

Strategic Plan 2024-2025



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.

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.



CORE PRINCIPLES

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

2024 PAAC Members

Citizens – Steven Baker, Grant Cottrell, Tom Hoehn (Chair), Anne Jackson, Chad Nicholson, Kate Schaffer, Clint Schaff

City of Bentonville - Comprehensive Planning Manager: Shelli Kerr, Community Events Manager: Kelly Schmidt

Ex Officio - Visit Bentonville: Kalene Griffith, Alison Nation, City Council: Beckie Seba, OZ Art NWA: Elizabeth Miller, 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 **3rd largest employer in AR**
116 million cultural travelers
\$927M in personal income for AR citizens

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**.¹

- The creative industry in Arkansas generates **\$927 million** in personal income for Arkansas citizens.²
- The creative economy in the State of Arkansas is the **third largest** employer statewide, after logistics and perishable and processed foods.³
- 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.⁴
- 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.⁵



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/)
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)
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)
5. Crystal Bridges, “10 Years of Meaningful Memories,” (<https://crystalbridges.org/10-years-of-meaningful-memories/>)

Goals and Strategies

GOAL 1

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

- Acquire at least two works annually
- Identify focus locations aligned to the city's Community Plan
- Establish and fund a care and maintenance program
- Secure funding and develop a plan to infuse artworks into new traffic roundabouts, trails, and tunnels.



GOAL 2

Improve awareness, accessibility, community engagement and celebrate public art in Bentonville.

- Work with Visit Bentonville on printed and digital guides to public art and museums
- Work with the Public Library to publish a parents' guide to public art in Bentonville
- Conduct a needs assessment around arts role in the community
- Establish a monthly art / artist spotlight series
- Activate #BentonvillePublicArt using city social channels, signage, and communications and encourage others to use
- Develop a marketing strategy for promoting new art installations



GOAL 3

Forge public and private partnerships to support expansion

- Advocate for full time City position to support and care for public art
- Partner with arts organizations to enable installations for more public art
- Partner with public art aspects of Walmart's new campus initiative.



Thaden School students – Public art project

PAAC – Infusing art into our community

Art on Public Property in Bentonville

THE CITY OF BENTONVILLE
PAAC
 PUBLIC ART ADVISORY COMMITTEE

Visit **Bentonville**



#BentonvillePublicArt



1
Sunkissed
 Nathan Pierce



2
PacMan
 Craig Gray



3
Found
 Timothy Jorgenson



4
Goldfish
 Kato Dickinson



5
Keep it Clean
 Laura Nell



6
Always a Pupil
 Amanda Wilshire



7
Aura Activity
 Joann Lacey &
 Eric Williams



8
Triumph
 Hunter Brown



9
Open Heart
 Matthew Duffy



10
Hello
 Kenneth Siemens



11
Green Bike Tower
 Tylor French



12
Orange Bike Tower
 Tylor French



13
Basketball Courts
 Ignite Students



14
**Monarch &
 Dandelions**
 Amanda Wilshire



15
Natural Skate
 The Mars Agency



16
Arvest Bike Pavilion
 Hight-Jackson



17
Hole in the Wall
 Joann Lacey &
 Eric Williams



18
Sassy
 Amanda Wilshire



19
Blue Bike Tower
 Tylor French



20
Red Bike Tower
 Tylor French



21
Rainbow Springs
 Eugene Sargent, Dustin Alvaro-Bonfiglio
 Griffith & The Amazem



22
Upper Cut
 Eugene Sargent, Dustin Alvaro-Bonfiglio
 Griffith & The Amazem



23
Flight
 Bob Doster



24
Art Feeds
 Sunshine School Students



25
**A Tribute to the
 Almost Forgotten
 Osage Prairie**
 Jonathan Perodin



26
Box Turtle
 Stephen Fellbach



27
ColorFULL
 Sugar Creek
 Elementary Art Club



28
Mull It Over
 Nina Chanel Abney



29
Canoe Canoe
 Jeff Zischke



30
**This is Your
 Public Library**
 Ziba Rajabi & Bentonville
 Public Library Patrons



31
Lil' Library in the Park
 Randy Townsend



32
Surfing Frog
 Katy Kane



33
New Growth
 Napoleon Dezaldivar



34
Cozy Apple
 Gina Gallina

Partnership and/or Temporary Installations



NuPenny's Last Stand, Randy Regier
Ozark Topography, Ed Pennebaker
Liquid Shard Inspired, Napoleon Dezaldivar
Truth Booth, Cause Collective In Search of the Truth
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
Art Feeds, Sunshine School
Box Turtle, Private Commission
Double Slit Skyline, Dewane Hughes
Canoe Canoe, Jeff Zischke
Mull It Over, Nina Chanel Abney

