

Applicant (GMS): City of Phoenix, Arizona

Project Name: Cultural Connections

Attachment 2: Details of the Project Narrative

A. Budget: The City of Phoenix Office of Arts and Culture (POAC) requests \$150,000 in grant funds. We will match the requested amount with \$100,000 in City of Phoenix public art funds and \$50,000 non-federal cost sharing from Arizona State University Art Museum and Roosevelt Row. The City Public Art funds come from Artist Initiative, a public art, multi-year project that was initiated in 2003-04. It is funded through the city's percent-for-art ordinance.

B. Major project activities: The Phoenix Office of Arts and Culture (POAC), The Roosevelt Row Community Development Corporation (CDC), the ASU Art Museum and other arts community partners will commission and produce a series of free public art events and temporary art installations to activate currently vacant, blighted and under-utilized public and private spaces. The project, entitled Cultural Connections, will create new cultural pedestrian connections between existing cultural facilities and the light rail corridor. Our Town funding would enable the project partners to significantly expand the reach and impact of their cultural efforts to reshape Phoenix's evolving urban identity through the arts. 2008 was a monumental year in Phoenix, bringing both the mortgage crisis and the opening of a new light rail system connecting 20 miles through the greater metro area. Arizona currently ranks second in the nation in number of foreclosed properties which, despite the obvious dark side, has provided affordable land for artists and arts organizations to purchase property adjacent to the light rail

corridor. With the assistance of city bond funds, the Arizona Opera, Ballet Arizona and Black Theatre Troupe, have recently purchased buildings along light rail. These new buildings join established institutions as the Phoenix Art Museum, Heard Museum, and Burton Barr Library to bolster the corridor's emerging identity as a vital cultural spine. The corridor extends through the ASU downtown Phoenix campus and the Roosevelt Row Arts District. The light rail runs through a large urban park, Hance Park, home to the Phoenix Center for Arts (PCA), a non profit focused on arts education and home to many artists in residence. These amenities -- all within a two mile radius -- are working together to build a sense of cultural identity for the City.

One of the lingering symptoms plaguing the downtown area are the voids along the corridor. To address the significant blight of vacant land in the district, Roosevelt Row has developed and implemented a new Adaptive Re-Use of Temporary Space (A.R.T.S.) program that activates vacant and under-utilized spaces through the work of artists. Projects include a monthly A.R.T.S. Market that creates space for artist to display, sell work and perform. Cultural Connections brings a new infusion of temporary public art commissions to enhance and build upon the current success of A.R.T.S. programming and the vibrancy of cultural facilities in and around the light rail corridor.

Phoenix Center for the Arts (PCA) is a city-owned facility in Hance Park operated by a non profit community arts organization. The facility serves as an important business incubator space for small and emerging arts groups including the Phoenix Fringe Festival, a community radio station, and Arizona Arts Think Tank, a group representing hip-hop, spoken word, dance, and emerging urban art forms. The City of Phoenix and Roosevelt Row will work directly with PCA and it's resident organizations to showcase new works produced as part of the Cultural Connections project. Clare Patey and Matt Moore will collaborate on a Feast on Roosevelt, based on Patey's successful London-based Feast on the Bridge, that brings together artists, urban farmers, local chefs, food justice and health advocates around

a community dining table one-half mile in length. The event entails development of substantial community partnerships in the planning process that will lead to policy solutions addressing local food production and distribution and is a joint effort between the ASU Art Museum and Roosevelt Row CDC.

Through an open Call to Artist competitive process, POAC will commission temporary public art works that will revise the perception of safety in the area, bring artwork to the street as a reminder of the areas identity, and create place by marking the connecting points between established institutions. These works will begin at the intersection of McDowell and Central Avenue, connecting the Phoenix Art Museum, New Opera building, and light rail stop. Other specified sites include the Phoenix Trolley Museum, Hance Park Ampitheater, Portland and 1st street and Portland and 2nd street (connecting Roosevelt to Hance Park). Other sites will be determined by artist proposals based on the attached map.

C. Outcome(s) and Measurements: Cultural Connections will focus on Livability as the primary outcome and Engagement as a secondary outcome. Performance measures that will be documented include the number of artists commissioned, the number of new community partnerships established as a result of the engagement strategies of the commissioned artists, media coverage and number of audience members that participate and engage in the works created.

D. Schedule

09/ 2012 POAC Commissions Awarded

10/ 2012 – 2/ 2013 POAC Design Process part 1

3/ 2013 Implementation of POAC Phase 1 commissions

4/2013 Clare Patey and Matt Moore Feast on Roosevelt

Fall 2013 POAC Design Process part 2

Spring 2014 Implementation of POAC Phase 2 commissions

Roosevelt Row's A.R.T.S. Market programming will occur with new performances and temporary commissions every First and Third Friday between September 2012 and September 2013 for a total of 24 events.

E. Partners, key organizations, individuals, and works of art : The Phoenix

Office of Arts and Culture Public Art Program will issue an open, competitive Call to Artists to solicit applications from local, regional, and national artists. The selection criteria will include artistic excellence as demonstrated by past work, site specificity and innovation. Roosevelt Row will specifically work with resident companies located in the area and in the Phoenix Center for the Arts for this initiative.

ASU Art Museum and the Phoenix Center for the Arts (PCA) are committed as additional partners. ASU will provide provide assistance in marketing the commission opportunities and the resulting projects PCA will provide space for presubmittal workshops, performance space and potential artist in residence opportunities for commissioned artists. We propose the Phoenix Community Alliance as a partner who can involve local business through our marketing and promotion. We propose partnership with the Heard Museum, the Phoenix Art Museum, and the Arizona Opera for their support in providing additional marketing and promotion as well as potential performance space.

F. Target Population: The primary beneficiaries are the residential neighborhoods connected by the light rail along Central Avenue and participating cultural institutions, residents and business owners located within walking distance of the light rail, and neighborhoods stretching to both the East and West of Hance Park.

G. Plans for promoting and publicizing: Programs about the project will be developed through the City's award winning cable channel, PHX 11, which reaches more than 300,000 cable subscribers. In addition, each consortium partner brings resources in social media and will deploy content through Facebook, Twitter, Youtube, opt-in email lists, Web sites, and pod casts.

H. Plans for documenting and evaluating: Cultural Connections will be professionally documented through video and photography. A small catalogue will be published to document various aspects of the project at the conclusion of the programming and will be distributed through the Phoenix Office of Arts and Culture, the ASU Art Museum and Roosevelt Row Arts CDC.

I. Goals and impact: The goals for this project are 1) highlight connectivity between the facilities and organizations within the 2 mile radius of the Light Rail Corridor and draw attention to the pedestrian access points between these amenities; 2) foster and enhance new and existing community partnerships and collaborations through the professional practice of each organization.

J. Plans for making the project accessible: The approved design plans will

comply with the American's with Disabilities Act of 1990.