



CREATIVE
WACO

FORECAST

A Public Art Strategic Plan for Waco

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December 6, 2022



We **grow** and **support** a thriving cultural and creative community.

A vibrant arts sector cultivates

- quality of life
- tourism & cultural destination
- education
- economic development
- recruitment & retention
- branding & placemaking
- connection & identity
- mental health

a well-rounded lively place we are proud to call home.



A Growing Partnership

Formed in 2015

Contracted in 2016 with the City of Waco to serve as the **Local Arts Agency** to:

- distribute & evaluate resources for cultural programming
- manage Waco Downtown Cultural District
- guide cultural development and infrastructure
- support arts leadership & entrepreneurship
- manage over \$1m in public art



Why Are We Thinking About Public Art?

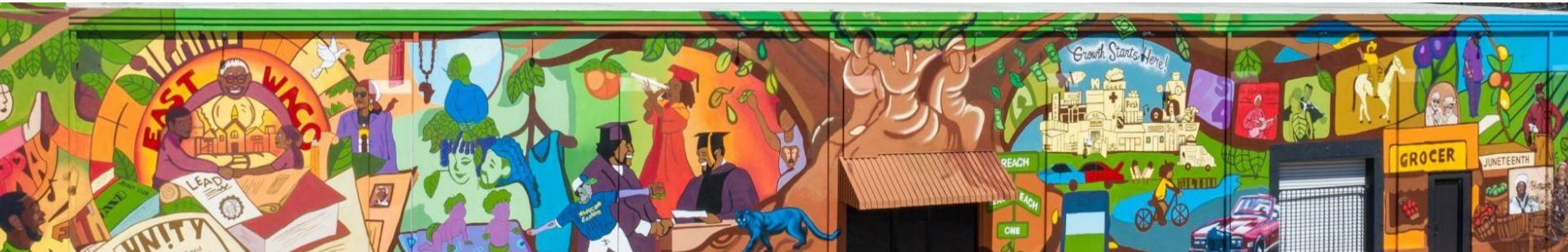
- to level-up from project to strategic focus
- to recognize Waco's growth as opportunity for placemaking
- to align dedicated resources for managing public art collection
- to guide key decisions (quality, quantity, location, values, who, how, where, why, how much, how long)
- to clarify roles and responsibilities
- Waco has never done this
- we got NEA \$\$\$ - and City support

These decisions define how Waco looks and feels for future generations



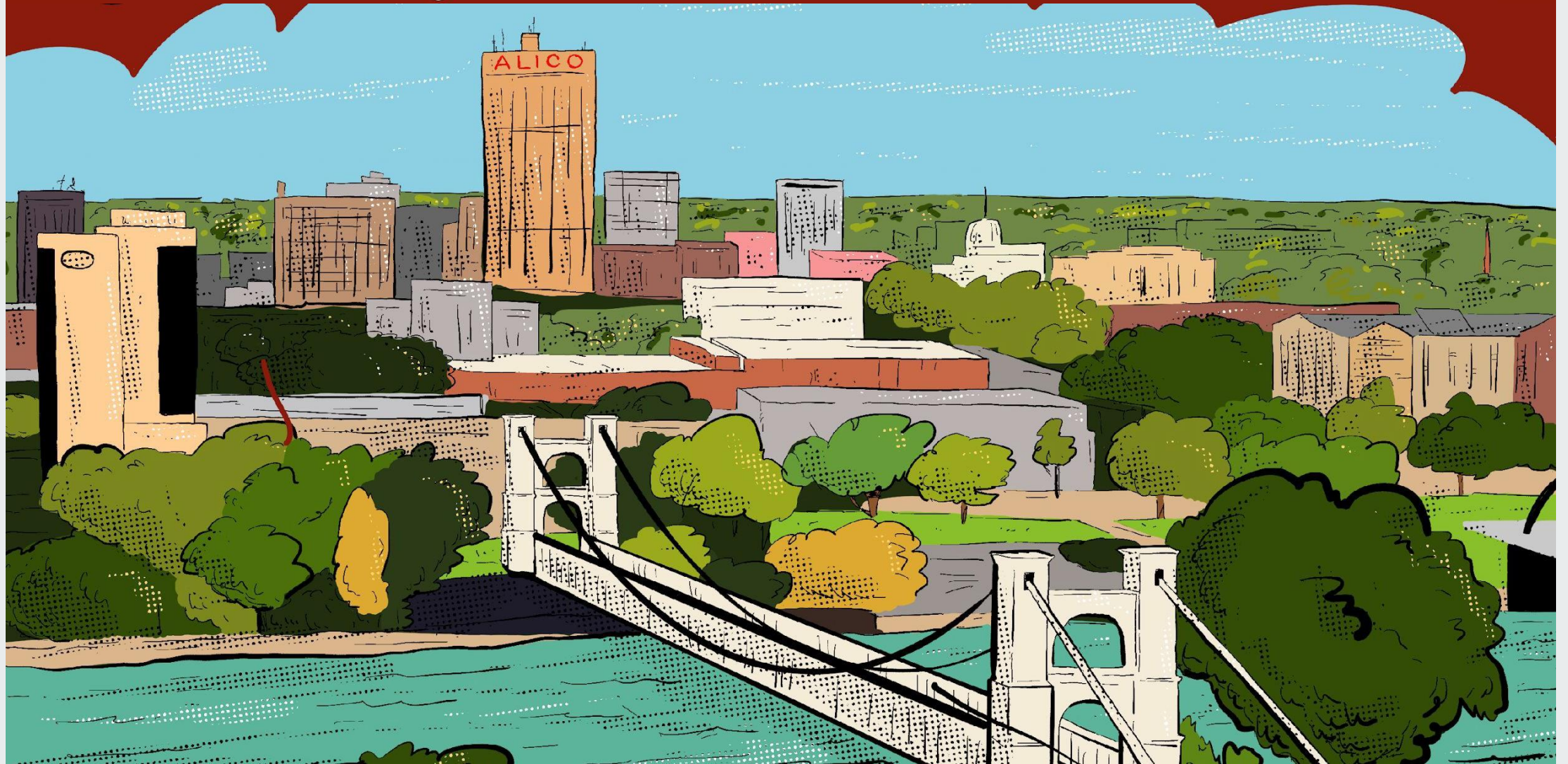
Objectives

- Engaging diverse community stakeholders in vision casting and goal development for quality public art captured in a Public Art Strategic Plan
- Defining strategic priorities and pathways for creative placemaking that represents our community, especially traditionally underrepresented stories and people
- Ensuring that the City of Waco and other key partners (City Center Waco, Chambers of Commerce, etc.) are knowledgeable about why and how public art should be prioritized in future planning
- Generating new financial resources for democratizing and diversifying the commissioning of public art
- Evolving enthusiasm for public art into a community-wide passion for creative placemaking.



BRIDGES TO PUBLIC ART

A Strategic Plan for Public Art in Waco, Tx



WHY CREATE A PUBLIC ART STRATEGIC PLAN?

- Public art planning is a best practice
- Formalize processes
- Meet larger community goals
- Opportunities for community engagement
- A strong foundation exists in Waco



'WE ARE
WACO'S DE MEDICI
GENERATION.'




MORE ART IN MORE
PLACES ALL OVER
TOWN!



WACO LIFE IS ART!

WHY CREATE A PUBLIC ART STRATEGIC PLAN?

- 
- The City of Waco has not done this before; the current model is inherently reactive
 - There's enough activity to be more proactive and strategic
 - Moving forward could:
 - Capitalize on opportunities for funding
 - Develop the workforce
 - Enhance quality of life
 - Facilitate economic development
 - Do this sustainably and uniquely to Waco

WHY CREATE A PUBLIC ART STRATEGIC PLAN?

- Public art planning is a best practice
- Addresses questions such as what public art is and is not, where it should go, what it should look like, who should pay for it, how to spark a public art idea
- The City of Waco has not done this before
- The current model is inherently reactive
- There's enough activity to be more proactive and strategic



WHY CREATE A PUBLIC ART STRATEGIC PLAN?



- Formalize processes, program structure, resourcing
- Sustain over the long term
- Involve the community in the process
- \$4,000,000 to the local economy
- Position Waco as key arts and culture destination

PROCESS AND FINDINGS

Meet The Team



Tashita Bibles



Chris McGowan



Raj Solanki

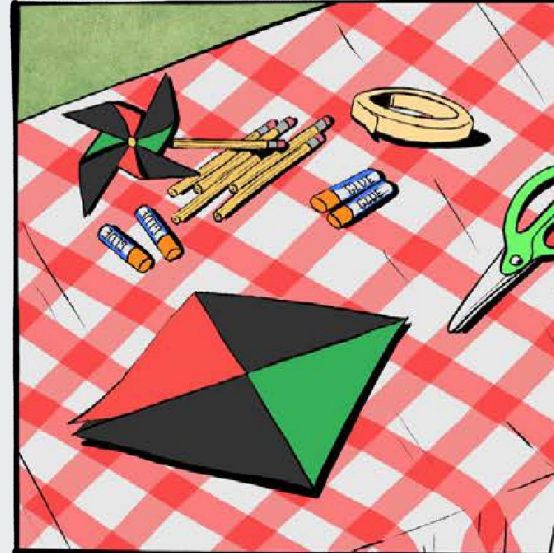
PROCESS AND FINDINGS

Food Truck Showdown



PROCESS AND FINDINGS

Juneteenth Celebration



PROCESS AND FINDINGS

Animal Day at East Waco Library

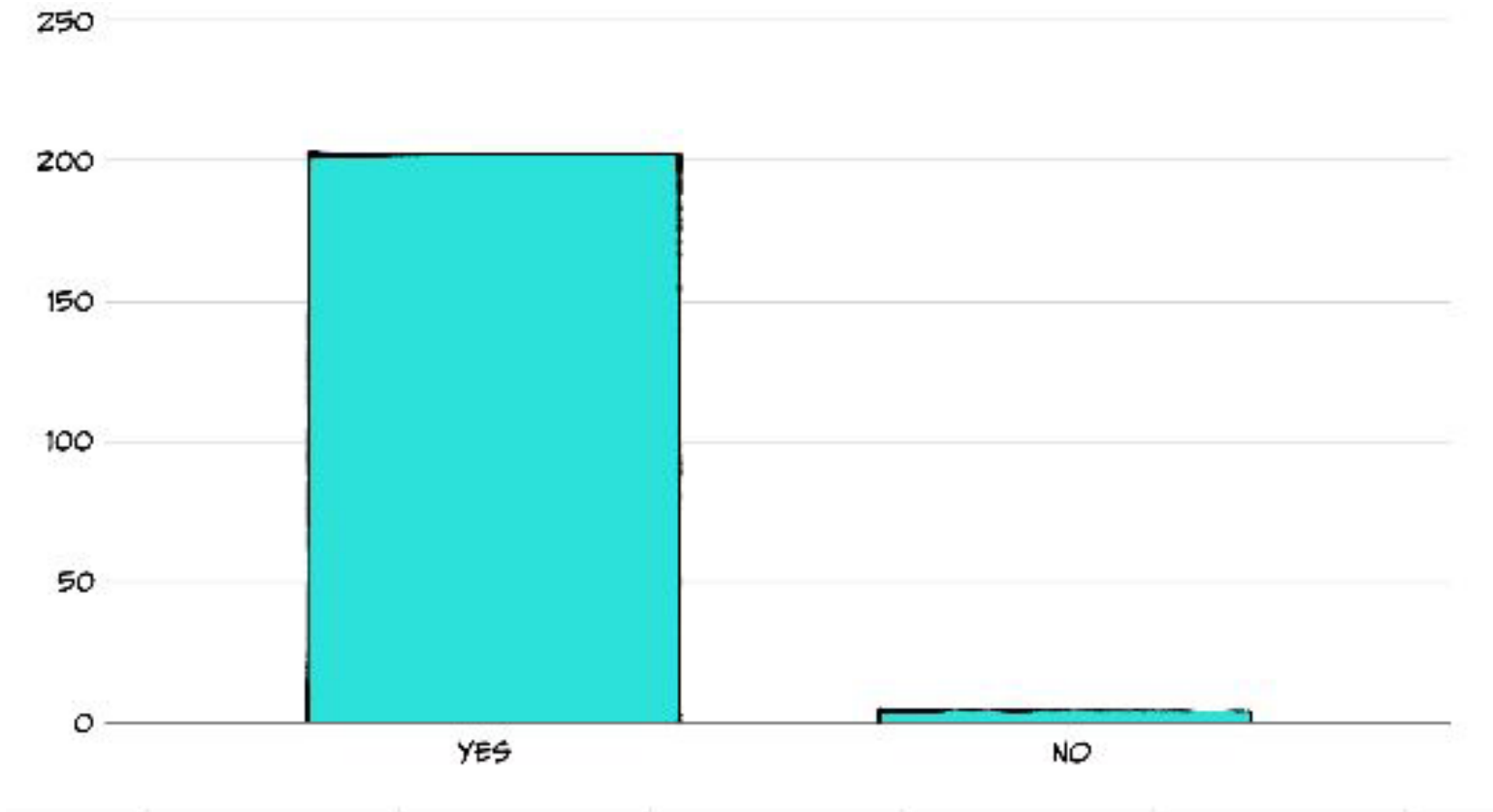


PROCESS AND FINDINGS

Overwhelming support for more public art

Would you like to see more public art locally?

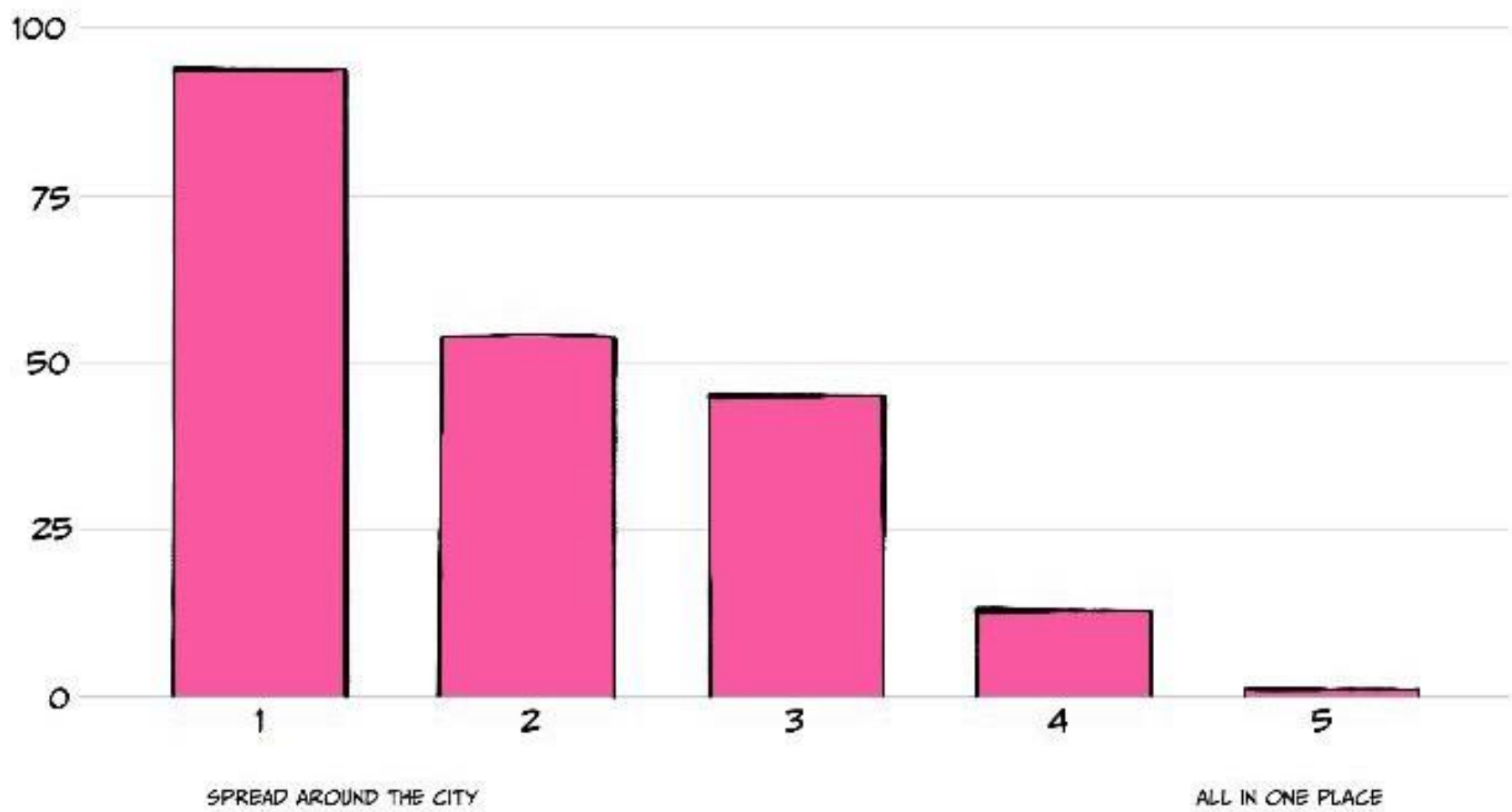
97% yes



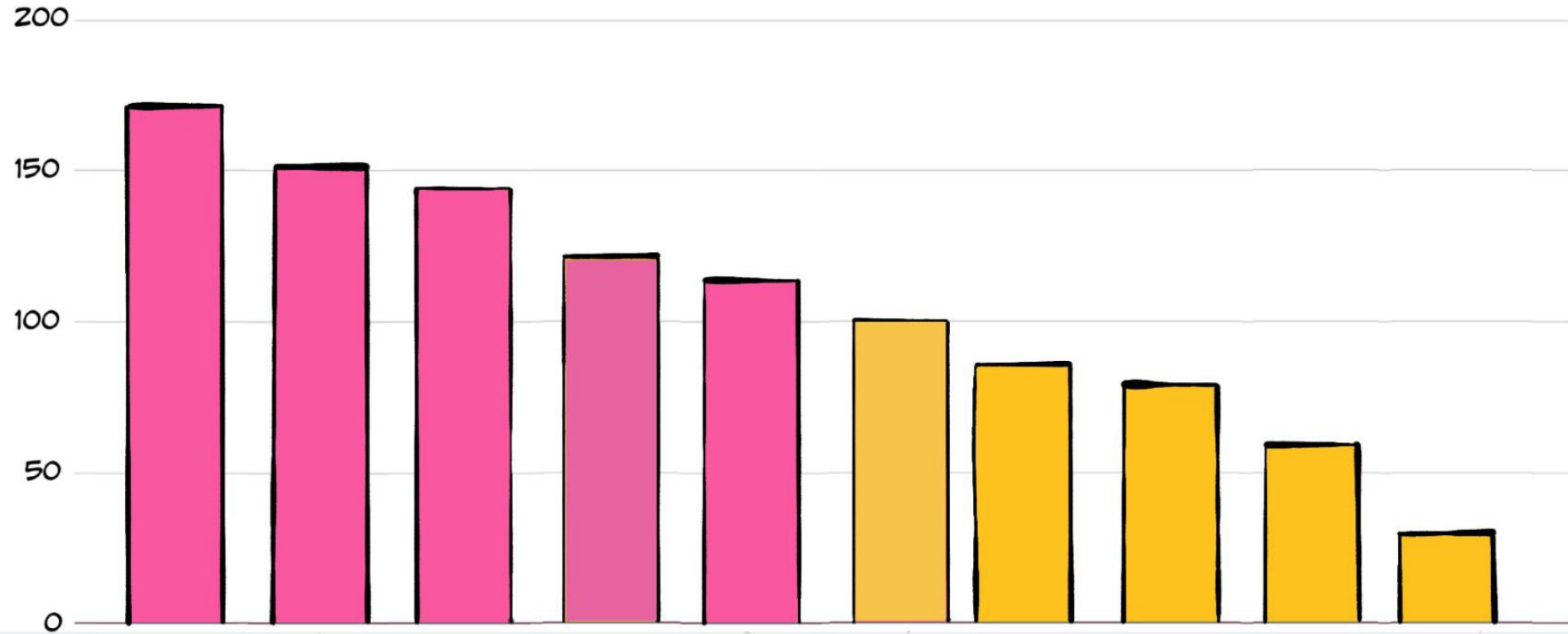
PROCESS AND FINDINGS

Overwhelming support for public art across the city

Where should public art be located?



WHAT SHOULD THE ROLE OF PUBLIC ART IN WACO BE?



BEAUTIFIES MY COMMUNITY AND MAKES ME FEEL PROUD

PROVIDES FUN AND ENTERTAINMENT

MAKES OUR COMMUNITY FEEL UNIQUE AND INTERESTING

HELPS CONNECT PEOPLE TO STORIES THAT WE SHARE

HELPS ARTISTS MAKE A LIVING

BOOSTS THE LOCAL ECONOMY AND MAKES NEW DEVELOPMENT PROJECTS MORE EXCITING

EXPRESSES COMMUNITY VALUES E.G. LAND ACKNOWLEDGMENT AND SOCIAL JUSTICE

MAKES ME FEEL BETTER ABOUT MY COMMUNITY

CREATES A FOCAL POINT FOR TOURISTS

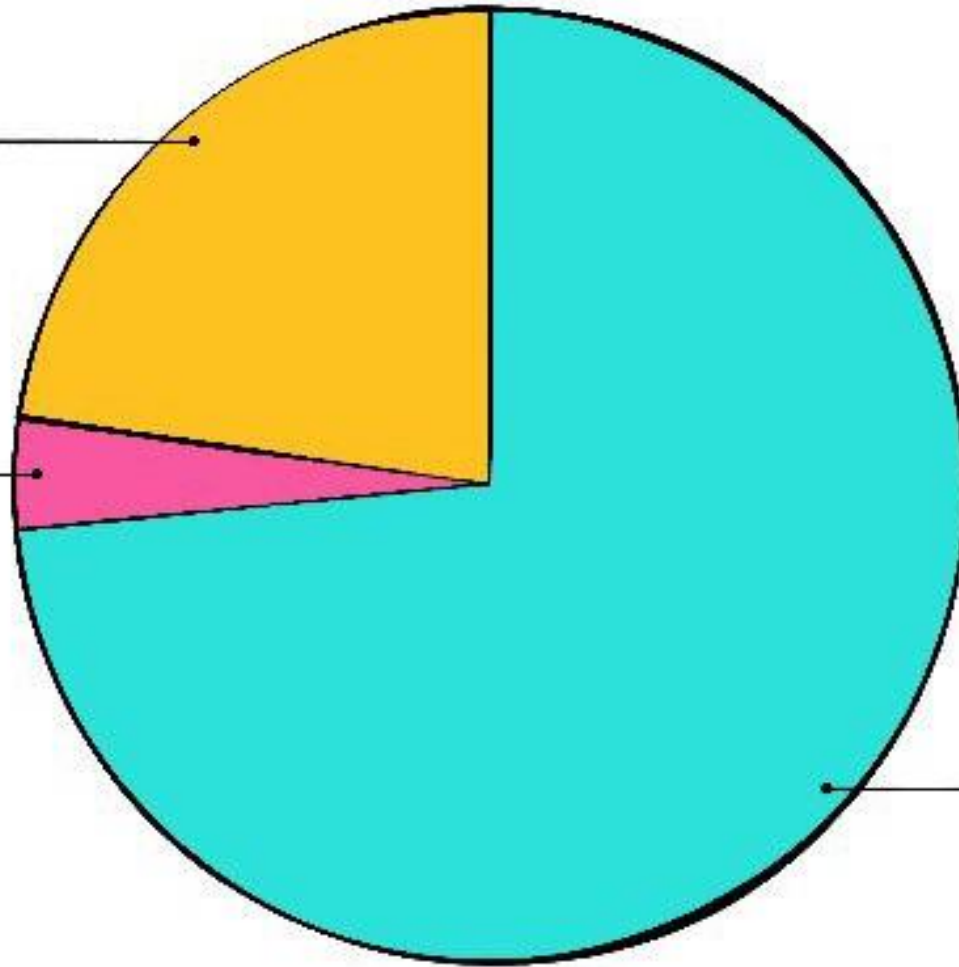
MAKES ME FEEL LIKE I HAVE A VOICE IN MY COMMUNITY

WOULD YOU SUPPORT A PERCENT FOR ART FOR WACO?

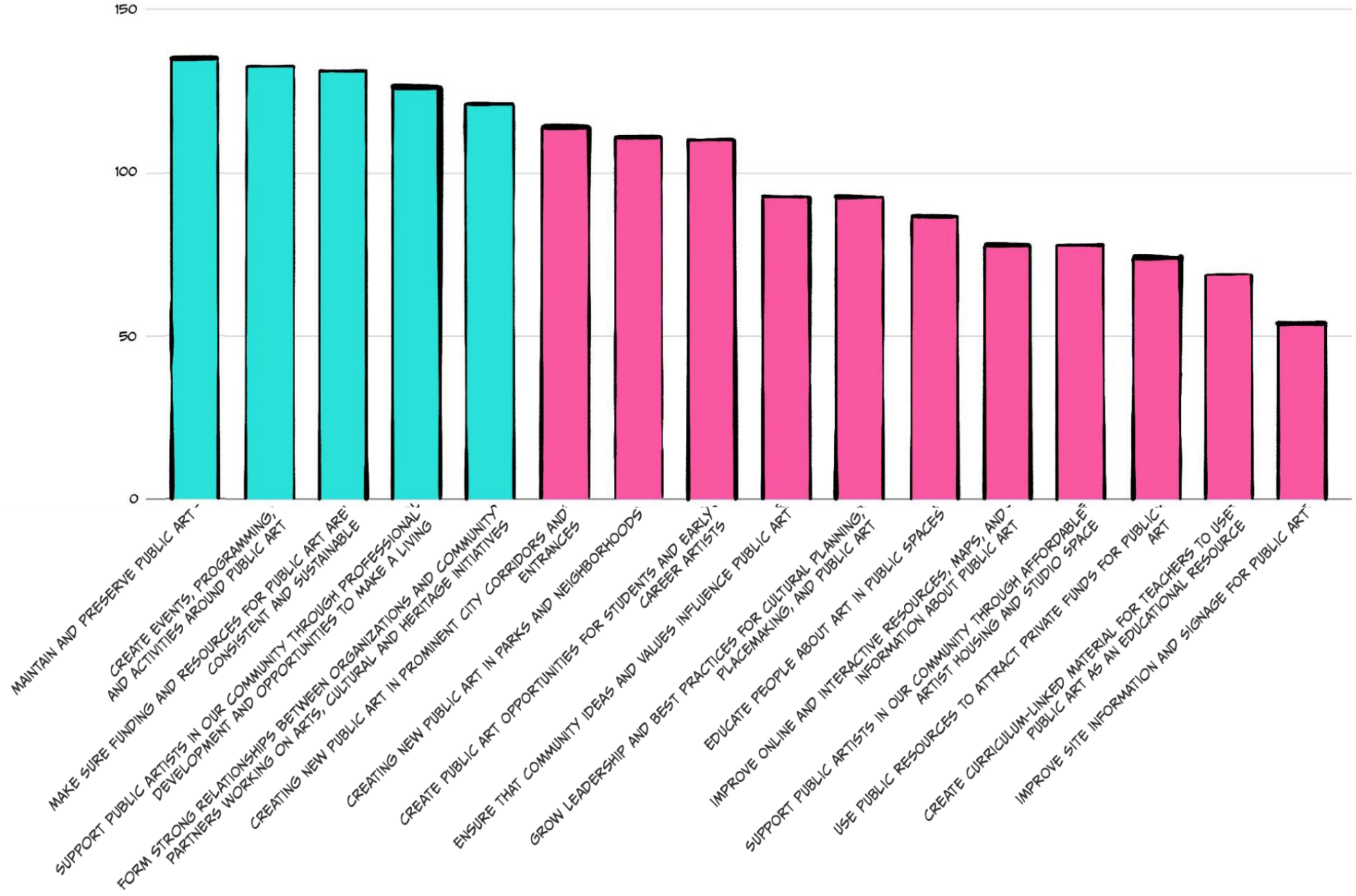
I'D WANT TO KNOW MORE...
22.7%

NO
3.9%

YES
73.4%



WHAT ARE YOUR PRIORITIES FOR WACO'S INVESTMENT IN PUBLIC ART?



PROCESS AND FINDINGS



- Community
- Growth
- Sustainability
- Maintenance
- A living strategic plan
- Diversifying the collection
- Defining public art more broadly
- Staff capacity
- Access
- Community support
- Experiences and storytelling
- Sharing information about arts and culture activities
- Collaboration
- Youth

PROGRAM GOALS

Municipal Arts and Culture Management Structures

1.

Embedded
within the city

2.

City leads

Partners

3.

City

Nonprofit

4.

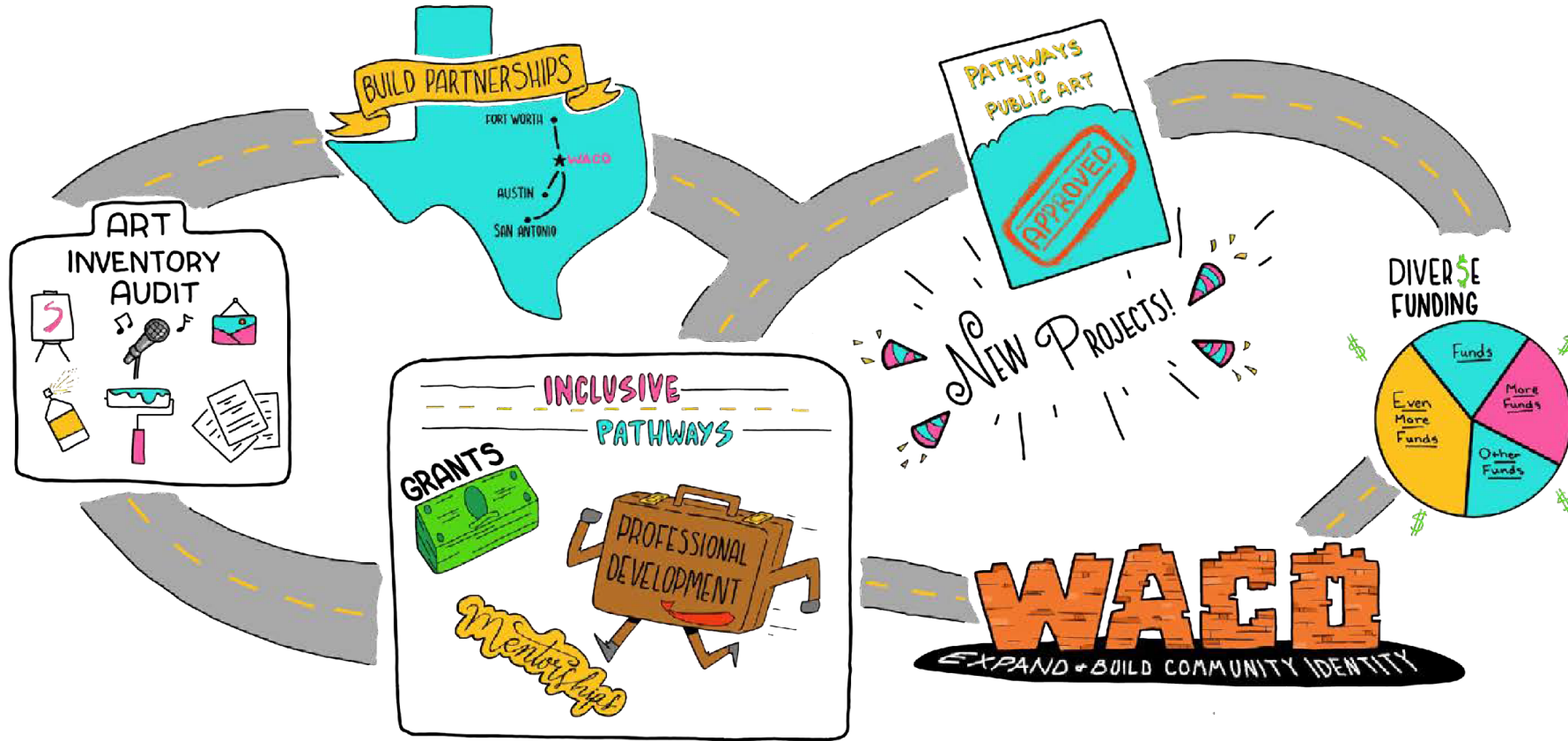
City

County

Nonprofit

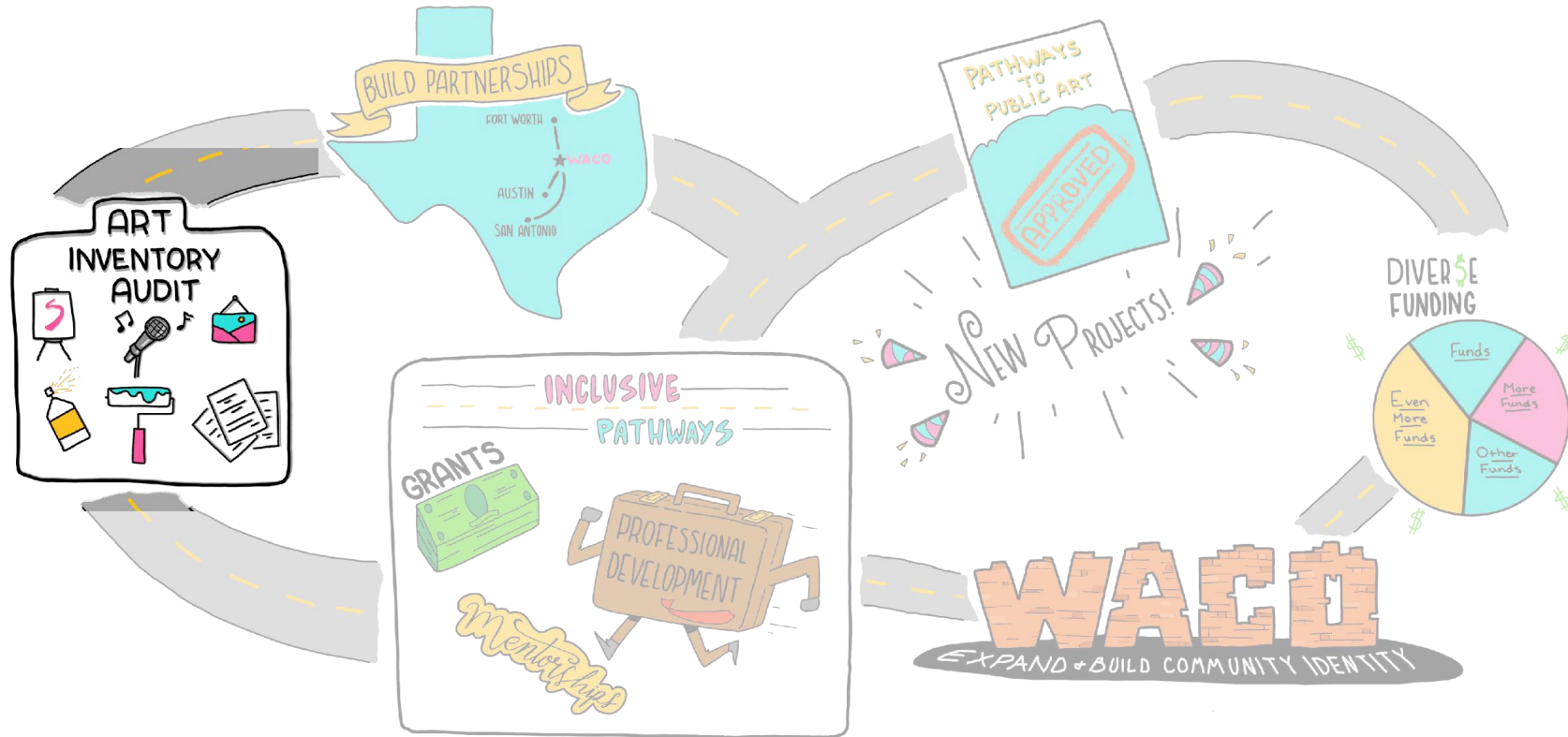


GOALS



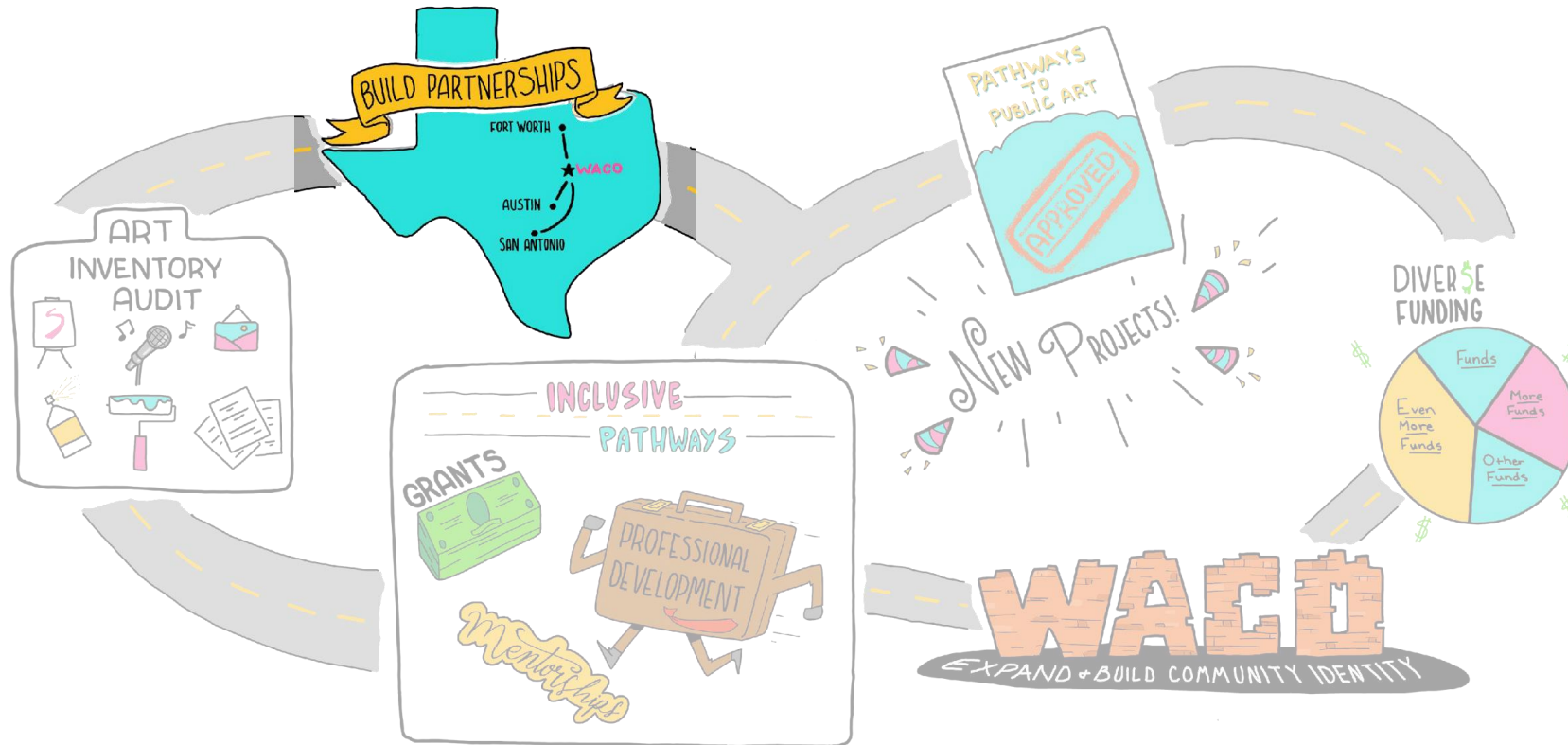
GOAL 1

Identify and build upon existing assets



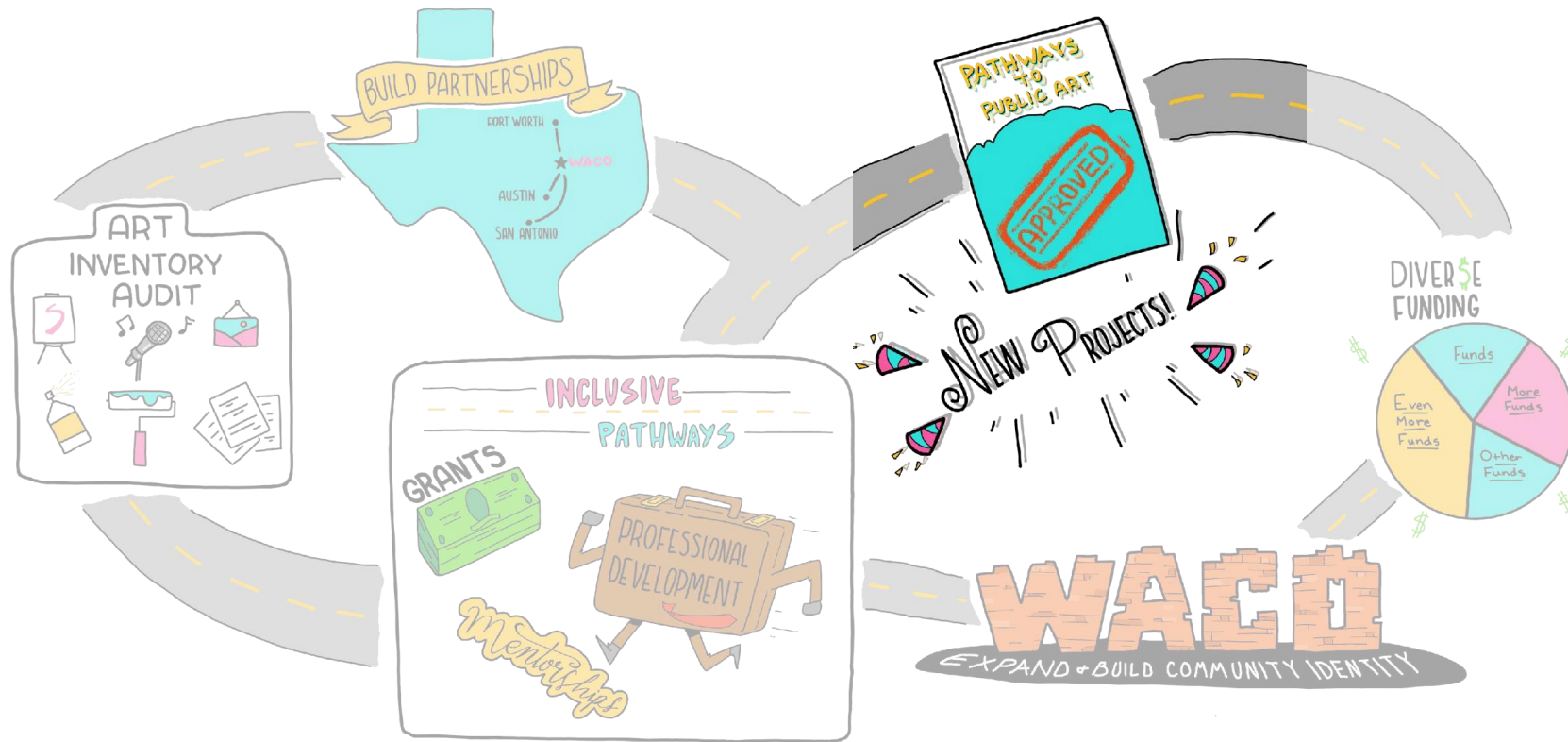
GOAL 2

Cultivate new relationships and build partnerships



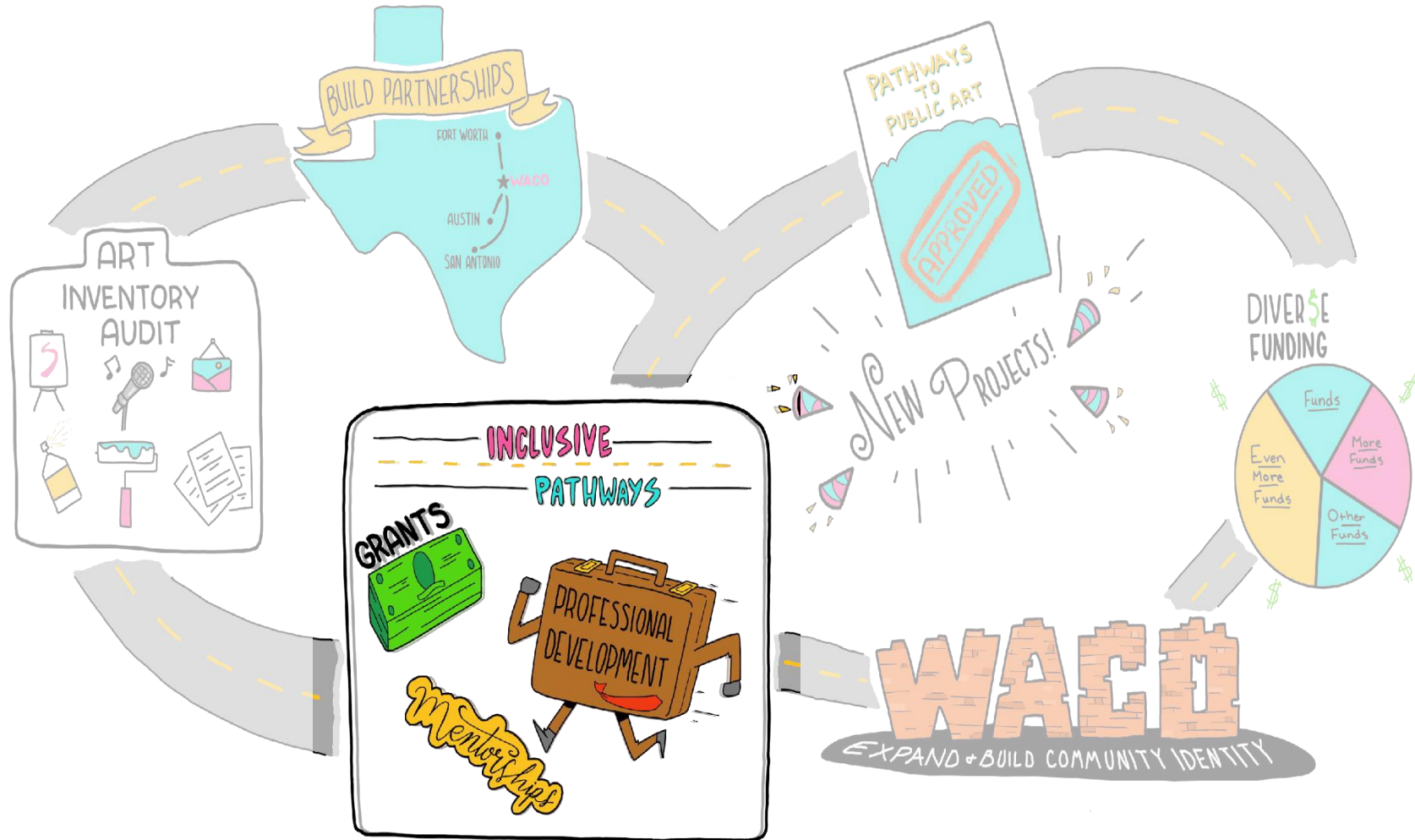
GOAL 3

Create pathways to public art that are inclusive of multiple stakeholders



GOAL 4

Formalize and democratize the public art process, governance, and management



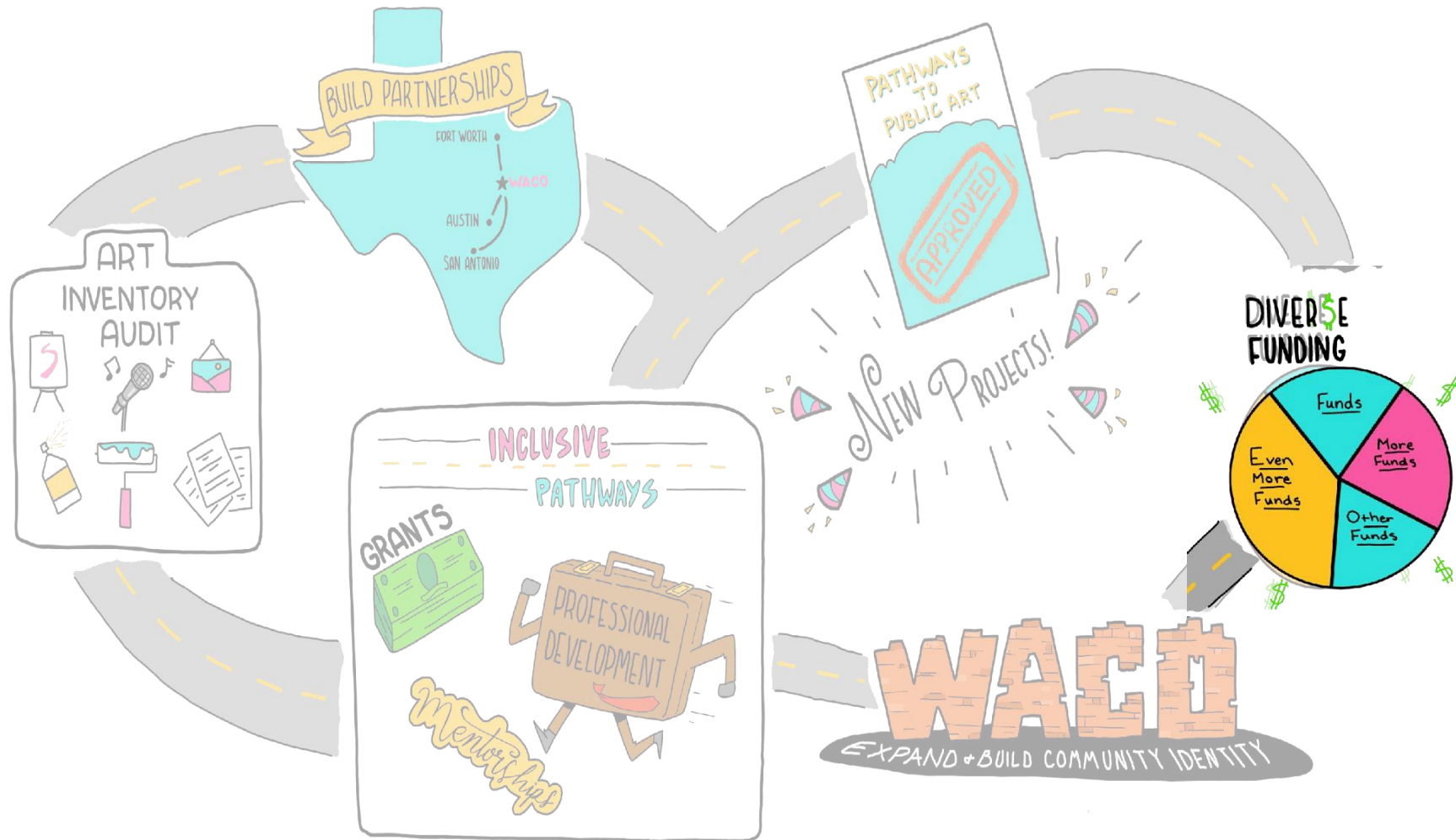
GOAL 5

Develop projects that expand and celebrate community identity



GOAL 6

Identify and secure diverse funding mechanisms



The time is right for Waco to take advantage of the fast growth happening across the city. There is already a great foundation to build upon, and following the recommendations laid out in the plan will build a proactive public art program. It will build upon existing assets and formalize a public art program that will integrate art into public spaces across the city, support local artists and develop the workforce, and put Waco on the map as a cultural destination that brings quality art and creative expression to the community. This is Waco's de Medici moment.



Thank you!



FORECAST