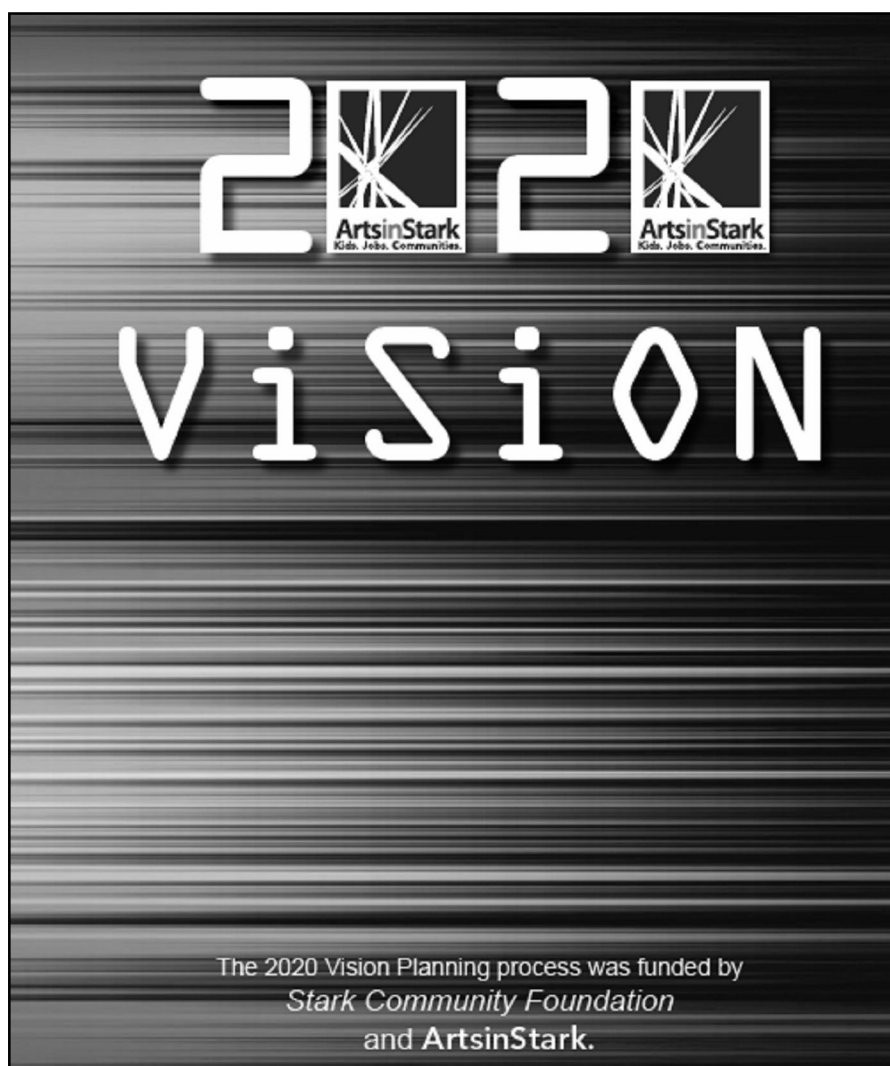


20/20 Vision Public Art (one of ten plans released on March 20, 2012)



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20/20 Vision

Executive Summary

THE PLANS - A year ago we “blasted off” 20/20 Vision --- the ten year plan for arts and economic development. On March 20, 2012 we unveil the first ten plans. There are five community plans, and five county-wide plans. All are ten year plans, except for Innovation, which was meant to be a five year plan. The plans are, in the order they were presented at the unveiling:

1. Louisville
2. Education
3. Minerva
4. Artists
5. Jackson
6. Tourism
7. Alliance
8. Public Art
9. Massillon
10. Innovation

HIGHLIGHTS: When 20/20 Vision is completed we will have:

- Three blocks of historic buildings in downtown **Louisville** fully-occupied with cultural spaces, offices, and specialty retail.
- Arts and academics integrated in the majority of our school systems with **test scores “going through the roof.”**
- More than **75,000** tourists coming to experience the **“The Main Crossing”** project in Alliance.
- The **historic “Market Street”** project in downtown Minerva 95% filled with cultural spaces, offices, and shops.
- **“The Eleven”** - a monumental series of public art works celebrating the eleven greatest moments in professional football.
- A county wide Public Art Program with more than **350** new pieces of public art.
- The “town center” in Jackson transformed into an ongoing **celebration of Jackson history.**
- The **“Do the Loop”** marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and the Cultural Center/Arts District attracting **150,000** visitors a year.
- **Stark County artists** recognized for their public art commissions in cities across the nation.
- More than **50,000** visitors experiencing the attractions of the **QuARTer** art and retail project in downtown Massillon.
- And, finally, a Stark County that is recognized nationally as one of the **10 most innovative places in America.**

We invite you to read on and see how we’re going to do it.

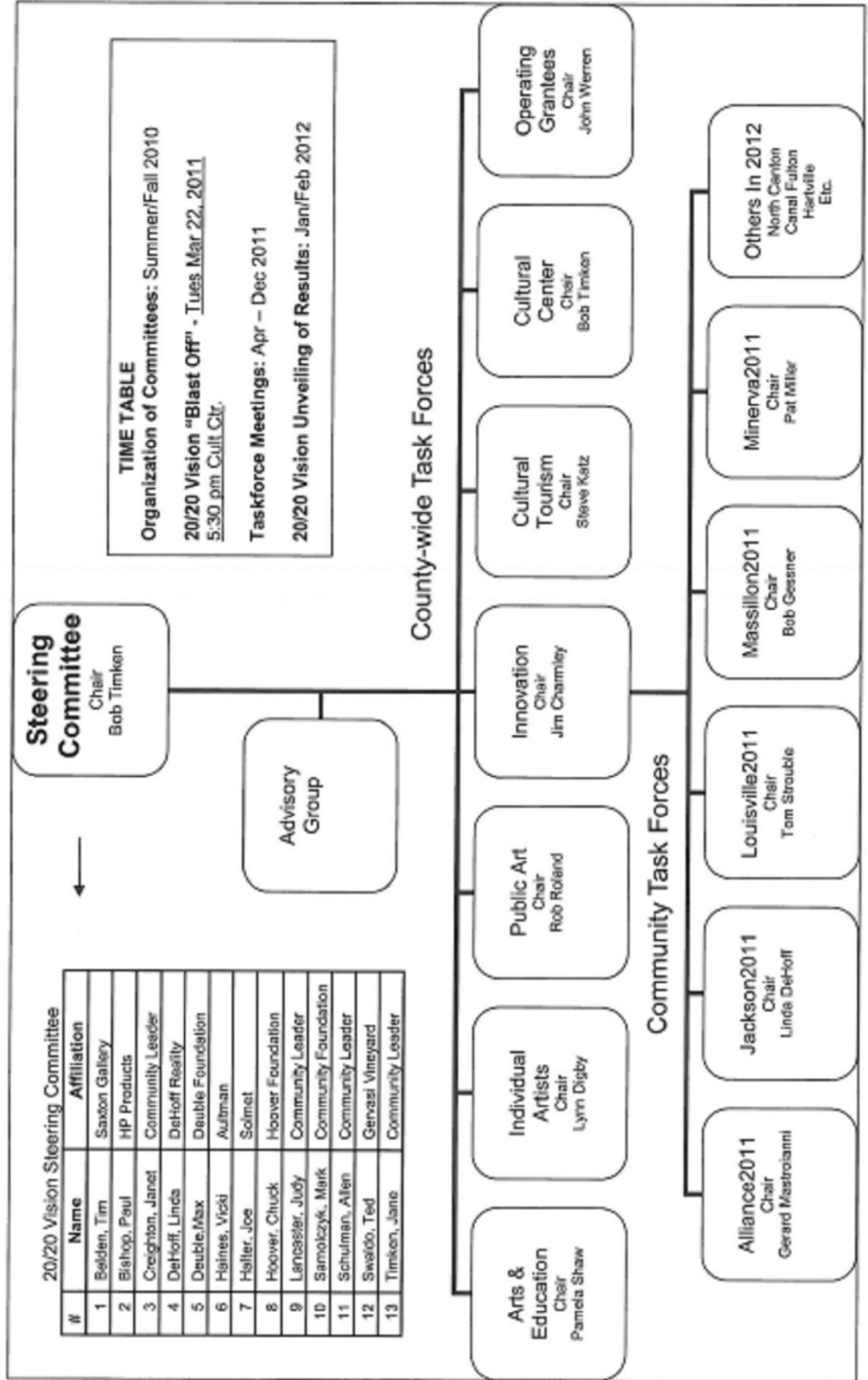
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community Foundation and ArtsinStark. The Steering Committee, which reviewed the first ten plans coming from our Task Forces, was made up of the following people.

| | Name | Notes |
|----|------------------|----------------------|
| 1 | Belden, Tim | Saxton Gallery |
| 2 | Bishop, Paul | HP Products |
| 3 | Creighton, Janet | County Commissioner |
| 4 | DeHoff, Linda | DeHoff Realtors |
| 5 | Deuble,Max | Deuble Foundation |
| 6 | Haines, Vicki | Aultman |
| 7 | Halter, Joe | Solmet |
| 8 | Hoover, Chuck | Hoover Foundation |
| 9 | Lancaster, Judy | Lawyer |
| 10 | Samolczyk, Mark | Community Foundation |
| 11 | Schulman, Allen | Community Leader |
| 12 | Swaldo, Ted | Gervasi Vineyard |
| 14 | Timken, Bob | Chair |
| 13 | Timken, Jane | Community Leader |

THE PLAN IS BEING RELEASED NOW - We have twelve 20/20 Vision Task Forces that started their work one year ago. Ten of their plans are in this document. Because of the complexity involved, we will be releasing the plans for two Task Forces next fall. They are: 20/20 Vision Cultural Center, and 20/20 Vision Operating Grantees (the seven largest arts organizations in Stark County).

20/20 Vision
 10-year plan for arts and economic development in Stark County
 Funded by ArtsInStark and Stark Community Foundation

11/21/11



20/20 Vision Public Art

THE CHALLENGE – Over the past five years we have installed 43 new pieces of Public Art in the Canton Arts District. Each was done one at a time through funding provided primarily by the private sector. We now want to find a way to have the annual funding in place from a variety of sources to support ongoing Public Art projects, big and small, all across the county.

THE PROCESS - Rob Roland chaired a task force of eleven community members. They met for a year to help ArtsinStark design a 10-year plan for establishing a county-wide public art program with the funding, strategies, and staffing necessary to succeed. Our long term goal is to have funding from: 1) private sector sponsorships, 2) local government support, and 3) a Public Art Endowment.

THE TASK FORCE - was made up of the following people.

| | LName | FName | Notes |
|----|-------------|---------|---------------------------------|
| 1 | Albacete | Al | Dir: Canton Museum of Art |
| 2 | Becker | Ron | CEO: Hilscher-Clarke |
| 3 | Belden | Tim | Owner: Saxton Gallery |
| 4 | Boatright | Vicki | Artist |
| 5 | Buckohr | Patrick | Artist |
| 6 | Butterworth | Mark | Hoover Fndn/Canton City Council |
| 7 | Creighton | Janet | County Commissioner |
| 8 | Day | Jeff | Sol Harris Day Architect |
| 9 | Gill | Mike | Director: SID |
| 10 | Roland | Rob | Attorney: Day Ketterer |
| 11 | Strauss | John | Furniture artist |



YEAR ONE – For the first twelve months we want to:

- 1) Start developing alternative models of legislation for funding public art.
- 2) Continue doing small to medium size public art projects across the county.
- 3) Put in place a plan for hosting a series of major works of public art.
- 4) Set up a Public Art Working Committee to develop a prototype plan for just one community.
- 5) Go after regional and federal grants, and creative partnerships of all kinds: sponsorships, rentals, donations, etc.

THE PHILOSOPHY – We want public art to celebrate what is unique about Stark County. We want our public art to be of the highest possible quality. We want our public art to attract tourists. We want professional staff to oversee the selection, creation, and installation of public art here. Finally, we want to be able to maintain and repair our public art collection.

STRATEGY - 20/20 Vision Public Art is a ten year plan. When completed, we will have:

- 1) A public art budget in Stark County of at least \$200,000 annually.
- 2) 300 new small-to-medium size pieces installed across the county --- and at least six major works of public art as well.
- 3) Art funding legislation passed by county government and at least two community governments that supports public art.
- 4) Stark County artists being recognized for the outstanding public art commissions they are doing in other cities all across America.

**20/20 Vision Public Art
Plan Chart**

| Year One - first 12 months | | Notes | Risk |
|-----------------------------------|---|---|-------------|
| 1 | Advocacy: Plan | Develop alternative legislation strategies | Low |
| 2 | Public Art: Explore small and large projs | All across Stark County | Low |
| 3 | Partner: Find political partner(s) | (County. Cities. Towns) open to art legislation | High |
| 4 | Consider creative partnerships | Donations, temporary rentals | Medium |
| 5 | Explore Public Art working committee | To create models for one community | Medium |
| 6 | Grants: explore regional and fed grants | Go on public art funding fishing expedition | High |

| Year Two - second 12 months | | Notes | Risk |
|------------------------------------|----------------------------------|--|-------------|
| 1 | Training: Artists | Host workshops on getting national commissions | Low |
| 2 | Public Art: Countywide small | Continue projects to keep momentum going | Medium |
| 3 | Grants: Obtain one reg/fed grant | Find local match for public art project | High |
| 4 | Advocacy: Plan | Decide on primary test case for legislation | High |
| 5 | Plan: Create public art plan | Make focus celebrating history of Stark County | Low |
| 6 | Public Art: Countywide big | Install one big work (\$150,000) | High |

| Years Three thru Five - 36 months | | Notes | Risk |
|--|--------------------------------------|---|-------------|
| 1 | Training: Artists | Help 3 artists get national commissions (3 yrs) | Low |
| 2 | Public Art: Countywide | Continue projects to keep momentum going (3 yrs) | Medium |
| 3 | Endowment: Kick off | Begin building \$1 million pub art endow (3 yrs) | High |
| 4 | Grants: Obtain 2 more reg/fed grants | Find local match for each of these (3 yrs) | High |
| 5 | Advocacy: Plan | Begin marketing strategy for legislation(s) (3 yrs) | High |
| 7 | Public Art: Countywide big | Install two big works (\$150,000 each) (3 yrs) | Low |

| Years Six thru Nine - 48 months | | Notes | Risk |
|--|--------------------------------------|--|-------------|
| 1 | Training: Artists | Help 4 artists get national commissions (4 yrs) | Low |
| 2 | Public Art: Countywide | Continue projects (4 yrs) | Medium |
| 3 | Staffing: hire part time coordinator | To run small/large projs & apply for funding (4 yrs) | Medium |
| 4 | Grants: Obtain 2 more reg/fed grants | Find local match for each of these (4 yrs) | High |
| 5 | Advocacy: Plan | Take one local levy or issue to vote (4 yrs) | High |
| 6 | Marketing: County wide "brochure" | Paper/online -- build case for a legislation (4 yrs) | Low |
| 7 | Public Art: Countywide big | Install three big works (\$150,000 each) (4 yrs) | High |

| Year Ten - 12 months | | Notes | Risk |
|-----------------------------|--------------------------------------|--|-------------|
| 1 | Funding: \$200,000 annual budget | 1/3 Sponsors, 1/3 Endow, 1/3 legislation(s) | High |
| 2 | Public Art: small to medium projects | At least 300 new pieces spread across the county | Medium |
| 3 | Advocacy: Legislations passed | County and two other cities at least | High |
| 4 | Public Art: big projects | At least five major pieces are done | High |

