

# PUBLIC ART ADVISORY COMMITTEE (PAAC)

## STRATEGIC PLAN FY2025–FY2030

### MISSION & VISION

The PAAC champions inclusive, inspiring, engaging, and accessible public art that reflects the unique identity of our community.

We envision a vibrant public art ecosystem that enhances civic life, supports local artists, and fosters meaningful community connections.

### CORE VALUES

#### EQUITY & INCLUSION:

Welcome diverse voices, artists, and neighborhoods historically underrepresented in public art.

#### SUSTAINABILITY & STEWARDSHIP:

Preserve and care for existing assets while building a future-ready public art collection.

#### COLLABORATION & CREATIVITY:

Maximize impact through partnerships, innovation, and resource-sharing.

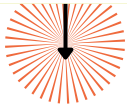
### TRACKING PROGRESS

The PAAC will revisit this plan annually to evaluate progress, align with new opportunities, and remain responsive to community needs. The Public Art Coordinator shall prepare an annual report to aid the PAAC in this annual review and to promote accomplishments to the public.

# IMPACT AREAS & KEY ACTIONS

## 1 MAINTENANCE & STEWARDSHIP

Preserve the integrity and longevity of the City's public art collection.

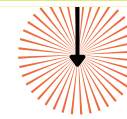


### KEY ACTIONS

- Implement recommendations from the Public Art Condition Assessment; aiming to complete at least 1 maintenance or repair project per year.
- Update Public Art Management Guidelines to implement a timeline, process, and communication standards for removal or deaccessioning of aging, unsalvageable, or non-maintainable works.
- Maintain updated condition records and prioritize maintenance planning and budget set-aside annually. Develop standard procedure for evaluating the anticipated lifespan and maintenance needs for new or proposed permanent installations.

## 2 ARTIST WORKFORCE & LOCAL CREATIVE ECONOMY

Invest in and uplift the work of local artists and creatives.



### KEY ACTIONS

- Continue annual public art grant program; aiming to increase visibility and grow the diversity of applicants, project types, and locations.
- Offer professional development resources or info sessions for local artists twice annually.
- Help connect local artists with accessible and affordable studio space and exhibition opportunities through partners and existing community assets.

## IMPACT AREAS & KEY ACTIONS

### 3 STRATEGIC PARTNERSHIPS & FUNDING

Leverage limited resources for high-impact, community-centered projects

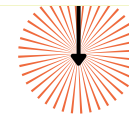


#### KEY ACTIONS

- Identify external grant programs and funding opportunities (state, federal, philanthropic, or community partner cost-sharing) that may support organizational or stakeholder initiatives.
- Collaborate to support the partner-led Arts Alliance Feasibility Study and agreeable recommendations resulting from the effort.
- Through creative partnerships and/or programs, identify and promote underutilized indoor locations for pop-up or temporary art exhibits.
- Establish public art relationship with the University of Iowa.
- Elevate Iowa City Public Art communications through strategic and consistent content on existing City platforms.
- Convene an annual Arts Stakeholder meeting and prioritize regular, informal meet-ups with local arts groups and institutions.

### 4 PLACE-BASED EXPANSION & COMMUNITY ACCESS

Expand the reach and visibility of public art throughout the City.



#### KEY ACTIONS

- Identify underserved neighborhoods and/or public spaces to proactively target through existing City Public Art and Neighborhood Outreach grant programs.
- Enhance and re-activate existing digital public art map(s) to promote the current collection and guide self-led tours.
- Continue to prioritize pop-up, temporary, or mobile art experiences through community partnerships or annual grant programs each year.
- Execute a targeted funding opportunity or grant program set-aside for 2D/indoor installations and/or displays facilitated in public facilities.
- Support a major River-focused public art initiative by 2027, in collaboration with local and university stakeholders.