

Strategic Plan, for Fiscal Year 2013 to 2016

Goal A:

Ann Arbor will substantially increase the number of public works of art throughout the city through the annual assignment of funds and an expedited project development and artist selection process.

Objective 1: At the beginning of each FY, the Percent for Public Art funds will be divided to fund public art within each of the four city areas, beginning with FY 2013.

Objective 2: Each city area will have a minimum of one active public art project per year.

Objective 3: The mural program will be continued as an AAPAC program and at least one mural will be added in each city area during the years of this plan.

Objective 4: In 2014, at least one new public art program will be selected for city-wide implementation. RFPs will be distributed to expedite this new program (select one artist to produce a public art design, or public art series), that can be produced in each of the city areas.

Objective 5: By the beginning of FY2015 an art-on-loan program will be developed to further increase the public art experience in the city.

Objective 6: An RFQ will be developed by December 2012 so that an Artist Registry can be developed and expanded on an annual basis.

Goal B:

AAPAC will diversify public engagement and participation in the selection of Public Art by establishing an standing task force in each of the city areas to recommend public art projects therein. (The city areas will be based on the "land use areas" from the City of Ann Arbor's Master Plan, Land Use Element, 2009)

Objective 1: Task Forces for each city area will be approved by the commission no later than October 15, 2012 and serve a term of one year and will be comprised of the at least one resident of the quadrant, one business person whose business is in the area, a commission member, and an artist.

Objective 2: An inventory of current public art will be completed in the second quarter of FY2013, no later than (December 2012) so that future projects can be develop with this consideration.

Objective 3: Each Task Force will report to the commission with a priority list of new locations for art by December 2012. The list will take into consideration the area's land use, density, built features, open space, city property and neighborhoods.

Objective 4: The selection of a site/project for FY 2014 will be complete by the Commission by the third quarter of FY2013 (no later than March 2013) for implementation at the earliest feasible date.

Goal C:

AAPAC will increase the public understanding, appreciation and support of public art through consistent public relations and education efforts.

Objective 1: Identify and prepare for 2 events per year in which information about the city program can be disseminated and interested parties identified.

Objective 2: By Spring, 2013, establish a sign program for artwork so that each work gives the artist's name and explains the work in terms of artistic and educational purposes.

Goal D:

Pursue private funding for public art.

Objective 1: By the beginning of FY 2014, develop a plan for the public to donate to support the development of public art and begin implementation.

Definitions:

Goals are general guidelines that explain what you want to achieve. They are usually long-term and represent a vision for what you want to achieve

Objectives are defined strategies or implementation steps to obtain the identified goals. Objectives are specific, measurable and have a defined completion date. They outline who, what, when, where and how.