



CITY OF LAS VEGAS PUBLIC ART MASTER PLAN

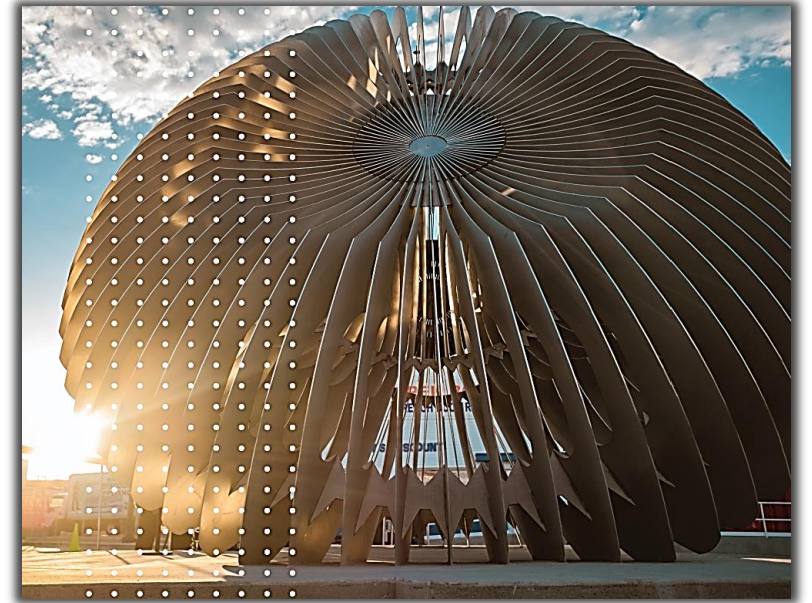
Submitted at Meeting
Date: 4/3/24 Item: 33
By Staff



April 3, 2024

BACKGROUND

The city of Las Vegas has been supporting the commissioning and permanent acquisition, as well as temporary display of loaned artworks, for more than 40 years. Following national trends, the city formally established the Las Vegas Arts Commission in 1987. As an extension to citywide plans addressing arts and culture in the city of Las Vegas, Cultural Planning Consultants Carol Goldstein and Marc Pally were hired in 1998 to prepare the Public Art Plan for the City of Las Vegas. In response to the 1998 plan, the city established a Percent for the Arts Fund in 2003 to support the development of permanent public art projects within city-owned sites. In 2013, Barbara Goldstein & Associates were commissioned to create a new Public Art Master Plan for the city, which has helped to guide the development of the program to present day.



BACKGROUND

Through the Percent for the Arts Fund, General Fund, and donations, more than 1,000 objects are now within the city's collections, and since fiscal year 2015, more than \$4.5 million dollars have been transferred into the Percent for the Arts Fund for public art projects.



BACKGROUND

In 2023, the city's Department of Parks, Recreation and Cultural Affairs, under advisement of the Las Vegas Arts Commission, invited Art Builds Community, the successor firm to Barbara Goldstein & Associates, to revisit the city's Public Art and Gallery Program and provide updated recommendations for the future through a new Public Art Master Plan.



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TIMELINE

January 2023 – March 2023:

Project Initiation and Research

April 2023 – July 2023:

Community Engagement

August 2023 – September 2023:

Analysis and Recommendations Development

October 2023 – March 2024:

Draft Development of the Public Art Master Plan

March 2024 – April 2024:

Presentation of Final Public Art Master Plan



Reference pages 6, 13 and 20 of the plan.

COMMUNITY ENGAGEMENT

February 16, 2023

Presentation at the Las Vegas Arts and Culture Summit

April 20, 2023

Presentation to the Las Vegas Arts Commission

April 24 – July 31, 2023

Online Survey Issued

May 3, 2023

Meeting and Tour at the Marjorie Barrick Museum of Art

Meeting with Ward 4 Office and Arts Commissioner

Tour of Artwork Storage Facilities at City Hall

Meeting with Department of Parks, Recreation and

Cultural Affairs, Public Art and Gallery Program

May 4, 2023

Meeting with Ward 6 Office and Arts Commissioner

Meeting with Ward 1 Office and Arts Commissioner

Meeting with Nuwu Art Collective



Reference pages 14, 82 and 83 of the plan.

COMMUNITY ENGAGEMENT

May 5, 2023

Tour of city of Las Vegas Public Artworks
Artist-Led Engagement Activity
and Survey Issued at the First Friday Artwalk

May 6, 2023

Artist-Led Engagement Activity and Survey Issued
at the 2nd Annual Symphony Park Fine Arts Festival

June 1, 2023

Artist-Led Engagement Activity and Survey Issued
at the Bridges Opening Reception at
Nuwu Art Gallery + Community Center

June 9, 2023

Artist-Led Engagement Activity and Survey Issued
at the Iridescence Market at
Nuwu Art Gallery + Community Center



Reference pages 14, 82 and 83 of the plan.

COMMUNITY ENGAGEMENT

June 26, 2023

Meeting with Plan Steering Committee (1 of 3)

June 28, 2023

Online Community Meeting (1 of 2)

June 29, 2023

Online Community Meeting (2 of 2)

July 10, 2023

Meeting with the Department of Neighborhood Services
Meeting with the Department of Economic and Urban
Development

July 11, 2023

Meeting with the Department of Parks, Recreation
And Cultural Affairs
Meeting with the Department of Parks, Recreation and
Cultural Affairs, Public Art Program Staff



COMMUNITY ENGAGEMENT

July 20, 2023

Meeting with the Department of Community Development

July 26, 2023

Online Focus Group Meeting with Private Development Stakeholders (1 of 2)

August 8, 2023

Online Focus Group Meeting with Private Development Stakeholders (2 of 2)

September 6, 2023

Meeting with the Department of Parks, Recreation and Cultural Affairs, Gallery Program Staff

September 20, 2023

Meeting with Plan Steering Committee (2 of 3)

October 19, 2023

Presentation to the Las Vegas Arts Commission

December 19, 2023

Meeting with Plan Steering Committee (3 of 3)

COMMUNITY ENGAGEMENT

- 2014 Rafael Rivera Walkable Community Plan
- HUNDRED (Historic Urban Neighborhood Design Redevelopment) Plan
- Vision 2045 Downtown Master Plan
- Bruce Street Green and Complete Street Study
- 2050 Las Vegas Master Plan
- Imagine Las Vegas Parks Plan
- East Las Vegas Neighborhood Revitalization Strategy Area
- East Las Vegas Special Area Plan
- Las Vegas Medical District Public Art Plan

VISION, MISSION, GOALS

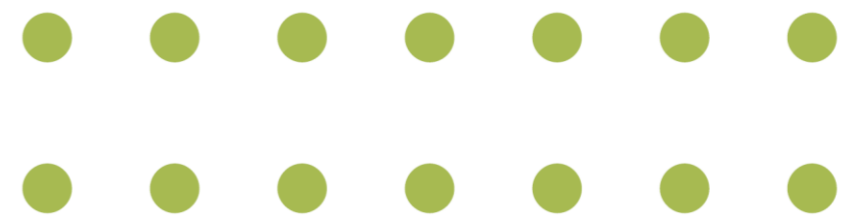
VISION

The city of Las Vegas illuminates arts and culture and celebrates the bold, dynamic and diverse community through providing access to artworks within city spaces and outdoors in the public realm.



MISSION

The city of Las Vegas' Public Art and Gallery Program serves valley residents and visitors, celebrating the city's extraordinary character, by acquiring and displaying artworks in public spaces and supporting community-led public art efforts.



VISION, MISSION, GOALS

GOALS

The city of Las Vegas illuminates arts and culture and celebrates the bold, dynamic and diverse community through providing access to artworks within city spaces and outdoors in the public realm.



- Provide a comprehensive and **innovative** plan for the strategic operations of the Public Art and Gallery Program.
- Create a more **livable** city using art to embrace community-specific historic and cultural placemaking opportunities.
- Encourage a more **equitable** artwork selection and education process that allows for emerging and established artists to succeed together.
- Build a more **resilient** Public Art and Gallery Program through establishing and adopting clearly defined processes and procedures.
- Support the growth of an **engaged** community excited for and curious about art.
- Inspire an **innovative** expansion of the city's artwork collection and programming through strategic community engagement and the leveraging of new and emerging resources.

RECOMMENDATIONS

RECOMMENDATION 1:

Commission permanent and temporary art that amplifies the city's diverse stories.

RECOMMENDATION 2:

Develop art that enhances people's experience with the natural environment.

RECOMMENDATION 3:

Commission art that supports neighborhood revitalization.

RECOMMENDATION 4:

Support local and regional artists.

RECOMMENDATION 5:

Enhance education about the city's Artwork Collection.

RECOMMENDATION 6:

Identify specific roles for Arts Commissioners to increase their support and participation in the Public Art and Gallery Program.

RECOMMENDATION 7:

Expand funding and partnership opportunities to support the Public Art and Gallery Program.

RECOMMENDATION 8:

Update and implement program-wide policies, procedures, and guidelines to reflect best practices.

IMPLEMENTATION GRID

SHORT TERM: UP TO 2 YEARS

MID TERM: 3 – 5 YEARS

LONG TERM: 6 – 10 YEARS

IMPLEMENTATION GRID

SHORT TERM: UP TO 2 YEARS

SHORT TERM: UP TO 2 YEARS

PAGE REF.	RECOMMENDATION	WARD OR LOCATIONS	PARTNERS	POTENTIAL FUNDING
36	Upgrade the city's Public Art and Gallery Program website to include a current map showing all artworks in the collection.	All Wards	Public Art and Gallery Program staff	Municipal Arts Funds General Funds Grant Funds
36	Include public "Meet the Artist" events in the development of all public art and gallery opportunities.	Ward 3 and locations identified by staff	Arts Commission, artists and gallerists	General Funds Grant Funds
37	Engage community members in all aspects of project development, including participation on artist selection panels, introductions between artists and communities their work serves, and presentations of artwork concepts as they evolve.	All wards	Arts Commission, neighborhood associations, and community leaders	General Funds Grant Funds
38	Install consistent labels for all public artworks in the city's collection.	All wards	Public Art and Gallery Program staff	General Funds Grant Funds
39	Work with local artists to develop marketing materials that promote public art in City Hall and citywide facilities.	All wards	Local artists, the Office of Communications	General Funds Grant Funds
40	Assign an Arts Commissioner to each project, expanding their role beyond serving as an evaluator.	All wards	Arts Commission, Public Art and Gallery Program staff	NA

IMPLEMENTATION GRID

MID TERM: 3 – 5 YEARS

MID TERM: 3-5 YEARS

PAGE REF.	RECOMMENDATION	WARD OR LOCATIONS	PARTNERS	POTENTIAL FUNDING
35	Develop an artist residency program, pairing artists working in diverse art forms with community groups.	All wards	Department of Community Development, City Council, Public Art and Gallery Program staff	General Funds Grant Funds
37	Develop public art audio tours to tell the stories of artists and the artworks they create.	All wards	Public Art and Gallery Program staff, volunteers, internship opportunity with University of Nevada Las Vegas students, Innovate Vegas, and the Innovation and Technology Department	General Funds Grant Funds
38	Develop a docent training program for community members interested in the arts.	Begin in ward 3 and develop to support each ward	University of Nevada Las Vegas, Nevada State University, College of Southern Nevada, Clark County School District, community centers with connections to intergenerational and diverse adults	General Funds Grant Funds
41	Assign members of the Las Vegas Arts Commission to serve as liaisons to the artwork collection	All wards	Arts Commissioners, conservators, and collection managers	NA
44	Consider loaning artworks from the city's collection for exhibition to other regional agencies	All wards	Clark County Department of Family Services, Nevada Department of Transportation, Clark County, Clark County Water Reclamation District	General Funds Grant Funds

APPENDIX A. IMPLEMENTATION GRID | Mid Term: 3-5 Years

55

Reference pages 55 and 56 of the plan.

IMPLEMENTATION GRID

MID TERM: 6 – 10 YEARS

LONG TERM: 6-10 YEARS

PAGE REF.	RECOMMENDATION	WARD OR LOCATIONS	PARTNERS	POTENTIAL FUNDING
42	Explore the creation of a Percent for Arts in Private Development Program and Fund.	Begin in wards 3 and 1	Private developers, Department of Finance, City Council, City Manager	NA
42	Include a public art requirement in all Redevelopment Agency projects.	Wards 3 and 1	Department of Economic and Urban Development, Public Art and Gallery Program staff	NA
27	Commission permanent and temporary art that amplifies the city's diverse stories.	Begin in ward 5 followed by work in 3 and 4	Cultural groups, elders, community historians and historical societies	Percent for the Arts Funds Municipal Arts Funds Grant Funds
28	Connect artists with community historians to develop art that tells the stories of Las Vegas' different communities and their cultures.	Begin in ward 5 followed by work in 3, 4, 1, 6, and 2	Historical societies and community leaders in different neighborhoods	General Funds Grant Funds
28	Identify sites that are meaningful to specific cultural groups and commission art that brings attention to these places.	All wards	Arts Commissioners, City Council, cultural groups, landowners, Department of Community Development, more than 50 cultural and ethnic awareness organizations in the Las Vegas Valley	General Funds Grant Funds

SUMMARY OF CITIES WITH PERCENT FOR ART IN PRIVATE DEVELOPMENT PROGRAMS

CITY	STATE	POPULATION	DEPARTMENT	PUBLIC PERCENT	PRIVATE PERCENT	GRANT PROGRAM
Denver	CO	713,252	Denver Arts & Venues	1%	No policy at this time	• Urban Arts Fund
El Paso	TX	677,456	Museum & Cultural Affairs Department	2%	No policy at this time	• Cultural Funding Program
Albuquerque	NM	561,008	Public Art Urban Enhancement Division in Cultural Services Department	1.5%	No policy at this time	• Arts and Entertainment Grants

ACKNOWLEDGEMENTS

CITY COUNCIL

Carolyn G. Goodman, Mayor

Brian Knudsen, Mayor Pro Tem, Ward 1

Cedric Crear, Ward 5

Victoria Seaman, Ward 2

Olivia Diaz, Ward 3

Francis Allen-Palenske, Ward 4

Nancy E. Brune, Ward 6

ARTS COMMISSIONERS

Jennifer Kleven

Suzanne Hackett-Morgan

Heather Lyn Bednarczyk

Monique Ellis Westfield

Eric Roberts

Fawn Douglas

Maggie Plaster

Michael Dodson

Joan De Santis

Sapira Cheuk

Terry Chi

Pauline Ng Lee

John Curran *Former Commissioner*

ACKNOWLEDGEMENTS

CITY STAFF

Steve Ford

Deputy City Manager

Maggie Plaster

Director, Department of Parks,
Recreation and Cultural Affairs

Seth T. Floyd

Director, Department of
Community Development

Ryan Smith

Director, Department of
Economic and Urban Development

Michael Cunningham

Deputy Director of Building and Safety,
Department of Community Development

Tammy Christensen

Manager, Department of
Economic and Urban Development

Fred Solis

Planning Manager,
Department of Community Development

Michael Howe

Planning Project Manager,
Department of Community Development

Rachel Lewison

Management Analyst,
Department of Community Development

Jeremy Leavitt

Manager, Capital Improvement Project Construction,
Department of Public Works



Reference pages 140 and 141 of the plan.

ACKNOWLEDGEMENTS

STEERING COMMITTEE

Marc Abelman	Michelle Patrick
Carmen Beals	Michele Quinn
Demecina Beehn	Eric Roberts
Erik Beehn	Christy Sakamoto
Elliott Demlow	Deanne (DK) Sole
Fawn Douglas	Stephanie Sumler
Heather Harmon	Luis Varela Rico
Wayne Littlejohn	

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Las Vegas-Clark County Library District,
Gallery Services

Alisha Kerlin
University of Nevada Las Vegas,
Marjorie Barrick Museum of Art

Kathi Thomas
Former Director of the city of Las Vegas
Department of Neighborhood Services

Nuwu Art Gallery + Community Center

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PUBLIC ART AND GALLERY PROGRAM STAFF

Laura Machado

Manager, Public Art and Gallery Program,
Department of Parks, Recreation and Cultural Affairs

Jeanne Voltura

Visual Arts Specialist,
Department of Parks, Recreation and Cultural Affairs

Rebecca Holden

Visual Arts Specialist,
Department of Parks, Recreation and Cultural Affairs

Mary Sabo

Visual Arts Specialist,
Department of Parks, Recreation and Cultural Affairs

Holly Lay

Visual Arts Specialist,
Department of Parks, Recreation and Cultural Affairs

ART BUILDS COMMUNITY

Barbara Goldstein

Founder

Amanda Rawson

Partner, Project Manager

Quynh-Mai Nguyen

Partner, Creative Director

Karen Zuniga

Graphic Designer Support

Reference pages 140 and 141 of the plan.

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This plan was written in partnership between the Department of Parks, Recreation and Cultural Affairs, Public Art and Gallery Program, and consulting team Art Builds Community.