

Strategic Plan 2021-2024



The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character where citizens 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.



The plan:

- Establishes a vision for public art embracing Bentonville's entrepreneurial spirit.
- Identifies geographic priorities for focusing resources.
- Recommends 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.

2021 PAAC Members

Citizens – Steven Baker, Grant Cottrell, Allyson Esposito, Kaitlin Garcia-Maestas, Tom Hoehn, Jerris Palmer


Visit Bentonville - Kalene Griffith


City of Bentonville - City Council: Gayatri Agnew, Parks and Recreation: David Wright and Josh Stacey, City Planning: Shelli Kerr




Goals and Strategies	Status
<p>GOAL 1 Build a public art collection of the highest quality to enhance Bentonville’s growing art and cultural offerings</p> <ul style="list-style-type: none"> • Acquire at least two works annually • Identify long-term needs or focus areas via a collection assessment • Establish a care and maintenance program and fund • Launch annual major work RFP (e.g. global search) • Create an Annual Work Program based on the Public Art Master Plan • Contribute to City Square programming. 	<p>2021</p> <ul style="list-style-type: none"> • Partner with Dept of Parks and Rec to commission a work for the new Cricket Pitch at 8th Street Gateway Park • “Letters” Project – Develop concept • Water Storage Tanks – Develop concept
<p>GOAL 2 Improve awareness, accessibility, community engagement and celebrate public art in Bentonville.</p> <ul style="list-style-type: none"> • Work with Visit Bentonville on printed and digital guides to public art and museums • Conduct annual RFP workshop with local artists • 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. 	<p>2021</p> <ul style="list-style-type: none"> • Hashtag, signage in progress • Marketing Strategy in progress
<p>GOAL 3 Forge public and private partnerships to support expansion</p> <ul style="list-style-type: none"> • Partner with arts organizations to enable installations for more public art • Partner with Parks and Recreation to commission a work for the new Gateway Park and Cricket Fields • Adopt a gift policy. 	<p>2021</p>
<p>GOAL 4 Integrate art into all public and private developments</p> <ul style="list-style-type: none"> • Survey developers on their needs • Encourage developers to include publicly accessible art • Launch an annual award for a developer-led art installation in the community. • Annually update Developer Art Kit. • Seek additional funding options to leverage the city budget for public art. 	<p>2021</p> <ul style="list-style-type: none"> • Updated Developer Art Kit

PAAC Accomplishments







1. *Unleashed* | Stephen Payne




2. *Archer* | Craig T. French




3. *Peace to Great* | Connie Corney




4. *Unleashed* | Steve Chapman




5. *Keep it Clean* | Laura Hall




6. *Always a Place* | Amanda Wilkins




7. *Jump Ahead* | Jesse Lacy & Eric Williams




8. *Jumpin'* | Thomas Brown




9. *Open Heart* | Matthew Duffy




10. *Auto* | Elizabeth Lemons




11. *Green Side Tower* | Tula French



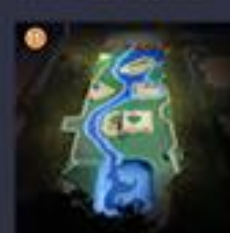
12. *Orange Side Tower* | Tula French




13. *Color* | Michael Toney & Abby Pease



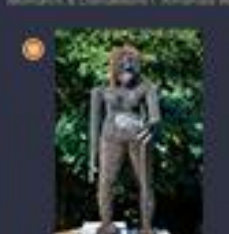
14. *Monarch* & *Dandelion* | Amanda Wilkins/Kurt Stoltz | The Blue Agency




15. *Arched Side Pavilion* | Hugh Jackson




16. *Wade in the Water* | Jesse Lacy & Eric Williams




17. *Wade* | Amanda Wilkins




18. *Blue Side Tower* | Tula French




19. *Red Side Tower* | Tula French



20. *Rainbow Springs* | Thomas Langston, David Curtis and Ray Anderson




21. *Bookend County* | Spruce Studios



22. *Universal Inseparability* | Ben Pierce

Public Art in Bentonville

THE CITY OF BENTONVILLE



PUBLIC ART ADVISORY COMMITTEE

More to come.

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

