

Arts, Humanities, and Cultural Activities

Element 16



INTRODUCTION

Arts, humanities, and culture are aspects of the community that contribute to its vitality, uniqueness, and quality of life. This Element addresses ongoing and future needs of the community for art, arts events, cultural programs, and facilities. A variety of groups, organizations, and commercial enterprises exist that focus on arts and cultural activities. In some cases, there is need for better coordination, sustainable funding, and sharing of facilities.



BACKGROUND

In the early 1990s, the City Council adopted *Art Vista: a Public Arts Master Plan*. Examples of public art include the bronze children statues at the entrance to the City's Aquatic Center (the Cove), the bronze bas-relief (at the Library), and murals painted on water tanks such the City's animal shelter. The Arts and Humanities Commission continues to work to further the arts, humanities, and cultural activities in the community. In 2013, the City conducted a public input process for the 9/11 Memorial at Fire Station 3 located on Giulio Cesare Avenue.

Public and private facilities for Arts, Humanities, and Cultural activities include the Buena High School Performing Arts Center, the City's Centennial Pavilion, and Veterans Memorial Park. Sierra Vista has one museum, and the Henry Hauser Museum located in the Ethel Berger Center. Area facilities include the Fort Huachuca Museum, the Arizona Folklore Preserve, Carr House, Brown Canyon Ranch, San Pedro House, and Coronado National Memorial.

Events in the area include the annual Art in the Park, annual Cars in the Park, Southwest Wings Festival, community choral, symphony, and theater.

The following goals, policies, and objectives further refine and expand initiatives for arts, humanities, and cultural activities in the community.

GOALS AND STRATEGIES

Goal 16-1 Create an environment where arts, humanities, and cultural activities flourish

Strategies

1. Provide incentives to promote incorporation of art displays in commercial developments.

The West Sierra Vista Partnership Program offers reimbursement up to 75% of the cost of a public art installation or mural visible from a public street. The grant is capped at \$2,000 per project. Properties within the West Sierra Vista Redevelopment Area are eligible to apply. Projects that have been funded include the mural along Bartow Drive and on the northwest corner of West Fry Boulevard and North Avenue featuring a desert motif with wildlife.

2. Establish criteria and procedures for selection of art objects in public places.

The City's procurement process for the murals on the Liberty water tower and Century Link Building on the West End included criteria and procedures for the selection of art in public places. The City's Arts and Humanities Commission vetted the proposals and made a recommendation to the Mayor and City Council.

3. Support collaborations for public and private arts and cultural organizations.

The Department of Parks Recreation and Library has partnered with Cox communications to bring 27 Free movies in the Park to the Community which were played in Veterans Memorial Park. Also, the Cochise College Art Club painted a building outside the library in coordination with the department and the Arts and Humanities Commission.

4. Develop joint agreements for use of facilities between agencies and organizations.

No joint use agreements between organizations at this time.

5. Provide opportunities for access to the arts by all persons.

The Department of Parks, Recreation and Library has provided 40 free concerts at the Ethel Berger Center and 43 free Concerts in the Park at Veterans Memorial Park. In addition, the pottery studio expanded hours and is working on making itself more of an inclusive artist space, providing artistic experiences for all levels and types of interests/hobbies.

6. Plan infrastructure upgrades, as funding becomes available, for arts, humanities, and cultural activities.

As previously stated, the West Sierra Vista Partnership Program offers reimbursement up to 75% of the cost of a public art installation or mural visible from a public street. The grant is capped at \$2,000 per project.

7. Incorporate art, as funding becomes available, to improve the aesthetics of infrastructure.

Volunteers from the pottery studio worked on ceramic murals outside the library, in the botanical garden area.

STATE LAW REQUIREMENTS

None

ATTACHMENTS

None

REFERENCES

The following references used in this element are City approved documents.

- *Art Vista: A Public Arts Master Plan, 1991*

