

THE CITY OF BENTONVILLE



# Strategic Plan 2025

*Found*,  
Timothy Jorgensen



The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character where residents and visitors will encounter works of public art that will surprise and delight with artwork that celebrates the city's history, its entrepreneurial spirit, and growing diversity.

*Open Heart*, Matthew Duffy

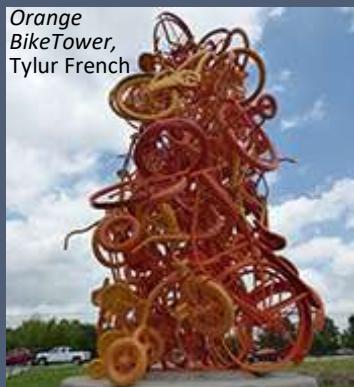


## PROJECT ZONES

Parks  
Trails  
Arts District  
City Gateways  
North Walton Corridor

## SUMMARY

The Bentonville Public Art Strategic Plan will be used as a roadmap to help city leadership and citizens understand the long-term value and direction of public art in Bentonville. It provides the Public Art Advisory Committee with a framework to make public art a reality. The PAAC is responsible for creating the plan then recommending it to the mayor and city council to ensure its implementation by encouraging city staff, other city commissions and boards and future councils in continued development of our public art program.



## OUR PLAN

- Establish a vision for public art embracing Bentonville's entrepreneurial spirit.
- Identify geographic priorities for focusing resources.
- Recommend the planning, funding, and decision-making processes necessary to achieve the vision.



*Upper Cut*, Alvaro Bonfiglio

## CORE PRINCIPLES

- Foster inclusion and engagement
- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Increase excitement and access with public art



## PUBLIC ART...

- Has the power to energize our public spaces and transform the places where we live, work and play.
- Helps green spaces thrive and enhances roadsides, pedestrian corridors and community gateways.
- Serves as a powerful economic force, attracting businesses and qualified workforces.
- Enhances public spaces and creates destinations in a community.
- Encourages people to fully appreciate and utilize public areas.
- Is an essential component of a community that strives to be distinctive.

## The PAAC Team – *Serving our community*

### Public Arts Advisory Committee

The Bentonville City Council first established a public art policy and the Public Art Advisory Committee (PAAC) on February 13, 2007, with Ordinance No. 2007-24. On August 20, 2012, Mayor Bob McCaslin appointed four members to establish the first active PAAC, which began meeting in October that year.

These founding members established a mission statement and core principles, created an application process and application form, and drafted an amendment to the public art policy. The amended ordinance was adopted on May 14, 2013, with Ordinance No. 2013-40.

### 2025 PAAC Members

**Citizens** – Tom Hoehn, Anne Jackson (Vice Chair), Elizabeth Miller, Chad Nicholson (Chair), Allan Paulose, Kate Schaffer, Clint Schaff

**City of Bentonville** - Comprehensive Planning Manager: Shelli Kerr

**Ex Officio** - Visit Bentonville: Kalene Griffith, Alison Nation, City Council: Beckie Seba, OZ Art NWA: Melisa Durkee, CBMAA/Momentary: Cynthia Post Hunt



Community engagement activity at First Friday.

## Creative Economy in Arkansas – BY THE NUMBERS

In addition to quality-of-life benefits, public art, as part of the creative economy, has an economic impact.

**\$3 BILLION ECONOMIC IMPACT**

**30,893** jobs

**5.6 MILLION VISITORS**

**2% of Arkansas Economy**

**116 million cultural travelers**

**\$927M in personal income for AR citizens**

**3rd largest** employer in AR

The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for **\$3B** and **2.0%** of the Arkansas economy, contributing **30,893** jobs.<sup>1</sup>

- The creative industry in Arkansas generates **\$927** million in personal income for Arkansas citizens.<sup>2</sup>
- The creative economy in the State of Arkansas is the **third largest** employer statewide, after logistics and perishable and processed foods.<sup>3</sup>
- More than two-thirds of travelers included a cultural, arts, heritage, or historic activity or event while on a trip — this equates to **116** million cultural travelers.<sup>4</sup>
- Crystal Bridges welcomed **5.6 million** visitors from all fifty states and abroad in its first 10 years. Another 4 million visitors enjoyed the surrounding grounds and public art.<sup>5</sup>



1. National Assembly of State Arts Agencies, "Creative Economy State Profiles - State Arts and Cultural Production 2021: Arkansas ([https://nasaa-arts.org/nasaa\\_research/creative-economy-state-profiles/](https://nasaa-arts.org/nasaa_research/creative-economy-state-profiles/))
2. National Governors Association Center for Best Practices, "Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development," (<https://www.nga.org/>)
3. Ibid, ([https://www.nga.org/wp-content/uploads/2020/08/0901arts\\_economy\\_nga.pdf](https://www.nga.org/wp-content/uploads/2020/08/0901arts_economy_nga.pdf))
4. Americans for the Arts, "Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & their Audiences," [https://www.americansforthearts.org/sites/default/files/aep5/PDF\\_Files/ARTS\\_AEPsummary\\_loRes.pdf](https://www.americansforthearts.org/sites/default/files/aep5/PDF_Files/ARTS_AEPsummary_loRes.pdf))
5. Crystal Bridges, "10 Years of Meaningful Memories," (<https://crystalbridges.org/10-years-of-meaningful-memories/>)

# 2025 FOCUS – Theme: A-R-T



*A Tribute to the Almost Forgotten Osage Prairie, Jonathan Perrodin*

- A** – ADD to our body of work
- R** – REFRESH existing works that need maintenance
- T** – TOGETHER with the community and our partners

## Goals and Strategies

### GOAL 1

Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings

- Install a work on the roundabout at Water Tower Rd and 8th St
- Install Natasha Bowdoin artwork at John DeShields an J St
- Establish and fund a maintenance program
- Install artwork on two sewer mains in Town Branch Park
- Assist Bentonville Public Library with developing rotating art installations
- Initiate preparation of a Master Art Plan. (*Our Town Grant*)
- Initiate an asphalt art program (*Bloomberg Grant*)
- Advocate for full time City position to support and care for public art



### GOAL 2

Support Local Artists

Training/video on how to submit a proposal

Identify a collaborative project that includes multiple local artists



*Thaden School students – Public art project*

## Partnership and/or Temporary Installations

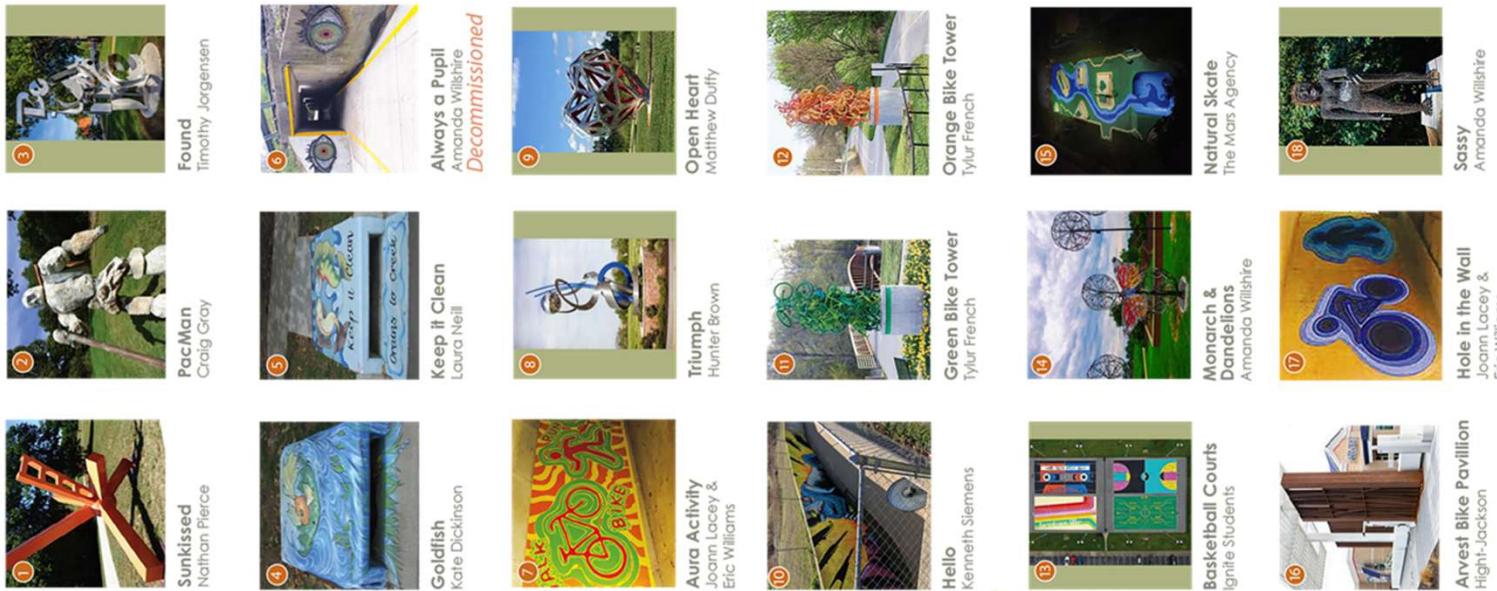


- NuPenny's Last Stand*, Randy Regier
- Ozark Topography*, Ed Pennebaker
- Liquid Shard Inspired*, Napoleon Dezaldivar
- Truth Booth*, Cause Collective (pictured left)
- Grow with this Tree*, Tree & Landscape Committee
- Story Walk*, Bentonville Public Library

- Universal Inseparability*, Ben Pierce
- Guide These My Hands*, D. Hatch T. Manos
- Flight*, Bob Doster (pictured right)
- Art Feeds*, Sunshine School
- Box Turtle*, Private Commission
- Double Slit Skyline*, Dewane Hughes
- Canoe Canoe*, Jeff Zischke
- Mull It Over*, Nina Chanel Abney



# PAAC – Infusing art into our community



## Art on Public Property

