

## Goal 6: Reach

### Resource Public Art Projects that Reflect the Community's Vision

The funding approach to Raleigh's public art program has been based, largely, on a straightforward model of commissioning public artworks in conjunction with capital projects. During this planning process, the community and stakeholders have expressed clear aspirations for expanding the current approach to public art, so that projects are spread more widely throughout the city and embrace a wider variety of approaches — including large signature projects, smaller community-oriented projects, and work in non-traditional media.

To accomplish this, the program will require increased project resources, more flexibility in using those resources, and an expansion of partnerships to create and produce projects.

### Strategies to Resource Public Art Projects that Reflect the Community's Vision

#### Funding Flexibility

As the program expands its efforts to focus on places and projects that make the most impact and fulfill its new vision, flexibility in funding is essential. Strategies for accomplishing this include:

- 6.1 Take advantage of the ability to pool Percent for Art funds as outlined in the Public Art Ordinance.
- 6.2 Craft the language of future bond orders to include funding for public art and to allow for maximum flexibility of Percent for Art funds, in compliance with the Public Art Ordinance.
- 6.3 Establish a dedicated Percent for Art account to hold funds that are not attached to specific capital projects, such as GAP funds and funds from other sources.

#### Increase Project Funding

The success of the public art program has led to an increased desire among the community for more public art. Increasing the amount of funding for public art projects will help address this demand and allow, when appropriate, for larger-scale works such as Signature Projects. Strategies for accomplishing this include:

- 6.4 In the near-term, revise the Public Art Ordinance so that Percent for Art funding provisions could be applied to all capital projects, where funding sources allow.
- 6.5 In the near-term, change the Percent for Art calculation from one percent of construction budget to one percent of project budget.
- 6.6 Within ten years, review funding and consider increasing the Percent for Art calculation to one-and-a-half or two percent.
- 6.7 Continue working with other City departments to leverage their public education, engagement and other departmental funds for public art Partnership Projects.

### Increase Maintenance and Conservation Funding

As the number of completed public art projects continues to grow, with more than 30 new public artworks expected to be installed in the next five years, the demand for maintenance and conservation of the collection will also grow. The public art program will require additional support to ensure the collection is properly cared for. Strategies for accomplishing this include:

- 6.8 Develop an annual maintenance plan that can inform the Public Art Operating Plan and demonstrate the need for maintenance funding through Percent for Art funding.
- 6.9 Amend the Public Art Ordinance to allow funds to be spent on conservation of existing artworks. Set aside a target of 10 percent from Percent for Art allocations for maintenance and conservation.
- 6.10 For public art projects that have high anticipated maintenance or conservation needs, such as works with embedded technology or mechanical elements, set aside a portion of the project budget for maintenance and conservation, when funding sources allow.
- 6.11 Create a budgeting mechanism that will allow maintenance and conservation funds to be held in reserve across fiscal years.

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