changes identified in the pilot cycle’s evaluation.

Beyond Cycle 3—Additional research is necessary to inventory the number of power boxes throughout the city of Ann Arbor. The intent would be to extend the project beyond the AADDA’s boundaries, ensuring that *PowerArt!* reaches and beautifies all five wards simultaneously. Successive cycles enable new art to continually appear and gives new artists an opportunity to participate.

Artist compensation and ownership—Part of The Arts Alliance’s mission is to support and advocate for local artists. Because the artists are providing the creative work that the public will experience, The Arts Alliance is mindful that the selected artists are compensated at a fair rate for their contribution, greater than the cost of printing and installation. The Arts Alliance proposes that artists be compensated a twice the fee of the vendor selected to print and install the works. Early vendor inquiries estimate a cost of \$700 per installation. Therefore, this proposal recommends that artwork will be licensed from the artists for \$1,400 for indefinite use and or replacement if damaged. The artists will retain copyright ownership of the original piece but would agree that images of their installed work may be used for promotional and education purposes by The Arts Alliance, AAPAC and the AADDA.

Timeline

Cycle 1—Pilot—14 *PowerArt!* installations in the AADDA

- Step 1.** **6 months out** (when contract is awarded) – determine/finalize budget, vendors, contracts, artwork submission specs, create submission system
- Step 2.** **5 months out**—submission system finalized, promotion begins, call for art announced, call for jurors announced
- Step 3.** **4 months out**—deadline for submission, jury convened, 10 works selected by jurors works selected by public online vote
- Step 4.** **3 months out**—Winners announced, contracts signed, artwork to printer
- Step 5.** **2 weeks out**—Boxes prepped, artwork printed
- Step 6.** **1 week out**—Installation
- Step 7.** **Celebration**
- Step 8.** **Evaluation**—2 month evaluation of process and community response post installation

Cycle 2 –14 More *PowerArt!* installations in the AADDA

- Repeat Steps 1 – 8 implementing any recommended changes during evaluation

Cycle 3 –14 More *PowerArt!* installations in the AADDA

- Repeat Steps 1 – 8 implementing any recommended changes during evaluation

Factors for consideration

Maintenance costs— Boise did not experience significant damage in the project’s four years and had no maintenance costs. However, as a precautionary measure, The Arts Alliance recommends that \$50 per power box be included in the budget. While repair work may require reprinted pieces from the installer, The Arts Alliance recommends a vendor or the City of Ann Arbor be responsible for general cleaning and maintenance.

Administration— The Arts Alliance will function as the contracted administrator for **PowerArt!**. Cycle 1 – the pilot – will include six months of preparation, promoting the call for art, organizing the jury and public voting process, managing the final selections, contracting the artists and licensing the works, preparing artists payments and 1099 filings, collecting high resolution images, working with the vendor, overseeing the installations, designing and printing the brochure and managing the public celebration, evaluation and many other details. Cycle 1, the pilot phase of **PowerArt!**, will require the most administrative effort and The Arts Alliance proposes an administrative fee equaling 30% of the total project budget for its services during this phase. Unless the evaluation process results in significant changes to the process and project, the administrative fee would be reduced to 25% of the total budget for subsequent cycles as 2nd and 3rd rounds would use templates developed in Cycle 1.

PowerArt! Partners & Funding

The Arts Alliance would work in partnership with AAPAC and the AADDA; both have expressed interest in supporting this project as an investment in the beautification of the city for many of the reasons stated throughout this proposal. The Arts Alliance, AAPAC and the AADDA would identify traffic signal boxes, orchestrate connections with city services (streets, traffic, etc.) and determine the short and long-term implementation plan. Pending approval of their respective commissions and boards, this proposal recommends that the AAPAC and the AADDA share equally in funding **PowerArt!**, starting with Cycle 1 and then, in each of the following two years, Cycles 2 and 3.



Artist: David Spear, Columbia, MO

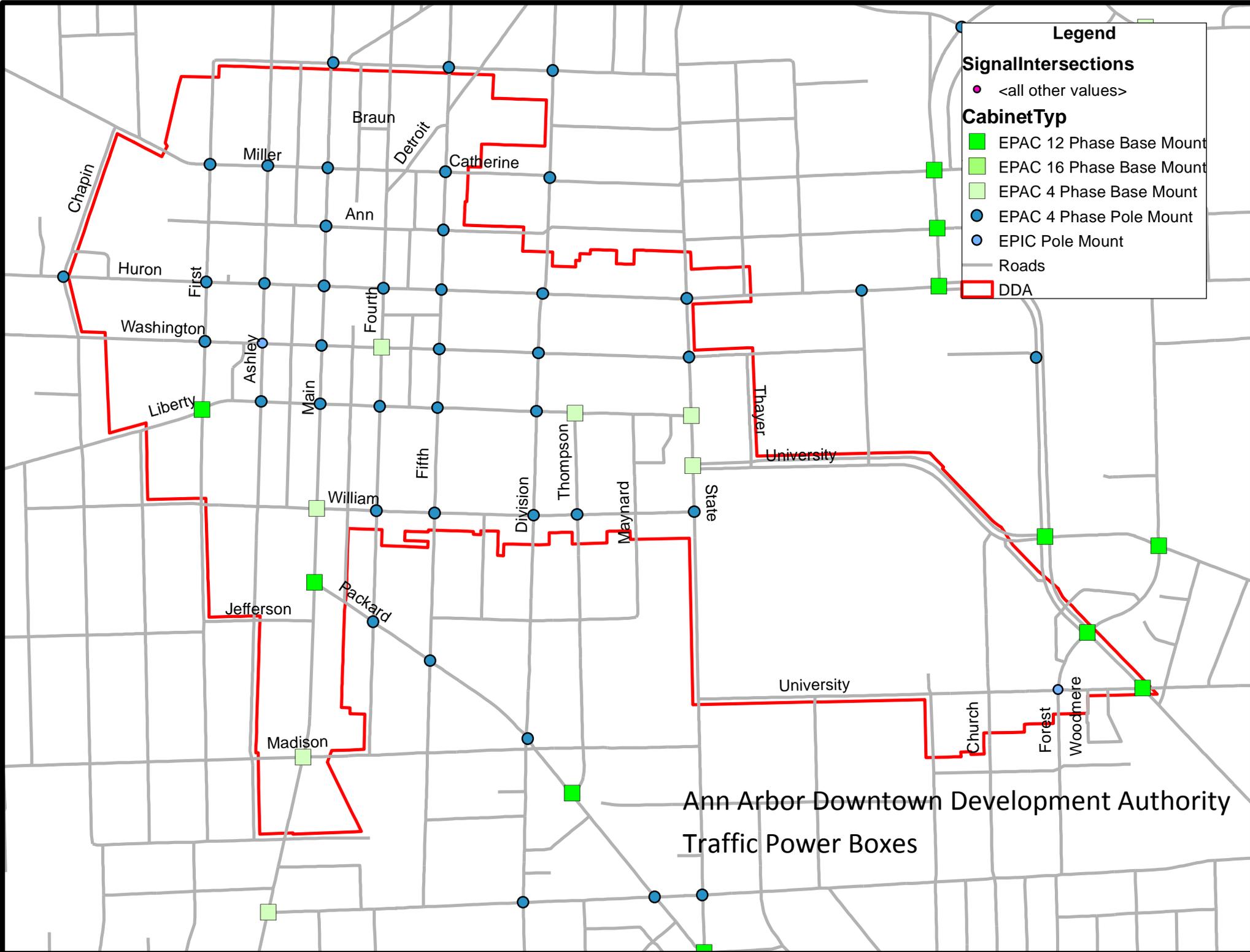
PowerArt! Proposal Appendix

Pilot Phase - Quotes for printing & installation

Company	Vinyl Print & Installation Cost/Box	14 Box Total Cost	Box Prep Fee - Removal of Tape, Debris etc.
Steel Skinz	\$ 612	\$ 8,568	NA
Upper Level Graphics	\$ 920	\$12,880	\$25.00-100.00/box
Transit Productions	\$550	\$7,700	NA
Average Quote	\$694	\$ 9,716	\$100

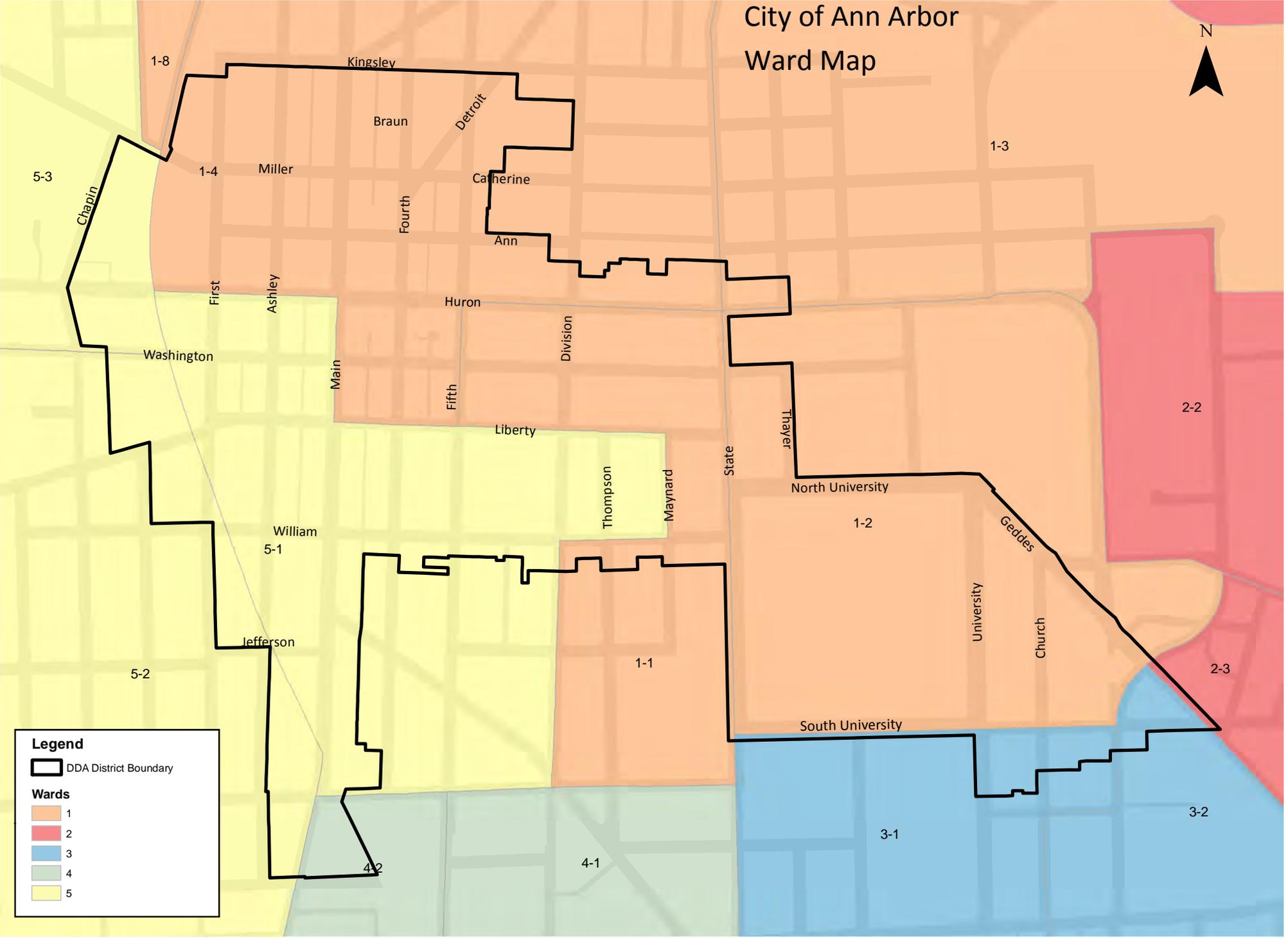
Proposed Budget

Pilot Program 14 Power Boxes (DDA footprint) 8 months from date project is awarded				Cycles 2 & 3 28 Power Boxes (DDA footprint) 4 months per each cycle (following Cycle 1 evaluation period)		
Expense	Cost/Box	Cost for Pilot (14 boxes)	Notes	Cost/Box	Cost for 2nd & 3rd Cycles (28 boxes)	Notes
Artist Licensing Fee	\$ 1,400	\$ 19,600	2X cost of installer's fee	\$ 1,400	\$ 39,200	2X cost of installer's fee
Box preparation	\$ 50	\$ 700		\$ 50	\$ 1,400	
Vinyl printing & installation	\$ 650	\$ 9,100		\$ 650	\$ 18,200	
Repairs & maintenance (5 years)	\$ 50	\$ 700		\$ 50	\$ 1,400	
Unveiling celebration (each)		\$ 500	1 cycle		\$ 1,000	2 cycles
Brochure/map		\$ 1,000			\$ 2,000	2 cycles (each printing includes all boxes to date)
Jury hosting		\$ 300			\$ 600	2 cycles
Subtotal	\$ 2,150	\$ 31,900		\$ 2,150	\$ 63,800	
Arts Alliance Administration fee	\$ 650	\$ 9,100	30% admin fee 1st cycle	\$ 550	\$ 16,200	25% admin fee 2nd & 3rd cycles
TOTAL	\$ 2,800	\$ 41,000		\$ 2,700	\$ 80,000	



Ann Arbor Downtown Development Authority
Traffic Power Boxes

City of Ann Arbor Ward Map



Legend

- DDA District Boundary
- Wards**
- 1
- 2
- 3
- 4
- 5



BOISE CITY
DEPT OF ARTS
& HISTORY



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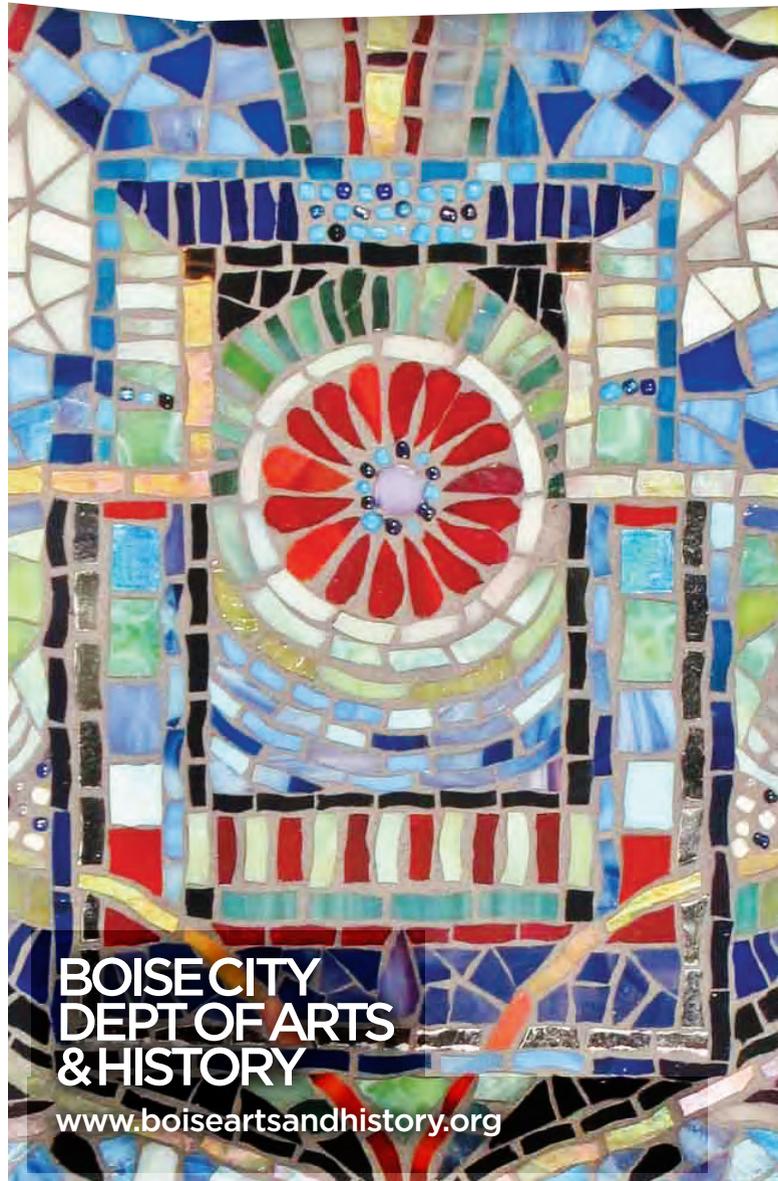


Downtown Boise
Neighborhood Association



BOISE CITY DEPT OF ARTS & HISTORY

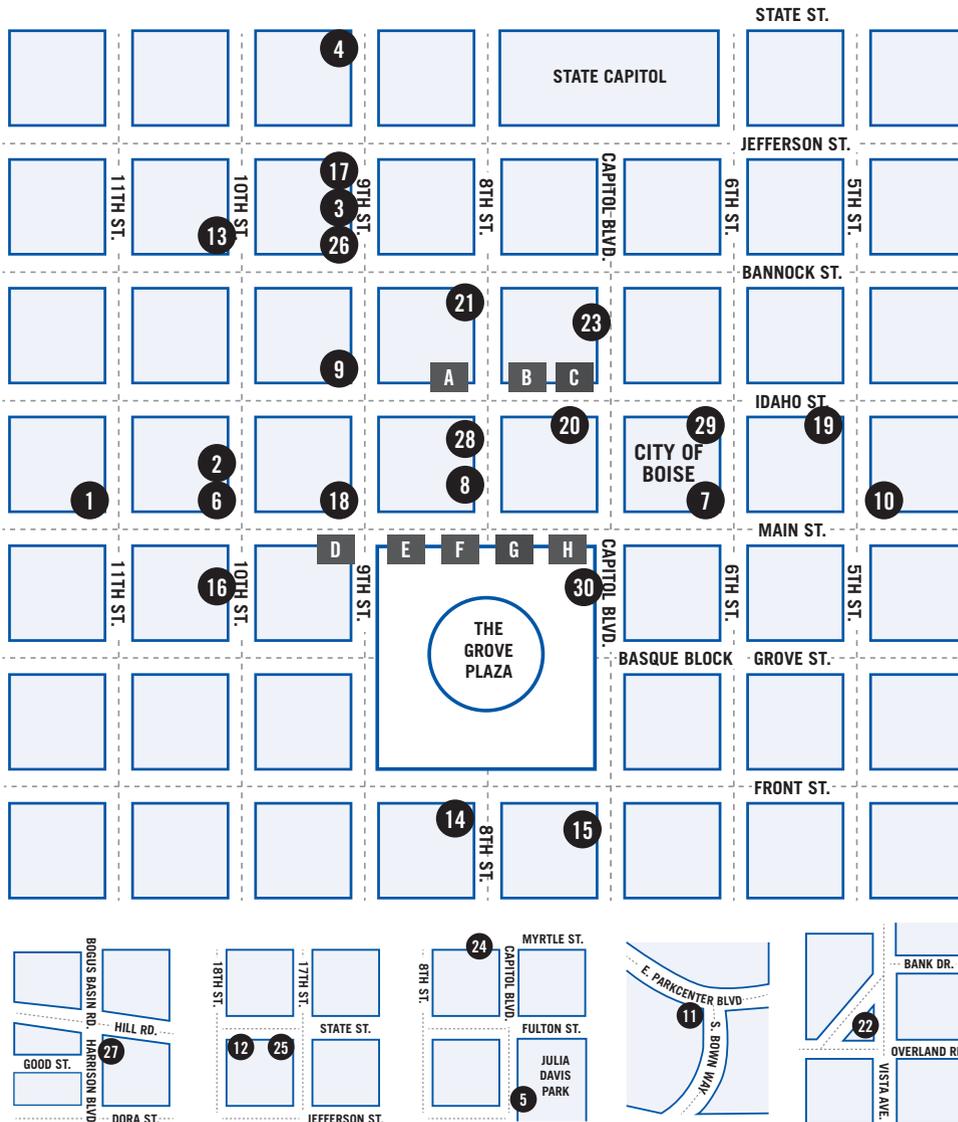
traffic box and transit shelter art



BOISE CITY
DEPT OF ARTS
& HISTORY

www.boiseartsandhistory.org

traffic box and transit shelter art



TRAFFIC BOXES

- Randall Brown, *Aspen Reflections*
- Mary Butler, *Elements of Idaho*
- Melissa Chambers, *Xingyun tian bing "Good Luck Sweet Cookie"*
- Patrick Davis, *Check Your Baggage No. 1 & Check your Baggage No. 2*
- Lisa Flowers Ross, *Vibrant City*
Located at Capitol Blvd and Julia Davis Dr.
- Bobby Gaytan, *The Pursuit of...*
- Angi Grow, *Electric Jelly*
- Belinda Isley, *Change is Good*
(Bank documents and Boise map courtesy of Idaho Historical Society)
- Patrick Kilby, *Four Sides of Boise*
- Patrick Kilby, *When Oil was King*
- Lauren Kistner, *Owyhee at Dusk*
Located at Park Center Blvd at Bown Crossing
- Steve Klamm, *"Where do We Come From, Why are We Here, Where are We Going"*
- Kelly Knopp, *Watchers Watching*
- Mike Landa, *Creative Flow Center*
- Jerms Lanningham, *Meeting of the Minds*
- Jerri Lisk, *The Green in Between*
- Ben Love, *Boxwood: Natural Traffic Control Box*
- Amy Lundstrum, *Transformation*
- Bryan Moore, *Quack Snax*
- Bob Neal, *Traffic in the City*
- Erin Ruiz, *Arrivals and Departures*
- Brian Schreiner, *Tremendous Trees*
Located at Vista and Overland
- JanyRae Seda, *Traffic Jam on Bannock and Capital*
- Willow Socia, *Super Galactic Space Invaders Clandestine Pupils of Earth*
Located at Capitol and Myrtle
- Alison R. Sweet and Joseph A. Snyder, *WHITTLIN' the Ekalaka Gang*
- Rachel Teannalach, *Cycle—Boise Through the Seasons*
- Tarmo Watia, *Spring, Summer, Fall, and Winter*
Located at Hill Rd and Harrison Blvd
- Tarmo Watia, *White Dog with Earcap Leads Parade*
- Anna Webb, *Mnemosyne and Morpheus*
- Karen Woods, *Where you are*

TRANSIT SHELTERS

- April VanDeGrift, *Under the Canopy*
- Melissa "Sassi" Chambers and William Spearman, *The Buck Stops Here*
- Chad Erpelding, *Free Trade Agreement*
- Shantara Sandberg, *Dynamic Intersections*
- April VanDeGrift, *I've Heard*
- Ben Gin, *The Jet Set*
- Jennifer Manning-Gilbreath, *Residents*
- William Spearman and Melissa "Sassi" Chambers, *Tabula Astrum Omnibus*

IMAGES LEFT TO RIGHT: Anna Webb—*Mnemosyne and Morpheus*; Chad Erpelding—*Free Trade Agreement*; Karen Woods—*Where you are*; Tarmo Watia—*White Dog with Earcap Leads Parade*; Bob Neal—*Traffic in the City*



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Mission

The Arts Alliance advocates for and supports the Creative Sector in Washtenaw County—arts and cultural organizations and creative individuals and businesses—to ensure that our region remains a great place to live, work, learn, play and visit. The Arts Alliance is a nonpartisan 501(c)3 charitable organization.

Serving Washtenaw County's Creative Sector

- 2500+ artists – musicians, dancers, singers, theater, crafters, literary, visual artists, filmmakers, designers, etc.
- 244 cultural organizations and businesses: visual, performing, presenting, producing, cultural/heritage, science, natural resources, museums, galleries, architect, design, etc.
- 1,328 Creative Industries (Dun & Bradstreet)

Partnering with Diverse Stakeholders in Washtenaw County

- Tourism, business, philanthropic, education and government sectors

Making an Impact - Our constituents offer programs and services to:

- 350,000 Washtenaw County residents
- 80,000+ university students
- 4.5 million visitors attracted to the area.

What The Arts Alliance Does:

FACILITATE

Bring creative and other sectors together to respond to opportunities and concerns, conduct research and foster cooperative initiatives.

Activities include

- **MCACA Mini Grant Re-granter:** Administer \$35,000 grant program for eligible nonprofits seeking \$4,000 or less.
- **Washtenaw County Cultural Plan + 7 Micro Plans** - fostered the Dexter, Milan and Saline arts agencies, pushed the Ann Arbor Area Community Foundation to re-prioritize arts and culture funding.
- **Artist Census** – established a baseline number of artists living and working in the Washtenaw County.
- **Creative Economic Analysis** – with Spark, researched the economic impact of the creative economy in the County.
- **Washtenaw County Public Arts Master Plan** – in partnership with Washtenaw County; Ann Arbor Public Art Commission; Arts Engine/UM; ArtServe Michigan; Cultural Alliance of Southeast Michigan and Huron River Watershed Council.

ADVOCATE

On the local, regional, state and national levels to:

- build appreciation for the intrinsic value of arts and culture for our citizens and the collective community sense of self.
- promote the sector's impact on our quality of place and on economic vitality.

- be “at the table” for community planning and decision making.
- encourage investment in the sector to keep it vital and sustained.

Activities include:

- Represent the cultural sector to community business, philanthropic, education, government and social initiatives.
- Hold candidate forums and publish candidate positions on arts and culture.
- Encourage the sector to give voice to their opinions and encourage legislative action regarding arts and culture.
- Lead county/city ballot initiatives that affect arts & culture.

COMMUNICATE

- Promote arts and cultural sector offerings inside and outside of the region.
- Encourage the exchange of ideas and collaborative creativity.

Purpose

- To help drive attendance at, participation in, and appreciation of arts and cultural offerings.
- To have an informed and therefore more productive sector: share trends, opportunities, projects, initiatives, jobs, etc.
- Creatives thrive on the exchange of ideas to create work, interpret and challenge conventions and invent new products.

Activities Include

- A3Arts.org – the arts and cultural web portal (154 organizations; 23 venues; 500 creatives)
- Cultural News From the Arts Alliance - biweekly E-newsletter; 3,200 subscribers
- The ANNUal Arts & Cultural Guide – 50,000 distributed

EDUCATE

- Support life-long arts & cultural learning programs
- Provide training and capacity-building opportunities for creative entrepreneurs.

Purpose

- Studies show including art and culture in core curriculum develops the soft skills employers desire for the 21st Century workforce.
- Artist/Creatives that are capable of managing their businesses are more likely to remain in a community that is supportive and encouraging.

Activities

- **2013-14 Arts and Cultural Education Integration for Student Excellence (ACEISE)**
- **Framing Arts & Education for Washtenaw County** - WISD feasibility study to expand arts/cultural programming equitably throughout the county’s school districts.
- **STEM to STEAM** - to promote the inclusion of the arts in the science, technology, engineering and math core education initiatives to develop 21st century knowledge workers.
- **CONVERGENCE** – bi-annual conference for arts and cultural leaders, creatives and community leaders to gather for education sessions, mentoring and networking.

Celebrate – The achievements and milestones of the Washtenaw County Creative Sector.