

Public Art Fund

Public Art and Design Fund: A separate accounting of monies received for the Public Art and Design Program consisting of funds received from eligible City capital improvement projects; private development; funds donated to the City for public art; and other funds allocated by the City through the budgetary process.

Scenarios: “*Special Initiative*” projects

- Increase a CIP’s art project budget
- To support another art’s organization project
- To support art projects within the city that are not CIP

Procedure:

1. Submit a formal proposal to the PADB
2. PADB approves/denies request
3. Council approves/denies request

General Principles for Use of the Discretionary Fund

- CITY IMAGE projects are the top priority for Discretionary Funds.
- After that, CIVIC CONNECTION projects are the next priority for Discretionary Funds.
- NEIGHBORHOOD IDENTITY projects should not be funded entirely by the Discretionary Fund. In some cases, the funding for these projects can be supplemented with the Discretionary Fund.
- Private development projects will not receive funding from the Discretionary Fund.

Criteria for CITY IMAGE projects:

- CITY IMAGE projects should be in highly visible, highly used locations. The more visible a location is, and the more uses that are associated with it, the higher priority it is for public art.
- CITY IMAGE projects should enliven a destination of international, national or regional importance. These destinations include downtown, the beaches, the DiMaggio Sports Complex / Progress Energy Trail / East-West Trail, and Ruth Eckerd Hall. Projects in these areas are of higher priority than projects elsewhere.
- CITY IMAGE projects that are interactive and allow people to engage with the water or environment are of higher priority than projects that do not.
- CITY IMAGE projects that are clustered near other public art projects within a specific area are of higher priority than those that are not clustered near other public art.
- CITY IMAGE projects that can incorporate CIP funding or can leverage support from other public or private partners (within an appropriate time frame) are of higher priority than projects that rely solely on the Public Art Fund.

Criteria for CIVIC CONNECTIVITY projects:

- CIVIC CONNECTIVITY projects should be in locations used by residents from different parts of the City. These locations may include the Clearwater trails system, citywide recreational facilities or parks, or projects related to the stormwater corridors. Projects in these areas are of higher priority than projects elsewhere.
- CIVIC CONNECTIVITY project that can result in a series or family of projects should take priority over those that cannot.
- CIVIC CONNECTIVITY projects that can incorporate CIP funding or can leverage support from other public or private partners (within an appropriate time frame) are of higher priority than projects that rely solely on the Discretionary Fund.

Criteria for NEIGHBORHOOD IDENTITY projects:

- NEIGHBORHOOD IDENTITY projects in areas with an active community interested in working with an artist should take a higher priority than projects elsewhere.
- NEIGHBORHOOD IDENTITY projects in areas that do not have public art should take a higher priority than projects elsewhere.
- NEIGHBORHOOD IDENTITY projects should have access to CIP or private funds. They should not rely solely on the Discretionary Fund.