

**Problem Statement**

A Public Art Strategic Plan is needed to address requests for public art and to provide a context for decisionmaking to affect Administration approval of Arts Board recommendations.

Logic Model Diagram:  
ABQ Public Art Program Strategic Plan

**Goal**

To provide a "road map" for Arts Board and Public Art staff to accomplish projects over the next 12-18 months.

**Long-Term Outcomes**

Public Art Enhances the environment (urban landscape) of the city - adds to sense of identity. Engages the public who has a stronger sense of ownership in public art in Albuquerque. The intrinsic value of the Public Art Collection is enhanced/increased. Public feels that the Public Art Program is responsive to public input and ideas.

**Rationales**

Our mission is to enhance our community through exceptional public art by embracing a transparent process that reflects the diversity and interests of Albuquerque.

Many Departments, including the Mayor's, have been developing plans that include opportunities for public art.

Public Art funds must be spent by GO Bond purpose, which limits uses of some funds while others are more flexible (see budget).

There are currently many more requests for funds, including the Arts Board ideas, than the amount of funds that are available.

We have over 800 artworks and need to be more selective and curatorial on future acquisitions.

**Assumptions**

Highest priority should be given to plans that have included lots of public participation and/or have high levels of commitment from pertinent departments.

There is a need to save money for big, high profile art projects while also responding to organized requests that can happen "quickly".

There will always be new requests for public art and hopefully (with voter approval) new public art money, every two years.

A large amount of funds for a monumental project could be augmented by fund raising or a special GO Bond request.

**Resources**

1% for Art Funds by Bond Purpose.

Four staff at about 57% = 4740 hrs. p/yr.

An average of 9 Arts Board members = 864 volunteer hours p/yr.

Supportive interdepartmental relationships.

Other external Arts Organizations that help out the Public Art Program (i.e. Harwood, 516 Arts, Creative ABQ, NHCC, UNM, etc.).

Legal & Building Permits process allows for critical review of non-arts issues so that Board/committee can stay focused on ART.

CABQ.gov Web page.

Public Art Network.

Several analysis tools and reports, ie. "collection mapping".

Pre-strategic plan study by joni palmer, "Beyond Accumulation".

Recent Public Art Survey of locals and visitors.

Public Art Evaluation Matrix.

Mayoral support.

**Activity Groups**

Overarching Activity: Use Guidelines to procure Public Art that meets our mission.

Public Art Themes: Natural Landscape, Corridors, Sustainability/Green, Community/Diversity, Cultural Symbols, History, Unique/Whimsy, Monumental/Iconic, Art at Night, Science/Technology.

Public Art Locations: Gateways and Route 66, Bikeways and Trails, and Destination Locations.

Community Diversity: Murals and Mosaics - Community Engagement and Unexpected but "Do Not Miss" Opportunities: Partnerships, Temporary Public Art, etc.

Mediums: Architecturally integrated, Land Art, Public Sculpture/Plop Art, Orphan signs, Light art/projections, Event-based, Fine crafts.

**Outputs**

Public Art in public spaces with visibility that is permanent (direct from Ordinance).

Public Art that responds to or evokes various concepts and ideas for public consumption.

Public Art that reflects the diverse spectrum of beliefs, cultural heritage and traditions, and artistic expressions of ABQ and NM (direct from Guidelines).

Temporary art installations or events that promote the program and the idea of public art in unexpected places and times; requires creative funding.

Public Art that represents a broad variety of media and styles and supports community interests in having an aesthetically enhanced environment (direct from Guidelines).

**Intermediate-Term Outcomes**

Existing assets are leveraged for greater impact.

Partnerships with intergovernmental and external entities are enhanced.

Mayor, elected officials and constituents are happy.

**Short-Term Outcomes**

Prioritized themes provide criteria for incoming requests.

Harnessed momentum at significant locations; not left out of critical planning process for project development.

Diversity in collection is addressed proactively.

Arts Board, Staff and Administration work smoothly in forward direction.