

10:30 A.M.

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
WORKSHOP SUMMARY**

Meeting Date: February 13, 2007 (10:30 AM)

Department: Facilities Development & Operations

I. EXECUTIVE BRIEF

Title: PUBLIC ART PROGRAM

Summary: The Public Art Committee will present an update of projects completed to date and present its recommendations for continued implementation of current projects, future program additions and directions, and identification of on-going funding sources to support the Public Art Program.

Background and Policy Issues:

Completed Courthouse projects funded by 1999 Recreational and Cultural Bond:

- "Security Barrier Project" Palm Beach County Courthouse, West Palm Beach
- "Delray Progress" South County Courthouse, Delray Beach
- "Glades Legacy of Life" West County Courthouse, Belle Glade

Additional accomplishments to date:

- Management of changing exhibitions featuring Palm Beach County artists and oversight of the 40+ permanent artworks at Palm Beach International Airport.
- Artwork Loan Program established - "Ant Colony" on loan for one year outdoors near Park and Ride at Palm Beach International Airport.
- South Bay Head Start - 7 Themed Classrooms: Agriculture, Lake Okeechobee, Astronomy, Sports, Local Culture, American Geography and Public Safety
- Veterans Memorial Monument - Veterans Park, Boca Raton
- Operations Support Center at Vista Center - "You Can Quote Me"
- Public Outreach & Education: Workshops/Lectures, Website, Media Relations

Upcoming projects funded by the 2002 Recreational and Cultural Bond:

- 1) Convention Center - integrated public art/landscape project
- 2) Grant Program - 50/50 matching grant program to be offered to County municipalities in partnership with artists for outdoor, public art projects sited on Municipal property.
- 3) South County Civic Center - artistic wall treatment of the facade facing Jog Road.
- 4) Lake Region Communities Art Trail - comprised of artworks where sites and messaging will be identified through community involvement.
- 5) Black Heritage Trail - countywide, landmarking project with sites to be determined by a committee organized at a future date.
- 6) Fire Rescue Training Facility at Cross State Land Fill - public safety interpretative project.
- 7) South County Administrative Complex - an integrated public art/landscape project.

* Continued on Page 3 *

Recommended By: _____

Ammy Wolf
Department Director

2/6/07

Approved By: _____

Charles
County Administrator

2/9/07

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2007	2008	2009	2010	2011
Capital Expenditures	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
Operating Costs	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
External Revenues	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
Program Income (County)	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
In-Kind Match (County)	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
NET FISCAL IMPACT	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
# ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included in Current Budget? Yes _____ No _____

Budget Account No: Fund _____ Department _____ Unit _____ Object _____
Reporting Category _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

C. Departmental Fiscal Review: _____

III. REVIEW COMMENTS:

A. OFMB Fiscal and/or Contract Development & Control Comments:

DM 2-7-07
OFMB

DM 2-7-07

DM 2-18-07
Contract Dev. and Control

B. Legal Sufficiency:

N/A
Assistant County Attorney

C. Other Department Review:

BACKGROUND AND POLICY ISSUES (CONT'D)

These locations were selected based on the following criteria:

Visibility: cultivate countywide awareness and support for Public Art.

Broad Community Access: provide art "experiences" in everyday life.

Sense of Place: enhance community pride and increase civic engagement.

Budget Value/Diversity in Artwork: improve design quality of public architecture and landscapes

Cultural Tourism/Economic Development: appeal to residents and attract visitors

Goal for FY 08: Establish on-going funding for public art:

The Public Art Committee recommends that beginning in FY 08, each vertical construction project, included in the County's Capital Improvement Project (CIP) budget, allocate 2% of the established budget toward integrating public art into that specific project. The recommendation is that this would apply to County funded CIPs which are new construction, renovation or expansion projects with total budgets greater than \$2,000,000.

- 1) As early as the 1970's Miami-Dade and Broward counties, and later Martin, St. Lucie, Brevard, Lee, Pinellas, Hillsborough, Alachua and Volusia counties have designated 1 - 2% of all County funded CIP budgets to public art as an integral component of CIP design, development and construction.

In addition, Alachua, Broward and Hillsborough counties require privately funded capital construction projects to designate 1 - 2% of a project's estimated value to integration of public art into private commercial facilities.

- 2) The following municipalities within Palm Beach County designate between 1 - 1.5% of all municipally and privately funded capital construction, expansion & renovation project budgets to public art integration within municipal facilities and private commercial facilities: Palm Beach Gardens, West Palm Beach, Boynton Beach and Delray Beach.
- 3) Statewide and nationally public art is integrated into early planning and design of Capital Construction, Expansion & Renovation projects in the following departments: Facilities, Airports, Libraries, Water Utilities, Road & Bridge, Parks & Recreation, Ports, Transportation.
- 4) Government programs receive 91% of their funding from government sources, including the most common source, percent-for-art ordinances/enabling resolutions.

Goal for FY 09: Establish an annual funding appropriation to provide public art in existing County facilities:

In addition to integrating public art funding and development into the CIP in FY 08, the Public Art Committee recommends that as part of the FY 09 budget process, the Board consider annual funding be allocated for public art installations at existing County facilities in order to complement public buildings, parks and plazas; create a sense of place, enhance community identity; improve the design quality of public infrastructure; and contribute to the missions of the County departments where projects are sited.

With hundreds of facilities and landscapes countywide, selected, significant facilities provide a phenomenal "canvas" for public art. The Committee recommends that during FY 08, Staff conduct a countywide assessment of existing County facilities to identify and prioritize key locations for public art installations. The Committee recommends that the results of the Staff facility assessment should inform public art site selection and budget development for an annual funding appropriation beginning in FY 09.

Goal for FY 10: Review the progress and success of the public art program to discuss the advantages and disadvantages of applying 1) the same requirements to private commercial and large scale residential developments or 2) that private commercial and large scale residential developments contribute funding to art at public facilities

In FY 10, the Committee will evaluate its capacity to expand its public art project management and will assess the potential budget impact that would result from requiring public art projects within private commercial and large scale residential developments funding for art at public facilities.

The Committee supports strategic growth of the County's Public Art program and it understands that nationwide counties benefit from "corporate citizens" investing in public art. The following is an introduction as to why the Committee believes that the Board should consider expanding the County's Public Art Program in the future after the program matures further

A University of Westminster study assessed the attitudes of investors, developers, and occupiers of commercial property regarding public art in private development. The results found that unsatisfactory office space was one of the main reasons corporations relocate, and that image or attractiveness of a development was a significant factor in an occupier's choice of building. Sixty two percent of occupiers believe the contribution of public art to their building was considerable and provided a commercial advantage. (Roberts, Marion, Chris Marsh. "For Art's Sake, Public Art, Planning Policies and the Benefits for Commercial Property," Planning Practice & Research, May 95, Vol. 10, Issue 2)

Public artworks can contribute to cultural tourism in their own right. Two examples of temporary artworks that stimulated the economy are Christo's Gates in NYC (an estimated impact of \$250 million (Frank Lombardi, "Commish Gets Mixed Reviews from Council," Daily News. 17 March 2005 and Chicago's Cow Parade (an estimated impact of \$500 million (Project for Public Spaces (PPS), "How Art Economically Benefits Cities." 3 Feb. 2006.

According to Robert McNulty, a frequent writer, editor and contributor on urban strategies, public art contributes to the mix that is a magnet for people, businesses, and tourism because "[s]elf image and public image conveyed by a city can be critical to spurring local economic development... [E]nhancing the city's identity using the arts... [is one of the] promotional methods that make the city come alive for investors and visitors..." (Robert H. McNulty, How to Incorporate Arts and Culture into Neighborhood Business District. (Washington D.C.: Partners for Livable Communities, 2003) 7:2-3.