

Importance Of Public Art

Fulshear Arts Alliance

September 21, 2021

Fulshear Arts Alliance

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Fulshear Arts Alliance

501(C)(3) Certified

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- Our Mission is fostering fine arts by:
 - Developing & implementing public art projects to enhance Fulshear's civic pride and identity
 - Providing opportunity & inspiration for local & regional artists
 - Promoting cultural diversity & inclusion.
 - Providing creative outlets for the people of Fulshear including children, the special needs community and the economically challenged
 - Who we are:
 - Evangeline Curbo - Founder, President, Creative Director & Tenured Art Educator
 - Debra Jan Hall – Vice President, Regionally Recognized Ft. Bend Artist
 - Suzanne Royer- Secretary, Social Worker and Volunteer
 - Taylor Fono- Performing Arts Director and Theatre Arts Educator

The Benefits Of Public Art

Pride

- ENRICHES COMMUNITY PRIDE.
- GIVES US A SENSE OF IDENTITY.
- COMPLIMENTS OUR ENVIRONMENT.
- CONNECTS CITIZENS & NEIGHBORS.

Involvement

- EDUCATES WITH CLASSES & WORKSHOPS.
- OPENS MINDS TO DIVERSITY.
- RAISES PUBLIC AWARENESS.
- HELPS CREATE AND PROMOTE A CULTURAL HERITAGE.

Growth

- BOOSTS LOCAL ECONOMY.
- CREATES OPPORTUNITY.
- PROVIDES FOR GROWTH OF TOURISM.
- INCREASES LIVABILITY & QUALITY OF LIFE.

Where Should We Start?

Lets Start With the Traffic BOXes!

- Transforms blank spaces
- Utilizes local & regional artists
- Infuses our community with something appealing & memorable
- Creates something special in Fulshear
- Beautifies commuters' drive
- Proven beautification technique used by:
 - Sugar Land
 - Missouri City
 - Houston

A Look At a Few in Fort Bend



Images Courtesy of visitsugarland.com

Fulshear Arts Alliance



City	Number of Boxes
Houston	27
Missouri City	9
Sugar Land	28
Fulshear	6 (proposed)

What We Propose:

“The Sights and Sounds of Fulshear”

Possible City of Fulshear Responsibilities:

- Provide project funding assistance if available
- Approve project prospectus
- Promote artists' submissions on the City's social media platforms
- Approve final artwork
- Recognize the Fulshear Arts Alliance and the artists in a public “unveiling”

Fulshear Arts Alliance Responsibilities:

- Develop project prospectus
- Promote artists submissions
- Manage artists' submissions for quality, appropriate content, etc.
- Determine final artworks to submit to the City
- Manage commercial application of artwork wrapping of traffic boxes
- Coordinate “Meet the Artists” Reception

Important Technical Components:

- All art will be submitted & reviewed digitally.
- Artists will be paid a one-time compensation for a three year lease of their artwork.
 - Median standard paid to the artist is \$300 - \$500 per artwork approved for installation.
- Commercial 3M vinyl is the gold standard for longevity, color, & clarity.
 - Median standard cost is \$1,000 per 4-sided box wrap.
 - Average life is 3+ years.

HOW DO WE Pay For This?

(If It's Not In The Budget)

- **Traffic Box Sponsorships**
 - Individuals, local companies, other non-profits, and/or commercial entities
 - Sponsor's name on the traffic box
 - Key incentive for local businesses, if allowable
- **Joint Fundraising activities could include:**
 - 5k fun-run (virtual or in person)
 - City & Fulshear Arts Alliance partner with local restaurants & breweries for tasting events
 - Any ideas?

When Do We Start?

Timeline Months	ESTIMATED TIMELINE
30 days	• Approve project & concept
30 days	• Announce the project & release prospectus • Begin advertising & social media activity • Begin fundraising campaigns
60-90 days	• Begin accepting applications
10 days – Council meeting	• Present finalists to the City for approval
30 -60 days	• Announce finalists to the public • Coordinate contracts with artists
30-60 days	• Installation of art wrap of traffic/utility boxes • Reception and “unveiling” to “Meet the Artists” & display the art • Attendees – City Dignitaries, Artists & Public, Media

Whats Next?

The Fulshear Arts Alliance would love the opportunity to work with the City of Fulshear on projects in the future.

Thank you so much for allowing us this time!