

PEORIA

ARTS & CULTURE PLAN



PEORIA ARTS & CULTURE PLAN



City of Peoria, Arizona
Adopted September 13th, 2022

CONTENTS

Acknowledgements	PAGE 4
Executive Summary	PAGE 6
Vision for the Arts	PAGE 12
Priorities	PAGE 16
Geographic Strategies	PAGE 18
Programmatic Strategies	PAGE 32
Partners	PAGE 50
Ideas & Inspiration	PAGE 54
Action Plan	PAGE 74
Engagement Report	APPENDIX A
Policy & Governance	APPENDIX B
Funding Considerations	APPENDIX C



Acknowledgements

Peoria Mayor

Cathy Carlat

Peoria City Council

Vicki Hunt - Acacia District

Bill Patena - Ironwood District

Brad Shafer - Mesquite District

Michael Finn - Palo Verde District

Denette Dunn - Pine District

Jon Edwards - Willow District

Peoria Arts Commission

Glenna Hale

Jocelyn Hanson

Tricia Heller-Johnson

Kathy Knecht

Robert Panzer

Suzanne Roy

Julia Smock

Staff Steering Committee

Marylou Stephens - Arts, Culture, & Library Services Director

William Moss - Arts & Culture Superintendent

Cameron Beck - Arts & Culture Coordinator

Joey Herring - Arts & Culture Coordinator

Lorie Dever - Planning Manager

Designing Local Planning Team

Josh Lapp

Amanda Golden

Matt Leasure



Welcome to Peoria's Arts & Culture Plan 2.0!

The City of Peoria is a vibrant community where residents prosper and celebrate all of life's opportunities and dreams. At the heart of our city is the arts and culture that is an expression of our unique character, adding not only to the vibrancy and energy around us but also to the cultural and economic value of Peoria. The arts enhance and enrich our lives in so many ways, and I am proud to have a flourishing and diverse arts community.

Peoria is committed to delivering outstanding public services that enhance the community and quality of life for all residents. The Arts & Culture Plan 2.0 focuses on community engagement while positioning our city for the anticipated growth we will see over the next decade. The most critical aspect of this plan was the input we received from residents on existing programming, events, facilities, and public art. The program will also help achieve the City's strategic goals, particularly as they relate to diversity, community identity, and access for all.

The future is bright for Peoria as we continue our leadership in delivering impactful and intentional arts that provide cultural opportunities for all our residents.

Sincerely,

A handwritten signature in black ink that reads "Cathy Carlat". The script is fluid and cursive.

Cathy Carlat
Mayor, City of Peoria

Executive Summary

History of the Arts & Culture Program

The history of the City of Peoria's Arts and Culture program goes back to the 1987 creation of the Peoria Arts Commission and the Percent for the Arts Program by Peoria City Council. Since that time funding for the public art program has come from a one-percent contribution from each of the City's capital improvement projects.

The Peoria Arts Grant program was created in 1998 to help promote the arts in the community. The grant program provides various funding to local arts organizations for programming in Peoria. The program is regularly modified to meet the needs of the community, and is monitored to evaluate program impact. The program helps to support local arts organizations as well as attract programming from around the Phoenix region to Peoria.

In 2007, the City unveiled the new Peoria Center for the Performing Arts in Old Town Peoria. The City and community have many diverse and ambitious goals for their cultural programs. In 2009 an Arts Master Plan was created that sought to align the goals into a specific set of recommendations, which provided overarching, holistic policy direction.

Why an Arts & Culture Plan? Why now?

The City has had many successes since the adoption of the 2009 plan and now is a key opportunity to re-evaluate the program and determine next steps. The outcomes of the 2009 plan are highlighted on the following page. The purpose of this 2022 Arts & Culture Plan is to evaluate the existing program and to utilize feedback from stakeholders and the public to inform the direction of the program for the next 10 years.

What is in the Plan?

Within this plan you will find a variety of methods the planning team has used to address the arts and culture needs and desires of Peoria residents. Taking the lead from residents and key stakeholders the plan establishes a Vision Key and Priorities for the Peoria Arts & Culture Program. The plan addresses the geographic distribution of arts and cultural assets as well as programming and events. The ideas and inspiration can be found in the visionary 'Next 10' section that looks at big ideas to inspire the long term growth of the program while the Peoria Inspiration Pallets help potential artists get to know Peoria.

Key Accomplishments From 2009 Plan

From delivering high quality events and programming to the installation of large-scale public art, the Arts & Culture division delivered key successes and accomplished the majority of the goals from the 2009 arts master plan. In addition to those detailed on the following page, other key accomplishments include an arts postcard series featuring the City's best visual and performing arts, 159 City-owned artworks throughout public facilities, and a managing tenant agreement for the Peoria Center for the Performing Arts. The Arts & Culture Division is delivering exceptional experiences to the residents of Peoria and attracting visitors with quality programs and events.

Key Highlights

- 1 **WESTMARC Best of the West Quality of Life Enhancement Award 2021 for Utility Box Arts Wraps and Happy Valley Road Bridge Community Public Art Project**
- 2 **Special events that engage the community at all levels: neighborhood-centric, accessible, & destination-worthy**
 - All-American Festival on July 4 is well known throughout the Valley
 - Somos Peoria is the largest Hispanic Culture Festival in the Valley
 - Parkfest! meets residents in their neighborhoods
- 3 **Paloma Community Park grand opening in 2020 that included two public art pieces at its opening: Songbirds by David Boyer and VIDA by Beth Nybeck**
- 4 **Utility Box Art Wraps program started in 2019 bring public art to neighborhoods throughout Peoria**
- 5 **17 public art installations in 12 years**

WESTMARC Best of the West Award



- 6 Partnerships, including PUSD, Park West Shopping Center, TheaterWorks, Arizona Broadway Theatre, West Valley Art Museum, West Valley Arts Council, and hundreds of arts organizations and artists
- 7 2nd Saturdays is in its third year of engaging the community and creating opportunities for local businesses and artists
- 8 Arts program grants totaling more than \$1 million over the last 10 years supporting numerous arts programs and organizations
- 9 In Flux Temporary Art Program in its third year of supporting 6 emerging artists with 7 unique art installations and putting a spotlight on Peoria
- 10 Total value of public art inventory \$2,496,555

Foundations of the Plan

Community Engagement

The community engagement process for this plan was key to developing not only the vision and priorities for this plan but also the ideas that will help ensure the arts in Peoria are engaging well into the future. The community engagement process is highlighted on the following page.

Stakeholder Feedback

Key stakeholders, such as the leaders of Peoria's arts organizations, were the sounding board for the process. These individuals who are highly engaged in the arts, helped us understand the best methods of engaging with the public and also helped us to better understand important elements of arts and culture within Peoria.

Best Practices

As this plan was developed the team took great care to examine best practices from arts and culture programs around the country. This lens ensures that Peoria is implementing an arts and culture program that delivers world class opportunities for its residents.

Innovative Ideas

A key component of developing the Peoria Arts & Culture Plan was to integrate innovative ideas along with a thoughtful approach to best practices. Throughout this document are a myriad of concepts that attempt to address Peoria's opportunities with unique Peoria solutions.

Community Engagement Highlights

847

Survey Respondents

100

Focus Group Attendees

50

Stakeholders

Community Engagement Timeline

2020
Dec

2021
Jan

Feb

Mar

Apr

May

Jun

Jul

Stakeholder Conversations

Arts Commission and Planning & Zoning Commission Presentations

Survey

Focus Groups

Vision for the Arts

The arts in Peoria support a vibrant cultural community that is accessible, inclusive, and inspiring for all.

What is the purpose of the Vision Statement?

The Vision for the Arts is intended to create a internal image of what the ideal arts and culture program looks like for the City of Peoria.

How can the Vision Statement be used?

As projects, programs, and other initiatives are developed, the first question should always be 'does this respond to the Vision for the Arts?' This will help to ensure that the program is always aiming towards its overall vision and goals.





Arts, Culture, & Library Services Department Mission Statement

To activate Peoria as a place where
arts, culture, and library services
are distinctly inclusive, educational,
and responsive to the community.

SIX PRIORITIES

How were the priorities developed?

The six priorities for Peoria's Arts and Culture Program were developed based on feedback from surveys, focus groups, and stakeholders. Each priority is based directly on comments gathered throughout the process.

1

ENHANCE THE GEOGRAPHIC DISTRIBUTION OF ARTS AND ENSURE GEOGRAPHIC EQUITY IN THE FUTURE

As the Public Art Program has developed in Peoria, much of it was initially concentrated around City Hall and the surrounding campus along with other sites within Old Town Peoria. Concerted efforts have been made to expand the geography of public art including the recent installations at Paloma Community Park and Four Corners. As the program continues to mature, a focus on geographic equity and public art opportunities for all residents should be paramount.

2

PROVIDE ENGAGING CULTURAL ENGAGEMENT OPPORTUNITIES FOR RESIDENTS AND VISITORS

Public engagement efforts made clear that there is a strong desire for arts and culture programming and events in the city. Youth focused activities are among the most sought after opportunities but there is an overall desire throughout all demographics.

3

CELEBRATE THE CULTURALLY DIVERSE HISTORY AND FUTURE OF PEORIA

Peoria has been built upon a diverse history of different peoples and cultures. Today the city continues to be a melting pot of Indigenous, Mexican, and American culture with new Peorians arriving from across the country and across the globe every day.

How should the priorities be used?

Throughout this document and in the action plan, you will see proposed projects refer back to the six priorities. As projects and programs are developed in the future, these initiatives should grow from and refer to the program priorities.

4 BUILD AND GROW THE FOOD ECOSYSTEM

One of the most frequent comments in conversations and on surveys is the lack of a vibrant local food scene in Peoria. Though this problem is not easily solved with interventions from the City, steps can be taken to incubate and support budding local entrepreneurs.

5 EMPOWER AND EXPAND THE MARKET FOR LOCAL ARTISTS AND MAKERS

To build the overall ecosystem of arts and culture in Peoria, opportunities should be given to local artists (both visual and performing), artisans, and makers. This is not limited to direct City support but through opportunities at events, meeting space needs, other facilities, and through promotions.

6 SUPPORT TOURISM, BOTH HOME-GROWN AND BEYOND

In order to support the kind of cultural and economic development that is desired by residents the tourist market should be bolstered by the arts. This is not limited to out of state tourists, but rather should be targeted to local residents in the region first and foremost.

CHAPTER 1

Geographic Strategies & Initiatives

As of 2021 the City of Peoria is nearly 180 square miles with over 195,000 residents. The large geography and growing residential population require a geographic strategy in order to impact arts and culture for the entire city and for all residents.

The following chapter focuses on key geographic opportunities in the community, from parks to neighborhoods and beyond.



Songbirds by David Boyer. Paloma Community Park

SECTION 1:

Key Opportunity Nodes

COMMUNITY PARKS

The Community Parks within Peoria are flagship parks that provide recreational opportunities for multiple neighborhoods. Community parks include all the assets typical of the neighborhood parks, as well as facilities that enhance the experience of park goers, such as recreation fields, lakes, dog parks, and ramadas.

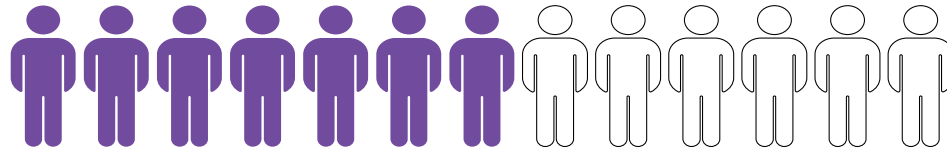
Community parks typically accommodate larger events and groups than neighborhood parks, and they include higher numbers of common facilities such as picnic areas, playgrounds, and sports fields. Based on the high traffic and multiple uses at these parks, they present great opportunities to impact residents.

The three Community Parks in Peoria currently are Rio Vista Community Park, Pioneer Community Park, and Paloma Community Park. Public art and other arts experiences, such as performing arts spaces and interactive art, should be at the core of park development and park upgrades. The following are recommendations for each existing park.

Survey Snapshot*



68% of Survey Respondents Visited Parks

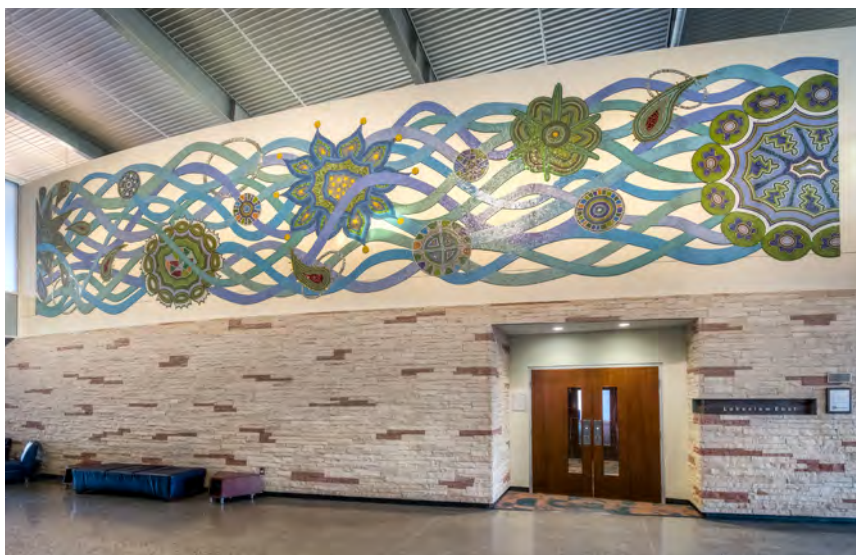


57% of Survey Respondents Hiked

*See appendix for full results



Veterans Memorial. Rio Vista Community Park



Flow by Valerie Theberge. Rio Vista Recreation Center

Rio Vista Community Park

This is the first community park built in Peoria and is centrally located within the community. With a recreation center, sports facilities, a highly trafficked regional trail, Veterans Memorial, a Library Story Walk, and many other amenities it remains one of the most important meeting points in Peoria. Currently public art and placemaking elements include the Veterans Memorial, monument signage, and interior public art within the Recreation Center.

Opportunities Here Include:

- New Public Art integrated into trails.
- Functional public art opportunities such as shade structures and bike racks
- Updating monument signage to include public art.

Pioneer Community Park

The second community park constructed in Peoria is near the southeast corner of 83rd Avenue and Olive Avenue. The park features many amenities for Peoria residents and their families including baseball fields and multi-purpose fields, a dog park, a Library Story Walk, and a 5-acre urban lake stocked with fish. The park is also home to a public art installation, “Forge” by Thomas Sayre, which is visible from 83rd Avenue.

Opportunities Here Include:

- Interactive Public Art added in high traffic areas
- Interpretive nature inspired public art such as pollinator garden themed artwork
- Functional public art opportunities such as shade structures and bike racks
- Music and food at Heritage Court.



Forge by Thomas Sayre. Pioneer Community Park

Paloma Community Park

The opening of the newest community park was celebrated on October 3, 2020. Paloma Community Park provides a broad range of active and passive recreational activities to the entire community. The initial construction of the park included fields, ramadas, a Library Story Walk, a large lake and two engaging pieces of large scale public art: *VIDA* and *Songbirds*. Future expansions may include the development of 40 more acres in the park as well as the connections to surrounding open spaces and trail systems.

Opportunities Here Include:

- Natural or nature inspired public art that could be associated with any new trails.
- Public art integrated into any new sports facilities in the future.
- Artist designed interactive play features.



VIDA by Beth Nybeck. Paloma Community Park

SECTION 2:

Existing Geographic Strategies

Utility Box Art Wrap Program

In an effort to beautify the streetscape throughout the community, the city implemented a utility box program in 2020. The initial pilot program started with artwork in four locations that was designed by students at area schools. The pilot received glowing remarks from the community. In 2021 artwork was added to an additional ten utility boxes. This program has been an exciting opportunity to work with local and emerging artists and to expand the geography of public art in Peoria. The inclusivity of reaching out to residents of all ages makes this program accessible and popular.



Utility Box Art by Julie Larsson, NE Corner 83rd Ave/Happy Valley



Utility Box Art by Kesmine Hickman, SE Corner 75th Ave/Peoria



Utility Box Art by Maddy Folk, SW Corner Lake Pleasant Pkwy/Happy Valley



Utility Box Art by Robert Panzer, NE Corner 83rd Ave/Cholla

Gallery 37 Murals

Gallery 37 began in Chicago, Illinois as a city beautification project of Block 37 that included the installation of a summer arts camp designed to revitalize the immediate community while providing job training and arts education to Chicago's youth. Since 1991, Gallery 37 has expanded to a nationwide program to include more than 24 U.S. cities as well as the UK and Australia. This school-to-work apprenticeship program results in the creation and permanent placement of a professional piece of public art. Students are exposed to a variety of career opportunities, receive college credit, and are placed in an environment that cultivates interest in furthering their arts education.

The West Valley Art Council (WVAC) uses a grant from The National Endowment for the Arts to support Gallery 37. As a community project, Gallery 37 joins a teaching artist and high school and community college students to design and create an artwork for a specific location designated by the city. Local artists and students apply to WVAC to become part of the project. The artist works with the students to develop a design.

The design mock-up is presented at an Arts Commission meeting. Under the direction of the artist, the students produce the artwork, while earning credit at the community college



level. Estrella Mountain Community College is the community college partner, and is the location where the art is created. Since 2001, more than 250 Valley students have participated in Gallery 37. Apprentices hail from all over the Valley including Phoenix, Chandler, Glendale, Peoria, Goodyear, Avondale, Buckeye, El Mirage, Waddell, Surprise, Tonopah, and Litchfield Park.

Further innovation of this program occurred in 2021 when a unique structure was constructed at Country Meadows Park that allowed the “People of the Sun” mural to be installed on an attractive screen element that allows a mural to be placed within the park. This type of design allows for much more flexibility in future mural installations by expanding the types of locations and spaces where long term murals could be installed throughout Peoria. This is a recommended treatment for future murals.

Existing Mural Locations:

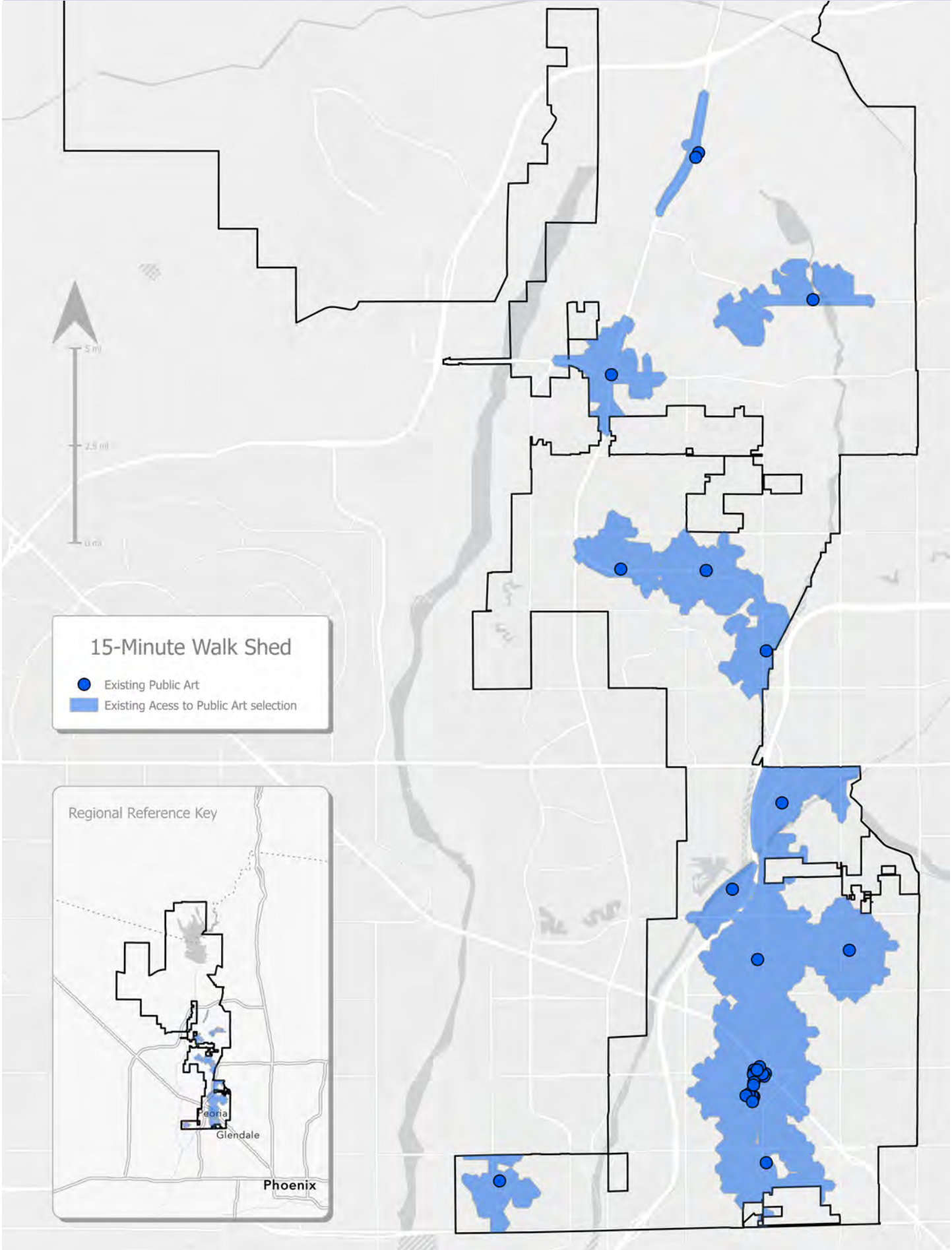
- Peoria Center for the Performing Arts
- New River Trailhead
- Amphitheater at Peoria City Hall campus
- Country Meadows Park



Curtain Call, a Gallery 37 mural. Peoria Center for the Performing Arts

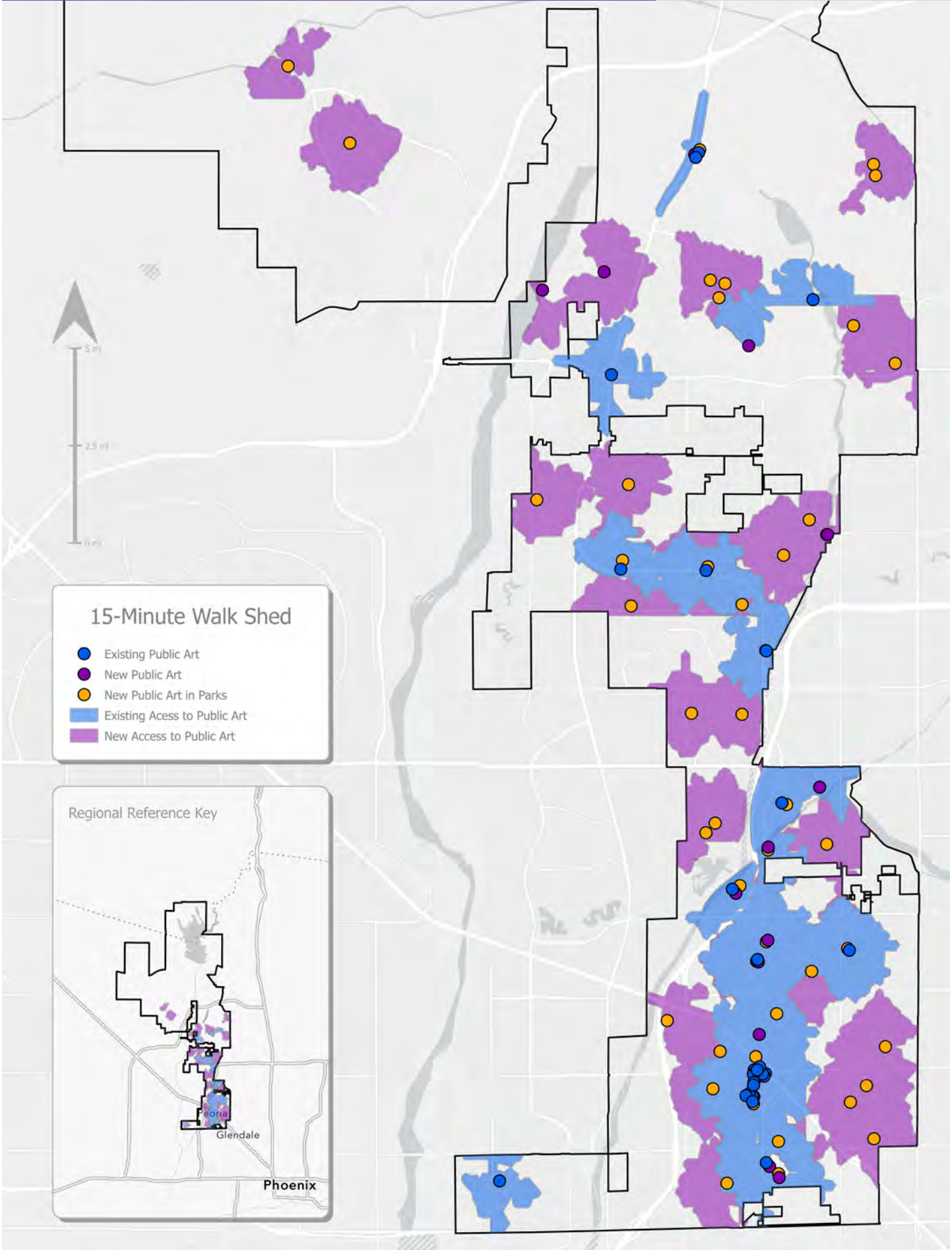
Access to Existing Permanent Public Art

50,473 Residents - 27% of residents are within a 15 minute walk of public art



Access to Existing + Proposed Permanent Public Art

140,512 Residents - 73% of residents will be within a 15 minute walk of public art



SECTION 3:

Growth Focused Strategy

Peoria remains a fast growing city with large scale development taking place, particularly in the northern portion of the city. Residents have indicated a desire to ensure there is additional public art and cultural amenities within the northern portion of the community along with continued investments in other areas of the city. The following initiatives can help to achieve these goals.

PUBLIC ART IN NEIGHBORHOOD PARKS

Whether temporary or permanent, functional or architectural, small scale to large scale the long term goal of the Public Art Program should be to install a piece of public art in every park, with particular focus on Neighborhood Parks.

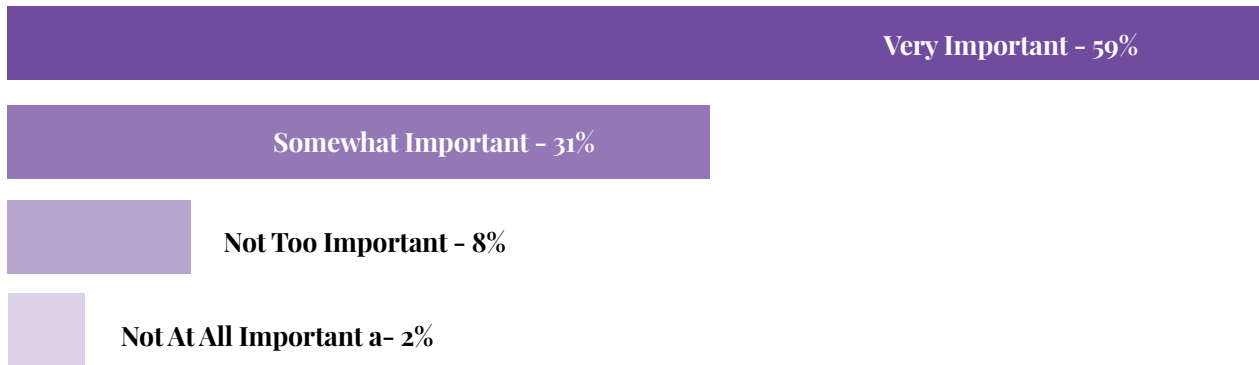
PERCENT FOR CULTURE IN PRIVATE DEVELOPMENT

A cultural requirement should be considered that would ensure either public art or cultural facilities are integrated into new development.

This requirement should be instituted in partnership with the Planning and Zoning and Parks and Recreation departments and their designated boards or commissions. Should the developers desire to opt out of the requirement, they may pay an in lieu of fee, further detailed in Appendix C.

Survey Snapshot*

Importance of Peoria Supporting the Creation of Arts and Cultural Activities Within the Local Community



*See appendix for full results



Options For Implementation By Developer:

Public Art

Developers may fulfill the Percent for Culture requirement by devoting 1% of the costs of their development to public art. In order to fulfill this requirement the developer must produce a contract with an artist for the necessary 1% requirement along with proof of payment following completion. The developer will also submit images and inventory information for the artwork and certify that it is publicly accessible.

Cultural Amenities

In consultation with City Staff (including Arts and Planning) the developer may propose to fulfill the Percent for Culture requirement by adding qualified amenities into their development. These amenities must be publicly accessible for limited cost by Peoria Residents for at least five days a week. In addition they will be made available for city use or programming at least 50% of the time.

Potential Amenities Include:

- Indoor Performance Space
- Outdoor Amphitheaters
- Artistic Classroom Space
- Musical Practice or Storage Space

CHAPTER 2

Programmatic Strategies & Initiatives

In addition to expanding the geographic footprint of the arts in Peoria the city has the opportunity to enlarge the depth and breadth of programming and events.



Ballet Folklórico Esto es México dance group at Somos Peoria 2021

SECTION 1:

Events

Existing Events

The City of Peoria produces a number of events of all scales throughout the calendar year. In a typical calendar year the City sponsors several events that draw thousands including the All-American Festival and Somos Peoria.

A number of the City's events are produced by and managed directly by City Staff with a number of other events being sponsored by the City and produced by promoters. The Special Events Team partners with internal departments on such events as G.A.I.N. (Getting Arizonans involved in Neighborhoods), and with local organizations to produce additional events (Such as Devour the World Food and Culture Festival).

City-wide Events

- All-American Festival
- Arts & Cultural Festival
- Dolly Sanchez Easter Celebration
- Halloween Monster Bash
- Old Town Holiday Festival
- Somos Peoria

Neighborhood, Commemorative, and Program Centric Events

- Bravo Peoria
- Explore the Library
- MLK Jr. Day of Service
- Parkfest!
- Veterans Day/Veterans Honor Wall Ceremony
- Second Saturdays

Survey Snapshot*

Activities You Would Like to See More of in Peoria

#1 COMMUNITY FESTIVAL OR EVENTS

#2 LIVE MUSIC

#3 THEATER OR COMEDY

#4 FOOD/CULINARY

*See appendix for full results



Devour the World Festival. Centennial Park

Neighborhood Events

A number of existing events are focused specifically on community engagement and neighborhood building. The City should continue to develop and expand creative events that engage residents of Peoria and surrounding areas. Peoria can utilize neighborhood and community parks to highlight local amenities and quality of life features that bring value to citizens with meaningful activities.

Events Include:

- Music in the Park Series
- Parkfests
- G.A.I.N.

Promoter Driven Events

The City has the opportunity to expand the assortment of promoter driven events at venues throughout Peoria. The City also could diversify the types of events to compliment smaller scale offerings. These larger events would necessitate the use of Centennial Plaza, Old Town Peoria, Peoria Sports Complex or a variety of private venues within city boundaries such as Pleasant Harbor or Arizona Broadway Theatre.

Events Include:

- Devour the World Food Festival
- Somos Peoria
- Rockabilly Bash
- Peoria Country Fest

Integrating Local Food Into Events

By ensuring that local restaurateurs and vendors are showcased at events throughout the year, the city can support the growth of the food ecosystem.

Signature Food Festival

As part of a larger initiative to create a food ecosystem in Peoria, the City should host a signature food related event that could draw residents and visitors and create an opportunity to draw restaurants and vendors to the City. This effort would build upon the successful hosting of Devour the World in February 2020 that was in partnership with Local First AZ and Southern Arizona Arts and Cultural Alliance.

Expanded Arts & Culture Festival

2022 was the 20th year, the City of Peoria and Peoria Unified School District (PUSD) partnered to create the free Peoria Arts & Cultural Festival. The festival brings students' artistic talents to the forefront.

An expansion of the event can create opportunities for other art programming as part of an expanded festival that grows beyond its educational roots. One such opportunity for this festival is shown on page 37.



Interactive Public Art Festival

An interactive public art festival would combine the longstanding public art work of the City of Peoria with the City's long track record of producing successful events. The proposed festival would aim to draw Peoria residents as well as visitors from around Maricopa County and beyond.

As envisioned, the festival would occur in March and feature a month-long series of Installations, events, lectures, classes, and more. The focal point of the festival would be the three sites in Peoria (Old Town, P83, and Paloma Community Park) as well as other facilities and locations throughout the community.

Each of the main sites would feature a large-scale temporary public art installation that would be in place for the entire month. Events would be produced throughout the month but would not be concentrated on any particular location or time. Artists for the installations could be selected via an open Call for Artists or direct selected based on the needs of the City.

Temporary Installation Possibilities:

- Large-scale Lit Interactive Pieces
- Temporary Mural Park
- Playable Public Art



Example: Affinity by Amigo & Amigo

SECTION 2:

Programming

IN FLUX

IN FLUX provides opportunities for Arizona artists to create site-specific temporary public art installations in a wide variety of locations. The non-profit organization, Scottsdale Arts started this initiative in 2010 to address vacant storefronts and give emerging artists an opportunity to expand into public art. Several valley cities have been part of the strategic partnership to create arts opportunities throughout the Phoenix Metropolitan area.

Peoria joined IN FLUX in 2018 for Cycle 8, and 2019 for Cycle 9 – hosting four artists and their works at Peoria’s two libraries. Cycle 10 marks the third year for the City of Peoria and once again will include two works to be installed May 2022, Park West is also commissioning an artist for a mural at their location in Cycle 10 thus adding a third art opportunity in Peoria.

IN FLUX has been a great opportunity to collaborate with other Valley communities as well as ensure a variety of ever changing artwork for Peoria residents and the program should continue.

Mayor and Council Young Artists Program

The Mayor and Council's Young Artist Program was established by Mayor Cathy Carlat as a partnership with Peoria Unified School District in January 2016. This program highlights student artwork from the district's elementary schools twice a year in a month-long exhibit at City Hall. The exhibit culminates in an awards presentation at a City Council meeting and dinner for the participants and their families, along with receiving a certificate and their framed artwork. This program has proven to be very successful and well received by the community. The support shown by the mayor and council for arts education and showcasing young artists has a profound effect in the community and feedback is positive. It is recommended that the program is continued.



Student Artwork by Lukas Lakotas, 7th Grade, Frontier Elementary School



Student Artwork by Ali Alroubaiee, 1st Grade, Coyote Hills Elementary School



Mayor and Council with student artists of the fall 2021 Young Artists Program



Student Artwork by Becca McClary, 8th Grade, Frontier Elementary School

Arts Grant Program

For over 20 years the City of Peoria has dedicated funds to the Peoria Arts Grant program. The Mayor and Council approve Art Grants for non-profit and for-profit organizations each grant cycle to bring art programming to Peoria residents in several varying capacities. These grants not only sustain area non-profit programming but also help sustain for-profit art businesses in Peoria so that they can continue to bring art in many forms to the local community.



A key advantage of the Arts Grant program is the extent to which it brings valley-wide non-profits like the Phoenix Symphony, Ballet Arizona, Arizona Opera, Childsplay, and other regional arts organizations to Peoria to conduct programming. In addition, the program regularly supports local non-profits like Arizona Broadway Theatre, WHAM Art Association, and TheaterWorks. It is recommended that the City continue the Arts Grant program and consider giving precedent to grant applications that help to achieve one of the six priorities laid out in the plan.



Dr. Lydia Woods conducting a drum circle workshop – Peoria Community Center

SECTION 3:

Engagement Opportunities

The City of Peoria has a variety of existing facilities. Currently, the Peoria Center for the Performing Arts (PCPA) is the only City-owned facility completely dedicated to arts and culture. Other City facilities play host to events or arts related programming particularly the Peoria Municipal Complex (including City Hall and Centennial Plaza Park) and the Peoria Sports Complex.

Partnership Opportunities

In order to quickly expand the arts and engagement opportunities that the City provides, the Arts and Culture Division should seek out partnerships with other organizations with existing facilities. These existing facilities could be engaged to provide City sponsored arts and engagement opportunities without the expense of constructing a new facility.

Copper Hills Center for the Arts

Located near Sunrise Mountain and operated by the Copper Hills Church in order to benefit the community, the Copper Hills Center for the Arts provides arts access and opportunities. The location of the center provides a particularly attractive opportunity for the City to partner in order to expand its geographic footprint and therefore access for residents.



Pre-Ballet Classes at Copper Hills Center for The Arts.

SMart Center at Sunrise Mountain High School

An opportunity to collaborate with Peoria Unified School District (PUSD) to bring a variety of classes and workshops to the community, and make arts experiences more accessible to the neighboring area. The facility is also ideal for hosting events such as art exhibits, poetry slams, and community meetings. Classes can focus on a variety of genres, such as photography, ceramics, painting, drawing, as well as theatre and spoken word. Surveys of the local community can help to determine the interest level for the types of classes as well as the target audiences to be served. Teen programs and creative aging programs are two programs identified as a need through the public engagement process. Other opportunities could be public art programs to teach those interested in how to engage in the public art “call to artist” process.



Arizona Broadway Theatre

The large main stage performance space and particularly the smaller Encore Room are ideal spaces for hosting community events. Opportunities include small gatherings from concerts, comedy, spoken word, meetings, workshops, and a variety of other programming.

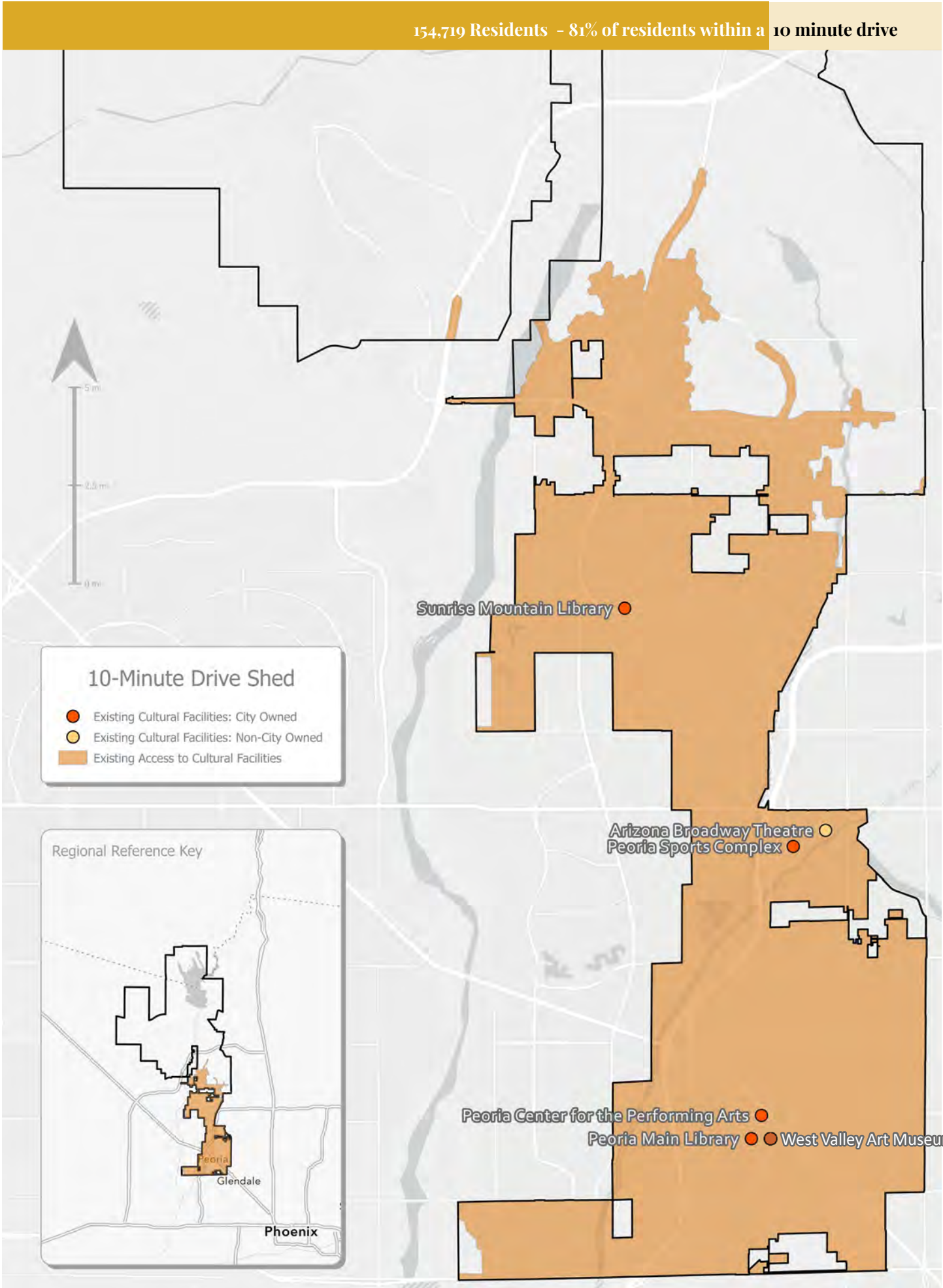
Axiom Church

Axiom Church is a valued partner in creating Second Saturdays in Old Town. The outdoor venue, along with the Driftwood Coffee patio, is central to the action, and a key element to the welcoming vibe of the events. They have also attracted many of the creatives that perform at the monthly events and make Second Saturdays a unique experience. Additional opportunities to host visual and performing arts inside the Axiom Venue, in the Axiom Yard, and on the Driftwood Patio, make this partnership important to the Old Town experience.

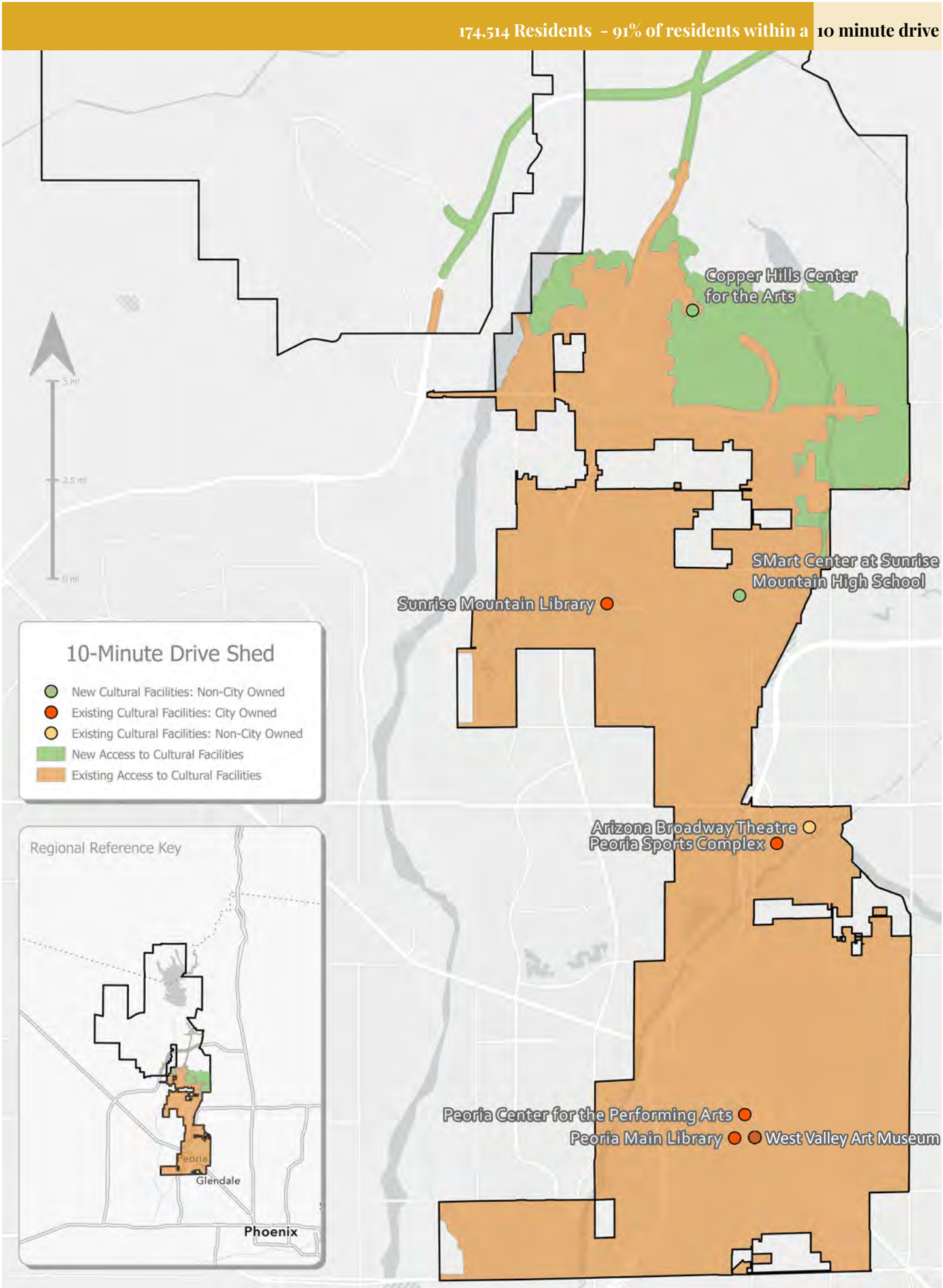


Driftwood Coffee patio. Old Town Peoria

Access to Existing City-Programmed Cultural Facilities



Access to Existing + New City-Programmed Cultural Facilities



PARTNERSHIP SPOTLIGHT

Peoria Unified School District

There is strong and lasting collaborative partnership between Peoria Unified School District (PUSD) and the City of Peoria. In the future even more opportunities to further collaborate should be explored to bring a variety of classes and workshops to the community, and make arts experiences more accessible to the Peoria residents.

A few opportunities in the future include:

- Community art classes and workshops focused on key age groups (teens, adults, community needs)
- Creative Aging art workshops
- Additional locations for the West Valley Art Museum exhibits and speaker series
- Host local or Gallery 37/Public Art type project for students
- New public art locations – permanent or temporary
- Create student-based public art program
- City hosted classes on public art processes, art grants opportunities, and other classes to educate and empower local artists



2022 Arts & Cultural Festival



Peoria Arts & Cultural Festival

The Arts & Cultural Festival is a partnership event with Peoria Unified School District that brings students' artistic talents to the forefront. In 2022, the City of Peoria and PUSD came together for the 20th year on this free event that encompassed multiple city blocks with more than 3,000 pieces of student artwork that Peoria Unified's 140 Arts Educators selected to display throughout Old Town Peoria. Band, choir, orchestra and dance performances by PUSD students were programmed throughout the day, as well as a variety of child-friendly activities, an instrument petting zoo, a unique selection of local crafters and vendors, and multiple local food trucks. This year's event also featured interactive art experiences and live music performances including those programmed through the West Valley Arts Council's Imprint Program, which celebrates cultural diversity in the Arts.

As one of Peoria's signature festivals and a key partnership with PUSD this is the perfect event to expand from a single day festival into a multi-day affair with more offerings.

Festival Possibilities Include:

- Lectures, classes, spoken work and other educational opportunities could be included throughout the festival in the spirit of its origins as a student-focused event.
- A larger local food section that provides opportunities for area restaurateurs.
- A juried art marketplace could expand opportunities for the purchase of artwork in the community. Special emphasis could be placed on Mexican-American artists, other Latino artists, Indigenous Artists in order to not only give these artists opportunities but also to make the festival a destination for those who seek out artwork by these artists.
- With a large number of makers and other crafts people in the community, a makers marketplace could be included in the festival that would focus specifically on these individuals and businesses. Since the festival takes place in Old Town this could be an opportunity to encourage the growth of business in existing spaces in Old Town. In the long term there could be incubator spaces within the area that are associated with the festival.
- Performances could be organized by Arizona Broadway Theatre, TheaterWorks and others to provide entertainment for the event.
- Special exhibitions could be organized in collaboration with the West Valley Art Museum to display artwork from their collection or to draw visitors into the gallery space.

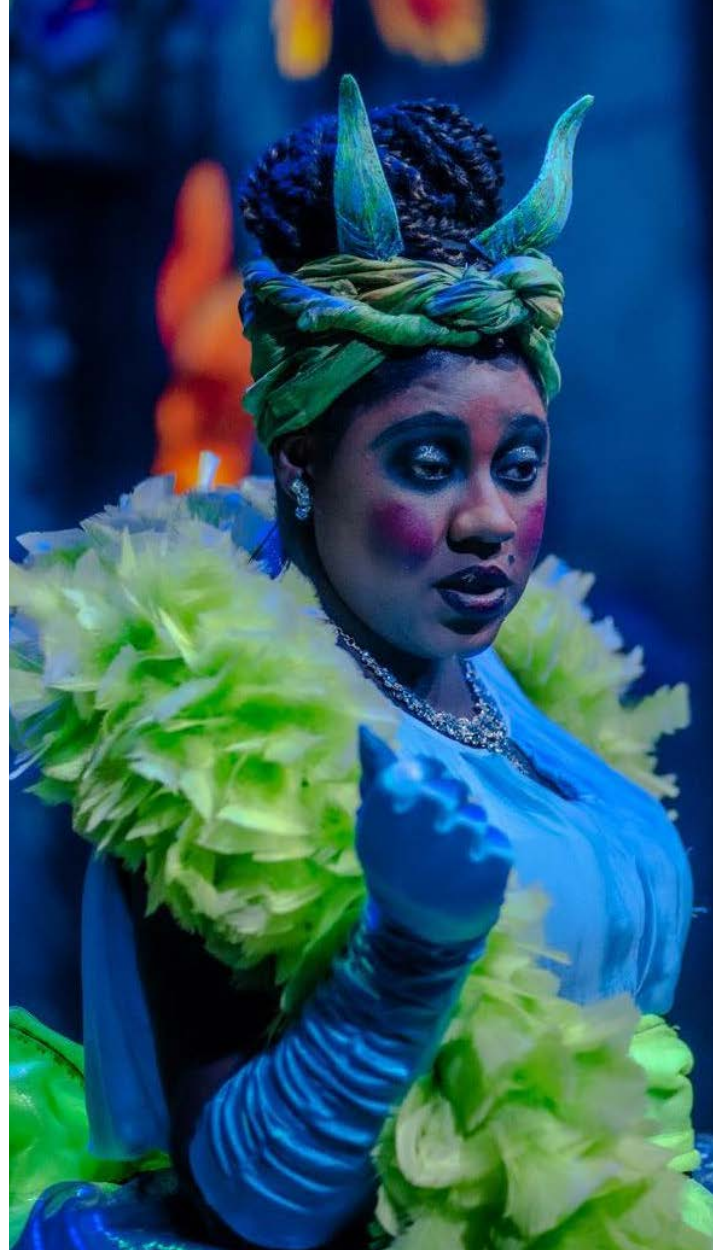
VALUED

Arizona Broadway Theatre



Arizona Broadway Theatre (ABT) is a versatile performing arts organization that focuses on a complete experience of dinner and a show. ABT produces year round Broadway style shows and concerts in two performance spaces. ABT also serves the community through their youth performance troupes, camps and classes. The large main stage performance space and the Encore Room are also available to the community for rent complete with audio/visual support and food service.

TheaterWorks



TheaterWorks is the managing tenant of the City-owned Peoria Center for the Performing Arts (PCPA). TheaterWorks produces a diverse range of programming on two stages in the PCPA: plays, musicals, camps and workshops for youth, and a variety of educational and community programs. TheaterWorks also provides support for City programming at the PCPA in the way of marketing, box office, technical, stage and house management.

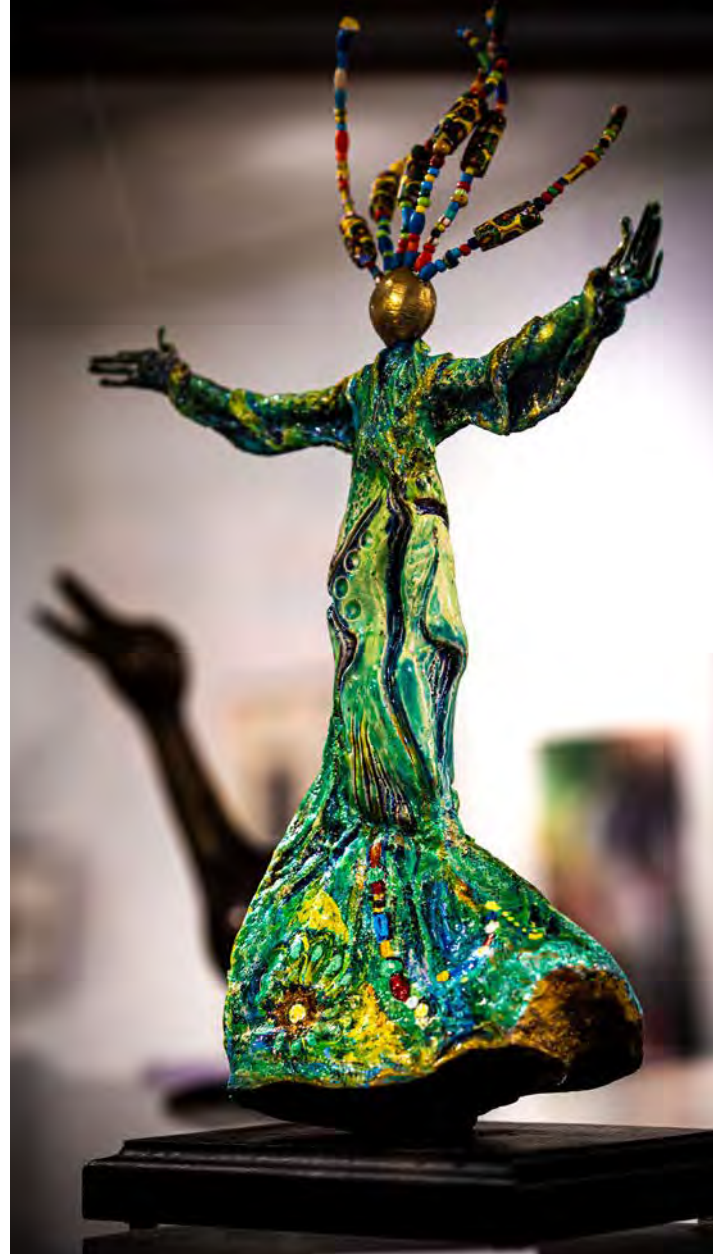
PARTNERS

West Valley Arts Council



The West Valley Arts Council serves 13 municipalities in the West Valley as an advisor, creator, and coordinator for arts programs including arts venues, grant management, arts festivals, public art, arts education, and regional arts promotion.

West Valley Art Museum



The West Valley Art Museum has partnered with the City of Peoria to display portions of the permanent collection, as well as curating a variety of exhibitions of diverse artists in the City Hall Art Gallery. The Museum's collection contains over 1,650 works that represent both Arizonans and International Artists.

CHAPTER 3

Ideas & Inspiration

Peoria is a place for possibilities. This chapter helps to share ideas and inspiration for the future of arts and culture in Peoria.



ARE
ARE
SAY (WIS)
FIRST W
THERE IS
TE. JO
BROOK. WE
LOVE HOLD
GIFT OF ALL. E
AND THEY ARE C
DREAMS HAVE C
HARD WORK IS
AND OPTIMIST
IMPORTANT WITH
OF LIFE. FAMILY IS
OTHER, WE HAVE EVERY
HOUSEHOLD. GRANDMA'S AND
ME CELEBRATE MY NINETIETH B
UNCONDITIONAL LOVE AND ACCEPT
NY AS POSSIBLE. OUR FAMILY IS BIG
AND ONE MOM FROM HAWAII. OUR F
POSITIVE AND UNDENIABLE AFFECT
UNFORTUNATELY, THE EXTENDED F
ER LEFT. SHE LIVES OUT OF STATE. T
AND PRECIOUS. WE HAVE
WE HAVE TWO SONS, ONE OF WH
UNDERSTANDING OF DIFFERENCES
YOUNGEST GIVES OUR FAMILY A
WE ARE DIFFERENT, BUT ON
WITH CREATIVITY AND
LIVER CANCER. MY ELI
LIVER TRANSPLANT BY
WAS THE LIVER DON

SECTION 1:

Next 10

As the Peoria arts and culture program looks towards the next 10 years, the following ideas are intended to excite and inspire where the program goes from here. These ideas should serve as inspiration but will not necessarily be implemented as conceptualized.

Idea 1:

83rd Cultural Corridor

The 83rd Avenue corridor in Peoria is home to several of the most prominent cultural and entertainment venues in Peoria. Nodes of activity currently exist around Old Town Peoria and the P83 district that are separated by around four miles.

The 83rd Cultural Corridor would be an attempt to connect the two main nodes of activity along 83rd Avenue physically and in the minds of residents and visitors. Solidification of the corridor would be a multi-pronged effort that would include public art, physical infrastructure, enhancing existing partnerships and facilities, potential new facilities, various opportunities to connect the community to a variety of arts experiences.

Potential Corridor Improvements

Multi Use Path

A shared use path along one side of 83rd Avenue would enhance connectivity for residents and visitors along this corridor. This is particularly important for visitors and potential future hotel development connected to the Peoria Sports Complex in the corridor. A key benefit would be the connection to the large regional trail system near P83. Additional connections could be made including connecting 77th Avenue to the Skunk Creek Trail, bridge or separated bike signals over Grand Avenue, and a grade separated connection to Pioneer Community Park.

Valley Metro Shelters

There are existing decorative transit shelters for Valley Metro on the West Side of 83rd Avenue. When the useful life of these shelters is reached, additional shelters that feature public art should be installed including on the East Side of 83rd Avenue as well.

Public Art Opportunities

Venues

- | | | |
|----------------------------|---|--|
| • Arizona Broadway Theatre | • Peoria Center for the Performing Arts | • SMart Center at Sunrise Mountain High School |
| • Skunk Creek Trailhead | • Peoria High School | • Old Town Pavilion (New) |
| • Wacker Park | • Peoria Sports Complex | • West Valley Art Museum (New) |
| • Windrose Park | • Arizona Broadway Theatre | • Immersive Experiential Venue (New) |
| • Peoria High School | • City Hall | |

Idea 2:

Immersive Experiential Venue

The COVID-19 pandemic ushered in a period of experimentation for TheaterWorks as part of its long running partnership with the City of Peoria at their home in the Peoria Center for the Performing Arts (PCPA). Without the ability to host typical at-capacity crowds, TheaterWorks pivoted to an immersive experiential show titled ‘Curiouser & Curiouser’, which brought groups of 10 through an interactive show that took place in numerous spaces throughout the PCPA. The success of this show was resounding and a large percentage of attendees were not only new to the PCPA but they were younger on average.

The success of ‘Curiouser’ coupled with the ongoing success of immersive venues like Meow Wolf suggests that there would be an appetite for an immersive theater in Peoria that would serve the entire Phoenix Metro. Locating this venue along the 83rd Cultural Corridor would not only reinforce the concept but would also drive additional tourism and development to the area.

Rather than being directly developed by the City any proposed venue should be a partnership between TheaterWorks or other interested parties and the City. An existing vacant building or strip center along 83rd Avenue would be ideal for the venue.



Idea 3:

Art at Sunrise

The area around Peoria is known throughout the country for its impressive hiking that is highly accessible to visitors and residents alike. Though not as well known as Camelback or Piestewa, Sunrise Mountain Preserve offers many view-sheds with great scenery and easy access. Working with Parks and Recreation, and State or Federal partners as needed, the City of Peoria should develop a human-scale landmark piece of public art at a picturesque point. This public art would serve as a beacon for hikers, encouraging physical activity and becoming the backdrop for photos and easily shareable. This placemaking feature would drive traffic to the trail and to Peoria in general.



Spire by Andy Goldsworthy, Golden Gate NP. Photo by Doc Miles

Idea 4:

Artist & Maker Database

Through a yearly Request For Information (RFI) the City of Peoria could solicit submissions to a newly created Peoria Artist & Maker Database. This database would house information for artists, artisans, craftspeople, and makers that live or work in the City. This would allow easier access from local residents and businesses to artworks created in Peoria. If there was additional interest from other West Valley communities this could be administered by the West Valley Arts Council and include artists and makers throughout the entire West Valley.



Idea 5:

Regional Cultural Hubs

In the future, additional city facilities should be built with a strong focus on the arts including classroom space and facilities, black box performance space that can double as a rental facility, outdoor meeting spaces, public art and more. In advance of the construction of these type of facilities the City should partner with Copper Hills Center for the Arts, Peoria Unified School District, and other organizations to provide free or low-cost opportunities to residents throughout the community in areas that lack existing facilities. In addition, outdoor arts focused opportunities could be provided during appropriate seasons.

The 2014 Community Service Master Plan calls for significant investments in building out community infrastructure in Peoria. This resulted in the construction of the recently opened Paloma Community Park which opened to rave reviews in the midst of the COVID-19 pandemic. Additional investments in Peoria are part of existing plans including a potential recreation or community center, pool, and library with suggestions to co-locate these facilities on one site.

Related Recommendations from the Community Services Master Plan

- Recreation or Community Center north of Bell Road (2.1.01c Community Services Master Plan)
- Pool north of Deer Valley Road (2.1.01d Community Services Master Plan)
- Co-location or joint use of a future library/community/recreation center & pool (2.1.12 Community Services Master Plan)



Classroom at Copper Hills Center for the Arts.

Idea 6:

Peoria Water Art Trail

Lake Pleasant is one of the largest assets and best opportunities in the City of Peoria. By using public art to create a physical connection between the lake and the core of North Peoria the 'Water Art Trail' will help connect the identity of Peoria to Lake Pleasant.

The art trail would connect the Lake Pleasant Parkway and Beardsley Road trails from Park Ridge, Sunrise, Camino a Lago, and Deer Village Parks.



Idea 7:

Indigenous Celebration

Hohokam culture is currently celebrated through historic interpretation in Peoria as part of the Palo Verde ruin. Opportunities exist to not only educate on and celebrate historic indigenous culture but also to connect today's Peorians with contemporary Native American art, artists, and culture. Partnerships or grant opportunities should be pursued with local Indigenous and tribal organizations such as the Tohono O'odham Nation. Programming could be incorporated into existing events such as Somos Peoria.

The City could take a multifaceted approach with opportunities such as the following:

- Lecture Series
- Native Focused Art Fair
- Commission Native Contemporary Artists



Indigenous Hoop Performer

Idea 8:

Food Incubation Program & Culinary Arts

Oft-repeated by survey respondents, in one-on-one discussions, and in focus groups is a desire for more local food choices in Peoria. The Peoria Food Incubation Program would be a multifaceted approach to addressing the issue as well as furthering economic development efforts in Peoria. The existing partnership with Local First AZ and Devour Culinary Festival presents an opportunity to connect food incubation to existing partnerships. The program would also be an economic driver by creating new local businesses that draw residents and tourists alike.

Food Incubators function much like other business or tech programs, giving education, advice, resources, and physical space to those who are looking to build a successful company. Currently there is no comprehensive food incubation program in the region leaving a particular opportunity for Peoria to be a leader. This growing national movement has shown much success and there are many opportunities to learn from other communities.

The Program as envisioned would out of necessity be collaborative involving the Economic Development and Planning Departments as well as potential outside collaborators such as the J. Orin Edson Entrepreneurship + Innovation Institute at ASU.

- | | |
|--|---|
| Components of the Program would include: | Shared Commercial-grade Kitchen including: |
| <ul style="list-style-type: none">• City Policy Local Preference for Food Vendors• Educational Opportunities• Mentorship and Advice• Partnerships with SBA Lenders• Pop-Up Spaces• Facilities• Food Truck Commissary including<ul style="list-style-type: none">• Secured Food Truck Storage• Electrical hook-up• Access to commercial kitchen | <ul style="list-style-type: none">• Walk-in freezer and cooler space• Dry storage bay• Ample prep space• Drive-in access for food trucks• Food truck parking and electrical hook-up |



U.S. KITCHEN INCUBATORS BEST PRACTICES

Leaders in the shared kitchen industry serve as inclusive economic engines, creating environments for entrepreneurs to build wealth, create jobs and bolster the local community. While the industry has yet to develop formal standards and regulations, there is a core set of best practices employed by industry leaders:

- Provide ongoing regulatory, operational, and business management support and curriculum to build entrepreneur capacity – at start-up, second-stage growth, and beyond. This includes formal and informal coaching on go-to-market strategies, product development, branding, and sales and distribution support.
- Establish a clear culture of economic inclusion, often beginning with directed recruitment, screening, and interviewing of women, minority, and refugee entrepreneurs.
- Curate a member mix with an eye toward collaboration, mutual respect, cross-pollination, and product diversity for a sustainable operation and maximum benefit to the food community being built.
- Offer accessible, sliding scale pricing that transitions alongside the growth of the business until they reach market parity.
- Help entrepreneurs achieve scale by cultivating relationships along the food value chain, from suppliers, to skilled labor, to sales channel partners.
- Develop a supportive network and community of support beyond the walls of the kitchen facility. Bring in experienced mentors including industry experts, regulators, consultants, institutional and funder contacts. Build industry as well as community networks.

Idea 9:

Multi-Use Arts Facility

A new multi-use arts facility could house art galleries, classes, performances, additional library services, and more. The West Valley Arts Museum could be a key partner and utilize space within the facility for exhibitions and housing storage and displaying the permanent collection. This facility would be highly accessible for programming and to the public. The facility would have high visibility and be open to the public on nights and weekends.



Idea 10:

Busking in Peoria

Street performance or busking is the act of performing in public places for gratuities. Street Performers enliven the atmosphere and help create a sense of place. A City program to draw and compensate street performers for setting up at specific locations and events could create accidental opportunities for residents to experience the arts. Possible locations could include Old Town, P83 Entertainment District, or ParkWest.

Opportunities Include:

- Street Fairs & Festivals
- Farmers Markets
- Community Parks
- Trails
- Spring Training



Local Musician in Old Town Peoria

SECTION 2:

Community Character Framework

Peoria has a variety of diverse neighborhoods and landscapes that are represented by the Community Character Framework. The framework includes five unique design inspiration sections that can be used by artists to gain insight when creating pieces for Peoria. Accompanying each are geographic focus areas for each pallet. These should be used as a guideline for the types of artwork that will naturally fit in each area.

DESERT

No natural feature defines Peoria more than its desert landscape.



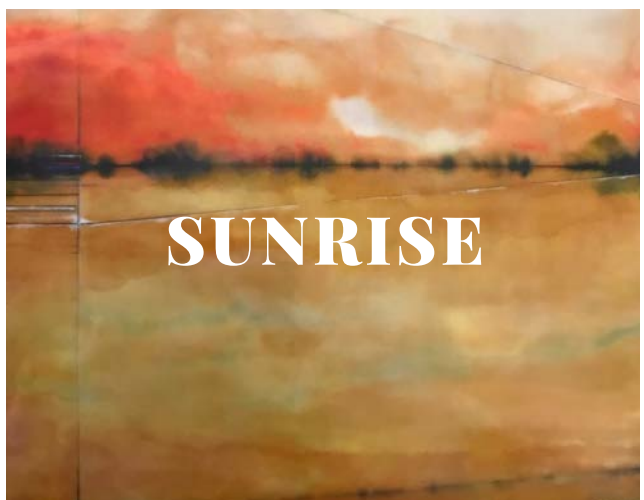
PETROGLYPH



STARGAZING



SAGUARO



SUNRISE



SONORAN



PALO VERDE

Key Geographic Opportunities

North of Bell Road, Lake Pleasant, River/Wash Trails

HERITAGE

The heritage of Peoria is rich in diversity and full of vibrant stories.



Key Geographic Opportunities

Old Town, P83, South of Bell Road

WATER

Peoria is defined by its relationship with water, the lifeblood of the community.



OASIS



NEW RIVER



**LAKE
PLEASANT**



KAYAKING



FISHING



**SKUNK
CREEK**

Key Geographic Opportunities
North of Bell Road, Lake Pleasant, River/Wash Trails

VIBRANT

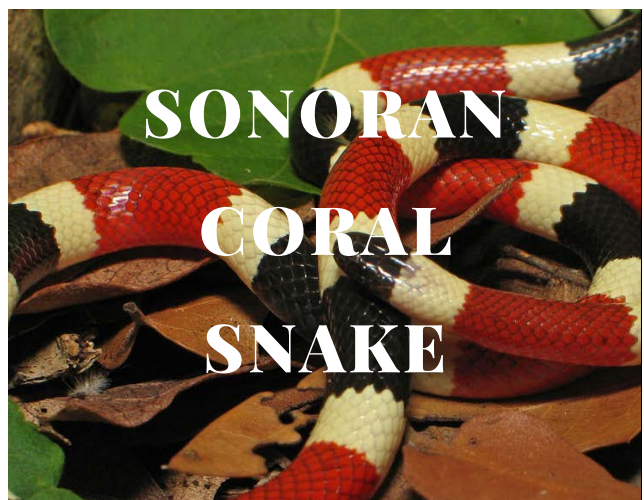
Dynamic energy is abound in Peoria.



Key Geographic Opportunities
Old Town, P83, South of Happy Valley Road

NATURE

The landscape of Peoria is teaming with amazing natural life.



Key Geographic Opportunities

Lake Pleasant, River/Wash Trails, Community & Neighborhood Parks

CHAPTER 4

Action Plan

The following action plan has been developed to help guide the City of Peoria's Arts and Events activities and is meant to be updated annually. For FY-2023, the Work Plan will focus on Action Items that could be taken to address proposed projects and tasks established in the 2022 Arts and Culture Plan. The proposed project and tasks are connected to the priorities as outlined within the plan.



SECTION 1:

10 Year Action Plan

Summary

In order to understand the best way to appropriately and efficiently execute the Arts and Culture Plan all proposed actions from the plan have been compiled on the following pages.

PUBLIC ART

Proposed	Description
Neighborhood Parks Public Art Initiative (Geographic Strategy)	Described in “Proposed for FY-23 Section”
Utility Box Art Wrap Program	Annual program as described in “Proposed for FY-23 Section”
In Flux - Temporary Art	Annual program as described in “Proposed for FY-23 Section”
Paloma Community Park Public Art (Geographic Strategy)	Described in “Proposed for FY-23 Section”
Ramada Artwork Initiative (Geographic Strategy)	Described in “Proposed for FY-23 Section”
Gallery 37 Mural Program	Annual program as described in “Proposed for FY-23 Section”
Functional Public Art in Parks (Geographic Strategy)	Function Public Art concentrated in or near parks could include sunshades, bike racks, and more.
Calderwood Butte (Geographic Strategy)	Work by indigenous artists that celebrates the culture and history of the indigenous people on this site
Pioneer Community Park Dog Park Artwork (Geographic Strategy)	Smaller scale artwork that celebrates the dog park
Agua Fria Multi-Use Path Artwork (Geographic Strategy)	Large scale public art along Agua Fria Multi-Use Path
Art at Sunrise (Idea 3: Next 10)	Artwork that is sensitive to the natural surrounding and encourages hiking and physical activity
Peoria Water Art Trail (Idea 6: Next 10)	Public art that creates a physical connection between the lake and the core of North Peoria
New River Trail Artwork (Geographic Strategy)	Large scale public art along trails
83rd Avenue Cultural Corridor Public Art (Idea 1: Next 10)	To install public art along 83rd Avenue
Skunk Creek Trail Artwork (Geographic Strategy)	Large scale public art along Skunk Creek Trail
Nature Art at Pioneer Community Park (Geographic Strategy)	Interpretive nature inspired public art around Pioneer Community Park

NEW FACILITIES

Proposed	Description
Immersive Experiential Venue (Idea 2: Next 10)	Would necessitate large-scale community conversations as well as public private partnerships.
Old Town Pavilion	This facility would support a Farmer's Market and Festival Venue would be covered and constructed somewhere in Old Town.
Food Incubator Hub (Idea 8: Next 10)	Would necessitate large-scale community conversations as well as public private partnerships.
Multi-Use Arts Facility (Idea 9: Next 10)	Would necessitate large-scale community conversations as well as public private partnerships.
Regional Cultural Hubs (Idea 5: Next 10)	Would necessitate large-scale community conversations as well as coordination with Parks and Recreation.

OTHER INITIATIVES

Proposed	Description
Busking in Peoria (Idea 10: Next 10)	Direct support for buskers, particularly at public events like Second Saturday.
Copper Hills Art Center Partnership	Direct support for free programming at the center that is available for Peoria residents at low or no cost.
Smart Center at Sunrise Mountain High School Partnership	Direct support for free programming at the center that is available for Peoria residents at low or no cost.
Arts Grant Program	Annual program and continue existing program
Mayor's Student Art Award	Annual program and continue existing program
83rd Avenue Cultural Corridor Branding (Idea 1: Next 10)	Many of the components of the 83rd Avenue Cultural Corridor already exist, therefore a branding and marketing strategy should be undertaken to begin moving forward.
Artist & Maker Database (Idea 4: Next 10)	Artists and makers could submit to join the database via RFQ. Staff time would be needed for administration.
Pop-up Makers Space	Utilize existing spaces to create pop-up makers space.

NEW EVENTS

Proposed	Description
Interactive Public Art Festival	An interactive public art festival would combine the longstanding public art work of the City of Peoria with the City's long track record of producing successful events.
Expanded Arts & Cultural Festival	Expanding the existing Arts & Cultural Festival, which is student focused, to a multi-day event that has more arts opportunities.
Signature Food Festival	Intended to draw residents and visitors and create an opportunities to draw restaurants and vendors to Peoria. This effort would build upon the successful hosting of Devour the World in February 2020

SECTION 2:

FY-23 Work Plan

This work plan should be evaluated and updated annually with the guidance and input from the Arts Commission, Mayor and Council, and staff. The resources to implement the work plan are articulated in the annual budget process and approved by Council.

PUBLIC ART IMPLEMENTATION

Overall Proposed Budget: \$75,000

Project 1: Neighborhood Parks Public Art Initiative (Ongoing Yearly)

Proposed FY-23 Budget: \$50,000

Connection to Plan: Geographic Strategy, Priorities 1, 2

Project Narrative: Key to Priority 1 (ensuring geographic distribution of arts and culture) is the Neighborhood Parks Public Art Initiative. This initiative will add public art to parks throughout Peoria, ensuring that public art is within reach of all Peorians. In the short term, new artwork should be added to parks north of Deer Valley Road such as Palo Verde, West Wing, Sonoran Mountain Ranch, Alta Vista, or Liberty Parks.

Following an initial implementation of several pieces in the previously mentioned parks, a long term goal should be to implement a permanent piece of public art in every neighborhood park.

Project 2: Utility Box Art Wrap Program

Proposed FY23 Budget: \$10,000

Connection to Plan: Geographic Strategy, Priorities 1, 2, 5

Project Narrative: In an effort to beautify the streetscape throughout the community, the City implemented a utility box program in 2020. The initial pilot program that started with artwork in four locations that was designed by members of the community. In 2021 artwork was added to an additional eleven utility boxes. This program has been an exciting opportunity to work with local and emerging artists and to expand the geography of public art in Peoria. This program will continue in FY-23.

Project 3: In Flux

Proposed FY23 Budget: \$15,000

Connection to Plan: Programmatic Strategy, Priorities 1, 2, 5

Project Narrative: Peoria collaborates with other valley cities to support emerging and established artists through the temporary art program IN FLUX. The two libraries receive a new sculpture each spring through the program. This will continue in FY-23.

OTHER INITIATIVES

Overall Proposed Budget: \$82,000

Initiative 1: Busking in Peoria

Proposed FY-23 Budget: \$5,000

Connection to Plan: Next 10, Priorities 2, 5, 6

Project Narrative: Street performance or busking is the act of performing in public places for gratuities. Street Performers enliven the atmosphere and help create a sense of place. A City program to draw and compensate street performers for setting up at specific locations and events would create accidental opportunities for residents to experience the arts.

In FY-23 the City will develop the program, program materials, and solicit buskers for events such as Second Saturday, Spring Training, and other festivals and highly trafficked days or events.

Initiative 2: Arts Grant Program

Proposed FY-23 Budget: \$75,000

Connection to Plan: Programmatic Strategy, Priorities 1, 2, 5

Project Narrative: The City will continue the Arts Grant program and will consider altering the criteria yearly to meet City strategic goals as well as the program priorities.

Initiative 3: Mayor and Council Young Artists Program

Proposed FY-23 Budget: \$2,000

Connection to Plan: Programmatic Strategy, Priorities 2

Project Narrative: The Mayor's Student Art Awards was established as a partnership with Peoria Unified School District in January 2016. This program highlights student artwork from the district's elementary schools twice a year in a month-long exhibit at City Hall. The exhibit culminates in an awards presentation at a City Council meeting and dinner for the participants and their families, along with receiving a certificate and their framed artwork.

NEW EVENTS

Overall Proposed Budget: \$150,000

Event 1: Interactive Public Art Festival

Proposed FY-23 Budget: \$150,000

Connection to Plan: Programmatic Strategies, Priorities 1, 2, 6

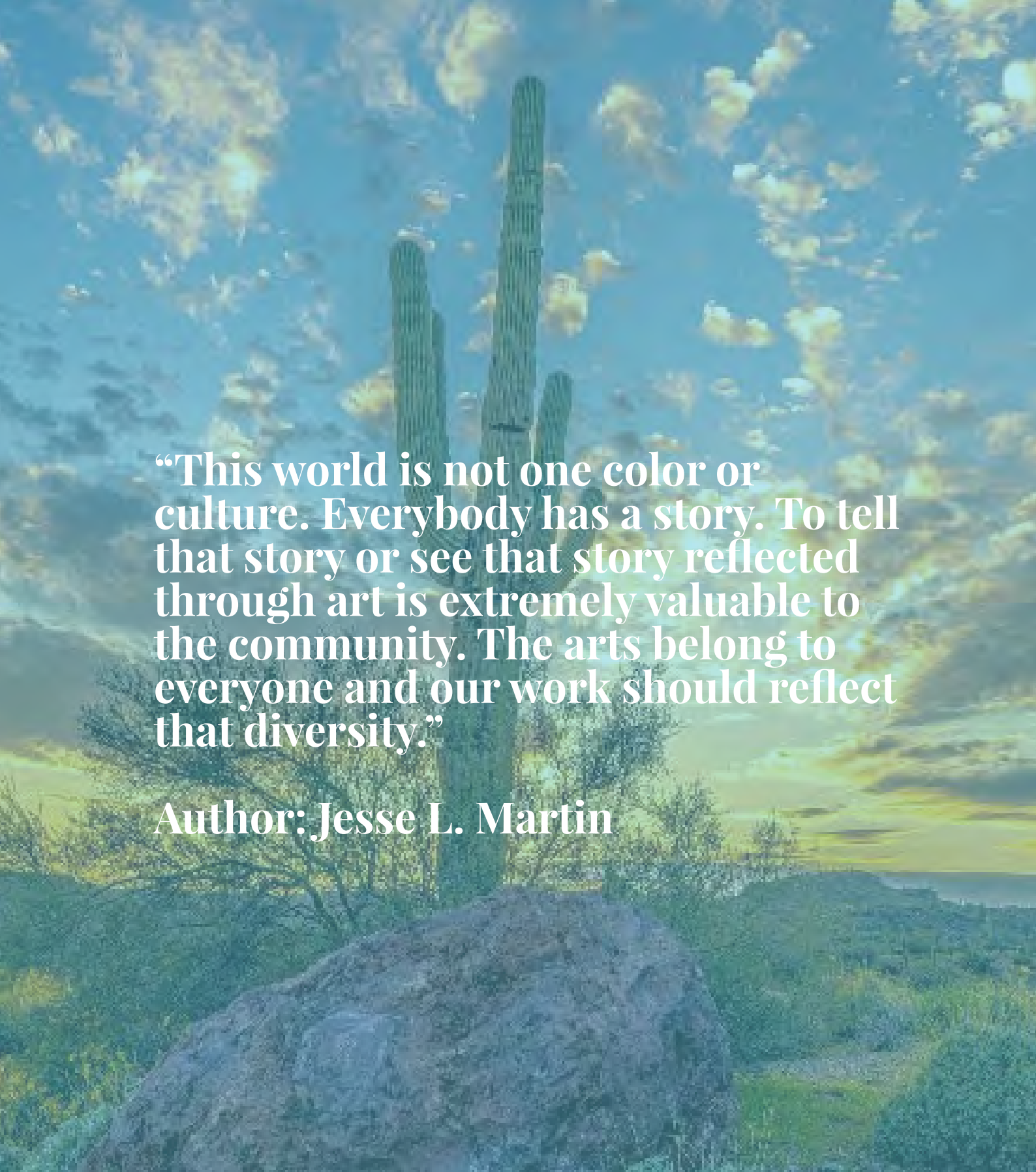
Project Narrative: An interactive public art festival would combine the longstanding public art work of the City of Peoria with the City's long track record of producing successful events. The proposed festival would aim to draw Peoria residents as well as visitors from around Maricopa County and beyond.

As envisioned for the initial season, the festival would occur in Spring and feature a month-long series of Installations, events, lectures, classes, and more. The festival would feature large-scale installations throughout Peoria to be geographically diverse and create destinations throughout the city.

Each of the main sites would feature a large-scale temporary public art installation that would be in place for the entire month. Events would be produced throughout the month to engage the community. Artists for the installations could be selected via an open Call for Artists or direct selected based on the needs of the City.

Temporary Installation Possibilities:

- Large-scale Lit Interactive Pieces
- Temporary Mural Park
- Playable Public Art



“This world is not one color or culture. Everybody has a story. To tell that story or see that story reflected through art is extremely valuable to the community. The arts belong to everyone and our work should reflect that diversity.”

Author: Jesse L. Martin

