

February 20, 2013

Memo

To: AAPAC members

From: Marsha

Re: Canoe project and AAPAC

I have discussed what is currently known as the "Canoe Project" at commission meetings a couple of times in the past. The project is now being developed in earnest with a collaboration of the organizations listed below and more to be invited. They will each contribute their knowledge and time to make the project a success and, to assure solid coordination and success, the project will have a paid project manager.

Event Dates: August 1-November 30, 2014

This time frame is proposed to avoid the Street Art Fair, still a good travel time, two major conventions in town and football all fall

Goals of Event

Celebrate the Huron River and its history

Canoes celebrate Michigan's natural rivers and history and the joy of paddling the Huron River as it meanders through our city.

Repurpose aluminum canoes that are donated by the canoe livery into artwork celebrate the Huron River and artists

With a canoe (or more than one or just a part of one) as a canvas; creators are invited to complete a work for installation on sidewalks throughout Ann Arbor's downtown.

Show off the wealth of creative talent in our city

Artists will produce 12-15 original works with guidelines with the expectations that the works can be consider permanent (defined as lasting 5+ years). School groups or business work teams will produce 12-15 works to be displayed in the exhibition.

Attract visitors to the city and downtown and actively engaging them with this exhibition and all related activity/events during the 5 month period.

Create collaborations between nonprofits to (1) work on the event and (2) by independent events that are cross-promoted with the canoe event.

Additional activities can augment this event to make it a stellar draw for our citizens and visitors.

Collaborators as of 2/2013

The Argo Canoe Livery will provide the canoes for the art work. In addition, Cheryl Saam will oversee fundraising and work with a graphic designer to create a logo. Through the canoe livery there will be substantial promotion.

The Ann Arbor Convention and Visitors Bureau has signed on to manage statewide and national publicity on the project.

The Mainstreet Area Association will handle logistics on the installation of artwork throughout the downtown.

Art Alliance of the Ann Arbor Area will be a key player in communicating with artists to develop the canoes and be in

The Huron River Watershed Council's Laura Rubin has joined the team in a yet to be defined role.

Phase 1:

Twenty-five to thirty canoes will be installed throughout the downtown. Canoes will be mounted and bolted to the sidewalks for protection of both the art and pedestrians. All canoes will remain on display for the entire dates of the event. The location of the Canoe Art will be coordinated by the Downtown Associations and available funding.

Request of Ann Arbor Public Art Commission for approval at the February meeting

- Be actively involved through the advocacy and participation of one commissioner and a very modest engagement of the Public Art Administrator, comparable to the Inside/Out project
- Coordinate the dedication of the Argo Cascades artwork with the kick off to the canoe project exhibition & events. This does not assume that the artwork is related to the canoe project but that, because the cascades are part of the Huron River way, it has a natural relation to the goals of the canoe project. On the other hand, if the Cascades task force wanted to encourage a reflection of that theme, it would be up to them.

Phase 2: If AAPAC funding continues and the project meets funding criteria

Request of the Ann Arbor Public Art Commission

Consider this project for funding in the 2014 annual plan with the intent for the artist-designed pieces to be permanent installations at to-be-determined locations. The full scope of the project is projected at \$95,000 for 30 canoes and related project management, promotion and so forth. The financial support of the commission would be determined at a future date.

Benefits to AAPAC—to name a few

- AAPAC will be a lead collaborator and supporter of a community-wide art project that involves professional artists, the public schools and local businesses
- The project creates 12-15 artworks to expand public art at sites the commission chooses.