

A photograph of several pairs of black, lace-up boots arranged on a light-colored concrete floor. The boots are positioned in a grid-like pattern, with white lines drawn on the floor intersecting at the center. Some boots have white ribbons tied around their tops. The text 'O'FALLON ART AND CULTURE PLAN' is overlaid in large, bold, cyan letters across the middle of the image.

O'FALLON ART AND CULTURE PLAN

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Draft for O'Fallon City Council Review

November 5, 2016



Presented by:
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EXECUTIVE SUMMARY

The O’Fallon Art and Culture Plan builds on the successful art and culture programming already underway and greatly appreciated in the community. The plan recommends formally establishing an Art and Culture Program for the City with the vision of supporting and enhancing what makes O’Fallon a unique and welcoming place to live, work and visit through exhibitions, public artwork and other programs that encourage play, tell the community’s stories and create a sense of welcome.

ART OPPORTUNITIES

The opportunities outlined in this plan focus on a range of potential ways for people to experience art and culture as part of their everyday lives. These opportunities range from permanent installations of public art and temporary exhibitions of large-scale sculpture to exhibitions in City facilities that celebrate the art, history and culture of the region.

Public art in Parks should be a primary focus for the Art and Culture Program. The best time to think about new permanent works of art will be when a major capital project is beginning. In the next three years, one new park, O'Day Park, and one major Park renovation, Civic Park, will likely be excellent sites for the incorporation of artwork if funds become available.

O'Fallon's Civic and Community Facilities can also be a focus for art and culture programming. The best opportunities are at City Hall and the Renaud Spirit Center, where the Art and Culture Program should focus on a more vigorous exhibition program, emphasizing both on art and community history.

Artwork can also be a way to welcome people to the City. The Art and Culture Program should develop a temporary sculpture exhibition program at key civic destinations, such as parks and public buildings. In addition, as the City undertakes future Citywide Landscape Identity Plan (CLIP) projects, public art should be considered as an element of those enhancements.

IMPLEMENTATION STRATEGIES

The City of O'Fallon should more formally establish its Art and Culture Program and adopt policies and practices that will result in quality projects and programs and that are transparent and accountable to the public. Key among the recommendations in this plan is the appointment of a citizen Cultural Arts Commission that advises City Council and City staff regarding decisions related to the Art and Culture Program, and helps connect the City's program to what is happening in the broader community. Along with the role of the Cultural Arts Commission, the City Council, the O'Fallon Convention and Visitors Bureau (OCVB) and City staff have important roles in making decisions and implementing public art projects and exhibitions, all outlined in the section on Roles and Responsibilities.

In addition, this section outlines the process for selecting artists and reviewing artist Concept Proposals for public art projects, the process for jurying and curating exhibitions, procedures for reviewing gifts of artwork to the City and best practices for being good stewards of a public art collection.

NEAR-TERM IMPLEMENTATION PLAN

The final section of this plan outlines a strategy for the implementation of the Art and Culture Program. The top priority projects are, with the support of the OCVB, to pilot a temporary sculpture exhibition, and to upgrade the exhibitions at City Hall and the RSC. As O'Day Park and Civic Park move into the next level of design, opportunities for public art should be identified and, if funding is available, an artist selection process should begin. To aid with the implementation of these projects, the Cultural Art Commission should be established.

ACKNOWLEDGEMENTS

The O’Fallon Art and Culture Plan was developed with the involvement an Advisory Committee as well and input and guidance from City staff. In addition, we are grateful to the thoughtful input and feedback we received from the O’Fallon Convention and Visitors Commission and the Parks and Recreation Advisory Board.

O’Fallon Mayor and City Council

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INTRO- DUCTION

THE PLANNING PROCESS

In 2015, recognizing the importance of the arts in the quality of life in O’Fallon and attractiveness of the community to visitors, the OCVB led the charge in commissioning this art and culture plan for the City of O’Fallon. With support from the OCVB, the City of O’Fallon issued a Request for Proposals for consultants to work with the City to develop an Art and Culture Plan. Through this search, the City selected Meridith McKinley of Via Partnership, a St. Louis-based public art consulting firm.

Beginning in late 2015, Via began working closely with City staff and a citizen Advisory Committee to develop the recommendations in this plan. A survey was launched in February 2016, designed to gather input regarding people’s perceptions of the city, and to gather input on a broad set of possible directions for art and culture programs. The survey received over 300 responses. This was followed by a community workshop and an open house in May 2016, which helped shape a public art vision for O’Fallon and provide critical input into identifying locations for and approaches to public art throughout the community. Via has worked closely with the City to ensure that the recommended administrative guidelines reflect best practices and fit within existing City policies and procedures.

CONTEXT

O’Fallon, Missouri is the largest city in St. Charles County and the seventh largest in the state of Missouri. Originating as a railroad community in the 1850s, O’Fallon was a small, rural community until the 1980s when O’Fallon began growing, first, into a bedroom community to St. Louis and, now, an important residential community as well as home to major regional employers, sports and recreation destinations.

O’Fallon has grown rapidly, in no small part due to its quality of life. Surveys, roundtables and interviews conducted during this planning process revealed that people choose to be in O’Fallon because of its excellent parks and schools, its safety, and its friendly and welcoming spirit. In addition, many people responded that art, culture and history are an essential part of the quality of life in O’Fallon, and what makes the community interesting and enjoyable to live in, to work in and to visit.

O'Fallon is more than just a generic bedroom community. There are many stories – from early history to today – that are told, shared, celebrated. There is a vibrancy and sense of community that sets O'Fallon apart that comes from sharing these stories and highlighting the people who have contributed to making the community what it is today. The arts are an important ingredient in keeping these stories alive.

O'Fallon's uniqueness also comes from the efforts the community makes to bring people together at the City's many festivals and celebrations, around family activities such as sports, and around the arts. The arts can play an important role in developing a sense of community and encouraging participation.

THE O'FALLON ARTS AND CULTURE PROGRAM

The City, through the Parks and Recreation Department and the efforts of the O'Fallon Convention and Visitors Commission (OCVB), has supported several cultural programs. The Renaud Spirit Center has been home to art exhibitions and the annual Art & Family Festival. City Hall has been a venue for exhibitions about O'Fallon's history. TheatreWorks, O'Fallon's community theater, has been staging well-attended productions in City Hall. In addition, the Parks and Recreation Department has supported classes and clubs for citizens to actively participate in the arts.

This plan recommends formalizing an Art and Culture Program for the City. As a formal program, the City can develop a more strategic and deliberate approach to meeting the needs to the community, allocate resources in a transparent and accountable manner, provide mechanisms for community feedback, and develop partnerships with other arts and culture organizations and supporters throughout the region.

This plan outlines a strategy for the O'Fallon Arts and Culture Program focusing on public art as well as exhibitions of art and cultural and historic artifacts. While this will not be the totality of O'Fallon's Art and Culture Program, they are aspects of the program that are either new to the City (public art) or have the potential for growth (exhibitions).



A VISION FOR ARTS AND CULTURE IN O'FALLON

Art and cultural programs in O'Fallon can support and enhance what makes O'Fallon a unique and welcoming place to live, work and visit. Public art and high quality exhibitions will build upon three basic ideas:

Art + Play. O'Fallon is an active and family-oriented community. Art can be playful, encourage interaction, and anchor the spaces in the community that bring people together.

Art + Storytelling. Art can put people in touch with the many stories and many voices of the community's past and present that make it a remarkable place.

Art + Welcome. Unique, well-designed and art-filled spaces will welcome people to O'Fallon and make its public places more welcoming.

ART AND CULTURE PROGRAM MISSION

The mission of the City of O'Fallon Arts and Culture Program is to:

- foster the commissioning, acquisition, presentation and preservation of permanent and temporary public art,
- exhibit works of art and cultural and historic artifacts in public places,
- act as a steward of the City's public art collection, and
- engage the public in the work on view throughout the community.

ART

OPPORTUNITIES

The projects and programs outlined in this plan focus on a range of opportunities for people to experience art and culture as part of their everyday lives. They range from permanent installations of public art, temporary exhibitions of large-scale sculpture, and exhibitions in City facilities that celebrates the art, history and culture of the region. While it is recognized that the performing arts are an important part of O’Fallon’s full arts ecosystem, this plan focuses on the presentation of visual arts and cultural artifacts, and does not provide recommendations related to TheatreWorks or the RSC Art & Family Festival.

PARKS

The City park system provides some of the most important places in the community for social interaction, recreation, and relaxation. In surveys and workshops O’Fallon’s parks were called out as important places to bring people to share in what the community is all about, as well as what makes O’Fallon unique.

One of the unique features of O’Fallon’s parks is their diversity. From historic Fort Zumwalt Park, known for its historic buildings and beautiful walking trails, to sports-centered parks like Ozzie Smith and Dames, the parks offer something for everyone. The diversity of parks leads to a diversity of approaches regarding the incorporation of art that supports the vision outlined above.

As a principle, permanent public art should be incorporated into O’Fallon parks if the park is undergoing a major capital construction project (\$2 million or greater). This is because public art works best when it can be considered as part of the overall design of a place, ensuring that you have the best visual and programmatic setting for the art. It also helps in the management of costs. For future parks capital projects, a minimum of 1% of the capital construction budget should be set aside for public art.

Goals for Park Public Art Projects

Public art in O’Fallon’s parks should address some or all of the following goals:

- Reveal or tell the stories that have shaped the O’Fallon community.
- Complement and enhance the visual appearance and design of the park.
- Strengthen and enhance gathering places.
- Inspire play and interaction.

Artist Scope of Work

In parks, artists could be commissioned to develop site-specific, stand-alone works of art. Strong consideration should also be given to commissioning artists to integrate their work into the park features and infrastructure, such as artist-designed pavilions, play sculptures, plazas, bridges, gathering areas and stormwater management.

Implementation

When the City of O’Fallon commissions public art in parks, the projects should be managed through the City’s standard commissioning process. They should be funded through a minimum of one percent and a maximum of two percent of the capital construction project for that specific park. Budget could also be supplemented through private fundraising.



Log Cabin Museum, Civic Park

Near-Term Opportunities

O'Day Park

The future O'Day Park will be located on a 55-acre site south of Highway 64, off of Highway DD. The approved master plan envisions a beautiful nature-themed park with natural trails, fitness trails, pavilions for picnics, a non-traditional adventure playground, a zip line, and an activity/conference area that includes an amphitheater and a small hall capable of hosting community meetings, recreation programs and small events.

O'Day Park will be a place where people in O'Fallon and the surrounding area can come enjoy the area's natural beauty. The City should consider commissioning an artist or artists to develop functional and/or interactive artwork that complements and draws attention to the park's natural features. This could include climbable sculpture or playscapes as part of the Adventure Playground, and/or artist-designed elements such as the pavilion, amphitheater or other structures.

Public Art Goals

In addition to the goals stated above, public art at O'Day Park should:

- Support the creation of a unique destination for O'Fallon residents and visitors.
- Highlight features of the natural environment.
- Encourage play and activity.

Artist Selection Approach

An artist should be commissioned to work with the overall park design team to ensure the seamless integration of art into the park design. Soon after the park design team is selected, a national Request for Qualifications should be issued seeking an artist for O'Day. The artist should be selected based upon their qualifications. Working with the design team, the artist would develop a Concept Design for a specific element or elements of the park.

Budget

If funds are available, a portion of the construction budget should be allocated for public art at O'Day Park. If the artist is designing a functional element, such as a bench or pavilion, then the baseline budget for that element should become part of the art budget.

Civic Park / Alligator's Creek

Civic Park is the oldest park, and one of the most popular parks, in O'Fallon. It is home to Alligator's Creek Aquatic Center, the Log Cabin Museum, pavilions and a play area.

The City is planning on a major capital project in Civic Park to expand the Alligator Creek Aquatic Center. The plans call for adding a new zero-depth-entry pool, a larger lazy river, new water features and a splash pad, a new bath house and meeting hall and entry plaza.

Public art at Civic Park / Alligator's Creek should be integrated into the planned capital project.

The City should commission an artist to install a mural in a durable material, such as ceramic or glass tile or carved brick, on the façade of the new bath house and meeting hall. The mural should be large in scale, visible from a distance.



Alligator's Creek Aquatic Center, Civic Park

Public Art Goals

- Create a memorable icon for Civic Park and Alligator's Creek.
- Bring color and visual interest to the new facility.
- Reflect a unique aspect of O'Fallon.

Artist Selection

There is currently a concept design for the capital improvements at Civic Park and Alligator's Creek. As soon as the schematic design phase gets underway, the Parks and Recreation Department should work with the capital project design team to finalize the site for the artwork. The City should then issue a Request for Qualifications to artists to submit their credentials to be considered for the project. An Art Selection Panel should review qualifications and select three finalists. Finalists should be offered a stipend to develop a site-specific proposal. The Art Selection Panel would review proposals and make a final recommendation.

Budget

If funds are available, a portion of the construction budget for Civic Park and Alligator's Creek should be used for public art.

CIVIC AND COMMUNITY FACILITIES

The City owns and operates a range of civic and community facilities, including City Hall, the Renaud Spirit Center, and the Justice Center (2017). These facilities are important community resources and places where people interface with the City for a variety of purposes. They can be good sites for both public art and exhibitions.

Public Art at Civic and Community Facilities

Long-term, the City should consider Civic and Community Buildings for permanent public art projects. Priority should be given to City facilities where there is a major capital improvement, such as new construction or major renovation that is taking place and would enable the public art to be integrated into the overall construction project. Existing City Buildings, including City Hall and the RSC, could be also sites for large-scale, outdoor works of art in open space in front of those buildings. The Justice Center, currently under construction, is another possible site to retro-fit a large-scale artwork.

Identifying Opportunities in City Facilities

Though many of O’Fallon’s public building are good candidates for public art, not all will be. The following criteria should be used to prioritize which facilities should be considered for permanent public art projects.

- Priority should be given to City facilities that are purpose-built for community use.
- City facilities that are not purpose-built for community use, but are in a prominent, highly visible, gateway location with a high volume of car or pedestrian traffic should be considered for public art projects.

Goals for Public Art Projects at City Buildings

Public art in City facilities should address some or all of the following goals:

- Create a sense of welcome or arrival at the facility.
- Create a unique identity for the facility that is relevant to the surrounding context.
- Enhance and complement the facility design.
- Complement the facility’s use.

Exhibition Opportunities at Civic and Community Facilities

City Hall and the Renaud Spirit Center have both been used to exhibit art and, at City Hall, historic artifacts. These exhibitions have provided the people who visit and work at these facilities with both visual interest and connections to the artistic, cultural and historic resources of the region. They have also provided needed exhibition space to artists and local and regional cultural organizations. Near-term, the City should continue these exhibitions in a more deliberate and professional manner. Long-term, the City should consider exhibition opportunities in other City facilities as space and resources allow. The exhibitions program will be managed by the Cultural Arts Coordinator.

Goals for Exhibitions

- Provide an amenity for visitors to City facilities to enjoy the artistic talents and to learn about aspects of the historic and cultural resources of the region.
- Create a visual enhancement to the facilities.
- Bring new audiences and user groups to City facilities.
- Provide needed exhibition space to artists and organizations in the region.

Exhibition Standards

The Art and Culture Program should make an effort to ensure that all exhibitions meet quality exhibition standards in terms of framing, installation, lighting, label copy and design, and signage. The Art and Culture program should have final edit on all exhibition text and labels and do the design and printing of all print materials.



O'Fallon City Hall

Near Term Exhibition Opportunities

City Hall Exhibitions

O'Fallon City Hall is a center for City business and community activity. Over the years its walls, rotunda and hall spaces have been used to exhibit art as well as historic artifacts. The City of O'Fallon should continue these exhibitions in a more deliberate manner. Through outreach to artists and organizations, the City can develop a series of professionally curated, high quality exhibitions that bring people in touch with the art, culture and history of the region.

Exhibition Options and Selection Approach

The exhibition opportunities at City Hall can include both History and Culture exhibitions, as well as art exhibitions. The Art and Culture Program should consider designating a space for each type of exhibition. Exhibitions should be rotated a minimum of once a year and a maximum of three times a year.

History and Culture Exhibitions: At least once a year, the Art and Culture Program should feature an exhibition in partnership with a local organization that is about the art, culture and history of the area. Possible partners could include the O'Fallon Historical Society, the Heald House, the Sisters of the Most Precious Blood, the Daniel Boone Home, the Foundry Art Centre, or the

St. Charles County Historical Society, and others. Organizations could be invited to curate an exhibition if they have the resources to do so, or the Cultural Arts Coordinator could work with the organization to curate the exhibition. The Arts and Culture Program could issue a Request for Proposals to solicit interest in the exhibition space, or solicit individual organizations directly. Organizations curating the exhibition should be offered a stipend to assist with exhibition costs.

Visual Art: Art exhibitions should bring the work of professional artists working in the region to City Hall. Exhibitions could be of a single artist or a group show of up to four artists. Artists could be solicited through an open or invitational Call to Artists.

Budget

Infrastructure: There may be changes to the first floor of City Hall with the opening of the new O'Fallon Justice Center in 2017 and a shift in the usage of the City Hall facility. Once a plan is in place for these changes, the Arts and Culture Program should review the first and second floor public spaces for possible exhibition space(s). These spaces should then be properly outfitted for the exhibition of art, which may require upgrades to lighting, vitrines or cases for the display of three-dimensional objects, or other display infrastructure.

Exhibition fees: Artists should be paid a loan fee of up to \$500 per artist for the exhibition of their work, depending on the scale of the exhibition. Organizations should be paid a curatorial fee for developing history and culture exhibitions. Fees would vary depending on the level of curatorial involvement on behalf of the organization, but should be capped at \$1000 per exhibition.

RSC Exhibitions

The RSC has been a venue for periodic exhibitions of work by local and regional artists for the past several years. The RSC should continue to utilize the entry corridor for the exhibition of artwork. In the near-term, the RSC exhibition space should be dedicated to photography. This will make the exhibitions at the RSC distinct from those at City Hall, and best utilize the space available.

Exhibition Options and Selection Approach

Exhibitions could feature professional photographers from the region. The space could also be dedicated, once a year, to an exhibition organized by the O’Fallon Photo Club or a photo contest open to both professional and amateur photographers around a specific theme. Exhibition should be at least four months in duration.

Budget

Infrastructure: The Art and Culture Program should replace the existing hanging system with a standard set of a minimum of 7 frames installed directly onto the walls in the entry hall. All works should be printed to fit the frames. The first frame should be dedicated to exhibition text. The exhibition wall could be painted a color that complements the color scheme at the RSC but sets off the space.

Exhibition fees: For exhibitions by professional photographers, artists should be paid a license fee for the use of their images. Fees will depend on the number of works in the exhibition and the going rate for the artist. For exhibition of amateur work, the City should consider a cash jury award.



Renaud Spirit Center

C. WELCOME SITES

Throughout the meetings, surveys and interviews that took place during this planning process, a theme that came up time and again was the notion that O’Fallon is a very welcoming community. This sentiment came through in different ways, from the importance of creating a welcoming sense of arrival in the community, to the many events and festivals that welcome people to the community, to the general notion of showing good hospitality to all who visit.

This idea of creating a sense of welcome should be infused through all of the public art projects and exhibitions developed through the Art and Culture Program. In addition, an effort should be made to have art exhibitions and public art projects that are specifically focused on “welcome sites.” These sites include important gateways or thresholds into the community, as well as the important civic and community destinations throughout O’Fallon. These works, collectively, will let people know they are in O’Fallon, and that O’Fallon is a unique and special place.

Pedestrian Bridge over TR Hughes Boulevard
at CarShield Field



Near-Term Opportunities

Temporary Sculpture Exhibition

The City of O'Fallon should present a citywide, temporary sculpture exhibition. The exhibition would feature large-scale works of art in prominent areas throughout the city, loaned by artists for an 18-24 month period. An exhibition such as this would be unique to the entire St. Louis metropolitan area, and could attract people to visit sculpture sites throughout the city. As temporary installations, the City would have the opportunity to test out different sites and different styles of artwork.

Exhibition Goals

- Enliven and enhance O'Fallon's public spaces.
- Encourage exploration of the City and tie different corners of the community together through a single exhibition.
- Provide an exhibition of art and a venue for sculptors that is unique in the region.

Exhibition Siting

Up to 10 sites should be identified for the Temporary Sculpture Exhibition. Sites could include civic and community destinations on sites owned by the City. The City could also partner with other community stakeholders, such as the St. Charles City-County Library District, the O'Fallon Fire Protection District, the Fort Zumwalt and Francis Howell School Districts, the O'Fallon Chamber of Commerce, Great Rivers Greenway, and private businesses and developers to sponsor sites.

Artwork Selection

For the initial exhibition, the work should be selected through a Juried Process. The Art and Culture Program should issue an Open Call for Art to regional and national sculptors who are interested in loaning work for the exhibition. Artists would submit up to four works available for exhibition. A 3 to 5 member Art Selection Panel would review work and recommend selections.

In future years, the Art and Culture Program could consider a Juried Process or Curated Process.

Budget

Infrastructure costs: The City should invest in installing concrete foundations at ten sites that can be re-used for multiple (up to three) exhibition cycles (approximate size 4x4 or 5x5).

Exhibition fees: Each artist should be paid a \$2000 loan fee. Artists would be responsible for delivering work and picking it up, as well as assisting with install.

Other costs: Additional budget items will include lifts and manpower to install and de-install the sculptures, plaques for each of the works, and marketing materials.

Citywide Landscape Identity Plan

Through the Citywide Landscape Identity Plan (CLIP), O’Fallon is investing in enhancements that enhance the appearance of the community’s gateways, creating a sense of welcoming for people visiting or arriving home or for work. In addition to landscape and hardscape improvements, public art could be an additional feature of some CLIP projects. Should a CLIP site be identified as an opportunity to incorporate public art, an artist should be commissioned to work alongside the landscape designers to integrate artwork into the overall improvements.

Public Art Goals

- Reflect the spirit of O’Fallon.
- Be highly visible and memorable.
- Be appropriate scale to site and fit the context of the space.
- Become well-known symbol of the community.

Criteria for Evaluating Whether to Incorporate Public Art

- The CLIP site lends itself to the incorporation of artwork in terms of scale, visibility, and site conditions.
- There is sufficient budget available to commission an artwork that will make an impact on the site.
- Priority should be given to opportunities to incorporate artwork into the design of roadway infrastructure such as bridge infrastructure, sound walls, medians, etc.

Artist Selection

As future CLIP projects are developed, the Art and Culture Program should identify and prioritize potential which of these sites would meet the criteria for the incorporation of public art. As funds are available, the City should issue a Request for Qualifications to artists to submit their credentials to be considered for the project. An Art Selection Panel should review qualifications and select three finalists. Finalists should be offered a stipend to develop a site-specific proposal. Artists should work collaboratively with a landscape architect identified by the City, or bring their own landscape architect onto their team to consider the overall appearance of the site. The Art Selection Panel would review proposals and make a final recommendation.

Budget

Budgets for incorporation of public art into CLIP sites will vary for each project.



Heald Home, Fort Zumwalt Park



Progress Point Parkway and Technology Drive

IMPLEMENTATION STRATEGIES

The City of O’Fallon has been sponsoring art and culture programs for many years, from exhibitions by artists and of historic artifacts at City facilities, to arts classes at the RSC, the RSC Art & Family Festival and the O’Fallon Theatreworks.

The City of O’Fallon should more formally establish its Art and Culture Program by adopting the following policies and practices that will result in quality projects and programs and that are transparent and accountable to the public. Key among these recommendations is the appointment of a citizen Cultural Arts Commission that advises City Council and City staff regarding decisions related to the Art and Culture Program, and helps connect City’s program to what is happening in the broader community. Along with the role of the Cultural Arts Commission, the City Council, the OCVB and City staff have important roles in making decisions and implementing public art projects and exhibitions, all outlined in the section on Roles and Responsibilities.

In addition, this section outlines the process for selecting artists and reviewing artist Concept Proposals for public art projects, the process for jurying and curating exhibitions, procedures for reviewing gifts of artwork to the City, and best practices for being good stewards of a public art collection.

DEFINITIONS

Art Selection Panel. An ad hoc committee, appointed as necessary for the implementation of public art projects or the selection of artwork for exhibitions. The Art Selection Panel recommends artist selection and artist concepts to the Cultural Arts Commission for public art projects, and makes recommendations regarding the selection of artwork for exhibitions. In some cases, the Cultural Arts Commission may sit as the Art Selection Panel.

Artist. An individual generally recognized by critics and peers as a professional practitioner of the visual, performing or language arts, based on his or her body of work, educational background, experience, exhibition history, publication and/or creation of artworks. For commissioning and acquisition purposes, an artist cannot be a City employee, a member of the Cultural Arts Commission or the relevant Art Selection Panel. If the artwork is part of a Capital Project, the artist cannot be a member of the Prime Consultant's firm or team.

Artwork. An aesthetic creation of permanent or temporary medium or combination of media resulting from the skill and creativity of an artist or artists.

Conservation. The regularly scheduled examination, documentation, treatment and preventative care of an artwork conducted by a professional art conservator.

Call to Artists. General term for a request for artists to apply for a public art project or exhibition opportunity.

Concept Design. The phase of a public art project in which an artist creates an initial design, including diagrams or a maquette, and conducts a preliminary cost estimate.

De-accession. The formal process used to remove an artwork that has been commissioned by, acquired by or donated to the City.

Exhibition. A public display of the work of artists or artisans, or of objects of general interest.

Final Design and Construction Documents. The phase of a public art project in which the artist finalizes the design, placement, installation specifications and cost estimate, and has relevant components prepared and stamped by a licensed engineer.

Gift. Art donated to the City from a private individual, institution or other outside source.

Limited Competition. A call to artists in which a small number of artists are specifically invited to respond through a Request for Qualifications (RFQ) or Request for Proposals (RFP) process. Artists should be invited based on their past work and demonstrated ability to successfully respond to the conditions of the particular project

Loan. Artworks provided to the City of O’Fallon for its use for a period of time and to be returned to the owner after the loan period expires.

Maintenance. The routine care and repair of works of public art that does not require specialized expertise.

Memorial. A design element other than a commemorative artwork whose purpose is to commemorate an individual, organization, event or topic. Examples of memorials include, but are not limited to, plaques, monuments, plazas, gardens or other structures whose purpose is commemoration.

Open Competition. A call to artists for a specific project in which artists are asked to respond through a Request for Qualifications (RFQ) or Request for Proposals (RFP) process. Any artist may respond, subject to limitations established in the solicitation.

O’Fallon Public Art Collection. Public art owned or commissioned by the City.

Public Art. Temporary or permanent elements of a public space that are designed by an artist or artist team and reflect an awareness of and enrich the site.

Public Art Project Plan. A document that guides the planning and execution of a specific public art project. It sets out the basic framework of the project, such as goals and location; budget and funding; timeline; the artist selection process and community engagement process; a marketing plan; a list of internal and external stakeholders; and protocols for collaboration with other entities.

Request for Proposals (RFP). A call to artists that asks for the submission of both an artist’s credentials and a conceptual proposal for an artwork, both of which are the basis for selecting an artist.

Request for Qualifications (RFQ). A call to artists that asks for the submission of an artist’s credentials, which is the basis of selecting an artist.

Site-Specific Artworks. Artworks that are inspired by and created to fit the context of a particular place.

Temporary Public Art. Works of art that are created to be in a public place for a limited period of time, generally less than five years.

Transient Guest Tax. Tax levied by the City of O’Fallon on Any person, partnership, venture or corporation in the business of letting sleeping rooms within the City of O’Fallon, Missouri. The City collects a tax sum equal to five percent (5%) of the charge for the sleeping room, for the use of supporting tourism in the City.

ROLES AND RESPONSIBILITIES

This section outlines the roles that various players, such as the City Council, the Cultural Arts Commission and City staff, will play in making Art and Culture Program successful.

Mayor and City Council

The governing body for the City of O'Fallon is a Mayor and a 10-member City Council. The Mayor serves a 4-year term and is elected at large. There are two councilmembers per ward. Councilmembers serve three-year terms and are elected by citizens in each of five wards within the City.

Roles

- Appoints members to the Cultural Arts Commission.
- Approves Project Plans for permanent public art projects.
- Approves contracts over \$75,000.
- Approves gifts of artwork to the City.
- Approves the Arts and Culture Master Plan and any related policies.

O'Fallon Convention and Visitors Bureau

The O'Fallon Convention and Visitors Bureau (OCVB) advises the Mayor, City Council, and City Administrator on the expenditure of transient guest tax revenue, and is responsible for modeling the continuation and enhancement of current tourism endeavors while envisioning future possibilities. Planning includes consideration of community impact to citizens and business owners, as well as operational and capital requirements.

Roles

- Review and make recommendations to City Council regarding requests for Transient Guest Tax funds to support the Art and Culture Program.
- Appoint a member to the Cultural Arts Commission

Parks and Recreation Advisory Board

The Parks and Recreation Advisory Board consists of eight members appointed by the Mayor with City Council approval. This Board advises the Mayor and City Council on matters dealing with parks and recreation activities as the Mayor and Council allocate funds and set city priorities.

Roles and Responsibilities

- Recommend a member to the Cultural Arts Commission.
- Recommend a member to Art Selection Panels for public art projects in parks.
- Review and recommend approval for Concept Designs for public art projects in Parks.

Art and Culture Program Staff

The Art and Culture Program will be managed by members of the City of O’Fallon Parks and Recreation Department staff. Day to day management of the public art program should be the responsibility of the Cultural Arts Coordinator. The Cultural Arts Coordinator should be the equivalent to a full time employee, but could be fulfilled through a single full time position, or the part-time responsibility of one or more full-time Parks and Recreation Department employees.

Roles and Responsibilities

- Staffing the Cultural Arts Commission.
- Overseeing the commissioning and installation of public art projects, including project planning, management of the artist selection process, project implementation, documentation and marketing.
- Overseeing the art exhibitions, including the Temporary Sculpture Exhibition program and exhibitions in public facilities.
- Ensuring that the Public Art Collection is properly documented, maintained and conserved.
- Pursuing potential collaborations and funding opportunities, including writing grants.

Cultural Arts Commission

The Cultural Arts Commission is a citizen-based committee that advises the City of O'Fallon on matters related to the City's Arts and Culture Program. The Cultural Arts Commission will consist of seven members who will be nominated by the Mayor and approved by City Council. Members of the Cultural Arts Commission will serve three-year terms and can serve a maximum of two consecutive terms. The committee will be managed and staffed by the Cultural Arts Coordinator. The composition of the committee should include people with a history of professional or volunteer experience in the visual or performing arts, previous civic involvement and an interest in contributing to the development of O'Fallon's Art and Culture Program. In addition, the Parks and Recreation Advisory Board and the OCVB should each recommend a member to sit on the Commission. A City Council member may be appointed by the Mayor to serve as a Council liaison to the CAC. In addition, the City Administrator or his/her designee will serve as an ex-officio, non-voting member.

Roles

The roles below relate specifically to the recommendations in this plan. The Cultural Arts Commission will also have roles related to other aspects of O'Fallon's Art and Culture Program not addressed in this plan.

- Review and provide input into the Arts and Culture Work Plan.
- Review and provide input into Project Plans.
- Serve on Art Selection Panels, in addition to other stakeholders.
- Review and approve artist concepts for public art projects.
- Review and approve final selections for temporary sculpture exhibitions.
- Review and make recommendations to City Council regarding proposed donations of artwork.
- Review and make recommendations regarding the de-accession of artwork from the City's Public Art Collection.
- Make recommendations regarding proposed revisions to public art policies and procedures.
- Advise and assist the City in raising funds to support the Art and Culture Program.
- Serve as an advocate for art and culture in O'Fallon.

Art Selection Panel

An Art Selection Panel is an ad-hoc panel of the Cultural Arts Commission that reviews artist qualifications and artist concept proposals for permanent public art projects, and reviews and recommends artists for the temporary sculpture and other exhibitions.

Each Art Selection Panel should include the following representation:

- Member(s) of the Cultural Arts Commission.
- Member(s) of an applicable board or commission (e.g. Parks and Recreation Advisory Board representation for parks projects).
- Local artist/arts professional/member(s) of the arts community
- Representatives from nearby neighborhood(s) or business district(s).

In addition it is recommended that the Art Selection Panel include non-voting representation from City staff and the architect of the related capital project, if applicable.

Roles

- Review artist qualifications and select finalists.
- Review artist concepts/interview artists and recommend final selection.
- Review and recommend approval of artist concept.
- Review submissions for exhibitions and recommend the selection of artwork or objects for inclusion.

ARTIST SELECTION AND PROJECT MANAGEMENT FOR PUBLIC ART PROJECTS

The following outlines the general steps in the process of commissioning a work of art, with an emphasis on defining the roles that City staff and City Council would each play. This process assumes the creation of a Cultural Arts Commission.

Define the Art Opportunity

The first step for a public art project is to define the general parameters of the project in a *Project Plan*. A *Project Plan* is a tool that documents all aspects of the project and can be used as a reference for all parties involved with managing and approving the project. Each plan would discuss the proposed site, specific goals for the project, a budget, the timeframe and the artist selection process.

The *Cultural Arts Coordinator*, with input from the Cultural Arts Commission and City staff, develops the Project Plan. The Cultural Arts Commission recommends the Project Plan to City Council for approval.

Select the Artist

In general, artists should be selected in a two-phase process.

In the first phase, the City would issue a Request for Qualifications to artists. Interested artists submit qualifications packages (generally a cover letter, resume, images of past work with descriptions, and references). Artists can be invited through an open Request for Qualifications or by invitation (see Appendix A). An ad-hoc *Art Selection Panel* reviews artist qualifications and selects finalists.

In the second phase, finalists would be invited either to develop a site-specific Concept Proposal for the project and/or to interview with the selection panel. If a Concept Proposal is requested, the artist would present a physical representation of the work (a rendering or three-dimensional model), and written project description, a description of materials and fabrication techniques, expectations regarding site preparation and infrastructure needs, a detailed budget and timeline.

The Art Selection Panel would review artist Concept Proposals and/or interview artists and recommend the selection of an artist for the project to the *Cultural Arts Commission*. The City Department in charge of the site of where the art will be located would also review the Concept Proposal to identify any technical concerns. The Cultural Arts Commission would review this recommendation and make a final recommendation to City Council for approval.

Execute the Artist Agreement

The City of O'Fallon would enter into an agreement with the artist to develop a concept, develop final design documentation, fabricate and install the artwork. The agreement would be approved by either the *City Administrator* or *City Council*, depending on the size of the contract.

Review the Artist Concept Proposal

If the artist is selected based upon an interview, then the Art Selection Panel and any applicable board or commission (e.g. Parks Board for projects in parks) would review the selected artist's Concept Proposal and jointly recommend it to the Cultural Arts Commission. The City Department in charge of where the art will be located would also review the Concept Proposal to identify any technical concerns. The Cultural Arts Commission would review the Concept proposal and recommend it to City Council for approval.

Monitor Final Design and Fabrication

Prior to fabrication, the artist would take the concept through design development, further refining the design, fabrication techniques, materials, budget, etc. At this point, the artist may also need to have elements of their design reviewed and stamped by a licensed engineer in the State of Missouri. The artist should also submit the detailed design to the Cultural Arts Coordinator for technical review.

The Cultural Arts Coordinator would keep in regular contact with the artist through the fabrication of the work, including inspecting the work (photographically or in person) prior to installation.

Oversee Installation

The Cultural Arts Coordinator would work with the artist to ensure that all necessary site permissions and permits are obtained prior to installation, and that any site preparation or other infrastructure that is not being provided by the artist is in place (these details should be worked out in the artist proposal and agreement). City staff would also be involved in coordinating the scheduling of the installation and coordinating with necessary City departments and property owners.

If there are maintenance requirements for the work, the artist will provide detailed instructions to the Arts Program Coordinator. The City will be responsible for ensuring that the maintenance instructions are followed.

Oversee Maintenance, Conservation

Works of art should be cleaned regularly and/or otherwise maintained by the City department responsible for the facility, building or site in which the work of art resides. Works of art should be maintained in a manner appropriate to the medium and characteristics of the artwork, and in accordance with the Visual Artists Rights Act of 1990. The City department should report any damage or conservation needs to the Arts Coordinator, and should not perform any non-routine maintenance unless requested.

In some cases, works of art will need special attention to ensure their proper appearance and longevity. For newly commissioned or purchased works of art, the artist should guarantee the work of art against any repairs for one year (unless otherwise stipulated in the contract). Periodically the City should conduct a conservation assessment of the works in the City's collection and ensure all necessary repairs are completed.

Criteria for Review of Public Art Projects

At various steps in the commissioning the Cultural Arts Commission, Art Selection Panels and City Staff may have a role in reviewing the project. The following criteria should serve as a starting point for evaluation of projects at various benchmarks.

Criteria for Evaluating Artist Qualifications

When evaluating artist qualifications for a city-commissioned public artwork, the Art Selection Panel should consider the following criteria. Additional criteria could be developed based upon the specific needs of the project.

- Artistic excellence and innovation as demonstrated by the artist's past work.
- The capability of the artist to develop a project that is consistent with the vision for public art in O'Fallon and specific project goals outlined in the Request for Qualifications.
- A demonstrated understanding of and interest in creating work for the specific site.
- Established proficiency in the use of materials appropriate for a public installation.

Criteria for Aesthetic Review of Artist Concept Proposals

When evaluating artist Concept Proposals for a commissioned public artwork, the Art Selection Panel should consider the following criteria. Additional criteria could be developed based upon the specific needs of the project.

- The concept demonstrates artistic excellence, maintaining high quality, innovation, creativity and clarity of vision.
- Overall understanding of the project and the ability of the Concept Proposal to respond to its goals.
- A clear understanding of the site, including how the artwork will be set into the physical environment.

Criteria for Technical Review of Artist Concept Proposals

When conducting a technical review of Artist Concept Proposals, City staff should consider the following criteria. Additional criteria could be developed based upon the specific needs of the project.

- Capacity to meet all safety and maintenance requirements as agreed upon by the City of O'Fallon.
- Feasibility of the Concept Proposal to satisfy the budgetary limits set forth by the City of O'Fallon.
- Availability to meet the project timeline.
- Consideration of all stages of fabrication and installation.
- Consideration of site issues such as permitting, installation staging, and availability of electrical or other utilities.
- Positive track record of delivering quality projects on schedule and on budget, as determined by past work and references from previous clients.

SELECTING WORKS FOR ART EXHIBITIONS

For the Temporary Sculpture Exhibition and art exhibitions in City facilities, the Arts and Culture Program should consider either a Juried Process or a Curated Process for selecting work.

JURIED PROCESS

In a juried process, an individual or a small group of visual arts professionals would review work submitted by artists and recommend selections.

The Art Selection Panel

The Art Selection Panel for exhibitions should consist of a minimum of one and a maximum of five art professionals who are recognized as experts in their field. Panelists would be recommended by the Cultural Arts Commission. Panelists could be O'Fallon citizens or come from outside of the community. In some cases, the Cultural Arts Commission could decide to act as the Art Selection Panel for an exhibition.

Selection Process

The City should issue a Call to Artists inviting artists to submit work to be considered for the exhibition. The Call to Artists should be sufficiently detailed for the artist to understand the type of work the City is seeking, artist eligibility the terms of the loan of the work, the submittal process and the jurying process.

The Cultural Arts Coordinator organizes submissions from artists. The Art Selection Panel reviews the submissions and recommends selections. The Cultural Arts Coordinator shares the recommendations with the Cultural Arts Commission and City staff for their feedback.

The Cultural Arts Coordinator makes the final determination regarding the installation or siting of the work.

CURATED PROCESS FOR ART EXHIBITIONS

In a curated process, the City would select an independent curator or curatorial organization, to recommend the work for the exhibition. The curator would also be responsible for determining the layout or siting for the exhibition, and oftentimes are requested to provide written materials to support the exhibition.

The Curator

Qualified curators would be visual art professionals with experience organizing exhibitions. To select a curator, the City invites proposals from curators, either by invitation or through an open call. Interested applicants would submit a cover letter, resume and references. The Cultural Arts Commission reviews submittals with the assistance of the Cultural Arts Coordinator, and recommends a curator to City staff for implementation.

The selected curator contacts artists and recommends specific works to be included in the exhibition. The final exhibition selections are submitted to the Cultural Arts Commission for feedback and the Director of Parks and Recreation for approval.

FUNDING

General Fund

As a part of the City's annual budgeting process, the Parks and Recreation Department should request funds to support the following elements of the City's Art and Culture Program.

- *Staffing and administrative support.* The General Fund should cover staffing from the Parks and Recreation Department to support the Art and Culture Program. The General Fund can also be used to hire consultants to manage specific projects.
- *Collection management.* The General Fund should support keeping good documentation of the City's collection, as outlined below, as well as a regular collection assessment, and professional conservation when needed.
- *Other.* Requests can be made of support from the General Fund for other expenses related to the successful implementation of the Art and Culture Program.

O'Fallon Convention and Visitors Bureau

The City of O'Fallon levies a five percent transient guest tax on hotel and motel rooms for the purpose of supporting tourism and attracting people to stay overnight in O'Fallon.

The O'Fallon Convention and Visitors Bureau (OCVB) advises the Mayor, City Council, and City Administrator on the expenditure of transient guest tax revenue, and is responsible for modeling the continuation and enhancement of current tourism endeavors while envisioning future possibilities.

Arts and cultural activities can be supported through the transient guest tax so long as the activities help support the goals of the OCVB.

The OCVB should consider making an annual contribution of up to 5% of the annual transient guest tax to support community and public art initiatives that promote O'Fallon and increase visitorship. Top on this list would be the Temporary Sculpture Exhibition, exhibitions in City facilities, and public art integrated into gateway sites.

Percent for Art

As a matter of practice, when developing budgets for Parks and Recreation capital projects valued at \$2 million or greater, including new parks or recreation facilities as well as major renovations and expansions, the Parks and Recreation should include a line item for public art that is a minimum of 1% and a maximum of 2% of the estimated budget. These funds would be earmarked for the commissioning of public art at the park or facility.

Within five years of the adoption of this plan, the City should evaluate the effectiveness of this funding method and consider making it City policy for Parks and Recreation as well as other major capital projects.

Private Fundraising and Grants

The City should consider seeking support from individuals, corporations and foundations and other granting organizations to support the commissioning public art, the temporary sculpture exhibition, exhibitions at City facilities, as well as activities necessary to the success of the Art and Culture Program, such as marketing, maintenance and conservation.

Sponsorships

The City should consider looking for corporate or foundation sponsors for the Temporary Sculpture Exhibition or for its exhibition spaces. For the Temporary Sculpture Exhibition, sponsors would have their names recognized in web and print materials about the exhibition. For exhibitions, a sponsor could potentially help underwrite the costs of an exhibition space and have the space “named.”

GIFTS OF ARTWORK TO THE CITY

Private individuals, foundations, corporations or other organizations may wish to give the City of O’Fallon work or works of art for public display. These gifts can be a great way to enrich public spaces. However, it is important to consider carefully whether the gift meets the vision and goals of the Art and Culture Program and that the related costs and risks of the gift are acceptable before accepting the work into the City’s Public Art Collection.

City Staff should provide a technical review of proposals to accept and display gifts of works of art. This technical review ensures that the work can be legally donated, that there is an available site for the work, that it is in good condition, and that short- and long-term costs of accepting the donation are understood. Full criteria for technical review are below.

The Cultural Arts Commission should conduct an aesthetic review of gifts of works of art. The Cultural Arts Commission may choose to include additional stakeholders in the review process. Full criteria for aesthetic review are below.

Once the loan or gift has been approved, a written agreement should be prepared detailing the roles and responsibilities of the City of O’Fallon and the entity lending or donating the work of art.

Technical Review Criteria for Gifts and Loans

The City staff should first conduct a technical review of the proposed gift. The review should focus on the following issues:

- An appropriate site has been identified.
- The work in question can legally be given to the City by the donor (documentation should be kept on file by the Cultural Arts Coordinator).
- The financial costs connected with accepting the gift are known and can be met, including, but not limited to, shipping, shipping insurance, site preparation, installation, proper signage, insurance, landscaping, lighting, conservation and maintenance.
- The work poses no safety or liability concerns.
- Appropriate recognition for donors can be provided.
- Maintenance and conservation requirements can be met.

Aesthetic Review Criteria for Gifts and Loans

The Cultural Arts Commission should review the proposed gift for aesthetic and site considerations. When reviewing the work the Cultural Arts Commission should take into account the following:

- The artist meets the definition of artist that is included in the Arts and Culture Plan.
- The artwork supports the City’s vision for public art.
- The artwork demonstrates excellence in aesthetic quality, workmanship and creativity.
- The artwork is appropriate to the site in scale and form, and is of materials/media suitable for the site.

COLLECTION MANAGEMENT

The City of O’Fallon should adopt documentation practices and policies for the conservation and maintenance of artworks, and a process for de-accessioning or relocating artworks in the City’s collection. The City should ensure that the O’Fallon Public Art Collection is properly maintained and preserved, that a periodic assessment of conservation needs is made, and that proper records regarding the works in the collection are kept. The Cultural Arts Commission will review and approve the de-accession or relocation of works in the City’s Collection, using a strict set of criteria subject to final approval by City Council.

Documentation of the Collection

An important aspect of collection management and, ultimately, long-term maintenance of the O’Fallon Public Art Collection is keeping accurate, up-to-date records. The main aspects of this are identifying the project on-site, keeping accurate records for each project, and maintaining a comprehensive inventory of the collection. The City should develop proper documentation for existing works in the City’s Collection and develop documentation protocols for new projects.

Project Identification

Each artwork should be identified with a plaque stating the artist’s name, the artwork title, the media and the date the work was created. The plaque should be placed in an appropriate location near the artwork that can be easily viewed by pedestrians.

Project Records

Files for all projects should be kept in a centralized location with the Parks and Recreation Department. The file should contain information such as a copy of the artist contracts, a copy of project correspondence and public records, the maintenance instructions provided by the artist and subsequent conservation records, documentation of the design fabrication process, fabrication and installation photos, and media clippings.

Public Art Inventory

The Parks and Recreation Department should maintain a full and centralized inventory or database of its public art. This inventory will include information such as:

- Name of artist
- Title of work
- Location (kept in a format compatible with the City’s GIS system)
- Year completed/installed
- Owner of work
- Media
- Dimensions
- Budget/cost and source of funds
- A brief description of the work suitable for publication
- Maintenance and conservation needs as defined by the artist and conservation assessments
- Schedule of maintenance or conservation needs
- Conservation history
- A unique number assigned to each work of art that can be used for cross-referencing with hard files and other digital files.

Conservation and Maintenance of the Collection

Public art is a community asset that should be properly conserved and maintained. The City should undertake conservation and routine maintenance to preserve its Public Art Collection in the best possible condition. To assist in the maintenance and conservation of the O'Fallon's Public Art Collection, information regarding the conservation and maintenance needs on each work, borrowed or owned outright by the City should be kept on file with the City. Works of art on loan should be maintained in accordance with the requirements of, and in collaboration with, the lender.

Conservation

Conservation is the regularly scheduled examination, documentation, treatment and preventative care of public art conducted by a professional art conservator.

The City will regularly conduct, or hire a professional conservator to conduct, a survey of the condition of each work in the City's Collection and make recommendations for conservation, cost estimates, and a recommended schedule for implementation.

In addition, the City will take steps to identify conservation needs prior to the fabrication and installation of new works. The City will require, when necessary, that artists consult with a conservator during the design development phase of the project to identify the conservation needs of the project. Alternately, the City could have design documents reviewed by a conservator hired by the City prior to executing the fabrication and installation portion of a contract. For commissioned works, artist should provide the City with a worksheet that identifies the conservation and maintenance needs of the work, including the frequency, methods and materials recommended.

Routine Maintenance

Routine maintenance is the care of public art that does not require specialized expertise (i.e.: dusting, washing, lubrication of moving parts). If indicated by the artist as part of the maintenance and conservation worksheet, routine maintenance can generally be managed by the City Department that maintains the facility and/or site where the art is located. The City Department should not conduct any non-routine maintenance, as indicated on the maintenance and conservation worksheet, or conservation unless requested by the Parks and Recreation Department. The Department responsible for maintaining the facility where the art is located should notify the Parks and Recreation Department immediately if an artwork is damaged or stolen, or if the City Department plans to move the artwork or in any way alter its site. Any work that is recommended for relocation or de-installation would be subject to the de-accession policy.

Works of art should be maintained in a manner outlined in the above-mentioned maintenance and conservation worksheet, appropriate to the medium and characteristics of the artwork, and in accordance with the Visual Artists Rights Act of 1990.¹

¹ 17 USC § 106A - Rights of Certain Authors to Attribution and Integrity

De-accession and Relocation of Artworks in the Collection

It shall be the City's policy to ensure the ongoing integrity of the artwork and the site for which it was created, to the greatest extent feasible, in accordance with the artists' original intentions and consistent with the rights afforded by the Visual Artists Rights Act of 1990.

However, from time to time, there will be circumstances in which the City will want to consider de-accessioning and removing an artwork, or relocating an artwork.

The Cultural Arts Commission shall review any proposal for de-accession or relocation of an artwork. Consideration of de-accession shall involve the same degree of careful review as a decision to commission a work of art. Decisions will be informed by professional judgment and be made in the interests of the public.

Procedure

1. The City should not remove any artwork from the site for which it was selected, nor remove it from display, without prior review by the Cultural Arts Commission.
2. The Cultural Arts Commission shall review the circumstances surrounding the proposed de-accession, relocation or removal. The Cultural Arts Commission may choose to hold a public meeting for the purpose of gathering community feedback on a proposed de-accession, relocation or removal or gather community input through other methods.
3. The Cultural Arts Commission may recommend de-accession, relocation or removal of a work of art for any of the following conditions:
 - The condition or security of the artwork cannot be reasonably guaranteed;
 - The artwork requires excessive maintenance or has defaults of design or workmanship and repair or remedy is impractical or unfeasible;
 - The artwork has been damaged and repair is impractical or unfeasible;
 - The artwork endangers public safety;
 - Significant changes in the use, character, or design of the site have occurred which affect the integrity or relevance of the work;
 - Significant adverse public reaction has been documented over an extended period of time (a minimum of three years);
 - The work is of inferior quality or is judged to have little aesthetic and/or cultural value;
 - A suitable location for the artwork has been identified that better satisfies the original goals of the project; or
 - The artist requests removal due to concerns listed above.
4. During the review process, unless there is imminent danger to the public, the artwork shall remain accessible to the public in its original location.

5. The Cultural Arts Commission will make a decision and forward it to the City Council. De-accession, relocation, or removal requires the approval of the Cultural Arts Commission and City Council.
 - The Parks and Recreation Department should make a good faith effort to notify the artist that his or her work is being considered for de-accession.
 - If the artwork is site-specific, the Parks and Recreation Department should make a good faith effort to notify the artist that his or her work is being considered for relocation.
6. De-accession, relocation or removal of artwork shall be done in a manner that complies with all other applicable city, state and federal procedures, policies and regulations. For example, de-accession, relocation and removal actions must comply with applicable procedures and laws relating to the disposition of City property and with laws protecting artists' rights, such as the Visual Artists Rights Act.
7. Proceeds from the sale of any de-accessioned artwork will be used to support the cultural arts program in O'Fallon.

**IV. NEAR TERM
IMPLEMENTATION
PLAN (3 YEARS)**

With the adoption of the Art and Culture Plan, the real work of building the Art and Culture Program begins. Over the next three years, the City should begin with these important tasks.

ADMINISTRATIVE

1. Develop Cultural Arts Commission. As an immediate first step, the City should pass an ordinance establishing the Cultural Art Commission, outlining its composition and roles and the appointment process. The Mayor and Council should solicit recommendations for membership and appoint members.
2. Annual Request for Transient Sales Tax. The Parks and Recreation Department should make a request to the OCVB for a one-time allocation for infrastructure, plus five percent (5%) of the annual Transient Sales Tax to support exhibitions and public art projects related to CLIP.
3. Sponsorships. The Parks and Recreation Department should begin developing sponsorship levels and materials for the Temporary Sculpture Exhibition Program or the exhibition spaces in City Hall and the RSC. The City, with the assistance of the Cultural Arts Commission should develop a list of prospects and begin approaching potential sponsors.
4. Partnerships. In addition, other public agencies and civic organizations should be approached to participate in the Temporary Sculpture Exhibition. These groups would contribute the cost of leasing a sculpture, and would host the sculpture on their site or the site of their choosing.
5. Park Capital Project Budgets. If construction budgets allow, a line item should be created in the budget for public art.

INFRASTRUCTURE

1. Concrete Pads for Temporary Sculpture Exhibition. Working with the Cultural Arts Commission, the Cultural Arts Coordinator should identify 8-10 City-owned sites for the inaugural Temporary Sculpture Exhibition. Standard concrete pads (approximately 5' x 5') should be poured for each site.
2. City Hall & RSC Infrastructure. The Cultural Arts Coordinator should specify and order any frames, vitrines or other hardware or lighting necessary to exhibit work at City Hall and the RSC.

EXHIBITIONS

1. Temporary Sculpture. The City should aim to unveil the first Temporary Sculpture Exhibition in the spring of 2017. The first exhibition may be smaller in scale, and focus on Park properties, as an initial pilot. The first steps will be to develop a Call to Artists and put together an Art Selection Panel. A standard lease agreement should also be drafted by the City attorney. The Call should be released no later than the fourth quarter of 2016 in order to have sufficient time to jury the exhibition and make all necessary plans for installation and marketing of the exhibition.
2. Exhibitions at City Hall and the RSC. Once the appropriate infrastructure has been put in place, the Arts and Culture Coordinator should develop the Call to Artists and Call to Organizations for exhibitions, and assemble an Art Selection Panel to review the work.

PUBLIC ART

1. O'Day Park. As the City is selecting the design team to develop the schematic and final design for O'Day Park, the Cultural Arts Coordinator should develop a scope of work and a Request for Qualifications for an artist to work collaboratively with that team to create interactive sculpture and, potentially, functional elements of the design. An Art Selection Panel should be appointed to review artist qualifications and select an artist for the park project.
2. Civic Park. As the park design team develops schematic-level designs for the Alligator Creek / Civic Hall facility, a site should be designated for a two dimensional mural. Once the rough dimensions of this site are determined, the Cultural Arts Coordinator should develop a Request for Qualifications for an artist to develop the mosaic. An Art Selection Panel should select three finalists to develop Concept Proposals. The Art Selection Panel will select a design from those proposals.

PROJECTED EXPENSES

	2017	2018	2019
TEMPORARY SCULPTURE EXHIBITION			
Foundations	\$10,000	-	-
Artwork (12 x \$2000)	\$24,000	-	\$24,000
Installation costs	\$6000	-	\$6000
Signage, collateral	\$5500	-	\$5500
Legal	\$500	-	\$500
EXHIBITIONS			
City Hall Infrastructure (vitrines)	\$3500	-	-
City Hall Exhibition costs (4 x \$1000)	\$4000	\$4000	\$4000
RSC Infrastructure (frames)	\$750	-	-
RSC Exhibition costs (3 x \$500)	\$1500	\$1500	\$1500
Signage, collateral	\$1000	\$1000	\$1000
WELCOME PROJECT			
Public art added to CLIP projects	\$10,000	\$41,000	\$10,000
TOTAL	\$66,750	\$47,500	\$52,500

PROJECTED REVENUE

One-time infrastructure request from OCVB / Transient Sales Tax	\$14,250	-	-
Annual OCVB / Transient Sales Tax (5%)	\$37,500	\$37,500	\$37,500
Private Fundraising and Grants	\$10,000	\$10,000	\$10,000
Sponsorships	\$5000		\$5000
TOTAL	\$66,750	\$47,500	\$52,500

APPENDIX A: ARTIST SOLICITATION METHODS

The City of O’Fallon should select an approach to recruiting and selecting artists that is specific to each project, reflecting the specific goals of each project and offering the greatest chance of finding the best artist. Selection processes should be competitive, except in situations where City staff and the Cultural Arts Commission determine there are extraordinary circumstances, as expressed in the approved Project Plan.

OPEN COMPETITION

In an Open Competition, any artist may submit his or her qualifications, subject to any requirements established in the Call to Artists or Request for Qualifications. The Call or RFQ should be sufficiently detailed to allow artists to determine whether their art or qualifications are appropriate for consideration.

An Open Competition allows for the broadest range of possibilities and can bring in new, otherwise unknown, and emerging artists. However, Open Competitions can consume a large amount of staff resources, and sometimes discourage established artists who prefer to respond to limited competitions or to be directly selected for projects.

LIMITED COMPETITION OR INVITATIONAL

In a Limited Competition or Invitational process, several pre-selected artists are invited to submit their artwork or qualifications. This method may be appropriate when looking for a small group of experienced artists, when there is a limited time frame, or if the project requirements are so specialized that only a limited number of already identified artists would be eligible. It is possible that this list of artists would come from a Roster.

ARTIST ROSTER

The City of O'Fallon Art and Culture Program may decide to develop a pre-qualified pool of artists, or Artist Roster, from which it can choose artists for Limited Competition/Invitational or Direct Selection. This Roster would be developed based on a comprehensive review of qualifications from artists who responded to an open Request for Qualifications. This list could be focused on a specific set of opportunities, or be used broadly for a range of commissions. If the Roster is meant to be used for several years, it should be updated annually or bi-annually to allow new artist to be considered, and for Roster artists to update their materials.

A Roster requires upfront work and ongoing management, but it allows for artist selection for specific projects to proceed much more quickly. This would be a viable strategy if O'Fallon were anticipating a large number of commissions over a short period of time. The City could also consider partnering with other municipalities or public agencies to develop a shared Roster.

DIRECT SELECTION

On occasion, City staff and the Cultural Arts Commission may choose to directly recommend an artist for a project. Direct selection may be useful on projects where there is an urgent timeline, low budget, or when very specific project requirements exist. It is possible that this artist would come from a pre-qualified list or Roster. Such selection would need to be consistent with City of O'Fallon procurement procedures and be approved as part of the Project Plan.

PURPOSE AND METHODOLOGY

As part of the development of the Art and Culture Plan for the City of O'Fallon, Via developed, and with the assistance of the Parks and Recreation Department, launched an online survey. The survey was designed to learn more about people's perceptions of the City and its most important places, and to gather input on a broad set of possible directions for public art. The survey is one of several tools being used to gather input as part of the planning process. The survey was launched on January 25, 2016 and was up through March 25, 2016. The survey received 302 responses.

The survey asked four questions related to people's preferences for public art:

- What is the IMPACT that public art should have in the City of O'Fallon? (Respondents were asked to indicate four preferences from a list of 11 options)
- What are the priority LOCATIONS in O'Fallon for new public artworks? (Respondents were asked to indicate four preferences from a list of 11 options)
- What types of PROJECTS would you like to see in O'Fallon? (Respondents were asked to indicate four preferences from a list of 9 options)
- (Respondents were shown 19 examples of artworks in other cities.) Of these projects, pick up to three that you think are visually interesting and represent the type of art that you think would be successful in O'Fallon.

We also asked:

- What should public art say about O'Fallon and the people who live, work and play here?
- What places in O'Fallon do you take people to show them what O'Fallon is all about?
- Tell us about something unique about O'Fallon that a visitor might not know about.
 - It could be a person -- someone who's famous, or someone who's just interesting.
 - It could be a place that is special, but perhaps only known to locals.
 - It could be an event that isn't something you'd find just anywhere.
 - It could be a tradition that is important to the city or a group of people in the city.
 - It could be an unusual business, or a fascinating aspect of a business in O'Fallon.

FINDINGS

There are several themes that emerge from the survey that cut across several of the questions.

People in O’Fallon love their parks. According to the responses, parks are where people bring visitors to share “what O’Fallon is all about,” meaning that parks are closely tied to community identity as well as being a nice place to spend time. Parks were the number one choice of locations to place future public art projects.

Survey respondents are also very proud of the community’s history and think it is one of the O’Fallon’s most unique characteristics. After parks, Downtown and Main Street ranked second for places that people would like to see art. Also after parks, Fort Zumwalt Park / Heald Home, and Downtown and Main Street are places that people share with visitors. In response to what public art should say about O’Fallon, history ranked second.

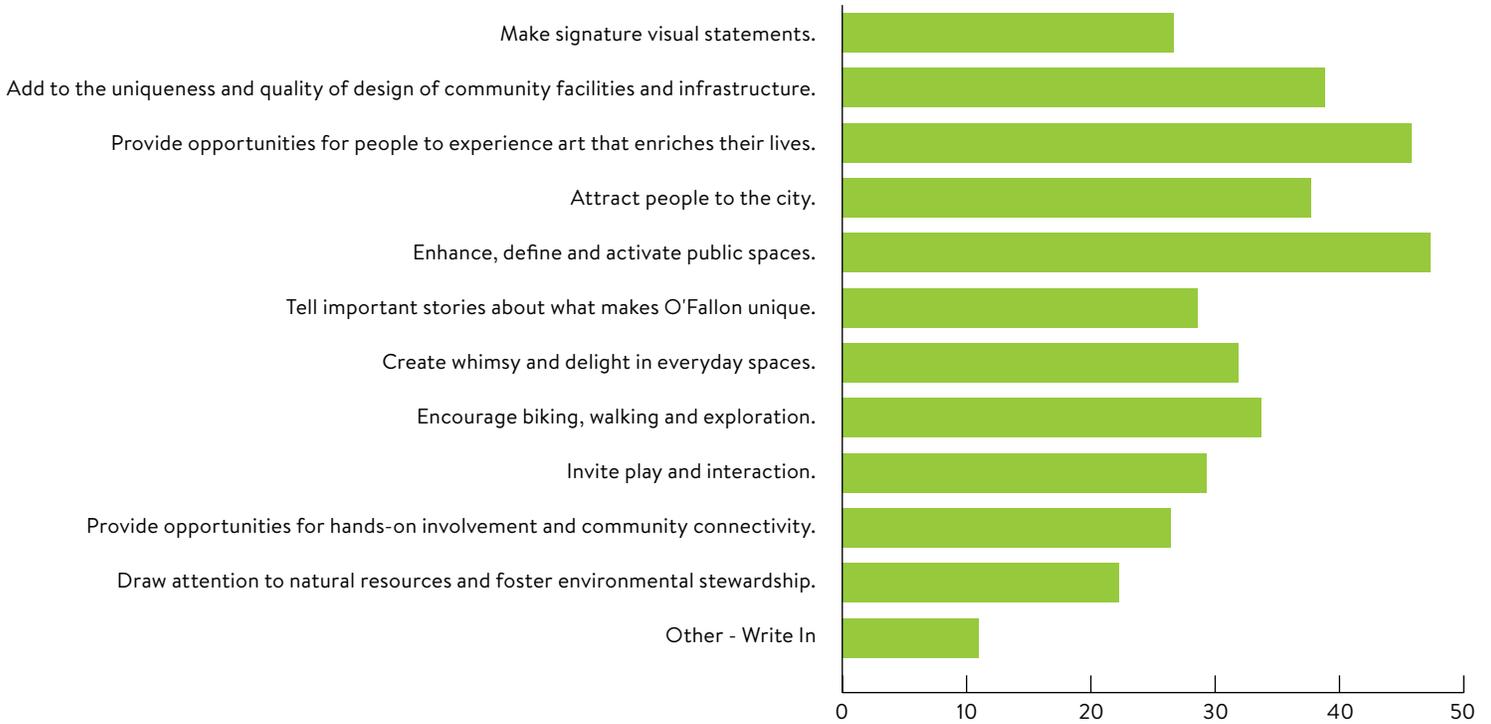
The survey found a strong interest in functional artwork. Of the art images shown of public art from other communities, the three highest-ranking projects were “Mistree,” “Turtle Park,” and “Butterfly Gate.” Each of these works also serves a functional purpose, as play sculpture and play fountain for the first two, and as a fence gate for the third. When asked what types of public art people would like to see in O’Fallon “fun and functional” ranked the highest.

Respondents were interested in public art that is interactive. For people who chose “Mistree” and “Turtle Park,” the primary reason given was for their fun, interactive and family-friendly qualities. The highest ranking desired impact of public art was to “enhance, define and activate public spaces,” which can sometimes be accomplished with interactive artworks. When asked what public art should say about O’Fallon, the top answers were fun and playful.

Festivals are an important part of the culture and community identity in O’Fallon. The Heritage and Freedom Festival and the Celebration of Lights, as well as other festivals and events, were mentioned both as a places to bring visitors and something that makes O’Fallon unique. The survey also found overwhelming support, with 80% responding positively, for an art festival.

It is also important to note that a small number (approximately 2.5%) of respondents expressed a concern over tax dollars being spent for public art or that it was not needed or desired at all (1.5%).

1. What is the IMPACT public art should have in the City of O'Fallon? Please choose up to four. Public Art in O'Fallon should:

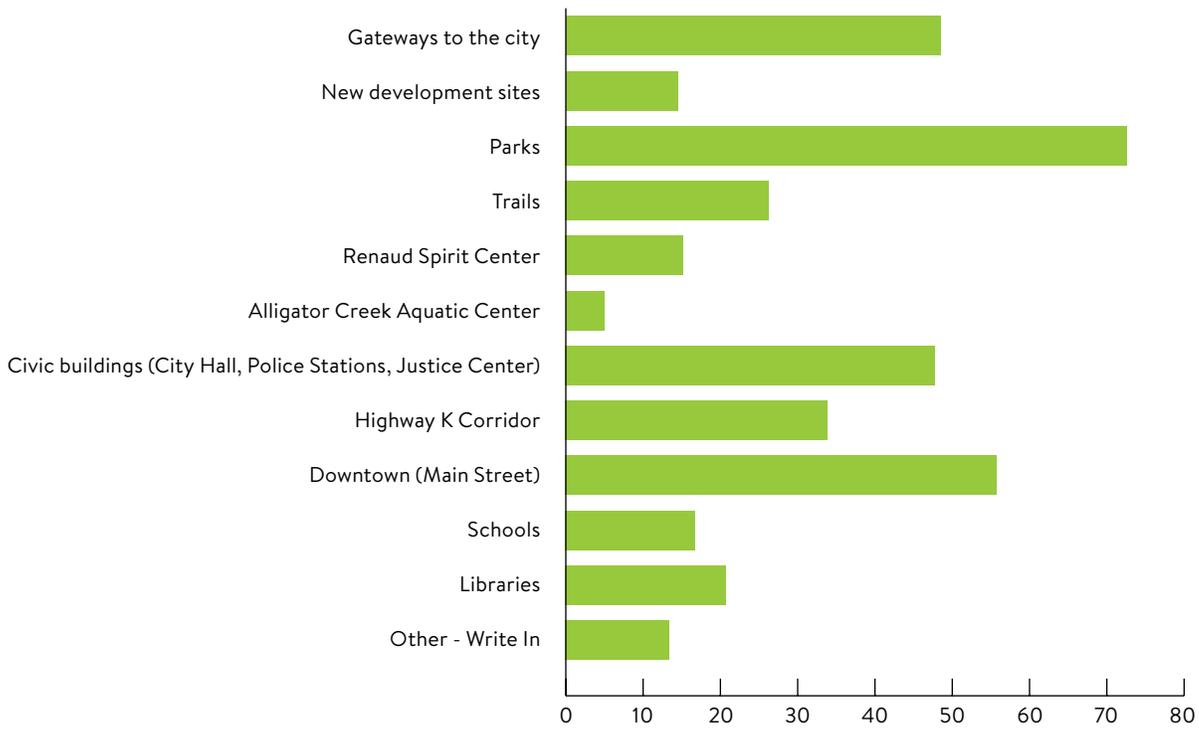


VALUE	PERCENT
Make signature visual statements.	26.7%
Add to the uniqueness and quality of design of community facilities and infrastructure.	38.8%
Provide opportunities for people to experience art that enriches their lives.	45.8%
Attract people to the city.	37.7%
Enhance, define and activate public spaces.	47.3%
Tell important stories about what makes O'Fallon unique.	28.6%
Create whimsy and delight in everyday spaces.	31.9%
Encourage biking, walking and exploration.	33.7%
Invite play and interaction.	29.3%
Provide opportunities for hands-on involvement and community connectivity.	26.4%
Draw attention to natural resources and foster environmental stewardship.	22.3%
Other - Write In	11.0%

"Other - Write In"

- Adds depth to community feeling
- Adds no value & is used mostly for blighted communities.
- Attractive from Hwy Exits
- Be interesting without requiring controversy. Tell a story. Make people think.
- Forget it
- Local history
- Promote Public Art
- Do not need (5)
- make the city look more modern
- no tax dollars (8)
- promote public art
- show passersby we are worth slowing down for
- use local artists
- I believe a windmill art display of some type would be beneficial in many ways to O'Fallon. A memorial that has an eternal flame or a water display constantly costs money to operate. An art display that is powered by wind and/or solar could cost next to nothing to maintain. Certainly an art piece could be a statue of some sort that would possibly require no maintenance, but I believe a windmill art display could have many impactful benefits. Besides showing beauty and being cost effective, it could showcase how O'Fallon is always looking toward the future. Constantly innovating and looking for ways to benefit not only our environment, but ourselves and our growing city.
- O'Fallon (namely along hwy K) is a poor destination for any foot or cycling traffic. Encourage that!
- O'Fallon is one of the only cities in the St. Charles/St. Louis area that has its own live theatre group, and yet the space in which they perform has always been inadequate, and it does little to draw theatre lovers (audience members and performers) to O'Fallon. A new, state of the art theatre is long overdue. This would go a long way toward establishing O'Fallon as a cultural city.
- Give artists the ability to showcase their designs and art to the public to help give them an opportunity to enrich the lives of others by viewing and purchasing their art. This will also provide them with opportunities to help their income. Art showings to open to the public in spaces owned by the city. Rotating and changing artwork for sale in public areas of the city and perhaps even a page on the cities website providing either photos of art or links to local artists websites. Long Beach and San Pedro California has a strong art community. You could always check with them for further ideas.

2. What are the priority LOCATIONS in O'Fallon for new public artworks? Please choose up to four. Public art in O'Fallon should be located at:

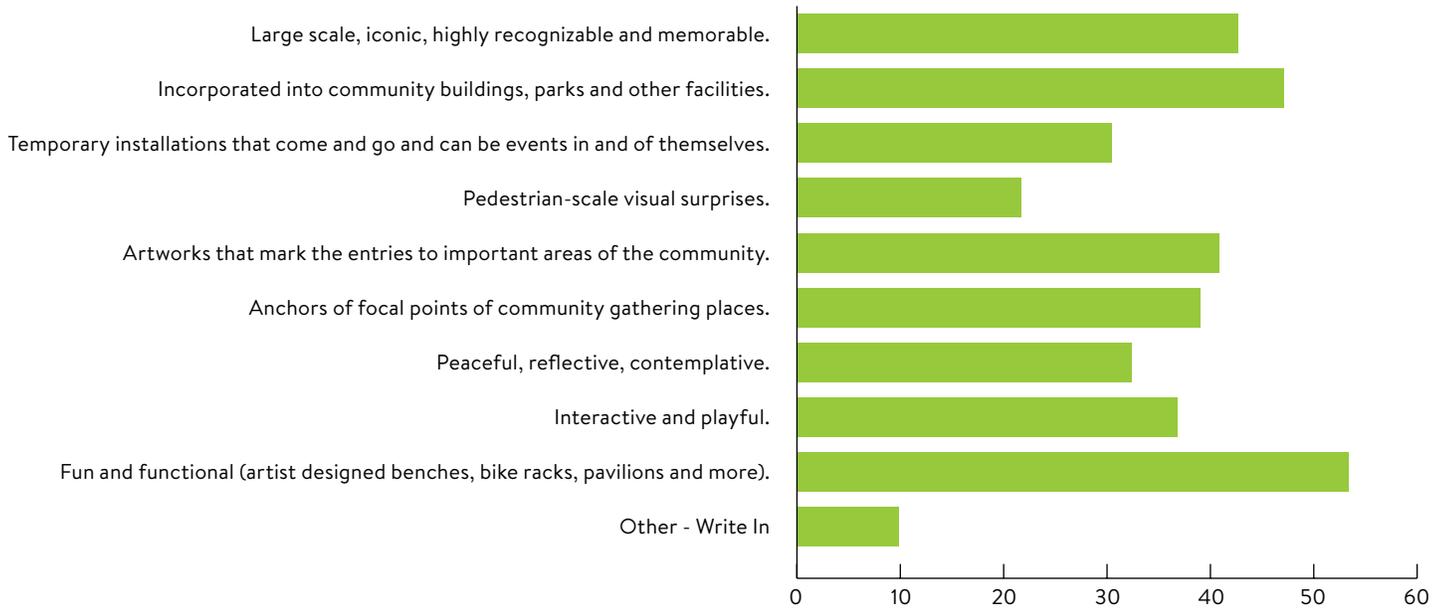


VALUE	PERCENT
Gateways to the city	48.5%
New development sites	14.6%
Parks	72.6%
Trails	26.3%
Renaud Spirit Center	15.3%
Alligator Creek Aquatic Center	5.1%
Civic buildings (City Hall, Police Stations, Justice Center)	47.8%
Highway K Corridor	33.9%
Downtown (Main Street)	55.8%
Schools	16.8%
Libraries	20.8%
Other - Write In	13.5%

"Other - Write In"

- 40 and 364 intersection or South Outer Road
- 8076 Hawk Ridge Trail
- Bryan Rd. corridor
- City gardens
- Hwy 40 exits O'Fallon
- Nowhere (14)
- On and off ramps
- Places where people gather - centers of commerce, other places where people traverse or gather.
- South Outer Road/Hwak Ridge Trail
- The Theater in City Hall
- The southern side of O Fallon near south outer road and DD is bare
- Underdeveloped sites
- Within various subdivisions
- free areas
- have giant fountain or visual statement on Hawk Ridge Trail roundabout
- like the 9-11 memorial in the divided street at WingHaven & 40
- random commercial buildings
- scattered throughout
- the proposed roundabout on Hawk Ridge Trail/S. Outer Road
- This should be determined by an outside board of directors.
- If a new theatre is built, the lobby could be used to display the work of local artists. Artists could even hold shows to sell their work, serving wine and cheese, etc. The Florissant Civic Center theatre does this, and it is very effective and sophisticated.

3. What types of public art PROJECTS would you like to see in O'Fallon? Please choose up to four. O'Fallon should commission public art projects that are::

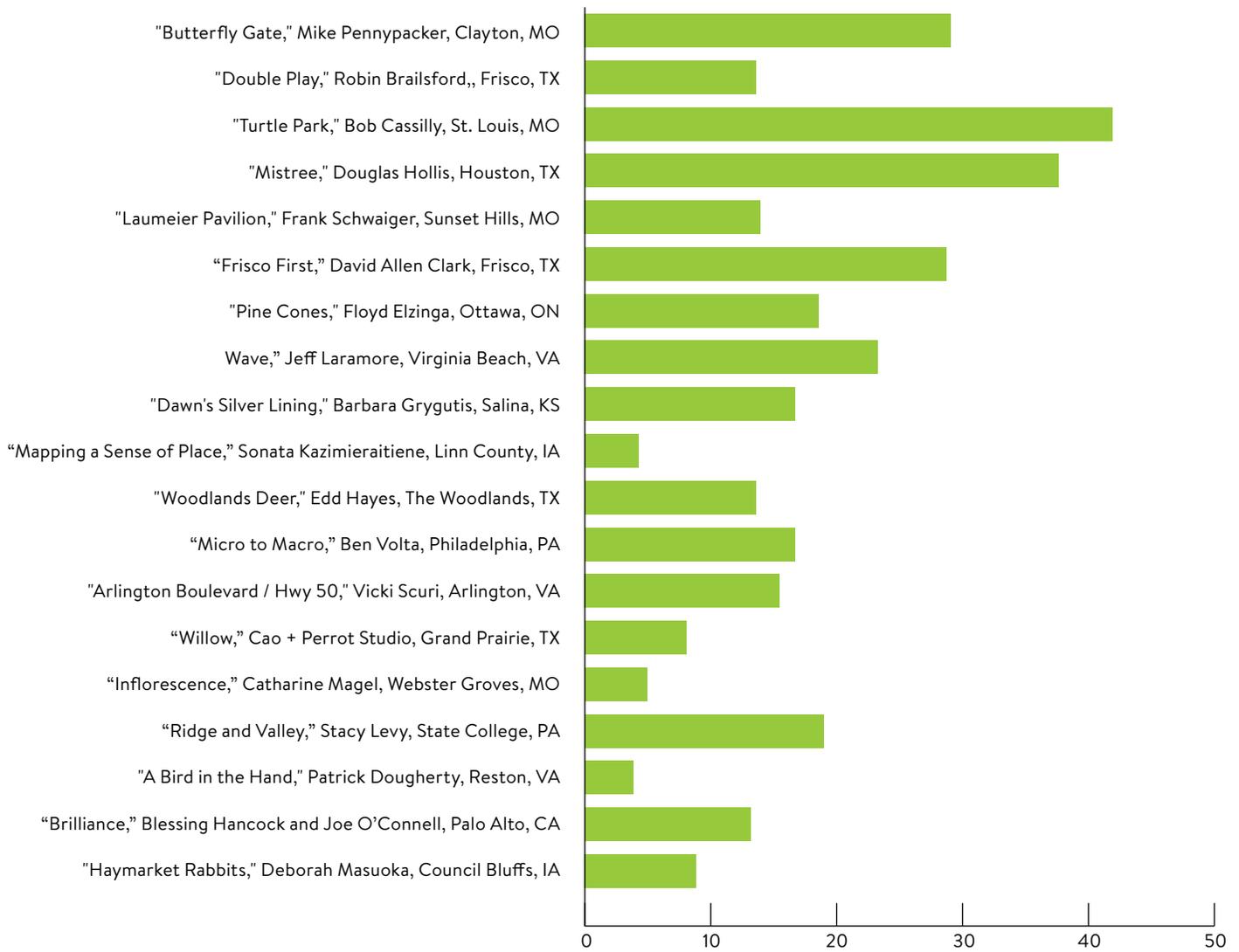


VALUE	PERCENT
Large scale, iconic, highly recognizable and memorable.	42.7%
Incorporated into community buildings, parks and other facilities.	47.1%
Temporary installations that come and go and can be events in and of themselves.	30.5%
Pedestrian-scale visual surprises.	21.7%
Artworks that mark the entries to important areas of the community.	40.8%
Anchors of focal points of community gathering places.	39.0%
Peaceful, reflective, contemplative.	32.4%
Interactive and playful.	36.8%
Fun and functional (artist designed benches, bike racks, pavilions and more).	53.3%
Other - Write in	9.9%

"Other - Write In"

- Historical relevance - to teach
- No tax money on art (4)
- Keep it Simple
- Local Artists; performance art
- No visual pollution"
- None (5)
- O'Fallon history
- Perception on main routes
- Who will enforce any guidelines
- free
- in my neighborhood lol
- local artists
- recycled art sculptures
- walls that allow tagging or murals
- I would love to see a large scale, brightly colored splash pad with large sculptures that can be climbed on by children. There is one similar in St. Louis, but also check out Coolidge Park in Chattanooga, TN.

4. Of these projects, pick up to three you think are visually interesting and represent the type of art you think would be successful in O’Fallon.



VALUE	PERCENT
"Butterfly Gate," Mike Pennypacker, Clayton, MO	29.1%
"Double Play," Robin Brailsford,, Frisco, TX	13.6%
"Turtle Park," Bob Cassilly, St. Louis, MO	41.9%
"Mistree," Douglas Hollis, Houston, TX	37.6%
"Laumeier Pavilion," Frank Schwaiger, Sunset Hills, MO	14.0%
"Frisco First," David Allen Clark, Frisco, TX	28.7%
"Pine Cones," Floyd Elzinga, Ottawa, ON	18.6%
"Wave," Jeff Laramore, Virginia Beach, VA	23.3%
"Dawn's Silver Lining," Barbara Grygutis, Salina, KS	16.7%
"Mapping a Sense of Place," Sonata Kazimieraitiene, Linn County, IA	4.3%
"Woodlands Deer," Edd Hayes, The Woodlands, TX	13.6%
"Micro to Macro," Ben Volta, Philadelphia, PA	16.7%
"Arlington Boulevard / Hwy 50," Vicki Scuri, Arlington, VA	15.5%
"Willow," Cao + Perrot Studio, Grand Prairie, TX	8.1%
"Inflorescence," Catharine Magel, Webster Groves, MO	5.0%
"Ridge and Valley," Stacy Levy, State College, PA	19.0%
"A Bird in the Hand," Patrick Dougherty, Reston, VA	3.9%
"Brilliance," Blessing Hancock and Joe O'Connell, Palo Alto, CA	13.2%
"Haymarket Rabbits," Deborah Masuoka, Council Bluffs, IA	8.9%

5. Of the projects you chose, what do you like about them?



Response

Fun / Interactive / Playful / Family-Friendly (62)

Beautiful / Visually Appealing (33)

Colorful / Bold / Impactful / Makes a Statement (26)

Large-Scale / Iconic (23)

Unique / Creative / Original / Interesting (21)

Natural Environment / Organic (12)

History / Heritage (11)

Functional (10)

About O'Fallon / Our Community (7)

No Tax Dollar / Not a Function of Government (5)

Peaceful (3)

No (2)

6. What should public art say about O'Fallon and the people who live, work and play here?



Response

Fun / Playful (45)

History (32)

Family Friendly / Family Focus (23)

Unique / Interesting / Exciting (22)

Creative / Innovative (15)

Diverse / Inclusive (14)

Nature / Environment / Outdoors (13)

Forward-Thinking / Progress / Modern (13)

Welcoming / Friendly / Warm (12)

Artistic / Supports Culture / Artists (11)

Great Place to Live (10)

Active (9)

Beautiful (9)

Safe (9)

Vibrant (8)

Proud (8)

No Art / No Tax Dollars (7)

Great Place to Work / Do Business (5)

No Need to Say Anything / Just be Interesting (4)

Great Place to Visit / Attract Visitors (4)

Peaceful (2)

Involved (2)

7. What places in O'Fallon do you take people to show them what O'Fallon is all about?

Parks (76)

Fort Zumwalt Park / Heald Home (41)

Downtown / Main Street (41)

Elsewhere in St. Charles / St. Louis / Nowhere (40)

Restaurants (27)

Civic Park / Log Cabin / Alligator Creek / Krekel House (23)

TR Hughes / Rascals (23)

Renaud Spirit Center (22)

McGurks (22)

City Hall (15)

Festivals / Events (12)

Highway K (12)

Veteran's Memorial / 911 Memorial / Memorials (11)

Schools (8)

Trails (8)

Rendezvous (4)

Winghaven (6)

Churches (7)

Shopping (7)

Sisters of the Most Precious Blood (4)

O'Fallon TheaterWorks (4)

Ozzie Smith Park (4)

Neighborhoods (3)

Brenden's Playground (3)

Library / Facilities (3)

Businesses (2)

Cemetery (1)

Outdoors (1)

8. Tell us about something unique about O'Fallon that a visitor might not know about. It could be a person -- someone who's famous, or someone who's just interesting. It could be a place that is special, but perhaps only known to locals. It could be an event that isn't something you'd find just anywhere. It could be a tradition that is important to the city or a group of people in the city. It could be an unusual business, or a fascinating aspect of a business in O'Fallon.

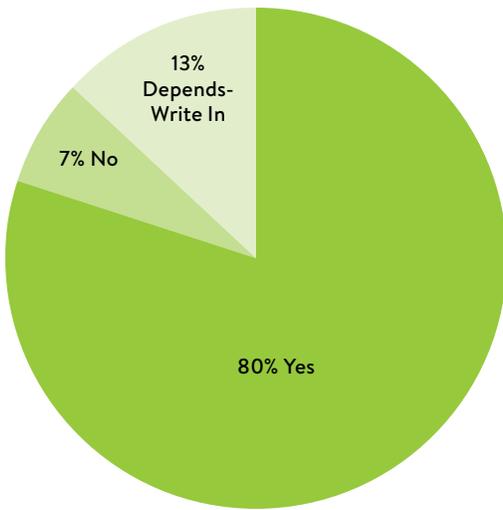
- 4th of July Heritage and Freedom Festival & Parade (20)
- 911 monument (2)
- A good place to live.
- Ameren solar panel generations field
- Baseball greats opened our ballpark.
- Big city with small town feel.
- Brendan's Playground (3)
- Celebration of Lights (11)
- City Hall
- D.J Rocket is our mascot basically.
- Downtown O'Fallon / Historic Main Street (3)
- Dwight Eisenhower's funeral train came through town.
- Every O'Fallon park has interesting history with larger than life people like Judge Arnold Krekel, Daniel Boone, Black Hawk.
- Extreme commitment to their Veterans who live here.
- Festivals (2)
- Few people outside of O'Fallon know that we have an excellent community theatre group that is supported and sponsored by the City. I frequently bring visitors to see productions here, and they are surprised. "I didn't even know this was here," is a comment I hear frequently. It is just sad that I always find myself apologizing for the quality of the facility in which the shows are performed. O'Fallon deserves better. Also, even though we have local papers like the Suburban Journal, our theatre productions are not reviewed. This is highly unusual in community theatre. Other groups send out press releases and invite theatre critics to performances. O'Fallon does very little to publicize its productions outside of the City.
- Fishing for crawdads in the creeks and exploring in our parks was one of our favorite pastimes as a schoolgirl growing up in O'Fallon.
- Flinkles, because I just love that O'Fallon has a store dedicated to flavored sprinkles.
- Focus on the future. Stop thinking small. Honor NASA, tech, and just be beautiful
- Food Truck Frenzy
- Fort Zumwalt North High School is the oldest in the district. The Heritage Fest near the fourth of July is pretty cool.
- Fort Zumwalt Park & Heald Home – park and history (18)
- Friar Tucks is like an adult candy store with the largest variety of beers, wines & liquors than anywhere I know. They also have beer and wine kits to craft your own.
- Great parks and events
- Ham and Egg restaurant!
- Has the "feeling of a small town in itself but has shopping, restaurants, medical facilities and events of the larger city that it is.
- History (8)

- Home of first women's college west of Mississippi
- I don't know if this is true, but my husband tells everyone the distance between O'Fallon, MO and O'Fallon, IL is the distance the train could travel before stopping for water.
- I haven't lived in O'Fallon my whole life, but I am not sure what unique thing I would be able to tell a visitor. I think something that would have been really cool would be if O'Fallon Brewery would have built their new brewery and pub actually in O'Fallon. It was very disappointing to see them move their operation to Maryland Heights. Also, I am a huge baseball fan, but do not really have an interest in going to Rascals games. I do think it would help tremendously if they were affiliated with a major league team (especially the Cardinals), but I am not sure how that happens. But having minor league baseball players in town that have a legitimate shot at going to the major leagues would be far more interesting.
- I honestly cannot think of one interesting thing about O'Fallon. It's nothing, but a never ending chain of restaurants and stores. The downtown area could be something if the business/land owners would work with the City. The old water tower is a landmark that is slated to be torn down. Why? It defines downtown and is a part of history.
- I really think it's unique and exciting that the city has its own theater when most towns do not.
- If O'Fallon had some really neat art I would take them to see that.
- I'm interested in knowing something unique about O'Fallon as well. I have lived here just over 5 years and have yet know what that is based on the current infrastructure.
- Imminent domain has a significantly more difficult time taking place in O'Fallon
- In the old days, the windows in downtown O'Fallon were painted by school children for Christmas...Children's art should take place again.
- It has a fiscally diverse community that is hungry for increased cultural experiences. Anything geared toward children and families will be highly successful here. For example, and interactive art park.
- It's the largest city in MO!
- Jammin' in the Park Concert Series (7)
- Krekel House (6)
- local churches, businesses
- LOVE that O'Fallon is smoke free, unlike neighboring St. Charles, love the many non-chain restaurants and businesses
- Main Street (6)
- Many of the parents (age 45-60) come from North County St Louis.
- McGurks (4)
- Monsanto's semi-conductor program/ silicon chip production got off the ground here, the foundation of modern computers.
- More to city than just route K corridor
- Need to have exciting entrances off major thorough fares to give positive impression of O'Fallon to those entering it....
IMAGE
- NEW justice center
- O'Fallons unique geographic position to both the Mississippi & Missouri Rivers
- O'Day Park, it will be a premier park when completed
- O'Fallon has a strong Catholic heritage. The Sisters of the Precious Blood still have a significant footprint in downtown O'Fallon. The most prominent buildings in the city have a religious identity or heritage, including City Hall, which was once a convent, and Assumption Parish on main street.

- O'Fallon has city amenities, but the small town feel, and everyone is welcome
- O'Fallon has some great places to eat that are not on the main path, and great little shops.
- O'Fallon overcame corruption in the government without the public rioting and making a fool of themselves. We used our right to vote.
- Pieper Farm on Pieper Rd where Grandpa Pieper sells tomatoes and veggies, fun to stop in a purchase the produce from a local family.
- Railroad club in Fort Zumwalt Park; the city's many different public events and parties throughout the year (heritage freedom festival, tree lighting ceremony at city hall, music/concerts in the park)
- Railroad history (5)
- Rascals Baseball Team / TR Hughes (10)
- Rendezvous Cafe and Winebar has lots of events, great music, and wonderful owners! It's a great gathering place! (3)
- RSC (2)
- Safety (2)
- Sisters of the Most Precious Blood site
- Sno Biz shaved ice.
- The chapel at St. Mary's is a beautiful work of art, a hidden jewel.
- The fact that we have within one of our parks a reconstructed family fort and homestead from 1800 and the same time that the Daniel Boone family moved into the area.
- The festivals, and the local theater give this city character and culture and I'd like to see that expanded upon in the future because it's an amazing thing for a community.
- The flowers in summer that hang on light posts off Main Street are lovely.
- The Fort Zumwalt School District built 15 schools in 13 years to keep up with the rapid growth of this area. It is VERY family oriented.
- The Great Pumpkin Festival
- The Indian Mound in Dames Park (4)
- The O'Fallon brewery that we no longer have (3)
- The parks in O'Fallon is where we go. I have taken friends to the adult egg hunt and the Halloween hunt.
- The property of the Sisters of the Most Precious Blood and all the beautiful artwork in the Chapel created primarily by one nun – and also the long history behind them being here
- The small businesses and communities play a large role in making O'Fallon a close knit city
- The Train Depot (3)
- The World Trade Center display at wing haven is unique.
- There are tons of areas to get out and play but they're mostly inside subdivisions and not really "public."
- There is a dance studio that draws students from as far as 50 miles away for weekly classes because they have this awesome special needs program
- There is not much that I know of, I enjoy bringing people to Rascals games.
- They host a litany of events and send out a calendar informing residents if those events
- Unending shopping availability (that sounds trivial, but truly seems a uniqueness to O'Fallon)

- Veterans Memorial (3)
- We are a fast growing, huge city. Many of our residents attend Wentzville school district schools, as well as the other districts. There are a TON of hawks to be seen in O' Fallon.
- We are only 20 minutes from Ferguson... all to close
- We have a local ball team, that's special. We have outdoor concerts. We have a lot of running and biking paths, races, and a cool community center with a great soccer park, we are active. We have a lot of artists and a St. Charles art foundry center in Winghaven.
- We have great businesses like Mastercard and we aim to have more tech
- We stretch as south as hawk ridge trail
- We're new residents but we love everything we've seen. The ease, the beauty, it's all here.
- When family comes into town, and we see all the "sign holders" on Hwy K.... holding their signs, dancing, waving passerby's into their stores/restaurants! Also the "K&N Patriots" on Saturday afternoons.
- With the exception of a few non-chain restaurants, we are a generic suburb.

9. If an art festival took place in O'Fallon with art for sale, as well as food and entertainment, would you attend?v



VALUE	PERCENT
Yes	79.7%
No	7.4%
Depends - Write In	12.9%

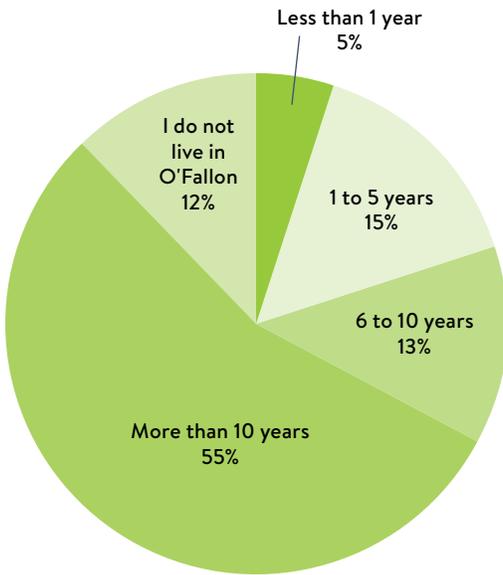
"Depends - Write In"

- An art festival is better than art cluttering our streets.
- As an artist
- For the Food Only
- How much tax money will be spent?
- I'd like the art to be somewhat affordable to O'Fallon citizens, and not just to be crafts.
- It would depend on the date and venue. If outdoors, weather would play a factor, too.
- Location
- Most definitely...good art. Not only arts and crafts.
- Fallon is NOT a destination, would not attract an adequate turn out.
- Only if it was somewhere with plenty of parking.
- Possibly
- Quality of vendors
- Time and place
- Weather and other plans.
- Would need farmer market too
- as long as there was ample parking.
- cost, time of year, exhibits, kid friendly
- ease of parking
- on the weather and entertainment
- refined, studied artists and not crafty soap making pinterest folk.
- scheduling
- time of year, location
- weather, mobility
- Probably--so far I haven't had much luck with O'Fallon events--parking is not usually well-coordinated. Maybe if they closed Main and had it be a walking thing instead of doing Civic Park.
- Your suggestion is nice but I would also prefer that the city offer art classes (painting, drawing, etc. to adults at your community centers for a nominal price. Give adults a chance to make art. Children get these chances in school. Many adults would really like this option. Yes, I know about St. Charles Comm. College but classes should be more convenient to adults of O'Fallon.
- As long as it was produced & directed by the foundation.
- Seems everything takes place at Zumwalt Park or Ozzie Smith area. Brommelsick Park or others could host things also and do it nicely in a more peaceful setting.
- If it had more than a handful of booths and lasted longer than half a day and had a very strong art identity and maybe some speakers and public demonstrations, for starters.
- Only if parking was not a problem which is usually the case when we attend events in O'Fallon.

10. What is your zip code?

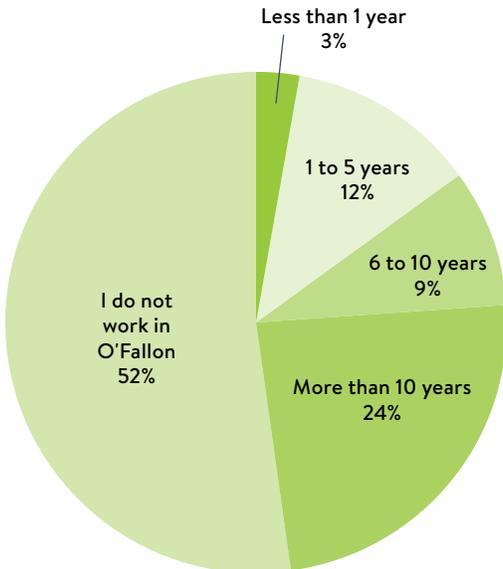
COUNT	RESPONSE
1	63109
1	63144
4	63301
2	63303
13	63304
1	633368
1	63341
1	633656
133	63366
6	63367
72	63368
21	63376
1	63379
7	63385
2	63390

11. Do you live in O'Fallon? If so, how long have you lived here?



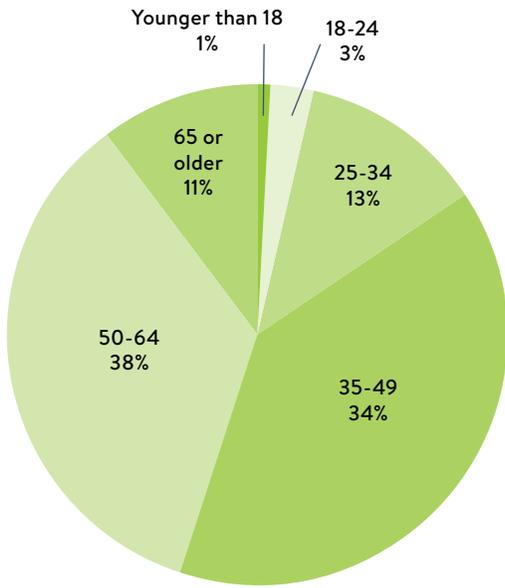
VALUE	PERCENT
Less than 1 year	5.2%
1 to 5 years	14.6%
6 to 10 years	13.1%
More than 10 years	55.6%
I do not live in O'Fallon.	11.6%

12. Do you work in O'Fallon? If so, how long have you worked here?



VALUE	PERCENT
Less than 1 year	2.7%
1 to 5 years	12.0%
6 to 10 years	8.9%
More than 10 years	23.6%
I do not work in O'Fallon.	52.7%

11. Do you live in O'Fallon? If so, how long have you lived here?



VALUE	PERCENT
Younger than 18.	1.2%
18-24	3.2%
25-34	12.6%
35-49	33.9%
50-64	38.6%
65 or older	10.6%

APPENDIX C: WORKSHOPS REPORT

On May 21 and 23, we invited the public to participate in workshops to discuss a vision, goals and opportunities for public art in O’Fallon. Titled “Imagine Art Here: O’Fallon” the workshops were held at different times and locations to maximize the opportunity for participation.

The May 21 workshop was run as a roundtable discussion. The consultant, Meridith McKinley of Via Partnership, presented an emerging vision for public art that focuses on ideas around play, heritage and welcome. Ideas for both permanent and temporary art approaches were discussed.

Due to a low number of RSVPs for May 23 at the Renaud Spirit Center, the consultant and Parks and Recreation Department Staff reconfigured the workshop into an interactive open house. This allowed for people attending classes, participating at a sporting event, or working out at RSC to take a moment to interact and provide input on public art.

Notes from May 21 Workshop

On May 21 a small group of community members gathered at O’Fallon City Hall to talk about public art opportunities. A summary of the ideas shared is below.

- Like projects that reflect heritage. Street banners could be good downtown. Images of what buildings used to look like downtown could be interesting. Infiltrate the rest of the city with O’Fallon’s heritage.
- The new justice center could be a potential site. Could incorporate heritage, work that honors police. General contractor potential partner
- O’Day Park – like functional art. Work should be about play and nature
- Like idea of “free wall” at skate park.
- CLIP Committee 364 / Page at K. Landscape issues. White gravel stone & art. Low maintenance.
- Structure for installation or exhibitions and temporary sculpture should come out of capital budget. Hanging system / led track lighting, vitrines for interior spaces. Foundations for temporary sculpture.
- Temporary – creates sense of urgency, different styles; possible locations – schools, libraries, fire stations
- RSC- roundabout now has bottle art. Could be future location for large-scale work. Interior could even be site for projected art.
- Medians on Highway K south of Mexico Road a potential site.
- NE corner of Highway 70 and Main Street a potential welcome site.
- Art Festival at RSC– mesh art and family, parking limited
- Civic Park – exhibition space, new venue for art festival
- Bench or something that repeats throughout the city
- Big O / Keep it in the O – Economic Development Idea. Have artists “decorate” giant “O” sculpture – becomes a social media campaign related to Economic Development.

Notes from May 23 Open House

For the May 23 Open House at the Renaud Spirit Center (RSC), we created three “stations” with questions about a public art vision, types of projects, and locations for projects. RSC patrons were invited to come and answer questions at each station. The stations attracted many RSC users, young and old.

1. Imagine it is 2026. You are talking with a friend that has not been to O’Fallon for the past 10 years. What word would you like to use to describe O’Fallon’s public art?

- Amazing
- An experience
- Awesome
- Beautiful
- Big
- Change it up
- Colorful
- Cool
- Creative (2)
- Easily accessible
- Free
- Fun
- In your face
- Inclusive
- Innovative (2)
- Inspiring
- Interactive
- Interesting (2)
- Magical
- Modern
- Multicultural
- One of a kind
- Playful
- Provocative
- Regional
- You can’t see it anywhere else

2. Place a “dot” on the place they think would be a good location for art Clusters located at:

- Highway N and Highway 64
- RSC and Sports Park
- Fort Zumwalt Park
- Civic Park
- Along Highway K

3. Which of these works of art best fit the spirit of what you would like to see in O’Fallon? The highest scoring projects were generally works that were functional or interactive, with the exception of the highest ranked project, *Dawn’s Silver Lining* by Barbara Grygutis, which is both iconic and reflects the area’s natural beauty, and *Micro to Marco* by Ben Vota.

Below are the images that received six or more “votes”:



15 Dots

Barbara Grygutis, *Dawn’s Silver Lining*,
9TH Street Median Gateway, Salina, Kansas
20’ H x 63’ L x 3’ D, Aluminum, integrated designed lighting.
Commissioned by City of Salina, Kansas, Arts and Humanities
Commission.



8 Dots

Douglas Hollis, *Mistree*, Houston, Texas



8 Dots

Mike Pennypacker, *Butterfly Gate*, Clayton, Missouri



7 Dots

Marc Moulton, *Genesis*, 2015
Founders Park, Johnson City, TN, Stainless Steel, LED & HPS lighting



7 Dots

Tree sculpture at Forsyth School in Clayton, Missouri.



6 Dots

Ben Volta, *Micro to Macro*, 2014
The Morton McMichael Public School in Mantua, Philadelphia, Pennsylvania
12,000 sq/ft mural with The City of Philadelphia Mural Arts Program



6 Dots

Bob Cassilly, *Turtle Park*, St. Louis, Missouri

