Why Public Art Matters
Have you been here?
Have you been here?
Have you been here?
Describe being there

Statue of Liberty in New York City
Cloud Gate in Chicago
Spoonbridge and Cherry, Walker Art Center, Minneapolis
How does the city benefit?

Statue of Liberty in New York City

Cloud Gate in Chicago

Spoonbridge and Cherry, Walker Art Center, Minneapolis
That’s public art

Located in a public space

Accessible

Intentionally created

Adds meaning to the community
Wouldn’t it be great if Austin had some public art?
Austin’s current public art

City Hall

SPAM® Museum

Fairgrounds
Austin’s current public art

Main Street Downtown
Austin’s current public art

Veteran and military themed

VFW

Main Street Memorial

Veteran’s Pavilion

Fair Grounds

Vietnam War Memorial Wall
Austin’s current public art

Veteran and military themed

VFW

Main Street Memorial

Veteran’s Pavilion

Fair Grounds

Public Art Isn’t Always Permanent
Austin’s current public art

Parks and outdoors
Austin’s current public art

Murals
Austin’s current public art - Privately owned

Home Federal Bank
Mayo Clinic Health System
The Cedars of Austin
Even this?
Current Arts & Culture: Austin ArtWorks Festival

Launched in 2012
7500 visitors
150 artists
Added $85,000 to the local economy
[Creative MN formula]
Current Arts & Culture: Live Music

Austin Artist Series
Austin Community Band
Austin Symphony Orchestra
Northwestern Singers
MacPhail
Current Arts & Culture: The Stage

Summerset Theatre

Matchbox Children's Theatre

Riverland Community College
Current Arts & Culture: Taste of Nations
Current Arts & Culture: Literary Arts

Author presentations & Writing groups at Sweet Reads

Eberhart Poetry Contest
Current Arts & Culture: Even this?
Discover Austin leverages arts & culture

Austin Statue Tour:
24 different statue sites
Self guided tour

Mailing to tour operators, arts & culture focus

How does public art benefit tourism?
Gives visitors an impression of a thriving, vibrant city
Forecast Public Art

- St. Paul-based non profit
- Advancing public art by promoting best practices
- Publishes “Public Art Review”
- Selected five Minnesota cities to beta test and pilot a new tool
- Tool: Public Art and Placemaking Tool for City Planners
- Designed for small and mid-sized cities
- Austin was selected with Mankato, Red Wing, Rochester and Winona
Forecast Public Art - Austin Project

- Learning tool encourages exploration of the connections between public art and healthy cities
- Austin’s goals: active living, stress reduction, social cohesion, and equity
- Demonstration project, 4th Avenue Fest
- 2014 Downtown Master Plan “developing a 4th Avenue Cultural Corridor”
- 2016 Comprehensive Plan “strengthen support and cooperation between the city and Austin Area Arts, as well as to explore the role of arts within their community”
Social Cohesion Basics

Characteristics

- Positive social relationships
- ‘Glue’ that binds people
- Wellbeing of all residents
- Fights exclusion and marginalization
- Creates a sense of belonging
- Builds trust

Benefits

- Healthy, productive, tax-paying residents
- Safety
- Resilient in disasters
- Maximizes available workforce
- Trust in law enforcement and government
4th Ave Fest - June 13

Música en vivo gratis
5:15 pm MacPhail Percussion at Horace Austin Park
6:30 pm Austin Community Band at Pool Parking Lot
7:30 pm La Victoria (Mariachi) at Paramount Theatre

Natación abierta gratis
Austin Municipal Pool – 7-8:30 p.m.
Concessiones disponibles para comprar

Actividades gratuitas
Austin Public Library y más

Disfruta de tus espacios públicos
Trae tu propia manta, sillas de jardín, apetitivos

Free Live Music
5:15 pm MacPhail Percussion at Horace Austin Park
6:30 pm Austin Community Band at Pool Parking Lot
7:30 pm La Victoria (Mariachi) at Paramount Theatre

Free Open Swim
Austin Municipal Pool – 7-8:30 p.m.
Concessions available for purchase

Free Activities
Austin Public Library & more

Enjoy YOUR public spaces
Bring your own blanket, lawn chairs, snacks
4th Ave Fest - June 13

Elements

- MacPhail Music Interactive Percussion Experience
- Austin Community Band Concert
- La Victoria in concert at the Paramount Theatre, Los Angeles-based Mexican folk and Mariachi
- Municipal pool free swimming
- Sidewalk chalk at the Austin Public Library

Benefits

- Stress reduction
- Stress reduction
- Stress reduction
- Active living
- Active living
4th Ave Fest - June 13

Characteristics

- Free
- Celebrates diverse cultures
- Opportunities to meet neighbors
- Multi generational
- Central location
- Public park / library

Benefits

- Reduce barrier to participate = equity
- Equity
- Social cohesion
- Social cohesion, equity
- Reduce barrier to participation = equity
- Established inclusive space = equity
4th Ave Fest

Estimated 700 attended

450 at free swim

150 at Paramount Theatre

Diverse mix of attendees: age, ethnicity, income level, education level, etc.

Gathered public input
What is beautiful in Austin?

The people!
What inspires you?
<table>
<thead>
<tr>
<th>What could we add to Austin?</th>
<th>What can Austin celebrate?</th>
<th>What is beautiful?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camping site</td>
<td>Diversity</td>
<td>People</td>
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<tr>
<td>Indoor farmers market</td>
<td>Elderly - shared stories</td>
<td>Family</td>
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<td>Garden</td>
<td>Friendly people</td>
<td>LGBTQ community</td>
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<td>More parks</td>
<td>Willing to help others</td>
<td>Library</td>
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<td>Quiet outdoor study places</td>
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<td>Diversity</td>
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<td>Interactive centers that are free</td>
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<td>Parks</td>
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<td>Public bathrooms</td>
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<td>Flowers</td>
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<td>Connecting trails</td>
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<td>Public gardens</td>
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<td>Arts and culture</td>
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<td>Pride parades</td>
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<td>Cedar River</td>
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<td>Wind chimes / Mobiles / Moving sculpture</td>
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<td>Hormel Institute</td>
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<td>Maker fair</td>
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<td>Riverland Community College</td>
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<td>Bicycle playground</td>
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<td>Mother Nature</td>
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<td>Update public school playgrounds</td>
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<td>Different ideas</td>
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<td>More pools</td>
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<td>East Side Lake</td>
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<td>One local bigger farmers market</td>
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<td>Main Street</td>
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<td>Nature Center</td>
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<tr>
<td>What inspires you?</td>
<td>1910 Fresh Mexican Kitchen</td>
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<td>Things to do</td>
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<td>Spanish classes</td>
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<td>Blue skies</td>
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<td>Sunshine</td>
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<td>Music and food</td>
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<td>Business run by people with ASD</td>
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What is beautiful?
- People
- Family
- LGBTQ community
- Library
- Diversity
- Parks
- Flowers
- Benches
- Arts and culture
- Cedar River
- Hormel Institute
- Riverland Community College
- Mother Nature
- Different ideas
- East Side Lake
- Main Street
- Nature Center

What inspires you?
- 1910 Fresh Mexican Kitchen
- Music
- Art
- Nature
- Literature
- Kindness
- Community
- Diversity
- Love
- Family
- Something unexpected
- Books
- Kids
- Color
- Things to do
- Smiles
- Art classes
- Teaching others
- Spanish classes
- The fact I was given a life
- Blue skies
- Sunshine
- Music and food
- Business run by people with ASD
Practices to replicate

Offer **opportunities for feedback** ‘where the people are’ vs. a meeting at city hall

Offer **multiple activities** that are **accessible** - easy, fun to join in

Use an **inclusive site** with lots of parking

Use **social media** to invite - equitable, shared ownership

Keep activities **free** and **family friendly**, i.e. something for the kids to do

**Music** attracted people
What is next for Austin?

Potential next step:

Establish a new Arts & Culture Commission at the City of Austin
What would a commission do?

- Connect with Human Rights Commission, Planning & Zoning Commission, Library Board, etc.
- Leverage city resources—financial, personnel, infrastructure, communications
- Celebrate and support current arts and culture efforts
- Keep informed about national trends in public art
What would a commission do?

- Spearhead new initiatives
- Apply for grant funds
- Provide a mechanism for the public to engage with arts and culture
What would a commission NOT do?

- Replace non profit and private sector activities
- Engage in projects that are only accessible to a few residents
- Act without City Council approval
Feedback

What do you think?

What would you like to see in Austin?
Questions

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