







# City of Monrovia Art in Public Places

CELEBRATING MONROVIA THROUGH THE ARTS

#### Art in Public Places Ordinance

- Adopted in 2004
  - Assesses a 1% public benefit fee on <u>new development</u> over \$1 million in valuation.
- Developer has two options to satisfy the requirement:
  - Provide art equal to the value of the assessment; or
  - Pay an "in lieu" fee to be used for public art throughout Monrovia.
- Established an Art in Public Places Committee



### Results



- Over \$750,000 in new public art
- Inventory of (soon to be) 80 publicly funded pieces

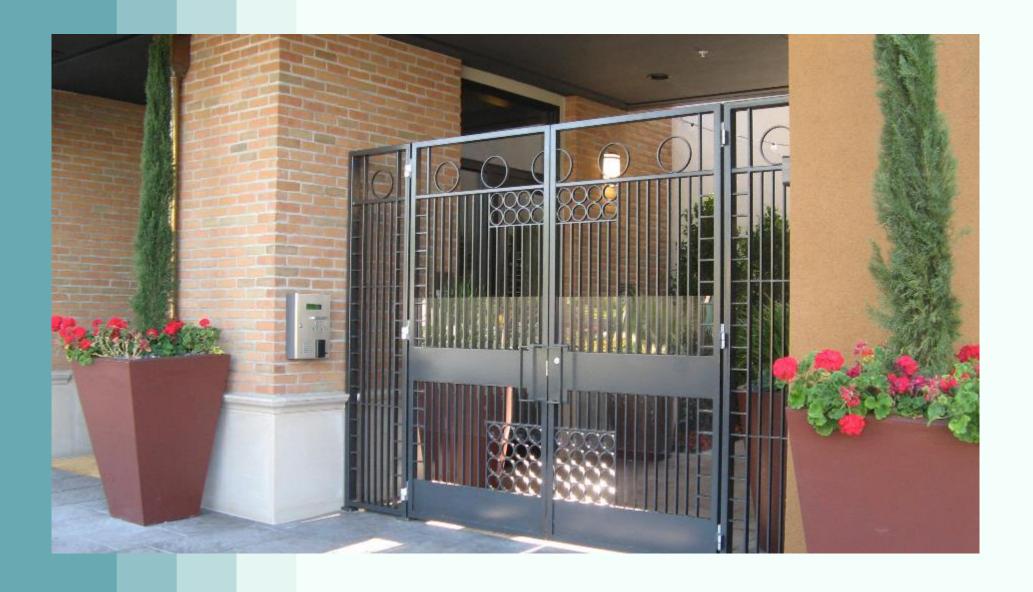
## What is Art?



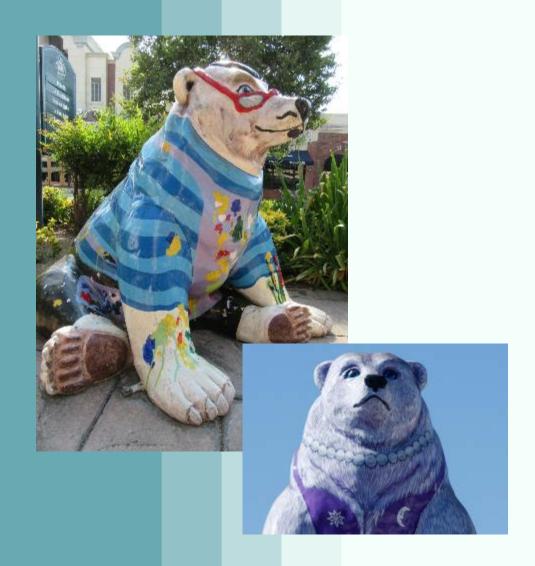
## "The Stop"

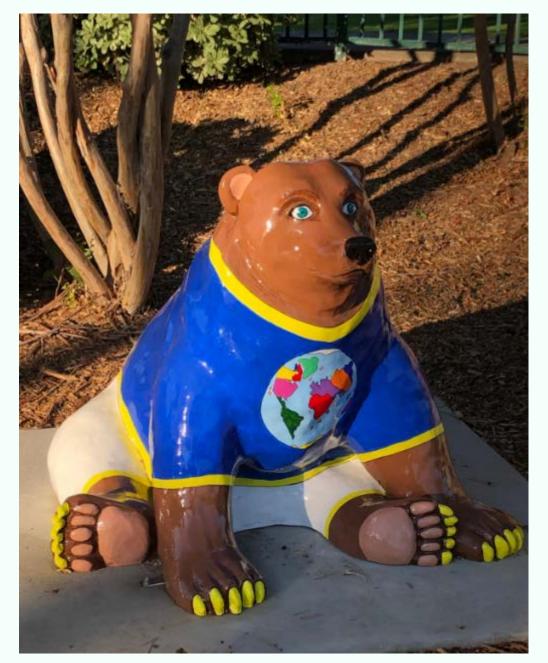


## Generations



## Samson





## **Bob Bartlett Tribute**



## "Action"



## Big Belly Wraps



## "Sunday Drive"



## Wings of Angels



## "Iris in Motion"





## "Life is not a Spectator Sport"



## "Be..." @ Recreation Pack



#### "The Book Stacks"





## Neighborhood Treasures







## Trends Guiding Work Plan

- Less money coming into AIPP Fund
  - Developers doing art onsite
  - Art Funds waived and "rolled into" CFD
- Focus on projects to get most "bang for the buck"
- Community engagement projects
- Locational diversification
- Focus on neighborhoods, history and diversity



#### 2020-2021 AIPP Work Plan

- Signature Programs
  - Ongoing/annual
  - Quarterly
- Projects
  - Larger installations
  - More expensive
  - Limited to one or two per year based on funding availability.
- Behind the Scenes...branding/marketing

#### Art on the Box

- Community Call for Artists
- January March (Q1)
- 4 to 5 Annually
- 25 Boxes painted



## Art on the Box







#### Footnotes

- Community Poetry Contest
- April June (Q2)
- 10 annually
  - 6-8 poems
  - 2-4 Monrovia Moments
- 15 Panels stamped



## Sampsons about Town

- Sponsored and City-funded
- July September (Q3)
- Up to 4 annually
- "Bear Tracks" the Sampson Trail
- 9 Sampsons painted



#### Neighborhood Treasures

- Recipients chosen by MAP leaders
- Call for Artists in October
- October December (Q4)
- 2 3 annually
- Develop "Treasure Map"







## AIPP Projects

#### Japanese Monrovians Mural

Completed yesterday!



## AIPP Projects

#### AIPP Logo Contest

- Community Contest
- Designs due September18th
- Logo will be used on all AIPP literature



The City of Monrovia
Presents the Art in Public Places

#### **LOGO CONTEST**

Enter for a chance to win \$500

Open to Monrovia residents of all ages

Submissions are due by September 18, 2020

Contest rules and guidelines are available online: CityofMonrovia.org/Logo

Contest Application is available on the reverse side

Contact Kerri Zessau with questions 626.932.5564 or kzessau@ci.monrovia.ca.us

## AIPP Projects

## Huntington Drive Entry Monuments

- Finalizing details
- Committee/Council review Q4 2020





## Behind the Scenes to put art at the forefront...

- Program Marketing Go Digital!
  - Create Art Trails (Treasure Map, Bear Tracks, Footnotes)
  - Increase Online presence
  - Use of QR Codes...for more information...
- Implement Art Maintenance Program
- Grant Funding for storm drain awareness
- Develop art book for Holiday 2021











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