FARMERS BRANCH
Public Art and Culture
COMMITTEE

REPORT TO CITY COUNCIL
APRIL 2, 2019

PUBLIC ART AND CULTURE COMMITTEE MEMBERS

Left to Right

Tony Cummings

Dawn Valentine

Derek Whitener

Jonathan E. Smith

Natalie Macellaio

PURPOSE STATEMENT

Art, in its many forms, exists to inspire, provoke emotion and encourage a dialog. The purpose of this committee is to develop Farmers Branch's sense of place within the art world while maintaining a responsibility to its citizens.

ENGAGE THE WHOLE COMMUNITY

CITIZENS

Find new ways for the community to experience artistic expression and cultural events, while being responsible with city funds and enhance the City's branding

Presented by Jonathan E. Smith

ENGAGE THE WHOLE COMMUNITY

ARTS COMMUNITY

Making Farmers Branch a place that attracts artists to cultivate their art and make it their artistic home in an encouraging and supportive environment.

Presented by Derek Whitener

ENGAGE THE WHOLE COMMUNITY

BUSINESS COMMUNITY

Public art provides new ways to stimulate innovative thinking and attract a diverse workforce.

Presented by Tony Cummings

ENGAGE THE WHOLE COMMUNITY

ACADEMIC COMMUNITY

Having opportunities to educate the public about the importance of art and how it enriches the community, while giving students and educators real-world experiences.

Presented by Dawn Valentine

ENGAGE THE WHOLE COMMUNITY

CONTINUING EDUCATION COMMUNITY

Giving adult citizens opportunities to learn and develop artistically and add value to their lives and preserve the city's art and culture history.

Presented by Natalie Macellaio

WHAT WE'VE BEEN UP TO

PLANNING/PURPOSE

Worked to establish a clear committee purpose; planning for the future and exploring financing options

INVENTORY

Began documenting an inventory of existing art in Farmers Branch

IDENTIFYING

Collated existing events in the Metroplex to find opportunities to expand art & culture through events in Farmers Branch

COLLABORATING

Have met with other committees to discuss opportunities devoted to art & culture in Farmers Branch

DEVELOPING

Developed a branded concept for art on the west-side water tower, which can be carried over into other parts of the city

TOURING

Have toured locations that could be dedicated to art: Brookhaven College, Carrollton-Farmers Branch Fine Arts Department, The Brickyard, Manske Library, The Branch Connection, Historical Park, The Firehouse Theatre

ART VENUE OPPORTUNITIES

CITY OWNED FACILITIES

- Historical Park
- Manske Library
- The Branch Connection
- Barney Wood Bark Park
- The Firehouse Theatre
- StarCenter Complex

PUBLIC FACILITIES

- Brookhaven College
- CFBISD and DISD buildings

PRIVATE FACILITIES

- Brookhaven Country Club
- Four Corners Parking Lot
- Vouv Event Space

RECOMMENDATIONS - EVENTS

- Biscuit Festival with a cooking competition and celebrity judges
- Showcase and tasting of Farmers Branch-based restaurants, catering companies and beverage distributors
- Farmers Branch Flip Fest – a flea market type event where vendors bring items they've up-cycled and "flipped" to make into something new (Similar to concept behind the HGTV show "Flea Market Flip")
- Steampunk Festival (Farmers Branch was founded during the Victorian Era which Steampunk celebrates)
- Shakespeare in the Grove
- Musical review featuring local musical artists
- Performance Work Presentations
- Art walks through parks
- Mayor's Art Challenge
- "Yarn Bombs" in support of events

RECOMMENDATIONS – PUBLIC SPACE INSTALLATIONS

- Canopies over public walkways such as Pike Street
- Potential new Manske Library including the outdoor patio space and video wall
- Bridge and overpass support structures
- West-facing wall of The Firehouse Theatre
- In-street installations (colored bricks, paint, other materials) at key street crossings
- Large sculptural pieces in heavy foot traffic areas to encourage social media posts
- Decorative sculpture and landscape along railroad tracks on Inwood
- Public sculptures that support the local flora and fauna
- Host “overflow” art from Nasher Sculpture Center at City Hall or Manske Library

FUNDING OPPORTUNITIES

PARK IN LIEU OF FEE TO SUPPORT TRAILS/ART

% of development cost
Waived if art is included in project

FEDERAL & PRIVATE GRANTS

Research and apply for applicable grants

PRIVATE DONATIONS

Naming rights; Life estate gifts; Legacy plans

TAX

Use a percentage of the HOT tax to fund public art projects
Add a Public Art & Culture tax on event ticket sales

CORPORATE DONATIONS

Establish partnerships with local corporations to fund public art

PROCEEDS FROM SALE OF CITY LAND

Use a percentage of the proceeds from the sale of City land to fund public art projects

Establish a 501(c)(3) administrator for public art so that donated monies could be used tax-free and would represent taxable deductions for donors

LOOKING AHEAD

COMMITTEE STRUCTURE

CURRENT STRUCTURE:

- **Business Rep**
- **ISD Rep**
- **Firehouse Theatre Rep**
- **Citizen Rep**
- **Brookhaven College Rep**
- **plus two additional citizens, and two alternates selected by City Council.**

MEMBER REQUIREMENTS

Demonstrate a willingness to foster the art and cultural community within Farmers Branch.

COMMITTEE BYLAWS

Prioritization of Projects determined by Council.

- Ad Hoc requests from Council for special projects
- Large Events
- Public Art

Support Role for other Committees as Influencer

- Manske Library Board
- Friends of the Historical Park Board
- The Branch Connection
- Parks and Recreation
- Sustainability Committee

Other elements as required by City Code and applicable state and federal law.

The Beating Heart of Art

ARTS & CULTURE DISTRICT | FARMERS BRANCH, TEXAS

Questions?