

Greenbelt Recreation ARTS welcomes you to

A Conversation about Public Art for Greenbelt Station Central Park

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Springhill Lake Recreation Center

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Tell your friends! A survey related to this project will be linked at www.greenbeltmd.gov/arts

Goals for this meeting:

- Meet each other! Enjoy a friendly conversation among neighbors who are interested in public art.
- Discuss what public art is and the many forms it can take
- Think about what kinds of projects you would like to see at Greenbelt Station, and why
- Share information about the city's public art selection procedures
- Review the funding resources available for a project at this site

What do we mean by "public art"?

According to the City of Greenbelt's public arts policy, "'**public art**' is understood to include artwork in any medium which is exhibited, performed or otherwise presented for any duration in a public space or in a privately-owned space which is publicly accessible without charge. Public art may be ephemeral or enduring. It may be programmed by the city or another sponsor, or presented independently by artists acting within the scope of applicable laws and regulations."

The **audience** for public art is understood to include "all persons who encounter the artwork, intentionally or by happenstance, directly or through documentation. *No work of art can be expected to appeal equally to all those who encounter it.*" However, all projects must be undertaken with respect for the work's audience which may be diverse in terms of age, culture, and ability.

In general terms, how can public art enhance the experience of park users?

In so many different ways! Depending on the nature of a project, public art can:

- **Impart a sense of surprise and wonder**
- **Promote contemplation** (aesthetic, or related to other ideas and issues)
- **Promote active physical engagement** through exploration, play or sport
- **Promote social interaction** (direct or indirect)
- **Provide comfort or utility**
- **Effect how people think/feel about the park, the community and the city**

What forms can public art take?

Public art encompasses a broad scope of creative expression, spanning many fine art, technical and design disciplines. Examples include (but are not limited to):

- The performance of **music, dance, theater and performance art**
- The presentation of **film, video and sound art**
- Two- and three-dimensional visual art forms such as a **sculpture, land art, painting, photography, drawing, mosaic, and fiber arts**. Displays may be of any duration. They may or may not be integrated "permanently" into the landscape or the architectural environment.
- **Artist-designed functional amenities**. In the case of a park, these might include: seating, shade structures, picnic tables, play structures, water fountains, trash receptacles, lighting, signage, sport and game equipment, and bike racks.

Note: functional components of temporary public art presentations - such as pedestals, film screens or speaker systems - may outlive the artwork they initially supported, enabling future projects.

What financial resources are available for a project at Greenbelt Station?

Funds in hand, dedicated: **\$10,000** (No deadline to spend)

These funds were contributed as a condition of the city's agreement with CRM Mid-Atlantic Properties, L.L.C. for the development of the Greenbelt Station South Core.

Funds in hand, unrestricted: **\$5,000** (No deadline to spend)

The City of Greenbelt has a public art fund which City Council has the opportunity to contribute to through its annual budget process. This fund can be used for conservation of existing holdings (as a first priority) along with the commission or acquisition of new works when feasible. Funds do not need to be spent in the fiscal year in which they are appropriated; they "roll over" and accumulate until sufficient resources are in place to move forward on a needed or desired project.

All funds previously appropriated by Council are committed to help meet the costs of conserving the city's historic holdings of sculpture by artist Lenore Thomas. However, Council has appropriated \$5,000 in FY20 (the current fiscal year) which are not yet earmarked for any specific project.

Potential grant funding opportunities: (Would involve deadlines to spend, limiting flexibility)

The funds we have in hand could potentially be used to try and leverage matching grants. Opportunities are available through the Prince George's Arts and Humanities Council (up to \$5,000) and will likely become available through the Maryland State Arts Council (up to \$10,000). If the community is primarily interested in artist-designed play structures and other functional amenities, the city could also seek support through the state's Program Open Space (Department of Natural Resources).

Grants are not "free money" however. Several factors should be considered in deciding whether to seek funding through these sources. For example:

- Application and reporting procedures are often quite time-consuming, and financial rewards are not guaranteed. Pursuing these opportunities may divert limited staff resources from the direct provision of other community arts services, or may incur added staff costs to maintain current levels of service.
- Some funders place restrictions on artist selection, whereas the city does not. For example, MSAC requires that funded projects involve Maryland resident artists, limiting the potential talent pool.
- A "chicken and egg" dilemma may apply. Some grant programs require that a project be well defined in order for an application to be acceptable or competitive. However, as you can imagine, it can be tricky to attract artists and select a project if the budget is undefined.

What are the procedures for selecting public art in Greenbelt?

The way that art is chosen for the city depends on the nature, location and duration of the project. A summary of selection procedures is included at the end of this handout.

In evaluating proposals, reviewers will consider factors including:

- **Content:** appropriateness for the site and the audience
- **Quality:** should be exceptional for commissions and purchases
- **Safety:** no unreasonable threat to people, animals, or the built or natural environment
- **Feasibility:** technical, financial and staffing components; maintenance needs and costs
- **Project-specific criteria:** how well do proposals address the vision for this project

Summary of Approval Steps for Public Art Projects on City Property

Community input is welcome in conjunction with Arts Advisory Board (AAB) review and other public meetings as indicated below for projects of significant duration.

Performances, Screenings, and Exhibitions (up to 3 months)

Routine programming; approved and implemented by staff. AAB input will be sought for outdoor installations lasting more than one week.

Arts Education Program Displays (any length)

Routine programming; approved and implemented by staff.

Loans and Gifts of Existing Artwork (for display longer than 3 months)

AAB and staff make recommendations to Council. Council approves or declines.

Purchases of Existing Artwork (for display longer than one year)

AAB approval and Council notice required to administer a Call for Artists. Opportunity provided for public discussion and input regarding specific artwork under consideration. Project Committee* recommends artwork for purchase. Council approval required.

Commissions of New Artwork (for display longer than one year)

AAB approval and Council notice required to conduct a Request for Qualifications (RFQ) process. Project Committee selects up to three finalists. Full proposals presented for public discussion and input. Project Committee* recommends a design from among the finalists' proposals. Council approval required.

- * The Project Committee will consist of 3, 5 or 7 members, including a representative of the City of Greenbelt's Arts staff and any individual or group representative contributing 51% or more of the amount of the commission. Additional members may include: one representative from any (other) community organization co-sponsoring the proposed project through substantial in-kind or financial contribution; community stakeholders for the specific project at hand; and/or individuals otherwise unconnected with the project who have relevant experience with public art projects such as artists or administrators. Members of the Greenbelt Arts Advisory Board will not be eligible to serve on the Committee as the Board will be consulted separately for their input. Committee members are nominated by Greenbelt Recreation and recommended to City Council, via the City Manager, for approval.