



## **MEMORANDUM**

**TO:** Arts and Culture Commission

**FROM:** Maegin Elshaug, Planning Coordinator  
Maggie Squyer, Assistant Planner

**DATE:** January 14, 2021

**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be a virtual meeting held on Wednesday, January 20 at 5:00 p.m. If you are not able to participate, please contact staff at 701.241.1474 or [Planning@FargoND.gov](mailto:Planning@FargoND.gov). Thank you.

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### **ARTS AND CULTURE COMMISSION Wednesday, January 20, 2021, 5:00 p.m. Virtual Meeting AGENDA**

- |   |             |
|---|-------------|
| 1. Approve Order of Agenda  | Action Item |
| 2. Approval of Minutes – October 21, 2020                         | Action Item |
| 3. Fargo Lions Club Project Presentation                          |             |
| 4. Gifts of Artwork/Donations Policy and Fargo Lions Club Project | Action Item |
| 5. Fargo Community Water Tower process documents                  |             |
| 6. Other Business and Public Comment                              |             |
| a. 2021 Arts and Culture Commission Meeting Dates                 |             |
| b. Next Regularly Scheduled Meeting February 17, 2021             |             |

*Meeting will adjourn and members will join a different virtual platform for discussion of 2021 work priorities. Those interested in viewing should contact the Planning Department prior to noon the day of the meeting for instructions.*

Arts and Culture Commission meetings are broadcast live on cable channel TV Fargo 56 and can be seen live by video stream on [www.FargoND.gov/streaming](http://www.FargoND.gov/streaming). They are rebroadcast each Saturday at 4:00 p.m.

People with disabilities who plan to attend the meeting and need special accommodations should contact the Planning Office at 701.241.1474 or TDD at 701.241.8258. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements.

Minutes are available on the City of Fargo Web site at [www.FargoND.gov/artsandculture](http://www.FargoND.gov/artsandculture).

## **ARTS AND CULTURE COMMISSION MINUTES**

**Regular Meeting:**

**Wednesday, October 21, 2020**

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held virtually at 5:00 p.m., Wednesday, October 21, 2020.

The Arts and Culture Commissioners present or absent were as follows:

Present: Deb Williams, Jon Offutt, Tracy Walvatne, Joe Williams, Monika Browne-Ecker, Ann Arbor Miller, Brad Bachmeier, Denise Kolpack  
Absent: Tracy Jordre

Chair D. Williams called the meeting to order and welcomed Members to the meeting.

**Item 1: Order of Agenda**

Member Offutt moved to approve the Order of Agenda. Second by Member Kolpack. All Members present voted aye and the motion was declared carried.

**Item 2: Minutes: Regular Meeting of September 16, 2020**

Member Browne-Ecker moved the Minutes of the September 16, 2020 Arts and Culture Commission meeting be approved. Second by Member Bachmeier. All Members present voted aye and the motion was declared carried.

**Item 3: Appointment of Chair and Vice Chair**

Member Offutt moved to reappoint Chair D. Williams as Chair of the Arts and Culture Commission. Second by Member Ecker-Browne. All Members present voted aye and the motion was declared carried.

Member Offutt moved to reappoint Member Jordre as Vice Chair of the Arts and Culture Commission. Second by Member J. Williams. All Members present voted aye and the motion was declared carried.

**Item 4: Fargo Community Water Tower Presentation and Recommendation**

Chair D. Williams introduced Rachel Asleson of Reach Partners and Eric Vincent Allen of Black Ink Creative Partners, who are members of the creative team designing artwork for the proposed water tower project in North Fargo.

Ms. Asleson provided an overview of the creative design process, including information on how the team facilitated community engagement opportunities. Two designs were presented to the Arts and Culture Commission for review and comment. Mr. Vincent Allen provided a brief description of the meaning behind each design.

Discussion on the two designs included the following topics:

- Appreciation for the work done by the members of the creative team.
- Concern about small details in the designs translating on a larger scale.
- Interest in seeing clear depictions of the BIPOC community incorporated into the final design.
- Preference for design option B, which felt more representative of the community.

Following discussion, Member Arbor Miller moved to recommend design option B to the Mayor for approval and placement on the water tower. Second by Member Walvatne. All Members present voted aye and the motion was declared carried. The motion was later amended to include the dark blue color pallet in the recommendation of option B to the Mayor for selection.

**Item 5: Other Business and Public Comment**

Chair D. Williams introduced the idea of creating subcommittees for the Arts and Culture Commission, which will be discussed at the next Arts and Culture Commission meeting. Member Ecker-Browne expressed interest in incorporating diverse voices in future discussions about art in Fargo.

**Item 5a: Next Meeting—November 18, 2020**

The time at adjournment was 6:00 p.m.

## **MEMORANDUM**

**TO:** Arts and Culture Commission

**FROM:** Maegin Elshaug, Planning Coordinator

**DATE:** January 14, 2020

**RE:** Meeting Memo

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### **3. Fargo Lions Club Project Presentation**

As part of The Fargo Lions Club 100<sup>th</sup> celebration and through discussions with the Mayor and community members, The Lions Club developed a project to celebrate the spirit of Fargo community sandbagging efforts. The Fargo Lions Club recently sought proposals through an open Call for Artists for Fargo Lions Club Centennial Art Project (a public art installation) of an arch or similar structure spanning between two existing stone-clad monuments at the riverfront gateway plaza at the northeast corner of the 1<sup>st</sup> Avenue North and 2<sup>nd</sup> Street North intersection in downtown Fargo. There has been coordination through the Mayor's office and the City Engineering Department for technical expertise. When completed, the Fargo Lions Club intends to gift the piece to the City. Jane Pettinger, member of the Fargo Lions Club, will present the project to the Arts and Culture Commission. Attached you will find a picture of the site and two renderings of the project, showing the concept.

### **4. Gifts of Artwork/Donations Policy and Fargo Lions Club Project**

In relation to the proposed project by the Fargo Lions Club, below are excerpts from the Arts and Culture Commissions Public Art Policy document (approved by the Arts and Culture Commission in May 2018) that discusses the consideration of acceptance of gifts and acceptance guidelines.

#### **Gifts of Artwork/ Donations**

The Arts and Culture Commission will consider the acceptance of fine art as gifts that are categorized as; paintings, sculpture, wall hangings, photographs, and other original works in various mediums. Gifts of works of art will be accepted without limitations or conditions placed on the City by the donor or artist. The ownership of all gifts of art will be transferred to The City of Fargo without restriction. Such art works will be used at the discretion of the Commission and the City.

Any Commission member wishing to donate artwork that they own, have created, or have direct or indirect monetary or professional interest in, must disclose this information to the Commissioners prior to any discussion. Once disclosed, the committee member must recuse him or herself from discussion, influence, and voting pertaining to the artwork.

If the artwork is determined to benefit The City of Fargo permanent art collection, City Staff acknowledging receipt of the artwork will complete a Donation of Fine Art form. Donors who wish to receive a tax credit are responsible for the appraisal of all donated artworks. It is recommended that donors consult their personal financial advisor for specific advice about any gifts to The City of Fargo

## Acceptance of Fine Art Guidelines

The City of Fargo envisions a livable community where public art is integrated into area neighborhoods as a revitalizing step towards improving quality of life, creative expression, and providing opportunities for the public to freely experience the visual arts. As such, there are considerations to take into account when choosing artwork for public display: placement, length of time for the display, display removal, publicity, artwork consistent with the City's policies, needs, and available space, return of loaned art, and the relocation of artwork for any reason deemed necessary.

Artwork created by Committee members or his/her immediate family shall not be acquired by the City, whether through purchase or donated gift, while the member is serving the Committee. Should a conflict of interest occur the welfare of the Arts and Culture Commission and the City of Fargo will prevail.

The Commissioners cannot accept personal gifts of Artwork from Artist or donors to be incorporated into the City owned art collection.

Note that if the Arts and Culture Commission accepts any artwork or donations, per the policy, the art is to be transferred to the City of Fargo without restriction and it will be used at the discretion of the commission and the City. As the owner, the City is responsible for maintenance, replacement and/or deaccessioning (if necessary in the future for any reason).

The Arts and Culture Commission should feel empowered and utilize their experience and expertise when considering acceptance of the gift. The Arts and Culture Commission should consider the follow (as outlined in the Acceptance of Fine Art Guidelines section of the Public Art Policy document):

- Placement
- Length of time for display
- Display removal
- Publicity
- Artworks' consistency with City's policies
- Needs
- Available space and relocation of artwork for any reason deemed necessary

Below is a staff assessment of the project with the policy document to assist the commission in their review of the Lions Club gift. Ultimately, the City Commission will review the project, placement on infrastructure and accepting the project as a gift.

Placement: Staff sees placement as the physical location and technical considerations to affix a piece as necessary. The project team has been and will continue to coordinate with the City Engineering Department and suggest deferral to that technical expertise. Staff finds the location and placement appropriate, contingent on technical considerations with the Engineering Department. The context of the placement of a sculpture related to City's history of flooding is logical with the location and proximity to the Red River.

Length of time for display: The project is intended to stay indefinitely, unless external factors require its removal (as with any public art). The Lions Club intends to coordinate the technical details during project

development, such as materials and maintenance, with the City, as well as provide a maintenance manual to the City.

Display removal: The policy document includes the process for deaccessioning pieces of art. Should the project need to be removed or replaced at some point in the future, the established policy will guide that process.

Publicity: The location proposed is on public property and accessible to the public. The subject matter of the art piece is in keeping with the history of Fargo and the relationship to flood protection.

Commemorating the community spirit of flood times is fitting in a public, easily accessible setting. The Lions Club will be commemorated as part of the project. Their fundraising and sponsorship will be represented with the art installation as well.

Artworks' consistency with City policies: The artwork is consistent with City policies, as set forth in the Goals outlined in the Public Art Master Plan, including: Ensure that public art is citywide (Goal 6); Pursue artistic excellence (and foster diverse forms of public art) (Goal 7); and Cultivate partnerships (Goal 8).

Needs: The project team has and continues to coordinate technical items with City staff in the Engineering Department. Both the Engineering and Planning Department will guide the project team on any needed approvals for the project, since it is proposed to adjoin to flood infrastructure, as well as coordination with the City Attorney's office as needed for documentation. Staff finds that project needs are or can be addressed by the project team.

Available space and relocation of artwork for any reason deemed necessary: The project does not appear to pose spatial issues in its current location. As noted, if the project must be removed, the deaccessioning policy will be followed.

In addition to the items noted above, staff suggests the commission also consider:

Appropriateness of art in a public setting: Staff does not find any reason to believe the piece to be inappropriate.

Maintenance (including anticipated costs and maintenance procedures): While the project team is still conducting project development and there may be slight changes from the concept, staff understands the project team is working on technical items with City staff, is cognizant of impacts of future maintenance costs, and intends to provide a maintenance manual to the City for the project.

**Staff Recommendation:**

Recommend to the City Commission the acceptance of the Fargo Lions Club Project "Spirit of the Sandbagger" as a gift, and work through technical details related to development, maintenance, and legalities with City staff and City Attorney.

## **5. Fargo Community Water Tower process documents**

Attached are informational documents about the Fargo Community Water Tower project process for your review. The first attached document was prepared by City staff and the second was prepared by the artist team on the project.

## **6a. 2021 Arts and Culture Commission Meeting Dates**

See attachment for information.

*Meeting will adjourn and members will join a different virtual platform for discussion of 2021 work priorities. Those interested in viewing should contact the Planning Department prior to noon the day of the meeting for instructions.*

## **2021 Work Priorities**

Chair Deb Williams and Vice Chair Tracy Jordre will lead discussion about 2021 work priorities and committee groups. Initial ideas for the committees include:

- Capacity Buildings (Projects and Education)
- Neighborhood (Toolkit, Events, connection to Core Neighborhoods Plan, connection to other City boards and community groups)
- Development (Funding, Communications, Incentives, Gifts, and connection to Public Art Master Plan)

The committees and topics are a starting point for discussion with the commission, and the idea is that once the committees and topics are identified, members may join a committee and determine a work plan priority and strategy.

Attached are excerpts from the Public Art Master Plan to aid in the discussion, including About Public Art, and Why it Matters and Program Goals. Staff will provide information on work priorities for the Planning Department for 2021. Additionally, if members would like hardcopies of the Public Art Master Plan or informational binders, please let staff know.

Additionally, the Chair and Vice Chair and staff have been discussing liaison roles to the Arts and Culture Commission that would serve as a resource and connection into the community. The formalized relationship would be mutually beneficial and the liaisons could provide their experience and expertise to committee group work.





Images and Renderings from Fargo Lions Club





Images and Renderings from Fargo Lions Club



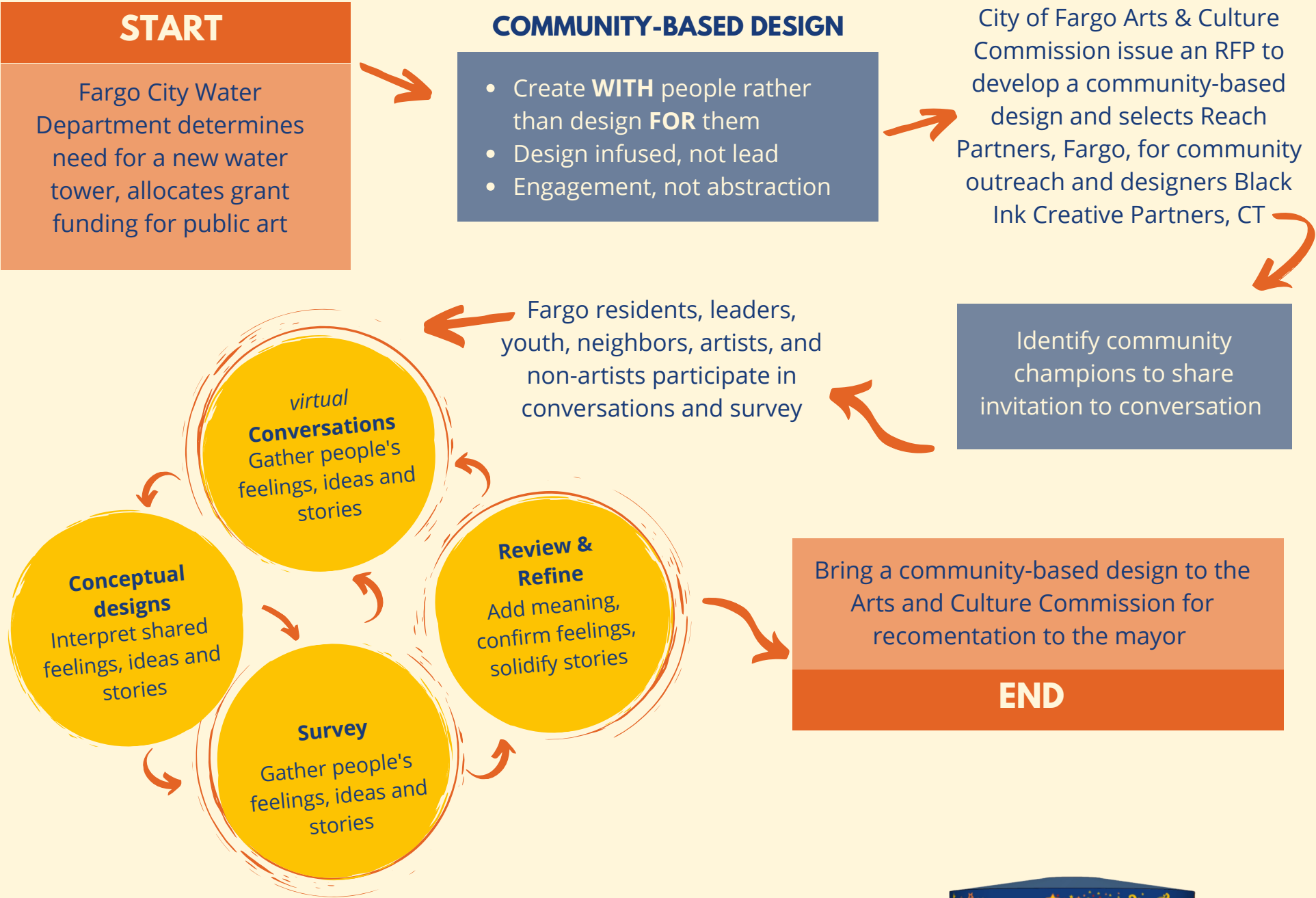


Images and Renderings from Fargo Lions Club



# FARGO COMMUNITY WATER TOWER

## DESIGN PROCESS



## DESIGN NARRATIVE

The community is inspired by the Red River as the historic and highly valued life source from the early native people to Fargo's generations of tomorrow as the river plays a key feature in Fargo's landscape, ecology, and as the city's primary source of water.

An aerial view of the Red River, outlined in red and yellow, forms the foundation of the design along the bowl of the tower and establishes a vibrant color palette. Figures engaged in outdoor activities along the Red River include fishing, kayaking and children sledding invite the viewer closer to discover small details.

The lines that wrap around the tower represent the continuity and unity of the city, while the many figures and elements in the landscape represent the diverse and vibrant makeup of the community.

The choice to form the city's name with a dynamic ribbon of roads suggests movement, a thriving community life, and journeys of the city's people. A few of Fargo's landmark buildings represented include the Black Building, the Forum, and the iconic Fargo Theatre while other icons nod to the connection to Fargo's agriculture business and commerce. A bison represents both the university and the natural history of the region.



Construction begins in 2021 on the tower located near 7th Av N and University

The red tree in the midground is representative of the tree of life, a symbol drawn from many cultures, here represents the deep roots of both long-standing families and communities who have deep roots planted in Fargo, but also those who come to plant roots.

**What was the Call for Artists for the Water Tower project?**

The City of Fargo sought qualifications from interested artists to develop an image for installation on a new water tower. The public art opportunity included development and implementation of community engagement that directly informed a design for the water tower.

**Why was a Call for Artists posted?**

The City of Fargo plans to construct a large water tower near the intersection of University Drive North and 7<sup>th</sup> Avenue North. The new water tower offers an opportunity to place art on the tower in lieu of a standard City logo.

**Did the Call for Artists ask for designs to be submitted?**

No; the Call for Artists asked for no designs to be submitted.

**If the Call for Artists noted no designs, what did it ask to be submitted and why?**

The Call for Artists focused on the community engagement process and how community engagement would shape the design. Artists were asked to develop a process to engage the community, which would be in line with the theme of “community” and highlight the unity of Fargo’s people and spirit of the evolving metro area. Application requirements included contact information, letter of interest that described project approach, community engagement process proposal, biography or resume, references and work samples.

**What was the selection criteria for the artist team?**

The Call for Artists noted that selection criteria included community engagement approach/process, experience working with communities and/or neighborhoods, ability to execute project based on prior work experiences, experience and work samples, and demonstration of inspiration and/or knowledge of Fargo community. The Call noted that preference was given to local applicants.

**How was the Call for Artists advertised and who was notified?**

The Call for Artists was posted on July 1, 2020. After the Call was posted, the City of Fargo communicated the open call through postings on the City of Fargo website and through various forms of media, including direct emails and social media. The City of Fargo included the open call as part of the homepage rotator, posted on the City of Fargo public RFQ/RFP page, posted a press release (7/7/20), posted to City of Fargo Twitter (7/7/20 and three on 7/20/20) and Arts and Culture Commission Twitter



(7/7/20 and 7/17/20), and posted to the City of Fargo Facebook page (7/7/20 and 7/20/20). An email notice was sent to nearly 300 recipients, mostly including artists, but also arts organizations within the community. The City of Fargo also created a video about the open call and project, which was posted to the City of Fargo Facebook page (7/20/20) and aired on the public access channel. In addition, Forum Communications posted two articles (7/8/20 and 7/11/20) and WDAY did a news story around the same time.

### **How can I be informed about future public art projects?**

Email [Planning@FargoND.GoV](mailto:Planning@FargoND.GoV) a request to be included on future emails regarding public art projects. Those interested can also follow the Fargo Arts and Culture Commission Twitter account, **@FargoACC**, where open calls and other arts related items are posted.

### **What was the timeline for the Call for Artists and the project?**

The Call for Artists opened on July 1 and closed on July 24. The project timeline, which was noted in the Call for Artists, was anticipated to begin in early August and conclude at the end of October. The timeline for the project was dependent on when the water tower construction documents were bid, slated for early November. The design was to be completed at the end of October in order to be included with the construction project bidding. This means that contractors who bid on the construction project will include installation of the design in their bid for the project.

### **What is the scope of work for the project?**

The scope of work included virtual community engagement that resulted in creation of a design, with a digital file being the deliverable. The artist team was also asked to be available to coordinate with a contractor prior to and during installation, if necessary. The artist team is not responsible for installation of the design on the water tower, as noted in the Call for Artists.

### **How many applications were received, and were they local?**

Thirteen applications were received for the project, four of which were local.

### **How many applicants were interviewed, and were they local?**

All four local applicants were interviewed and one non-local applicant was interviewed. One additional non-local applicant was intended to be interviewed but communications resulted in no response from that applicant.

### **Who was on the interview and selection committee?**

Six members served on the interview and selection committee: Two members from the Arts and Culture Commission (three were intended, but one had a last minute conflict), and City staff from Water Utility,

Planning, and the Communications Department.

### **Who were the artists selected and why?**

The two finalists included a local team and a non-local team, both of which had many strengths. Black Ink Creative Partners (Connecticut) and Reach Partners (Fargo) were selected to work on the project. Black Ink Creative Partners showed expertise in public art and community engagement, a record of completing projects on time and within budget, and had a team of artists (including a public artist) and graphic designers. Reach Partners (Fargo) proposed a solid community engagement process for the project and have extensive networks in the community. Rather than select one team and their strengths, both teams agreed to work together on the project. Black Ink Creative Partners was selected as the lead artist, with Reach Partners leading community engagement and also serving as a vision keeper and local artist for the project.

### **Why wasn't a local artist selected as the lead artist?**

While the Call for Artists noted that preference was given to local applicants, non-local applicant Black Ink Creative Partners ranked the highest out of all teams interviewed based on the selection criteria, which included: community engagement approach/process; experience working with communities and/or neighborhoods; ability to execute project based on prior work experiences; experience and work samples; and demonstration of inspiration and/or knowledge of Fargo community. Black Ink Creative Partners provided project examples demonstrating public art projects working within communities, cognizance of budget and time constraints (with project examples), communicated their particular interest in a project for and by the Fargo community, and demonstrated knowledge of the Fargo community gained through research prior to the interview.

### **How was the virtual community engagement process developed and what was it like?**

The virtual community engagement process was determined by the artist teams, who decided how best to interact with the community and what type of input was sought from participants in order to execute and deliver a design for the project. The artist teams worked together to engage the community through direct invitation to participate in virtual discussions, a social media campaign, and an open survey.

The virtual community engagement began in August with a series of four Community Conversations, which had 40 participants. In August and September, two creative meetings were held. Twenty-one community members who participated in the Community Conversations returned to further participate on the design team during the creative meetings. Additionally, a public community survey was created and 31 responses were received. All of the feedback amassed through community engagement was synthesized by the artist teams, which directly informed the design iteration process.

An open invitation was extended via various forms to the community to participate, including direct invitations (nearly 900), on the City of Fargo homepage, and numerous social media posts (Facebook and Twitter). In addition, WDAY aired a news story (9/5/20) and KFGO aired a radio interview (9/17/20) about the project and invited the community to participate.

At the October 21, 2020 Arts and Culture Commission meeting, Black Ink Creative Partners and Reach Partners presented on project processes for community engagement, results of the engagement, and how it ultimately led to the final designs. The meeting can be viewed here:

<https://download.fargond.gov/1/6216-1-1.m4v>

### **How was the final design selected?**

Through a series of Creative Sessions with community members, the design was narrowed from five to two options. These two designs, each with two color palette options, were presented to the Arts and Culture Commission for a recommendation to Mayor Mahoney at the October 21, 2020 meeting. Mayor Mahoney affirmed their recommendation to include the design within the bid documents. Ultimately, the City Commission will determine if the art is placed on the water tower. To learn more about the final design, see the link above to view the October 21, 2020 Arts and Culture Commission meeting.

### **Who decides if the design will go on the water tower?**

The design is included in the water tower construction bid documents, and those bidding on the project will include installation as part of their bid. The City Commission will ultimately review the bids and at the same time, will determine if the design will be installed in lieu of a standard City of Fargo logo.



**MEMORANDUM**

**TO: ALL DEPARTMENTS**

**FROM: ALBERT GIBSON, PLANNING AND DEVELOPMENT DEPARTMENT** AG

**DATE: DECEMBER 1, 2020**

**SUBJECT: 2021 ARTS AND CULTURE COMMISSION MEETING SCHEDULE**

Listed below are the Arts and Culture Commission meeting dates for the calendar year 2021.

**2021 Meeting Schedule**

Arts and Culture Commission Meetings	
	January 20
	February 17
	March 17
	April 21
	May 19
	June 16
	July 21
	August 18
	September 15
	October 20
	November 17
	December 15
Arts and Culture Commission meetings will be held the 3rd Wednesday of each month at 5:00 p.m. in the Commission Chambers at City Hall.	

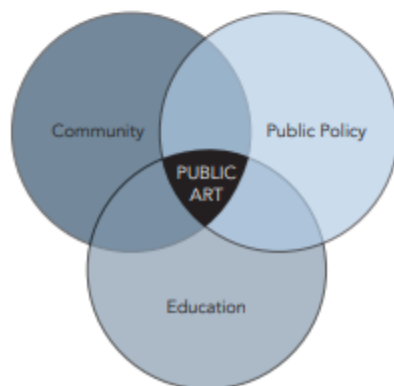
## Excerpt from Public Art Master Plan, pages 15-16

### ABOUT PUBLIC ART, AND WHY IT MATTERS

The field of public art is expanding as more artists from different backgrounds and disciplines explore opportunities to make meaningful work beyond the confines of galleries, museums, theaters and other traditional venues. It's important to distinguish between art in public—art that may be indifferent to its setting—and public art that is designed with its particular site and audience in mind. Public artists seek inspiration from the context of a place, and create art that has meaning; art that resonates in some way with its setting. On a grand scale, we can see examples of this in St. Louis, with its Gateway Arch, celebrating the City's bicentennial as the gateway to the west. In Minneapolis, the *Spoonbridge and Cherry* is a playful symbol of the region's milling history and food belt identity. In Bemidji, Paul Bunyan and Babe, the Blue Ox have branded this city as a mythical tourist destination since the late 1930s. Mount Rushmore has likewise grown cultural tourism for Rapid City, South Dakota. In Fargo, the heroic *Sodbuster* sculpture conveys a sense of strength and resilience, and a strong connection to the natural environment.

Public art contributes to economic vitality by helping attract and retain professionals, including those working in creative industries, along with students seeking the right college and families seeking welcoming communities. Art can aesthetically enhance the public realm and artists working with neighboring residents can strengthen social cohesion. It is important to recognize that public art can be temporary or permanent, visual or performance-oriented, require significant financial resources or repurpose waste materials at no cost. The process is just as important as the product.

According to pioneering public artist and educator Suzanne Lacy, public art can be described using a Venn diagram. "Public art," she states, "resides at the intersection of three spheres: community, education and public policy." By looking at public art this way, we begin to see the important relationships that must be developed to establish a meaningful, impactful and sustainable public art program.



Public art expresses a community's values, enhances our shared environment, transforms our spaces into meaningful places, and heightens our awareness of our surroundings. Successful public art programs offer creative outlets for artists of all kinds, producing art that is accessible to all. As such, these programs nurture creativity and participation in city building at every age level. They also work to balance proactive efforts to support quality public art with reactive methods for encouraging, considering and weighing in on community-generated public art projects and ideas. These "outside" requests could come from neighborhood groups, private developers, individual artists, or even other City agencies involved in public improvement projects.

Excerpt from Public Art Master Plan, pages 22, 24

### **PROGRAM GOALS**

Based on the information collected by the Forecast consulting team during the planning process and preliminary goal setting done by the Public Art Taskforce prior to this planning process, a set of ten goals are recommended for Fargo's Public Art Program. It is critical that these goals are activated through the lens of the following guiding principles:

- **Citywide and Regional Mindfulness**
  - **Equity, Fairness and Transparency**
  - **Cultural Diversity: people of color, new immigrants and indigenous peoples**
  - **Education and Lifelong Learning**
1. **Continue developing current projects**, including art for City Hall, commissioning art for public spaces, and funding independently developed projects by individual artists and teams.
  2. **Build the capacity of the Arts and Culture Commission and the effectiveness of the Public Art Program**, strengthening the Commission's ability to govern the program, engage with Fargo community members, and serve as ambassadors for public art.
  3. **Provide adequate care and maintenance for City-owned public art**, including documentation and collections management.

4. **Establish a clear and easily accessible process for artists and the private sector** to create all kinds of public art in communities throughout Fargo. The process should engage the public in the selection, approval and awareness of art facilitated by the City.
5. **Identify and secure permanent funding and support systems for public art**, including administration, education, communications and maintenance. Beyond City support and inter-agency cooperation, consider private support, such as contributed income, partnership support and in-kind contributions of goods and services.
6. **Ensure that public art is citywide**, including sites of opportunities and districts identified in this plan. Empower residents and businesses to transform public spaces through artist-led practices, embrace the themes developed in the planning process, yet remain open to emerging opportunities as priorities shift and the city evolves.
7. **Pursue artistic excellence** and foster diverse forms of public art.
8. **Cultivate partnerships** that will help fuel the growth of the public art program, including continued work with local arts institutions, other city agencies, the Park District, the School District, neighboring cities, and others.
9. **Establish incentives for developers** wishing to integrate public art into their projects, and provide appropriate resources, expertise and services to further encourage their investment in public art.
10. **Focus on sites of opportunities as outlined in this plan**, as well as the themes developed as part of the planning process, yet remain open to emerging opportunities and themes as larger priorities shift and city continues to evolve.