

Applicant: Greater Columbus Arts Council, INC, Columbus, OH

Project: Columbus Public Art 2012

Attachment 2: Details of the Project Narrative

a) Budget: The City of Columbus requests \$150,000 for a public art initiative that will engage community, promote tourism and economic development, and respond to the 2010 Downtown Strategic Plan initiatives to weave the arts into the fabric of downtown life. The project budget is \$383,868. Initial funding of \$45,000 was provided by an Engagement/Impact Grant from The Ohio State University matched by \$20,000 from the downtown business Special Improvement District. Remaining funds are sought from grants from local arts and state councils, the Columbus Foundation and Bicentennial Commission, national funding sources, and in-kind donations. NEA funds will be used primarily for artist project awards which will range from \$500-\$40,000 and include honoraria and design fees, fabrication, installation, and artists' travel.

b) Major Project Activities: Columbus Public Art 2012 will take place in public spaces, plazas, parks, streets, and alleys in a 360-acre area of the downtown surrounding the Statehouse and along the riverfront. It is being planned in conjunction with the City's Bicentennial. Some projects will be in non-traditional sites for art such as the city busses and taxis and the carillon of a center-city church. These public projects will transform the downtown into an open-air gallery, where innovative and surprising public art accessible to all will create memorable experiences for downtown workers, residents and visitors. Project partners will commission 10–15 temporary site-responsive public artworks (several with multiple artists) by international, national, and local artists who reflect the broad range of contemporary public art in multiple forms and media. A

permanent work will be commissioned for a riverfront park by leveraging city and state funds. Selections will be by invitation and open competition, guided by the curatorial team that includes representatives from the Columbus Museum of Art, the Ohio State University Department of Art, and a national public art curator. Overarching themes of time — the chronology of a life and of the city, of the past, future and now, and the notion of temporary and permanent — as well as the city's identity as the capital of Ohio and its place in the nation and the world will inform the selection of artists and works.

Examples of the projects under consideration:

- Original compositions played on a carillon in a downtown church starting at 12:01 AM, January 1, 2012 and continuing with a new composition each month through the year
- Monumental photographic works depicting the faces of Columbus' citizens • A light installation that moves in time with a human breath • Architect-designed attendant booths for surface parking lots using innovative materials and green technologies while providing unique shelters for attendants, most of whom are invisible immigrant workers
- 24 or more discrete plein air paintings on buildings located throughout the City • An oral history project that focuses on immigrant taxi cab drivers • A sculptural project along the Scioto River in conjunction with an international EcoSummit. Internships for art students, teen and youth programming in addition to partnerships with the city schools and museum education programs will be integral and significant to the project.

A symposium exploring the role of and potential for public art in Columbus will be held in October on Columbus Day Weekend. The project will conclude with the final note of a carillon composition at 11:59 PM New Year's Eve 2013.

c) Outcomes: Columbus Public Art 2012 addresses three of the ten core principles of the Columbus 2010 Downtown Columbus Strategic Plan: 1) Invest in arts and culture

2) Develop signature parks and public spaces 3) Celebrate the urban experience that only exists downtown. The plan is intended to "put renewed attention on downtown Columbus, with an opportunity to transform not only the urban core, but the City as a whole. Building on the 2002 Strategic Business Plan for Downtown Columbus, the 2010 Plan will advance the long-term framework for Downtown and identify catalysts for continued growth." Columbus Public Art 2012 will activate a downtown with a high office vacancy rate and virtually no retail. The lack of vibrant retail in downtown hinders other economic activity, discourages tourism, enables disorder and places Columbus at a competitive disadvantage with other cities. In addition to bringing energy and economic growth to under-used and overlooked parts of the downtown, this initiative will create experiences for citizens and visitors to encounter art as an integral part of their day-to-day lives. Through the juxtaposition of simple and grand, familiar and new, profound and whimsical, it aims to inspire citizens and visitors to see Columbus and themselves with fresh eyes. In turn, a spotlight will be shone on the City, nationally and internationally. Long-term goals are to initiate future temporary projects on a seven-year cycle, and to foster broad community support for an ongoing, citywide public art program.

c) Measurements: Organizers intended to work with the Arts Policy and Administration Program at Ohio State University to evaluate the project. In addition to using the measurements contained in the NEA's Final Descriptive Report document, other incremental measurements will be used such as tracking the volume of earned media and the volume of evening and weekend pedestrian traffic. SID Public Services Association will conduct a survey of downtown property owners and tenants to measure their perceptions about the impact of this project environment in downtown, including its

vibrancy. The SID aims for a 25% increase and net increase of 15 retail stores in 2012.

d) Schedule

Partner meetings/development of project scope: Aug–Dec. 2010

Artwork installation: March–April 2012

Artist selection: Feb–April 2011

Site-works on view: Memorial Day–Dec 2012

Artist site visits: May–June 2011

Summer – fall: Related public programming

Secure funding: by Sept. 2011

Symposium: Columbus Day, Oct 2012

Inaugural work played New Year's Day, 2012

Project ends: New Year's Eve, 2013

Artwork fabrication: July'11–Jan. 2012

Catalog published: spring 2013

e) Partners: This initiative represents a unique partnership between educational and cultural institutions, the City, and business interests dedicated to a vibrant cultural and commercial core in the heart of Columbus.

Required: City of Columbus & the Greater Columbus Arts Council (GCAC).

Committed: The Ohio State University (Engagement/Impact Grant, release time, student internships, other in-kind support); Capital Crossroads Special Improvement District (cash match, in-kind support, additional cash promised); Columbus Art Commission (oversight, design & placement approval); Columbus Museum of Art (curatorial support); Columbus Bicentennial Commission (advertising, feature bicentennial event, promised

funding); Otterbein University (interns); Experience Columbus (marketing); Fort Hayes Arts High School (photography project). Transit Arts (teen & youth engagement & performance); 2012 EcoSummit (funds for environmental artworks); Downtown property owners (installation sites).

f) Target Community: Columbus, OH is the nation's 15th largest city, population 1.54 million; approximately 46% live in the city limits. As the cultural center of the region, Columbus's downtown is uniquely suited to host public art installations and offer exposure to a broad audience. Downtown is everybody's neighborhood: approximately 100,000 people work downtown and another 6,000 call it home. The college & university student population of Columbus is +100,000. Downtown attracts millions of visitors each year to a variety of conferences, sports events, theater, music, and dance performances, the Columbus Public Library, Columbus Museum of Art, and summer through fall festivals. Nothing about this exhibition will resemble an entrance gate, and no admission will be charged. Works will be entirely accessible, and Columbus Public Art 2012 aims to reach the full range of diverse demographic groups in Central Ohio and of visitors to the City.

g) National Environmental Policy Act and/or National Preservation: None of the downtown sites have been confirmed. We will work closely with City of Columbus staff certified and trained in NEPA and NHPA regulations, specifically: Randy F. Black, City Historic Preservation Officer and Kathy England, NEPA Environmental Review Coordinator. All sites and proposals will be submitted for City NHPA and NEPA review.

h) Plans for promoting, publicizing and disseminating the proposed project: In

preparation for the Bicentennial, the city has launched a major national and international marketing campaign, of which this initiative will be a part. Experience Columbus (convention and tourism bureau) will promote Columbus Public Art 2012 through print and social media, public service announcements, and other marketing campaigns.

i) Plans for documenting, evaluating and disseminating project results

The videographer on staff at the Columbus Museum of Art will work in concert with the Bicentennial Commission's documentary team to record this project. It will be documented using the information requested in the NEA's Final Descriptive Report. Artworks will be fully documented in the catalogue and discussed and evaluated in scholarly essays.

j) For continuing project, evidence of impacts achieved for the community: N/A.

k) Mayor's Institute Recipients: N/A. The City of Columbus was not a recipient