



AMPLIFYING ART CITY

ARTS MASTER PLAN
2024-2030



OUR WHY

WE VALUE THE
POWER OF ART
TO ELEVATE LIVES
AND UNITE OUR
COMMUNITY. WE
BELIEVE ART IS A
NECESSITY.

THE ARTS IN SPRINGVILLE:

- Unite us across differences
- Showcase our humanity
- Create memorable experiences
- Influence our community's decision making

OUR GUIDING VALUES

ARTISTIC EXCELLENCE

The community provides elevated artistic experiences, performances, and venues for residents and visitors. We value artistic excellence and quality from professional and amateur artists and performers. We strive to promote high quality arts of all genres.

WELCOMING

We believe everyone should feel welcomed to engage in the arts. We are committed to creating and supporting work that is engaging, accessible, and inclusive to residents and visitors of all ages, including families, and particularly youth and children.

INSPIRING

We value beautiful and creative arts that inspire, uplift, and elevate. The arts in Springville connect past, present, and future. They inspire an appreciation of art in youth at an early age while enriching and sustaining the human experience at all ages.

COMMUNITY BUILDING

The arts bolster our sense of community. They complement other efforts and build unity among residents and visitors. We encourage and support arts, artists, and arts organizations in our community and regionally.

COLLABORATIVE

We use the arts to support internal and external partners. Within the City, the arts support City plans, departments, initiatives, challenges, and contribute to creative problem solving. Externally, the arts are a tool for collaboration and coalition building.

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Dear Fellow Neighbors,

We are excited to share with you the culmination of months of dedicated work and collaboration—our Springville City Arts Master Plan. As members of the Arts Master Plan Steering Committee, we have had the privilege of working alongside a diverse group of passionate individuals, all committed to enhancing the cultural fabric of our city, Art City. This plan is not just a document; we hope it will stand as a testament to the creativity, diversity, and unity that defines us as a community.

The journey of crafting this master plan has been an enriching experience. It has been a process marked by listening, learning, and envisioning together. From the outset, our goal has been to create a plan that truly reflects the vibrant, inclusive identity of our city. We believe that the arts are a vital part of who we are and who we aspire to be. They tell our stories, celebrate our heritage, and inspire us to see the world—and each other—in new ways.

As residents, we have experienced firsthand the transformative power of the arts in our community. Experiences like the Spring Salon at the Springville Museum of Art, Summer Movies in the Park, and participation in choral, theater, and other performing arts groups, have all played a role in shaping what we believe is our City's unique character. The arts are a source of pride and identity.

Through this Arts Master Plan, we aim to build upon this rich legacy. The plan outlines a comprehensive strategy for nurturing and expanding the arts in Springville. It includes initiatives to support local artists, enhance public spaces with art, and increase access to arts for all residents. We envision a city where the arts are accessible to everyone, where creativity is celebrated, and where every resident feels a sense of belonging.

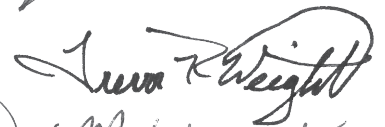
One of the most inspiring aspects of this plan is its focus on unity. We have made a concerted effort to engage with residents from all walks of life, ensuring that the plan reflects the diverse voices and perspectives that make our City special. We have listened to your ideas, your concerns, and your dreams for the future. We believe that this plan is a reflection of our collective vision, and we believe it has the power to unite us in a shared sense of purpose.

We are particularly proud of how the plan highlights the importance of identity through the arts. Our City is a tapestry of cultures, traditions, and histories, and the arts provide a powerful means of expressing and celebrating these stories and identities. The initiatives proposed in the plan aim to amplify these voices, creating opportunities for cultural exchange and fostering a deeper understanding of our shared humanity.

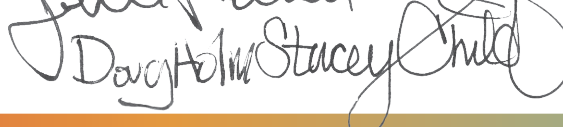
We hope that you will see this plan as an invitation to get involved and support the initiatives it proposes. Whether it's attending a community art event, participating in a workshop, or simply appreciating the beauty of a new public art installation, there are countless ways to engage with the Art City. Your support is crucial to the success of this plan, and we believe that together, we can create a city that is even more vibrant, inclusive, and inspiring.

We want to express our gratitude to everyone who has contributed to this plan - Residents, Committee Members, and of course our elected officials and City leadership - Your passion, creativity, and commitment have been inspiring. To our Art City neighbors, we invite you to join in and help to shape this exciting journey. You can help by embracing the power of the arts to enrich our community and build a city that we can be proud of.

Sincerely,



Arts Master Plan Steering Committee



PLAN PHILOSOPHY



John B Fairbanks, *Sunset on Utah Lake*, Springville (1909), Springville Museum of Art, Gift of the Artist

This is the City’s first Arts Master Plan. This plan began developing in earnest in 2023-2024. There was a sense of urgency to get the plan written and adopted because of new funding mechanisms, and a swelling of support from internal and external stakeholders. Many opportunities arose quickly, the City wanted to adopt a strategic plan to guide decision making related to those opportunities rather than just take them as they came. They wanted internal agreement on priorities, vision, and values for the arts.

In early meetings for this plan the stakeholders involved agreed we wanted the Arts Master Plan to be visionary and implementable – to dream big, but also allow for a plan that is achievable. These two paradoxical goals can be seen throughout the plan as we allow for big dreams and goals that will require additional external funding, collaboration, and momentum while we write out actionable steps and strategies that move us toward these goals in the near future. The prudent management of public resources and strategically planning and saving for the arts in Springville have been considered at every stage of this planning process. We have tried to allow for flexibility for plans to happen at their dream stage, or, if necessary, in more modest versions.

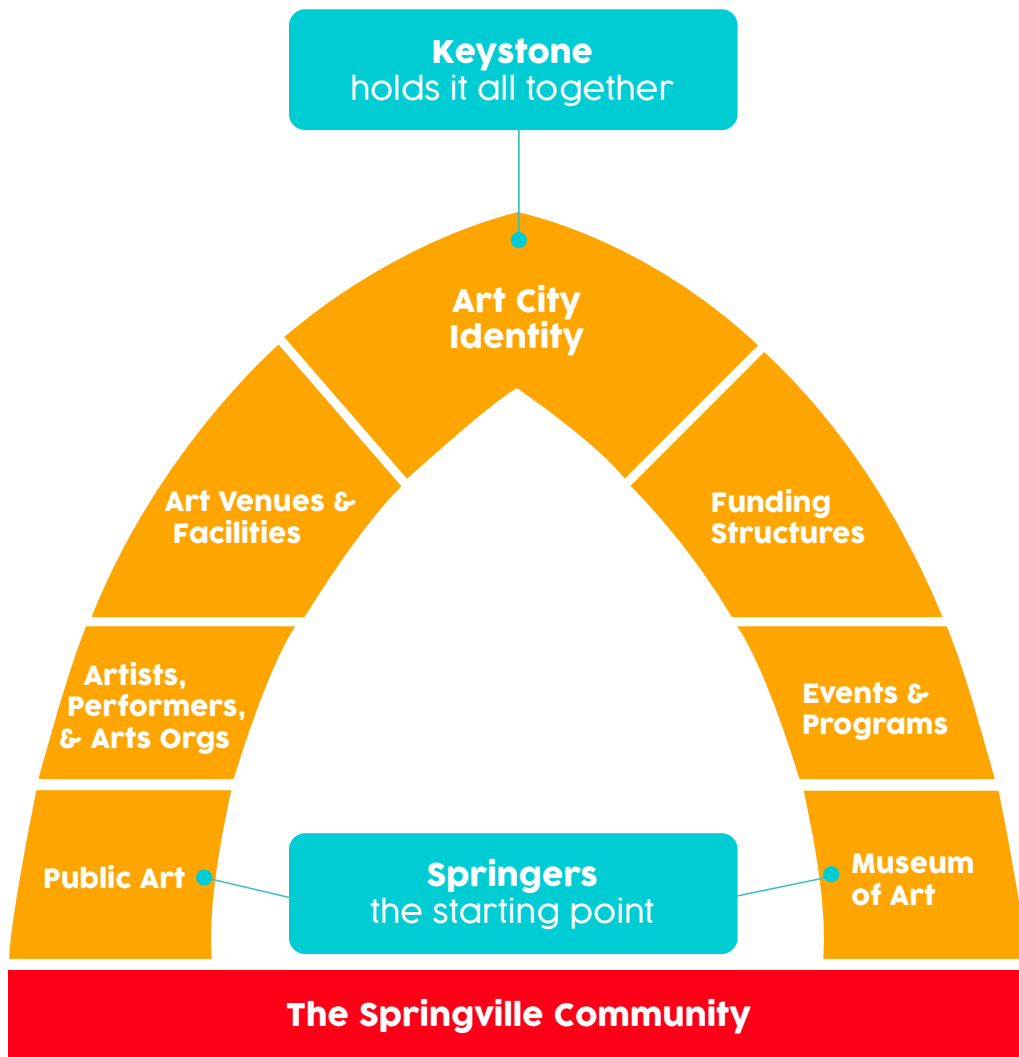
One of Springville’s most important artists, John Hafen, wrote in a letter that “Life is incomplete without art.” He was one of two founding artists of the Springville Museum of Art, and in the same letter opined “We should be as eager for its [art’s] companionship in our home as we are eager for chairs to sit upon, or for food to sustain our lives; for it has as important a mission in shaping our character and in conducting to our happiness as anything we term necessities.”

BUILDING BLOCKS

The Building Blocks of this plan are the strategies and objectives of how Springville will accomplish its arts goals.

We chose to use the metaphor of an arch to illustrate that the “Art City Identity” is the keystone of this plan and its most important element. Without it, the rest of the arch will fall. The other components and areas of the plan all work together to support Springville’s “Art City Identity.” The City’s two funded and staffed arts divisions, the “Springville Museum of Art” and “Public Art,” are the cornerstones or springers that can oversee and carry out much of the work in this plan.

Iconic arches are everywhere in Springville, including several at the Springville Museum of Art. They inspired the design of this graphic and metaphor.



Art City Identity

Make Art City accessible, relevant, and welcoming to everyone - not just artists or those who have a special interest in the arts.

Enhance Springville's visual identity and sense of place

- Increase signage and placemaking efforts that reinforce Springville's Art City identity
- Incorporate art visibly into City infrastructure such as manhole covers, fire hydrants, street banners, lighting, benches, bike racks, transit stops, etc.
- Invest in gateway sculptures and signage at or along key entry points into the City

Use Data and Research to support arts-related goals of the City and community

- Invest in further research that helps the City and community understand the economic, social, and community benefits of the arts in Springville
- Use Census and demographic data to ensure the Art City identity and all that it entails is representative of Springville's population
- Identify barriers for participation for all residents and demographics, and develop policies, programs, and solutions that remove barriers

Enhance City policies, ordinances, structures, and processes to include and support the arts

- Encourage and provide opportunities and incentives for private developers and businesses to consider, include, and further the Art City identity through programs, funding mechanisms, and marketing efforts
- Increase community and stakeholder engagement efforts related to the arts - include artists, performers, and arts stakeholders in City planning efforts
- Continue direction for all City departments to integrate arts and contribute to Springville's community identity as Art City
- Advocate for changes to City zoning and policy that support artists and arts-related businesses during the City's General Plan rewrite and adoption

Find creative ways, big and small, throughout the community to remind people Springville is the Art City and provide opportunities for residents and visitors to engage with the arts

- Integrate arts into broader City and community programs and events, especially recreation and sports
- Partner with arts organizations, artists, stakeholders and volunteers to have an arts presence at major community events and programs including but not limited to the Farmer's Market, large library events, and Art City Days
- Support increased arts opportunities within local Springville schools
- Collaborate with the Landmarks Commission, Springville Historical Society, Springville DUP, Art Museum, Nebo Title VI, and other historical and cultural organizations, for opportunities to highlight stories that communicate and celebrate Springville's Art City history through programs, projects, interpretation, and markers

Improve marketing and communications to residents, visitors, artists, and performers

- Develop coordinated marketing strategy for Springville's Art City brand, identity, and arts programs
- Develop campaigns to cultivate regional tourism
- Develop methods for the City to support and promote private arts events, programs, and local artists
- Collaborate with the Parks and Recreation department and Information Technology division to continue developing a centralized calendar of arts events
- Dedicate personnel hours to arts marketing and communications efforts and coordinating marketing efforts across departments including, but not limited to: Recreation, Public Art, Administration, and Art Museum

Funding Structures

Continue investing in the arts and explore additional funding strategies.

Continue City investment in arts

- Continue and codify current internal percent for art policy
- Continue funding Museum of Art Operations and Public Art, establish current levels as a baseline

Encourage private funding opportunities

- Research opportunities and make recommendations for implementation of a private percent-for-art policy or other ways to incentivize developers to incorporate arts
- Leverage existing City funding to obtain additional arts funding through Federal, State, County, and private grants and donors, provided such gifts and grants are keeping with the AMP and Springville's community identity, priorities, and policies

Allocate funding to arts organizations and projects

- Continue to allocate PAR dollars to arts projects and programs through PAR mini grants and City budgets
- Consider developing a mechanism for individuals, teachers, or organizations, not eligible for PAR 501c3 grants, to receive small (<\$1000) grants that support public-facing arts programs, projects, or events

Springville Museum of Art

Continue the legacy of the Springville Museum of Art, Utah's oldest art museum and one of its premier art venues.

Continue to support the Museum as the City's flagship art program and venue

- Update the Museum of Art's strategic plan
- Increase the Museum of Art's marketing budget and focus, develop a Museum marketing strategic plan
- Continue programs and exhibitions that serve Utah artists statewide
- Continue and improve education programming for K-12 students and teachers statewide
- Develop an Artist in Residence program in partnership with Public Art

Extend the reach of the Museum to be more connected community-wide

- Embrace the Museum as a community sanctuary where beauty is appreciated and mental, emotional, and spiritual health are fostered
- Prioritize regularly visiting Springville schools through school outreach programs and resources, visit Springville schools regularly
- Invest in local community marketing and outreach, including participating in community events outside of the Museum
- Collaborate with Public Art - leverage funding and programming together to maximize impact and visibility through coordinated efforts

Artists, Performers, & Arts Organizations

Cultivate a community where artists, performers, and arts organizations thrive and feel supported.

Cultivate and support local talent

- Develop an annual Art City awards program that recognizes and celebrates arts leaders in Springville
- Continue to invest in, host, and support professional development, social, and networking programs that support local artists and organizations and provide opportunities for artists to meet and interact with each other
- Encourage local artists and performers to apply for arts calls and opportunities within Springville; when appropriate to the project or program give extra weight in applications to Springville artists and performers

Collaborate with and listen to local artists, performers, and arts organizations

- Ensure artists and arts organizations are invited to participate in feedback opportunities related to the City's planning and the overall growth and development of Springville
- Conduct annual listening and feedback session for artists, performers, and organizations
- Identify, support, and encourage opportunities for interdisciplinary collaboration and connection among artists, performers, businesses, and arts organizations in Springville, propose collaborations and make introductions between potential collaborators
- Create or support a broader volunteer group or coalition that can support, advocate, and help implement the City's arts goals, look to the historic Springville Art Movement for potential branding and inspiration

Prioritize efforts to cultivate, attract, and retain artists, performers, and arts-related businesses

- Explore strategies to create live/work opportunities for artists and creative businesses
- Connect local artists and arts-related businesses with existing local/regional business and economic development resources and organizations
- Provide resources and support for local businesses looking for artists, performers, or arts-related projects and collaborations

Venues & Facilities

Explore opportunities to increase and enhance venues and facilities that support the arts and arts programming of all disciplines.

City owned facilities

- Utilize existing and future City facilities to support the arts when possible
- Develop a long-term historic preservation plan for key historic buildings in Springville including the Museum of Art, Carnegie Building, Memorial Hall, etc.
- Explore opportunities for a community art gallery or exhibition spaces that showcase emerging local artists
- Improve, expand, and/or adapt Museum space to increase and improve spaces for storage, offices, and programming
- Conduct feasibility study on acquiring, repurposing, or programming adjacent buildings and grounds to create a museum campus that serves the aims of the City's Museum, Public Arts, and Historic Preservation/Public History initiatives

Private facilities

- Establish a possible pathway for arts organizations to apply for funding that supports creating arts-focused venues and facilities
- Identify opportunities to make it easier for artists to establish studios and workspaces in Springville
- Support efforts to rehabilitate and preserve privately-owned historic and cultural venues, facilities, and landmarks

Increase opportunities for performing arts venues

- Support the development of performing arts, including conducting research on existing and potential programs, venues, and opportunities
- Task the City's incoming Performing Arts Coordinator to increase scheduling and use of existing venues including the Arts Park stage and Civic Center Park Gazebo
- Explore creative uses of existing City and community facilities and venues to support the performing arts

Public Art

Invest in art in public spaces to make Springville truly "Art City," not just a city with an art museum.

Increase Public Art presence throughout the City in ways that carefully beautify and enhance the City as a whole, and adhere to the City's arts values and principles

- Implement the Art Loops plan to create a distinct public art experience downtown that includes Statues to Live By
- Pursue the implementation, planning, and funding for projects identified in the Public Art Opportunities Chart
- Use public art to create a strong and cohesive visual identity in Springville, particularly at gateways and along major corridors
- Utilize Museum and City Permanent Collection artwork images as a resource to further Public Art goals and visual identity (vinyl wraps, banners, signage, etc)

Collaborate with all City departments and divisions to identify creative opportunities to weave public art into City infrastructure, facilities, and programs

- Invite City directors and superintendents to participate in annual Public Art planning brainstorm, processes, and selection committees
- Provide mechanisms for support, advisement, and collaboration from Public Art and Museum staff to other department's City arts-related initiatives and goals
- Use public art projects to highlight the contributions, projects, and infrastructure of other City departments, especially Power and Public Works

Further invest in and support the growth, quality, and operational effectiveness of the Public Art Program

- Develop a Public Art operating and strategic plan that establishes principles for the placement of public art that carefully beautify and enhance the City as a whole
- Maintain, update, and implement a 5 year Public Art CIP plan
- Increase Public Art staffing

Expand opportunities for residents and visitors to engage with Public Art and enhance their experience

- Create interpretive materials, maps, activities, and guides for Public Art experiences in both print and digital formats
- Prioritize public art that is interactive, engaging, and kinetic

Update and manage City Public Arts policies

- Ensure Public Art funding can be used for art forms of all disciplines and mediums, including performing and literary arts programs and projects
- Revise and adopt ordinances and policies that clarify the distinction between “signs” and “public art” and further defines how and when art can function as signage
- Establish clear principles and policies for display of both city-sponsored and “private public art”
- Update the City Public Art collections policy, including clarity regarding public art maintenance, donations, relocation, and deaccessioning.

Art Events & Programming

Provide and support memorable arts experiences for residents and visitors.

Encourage, continue, create, and support new and established arts programs that showcase local, regional, national, and international artists and performers

- Expand the Arts Festival’s reach and prominence, especially through advertising and marketing
- Support or host arts markets and events that showcase local artists
- Establish multidisciplinary fellowship(s) and/or artist in residence program that provides funding to support local and regional artists
- Collaborate with and support established arts programs and events throughout the community and provide support and a City arts presence when appropriate
- Continue prioritizing arts experiences and programs for youth, families, and children, including the annual Children’s Art Festival

Establish opportunities for residents and visitors to connect with local artists

- Organize tours of local artists studios and other arts facilities throughout Springville
- Create directory, website, or marketing tool that features local artists, arts organizations, and events and programs

Increase support of and engagement with all artistic disciplines, particularly performing arts

- Continue Springville Summer Concert Series and increase visibility and participation in the Museum’s Sunday Concert Series
- Utilize the City’s incoming Performing Arts Coordinator to develop, support, and implement new performing arts programs and events
- Support and continue interdisciplinary collaborations and programs among events and programs

THE ART CITY STORY



The arts have always been integral to Springville. According to local folklore, in the 1850s Utah pioneer settler Philo Dibble stuck his cane into the ground at the corner of 100 East and 400 South – where the Springville Museum of Art resides – and declared there would be an art gallery here someday.

Before the pioneer settlers, Utah's indigenous communities valued creative expression and art-making. The Nebo Title VI Program today serves students affiliated with all of the tribes within Utah and continues to support artists and creative expression in our community.

At the turn-of-the-century, a group of community members known as the Springville Art Movement wanted the students of Springville to have access to professional, original works of art. These community members worked with two professional artists with ties to Springville, master sculptor Cyrus Dallin and impressionist landscape painter John Hafen, who each donated an original work of art to the local students in 1903.

This initial donation snowballed and the Springville High School students continued to build their collection of original art. In the 1920s they began hosting an Annual Art Exhibit, called the Spring Salon. Artists from all over the country sent artworks to be displayed in the halls and auditorium of the local high school. They became so famous for their exhibition and Collection that in the 1930s the community, with Works Progress Administration (WPA), City, and private funding, built the Springville High School Art Gallery – now the Springville Museum of Art. The vision of the students, community, and faculty in the early twentieth century led to Springville having one of the largest and most prestigious art museums in the State and Region.

The performing arts also have a strong history and tradition in Springville. In 1905 as the community began building their school art collection they also invested in an Opera House, which burned down in the late 1920s and was rebuilt as Memorial Hall by the American Legion and currently serves as the Springville Senior Center. This was known as one of “the finest opera houses in Utah.” In the 1940s a group of community members came together to start the Springville Playhouse. This is the longest-running volunteer theater in Utah. Springville is also home to the World Folkfest, one of the largest and most impressive international folk dance festivals in the world. In 2021 the City started hosting Celebrarte during its annual Art City Days, a celebration of Hispanic culture and arts in our community.



Countless musicians, performers, dancers, poets, and artists have called and continue to call Springville home. Our reputation for the arts – because of famous artists like Cyrus Dallin, the collections and exhibitions of the Springville High School students, and the role of performing arts in our community – led us to being declared “the art city of this state” by Governor Charles R. Mabey in 1924 (who reverberated sentiments expressed at the turn-of-the-century by then governor John Cutler). The City embraced this moniker, and businesses, citizens, and visitors, all praised, celebrated, and took pride in being the Art City.



The Art City has always had the support of the City and the broader community. The historic Statues to Live By program – Springville’s first volunteer-run public art program which placed bronze sculptures throughout Main Street and downtown -- exemplifies the way volunteers, artists, and community members have come together to embrace Art City in the past. Today, the City is amplifying its Art City identity even more by expanding what “Art City” means and investing in it in new ways including a formal Public Art and percent for arts program, and the adoption of the PAR Board and funding.



We want everyone in Springville to feel connected to this rich heritage and history of the arts. Like many cities across the Wasatch Front, Springville’s demographics are changing. The population of Springville has increased dramatically in the last 10-20 years, and the percentage of Hispanic, Pacific Islander, and non-native English speaking residents has grown exponentially. We want to make sure the Art City story of the future includes and resonates with every member of our growing and diverse community.

Our vision for Springville is that it is renowned for being Art City – a vibrant, welcoming, and tight-knit community, where artists and arts thrive, creativity flourishes, beauty is appreciated, and the value of art is honored by residents and visitors. Our residents regularly create, support, and participate in art through our world-class Museum of Art, performances, public art projects, events, and innovative approaches to arts-based community building. Our commitment to art attracts visitors from around the region and world.



We want to create a community that supports the arts so much that it changes lives for the better, where residents and visitors feel represented and a sense of belonging.

CURRENT CITY ARTS ORGANIZATIONAL STRUCTURE & SUPPORT

Departments and Organizations



Springville City

Springville City is the municipality and legal organization that will oversee and implement this plan. Springville is governed by a six-member council (the “City Council”) consisting of the Mayor and five council members who are elected to serve four-year overlapping terms. The City Council must approve (and may revise) the budget of any City department. The City Administrator facilitates, coordinates and supervises the work of all City departments and ensures that the Mayor and City Council’s policies and direction are successfully implemented.

City Departments: The City’s elected officials and City Administrator have directed each City department and division to integrate the arts and the Art City identity into the broader work they do. The City’s departments include: Administration, Art Museum, Community Development, Finance, Internal Services, Legal, Library, Public Safety, Parks & Recreation (including the Golf Course and Clyde Recreation Center), Power, and Public Works.



Springville Museum of Art

The Springville Museum of Art is the City’s largest and flagship art program and facility. It is both a City department and a 501c3 non-profit. The Museum’s mission is to foster beauty and contemplation through life-affirming art and experience. Its exhibitions and Collection focuses on contemporary and historic Utah art, and it also houses impressive collections of Soviet and American art. The Museum’s 45,000 square foot Spanish-Colonial building is an iconic architectural landmark in Springville. Through dozens of programs and exhibitions the Museum serves over 100,000 visitors, students, and teachers annually. The City’s Museum department reports to the City Administration staff, who reports to the Mayor and Council.

Springville Museum of Art Association: The SMA Association is the 501c3 non-profit of the Springville Museum of Art. It is a separate legal entity from Springville City. It owns and manages the Museum’s Permanent Collection and fundraises for the Museum and its programs and Collection. It works with the City to operate the Museum through a legal memorandum of understanding. The City’s Museum Director is also the Executive Director of the non-profit.



Public Art

Public Art is a Springville City division tasked with making Springville truly Art City and not just a city with an art museum. The Public Art division is responsible for planning and executing an annual Arts Festival and public art capital projects (including murals, sculptures, and monuments), programs, and events throughout the City. This division is part of the Art Museum department and overseen by the City's Museum Director. The Public Art Coordinator and Performing Arts Coordinator facilitate and execute these programs, projects, and events.

Funding Sources

PAR Tax

The Parks, Arts, and Recreation tax was passed in Springville in 2021 and went into effect in 2022. It is a sales tax that takes one penny for every \$10 spent in Springville (.01%). That revenue is restricted to 501c3 and City projects in Parks, Arts, or Recreation. The PAR Board makes recommendations to the City Council for how the money generated should be spent on an annual basis. This tax is renewed by vote every 10 years.

Percent for Art

In the FY 2021-2022 budget the City Council first adopted a formal percent for art transfer. This is an internal percentage for art policy that retains and transfers 2% of the allocated budget for capital projects to a Public Art fund to fund public art projects, programs, and infrastructures citywide.

General Fund

Both the Museum Department and Public Art Division are part of the City's General Fund. The departments in this fund receive funding and support from the City's revenue sources including, but not limited to, property tax, sales tax, enterprise fund transfers, fees, grants, and donations.

External Funding Sources

Several external funding sources support the arts in Springville including revenue generated from art commissions and sales, the Museum store, private events and rentals at the Museum facility, Federal, State, and County grants, and individual, corporate, and foundation contributions. In FY 2023-2024, the City's Museum operations were supported by nearly \$1,000,000 of these external funding sources generated by the Museum.

Image credit: Chuck Berrett, Design for Charisma Dance Mural



Boards and Committees

PAR Board

The PAR Board was created by the Mayor and City Council to review applications and give recommendations for PAR funding. The Board consists of up to 17 volunteer citizens of Springville City who give opinion on PAR funding allocations and the master and CIP plans for the Parks, Arts, and Recreation departments and divisions of the City. The PAR Board was preceded by the Arts Commission who, before the passage of the PAR tax in 2021, oversaw the distribution of a small pool of annual arts grants.

Arts Master Plan (AMP) Steering Committee

The AMP steering committee is an adhoc subcommittee of the PAR Board that includes 3 PAR Board representatives. It was created in 2024 to oversee the creation of the City's Arts Master Plan.

Public Art Committee

The Public Art Committee is a volunteer committee that assists the City's Public Art Coordinator with planning and facilitating Public Art projects, programs, and events, especially the annual Art Festival.

Public Art Selection Committees

For specific public art calls adhoc selection committees are formed by the Public Art Coordinator to select finalists and award contracts. These committees typically include a community arts expert or specialist, a Museum representative, a City Council representative, a PAR Board representative, a staff representative from a related City department, and a neighborhood representative.

SMA Association Board of Trustees

The SMA Association Board is the Board that governs and operates the Springville Museum of Art Association, the 501c3 nonprofit that owns and manages the Museum's Collection and assists with fundraising. This Board is made up of 13 seats that include 2 City Council representatives, appointed by the Mayor, at least 1 local arts educator, at least 1 working artist, and other community, non-profit, and arts experts. A majority of the Board must be Springville residents.

Image credit: Holdman Studios, Stained Glass Installation at Clyde Recreation Center

MASTER PLANNING PROCESS



In the 2020-2021 fiscal year, Jack Urqhart and the City's first Public Art Coordinator, Kelly Wiltermood, began the Public Art program and laid the foundation for this plan. In October 2022, then Museum Director Dr. Rita R. Wright was given the assignment to oversee Public Art and the creation and adoption of an Arts Master Plan for Springville. She worked initially with Museum staff and City stakeholders to start envisioning this plan. The PAR Board allocated money to its development.

Dr. Wright retired in December of 2022, and Emily Larsen was appointed Museum Director and took over the assignment. In March 2023, Jake McIntire of Union Creative Agency hosted the first Arts Master Plan discovery workshop with a group of City and Community stakeholders to determine the goals of this plan. Throughout the summer of 2023, under the direction of Public Art Coordinator Leslie Gleaves, community engagement and feedback was facilitated through surveys and public programs. In the Fall of 2023, additional workshops and roundtables were held with performing arts stakeholders and members of the PAR Board and Public Art Committee. In early 2024 Union Creative Agency was awarded the contract for the planning process and the Mayor and Council appointed an Arts Master Plan (AMP) steering committee to guide the direction of the plan.

The planning process relied heavily on data and recommendations from other plans and surveys conducted and adopted recently by Springville City, including the Reframing Downtown plan, Active Transportation plan, market research study by the BYU Adlab, and the 2023 Citizen's Survey.

Additional community feedback was gathered throughout the Spring of 2024. Specific listening groups were held with stakeholders including artists, performers, businesses, City staff, elected officials, the PAR Board, and the general community. Additional feedback came from a formal public open house and an interactive station at the Springville Library's PopCon event in March 2024. Throughout our

MASTER PLANNING PROCESS



data gathering over the year, we learned the community and stakeholders were in alignment in their vision for the arts. The shared vision we heard included wanting more arts in Art City and a desire for an expanded emphasis on Springville's Art City community identity and heritage. We also heard a desire to expand opportunities for and representation of the performing arts and that the arts should provide fun, uplifting, interactive experiences for families, visitors, and residents. All shared the vision that the arts should be accessible and unite our community.

During this process, we analyzed the assets, resources, and current limitations of the City's current arts ecosphere. We identified arts, cultural, and historic assets including programs, organizations, venues, projects, funding sources, and history. We also analyzed gaps and identified opportunities for growth and collaboration. This Arts Master Plan process has been happening simultaneously with planning for the Art Loops, a downtown public art experience, and has benefited from the work and engagement done in that planning.

Through monthly meetings and discussion with the AMP committee, the initial plan and strategies were drafted in June of 2024. Initial findings and directions were presented for review to City stakeholders, the PAR Board, and City Council. The AMP committee continued to revise and give feedback. After revisions to the plan, formal presentations were given to the general community, and the PAR Board formally recommended this plan to the City Council for adoption in July of 2024. The Council again reviewed the plan and adopted it as the City's official Arts Master Plan in August of 2024.

PUBLIC ART OPPORTUNITIES

This table represents the public art projects currently identified within the general time horizon of this Arts Master Plan. This table will be used to manage resources and plan for upcoming public art projects and will be updated annually.

Legend

\$	under \$10,000	Budgeted	within 1 year
\$\$	\$10,000 - \$50,000	Planned	within 5 years and within budget the percent for art policy can manage
\$\$\$	\$50,000 - \$150,000	Prioritized	planned and identified as a priority but will need external funding
\$\$\$\$	\$150,000 - \$500,000		
\$\$\$\$\$	\$500,000+	Long-term Goal	5+ Years

* Items marked with an asterisk are identified as top priority for expanded budgets if funding becomes available

Project Title	Status (Summer 2024)	Location	Budget	Timeline
Infrastructure Integrations (examples manhole covers, stamped concrete, transformers, lighting, seating)	budgeted, planned	citywide	\$-\$\$	ongoing
Custom Manhole Covers	budgeted; work started	downtown, Art Loops	\$	FY24-FY25
Hobble Creek Fence Panel	budgeted; work started	downtown, Art Loops	\$	FY24-FY25
Robot Found Object Sculpture	budgeted; work started	Whitehead Power Plant	\$\$	FY24-FY25
Art Loops*	budgeted; work started	downtown	\$\$\$- \$\$\$\$\$	FY24-FY26, ongoing
200 E Youth Art Installations Phase 1	budgeted	downtown, Art Loops	\$	FY25
Literary Art Walk Installations	budgeted	downtown, Art Loops	\$-\$\$	FY25
Bike Park Murals	budgeted	Cherry Creek Bike Park	\$	FY25

Bike Park Sculpture	budgeted	Cherry Creek Bike Park	\$	FY25
CRC Murals	budgeted	CRC	\$	FY25
Dry Creek Art Activations*	budgeted	Dry Creek Trail	\$\$	FY25
Gateway Signage (1)	budgeted	downtown	\$\$	FY25
Downtown Murals	budgeted	downtown, Art Loops	\$\$-	FY25, ongoing
Fire Hydrant Art Activations	budgeted	downtown, Art Loops	\$	FY25, ongoing
Transformer/Electric Box Art Activations	budgeted	citywide	\$\$-	FY25, ongoing
Lightpost Banners 400 S and Main Street	budgeted	downtown and 400 S	\$\$-	FY25, ongoing
Arts Park Sculptures/Activations (including plaza)*	planned	Arts Park, High School	\$\$\$	FY26
1600 S Corridor Projects*	planned	1600 S Corridor	\$\$-\$\$\$	FY26
Mural Alley	planned	downtown, Art Loops	\$\$-\$\$\$	FY26, ongoing
Memorial Hall Facade Improvement	planned	downtown, Art Loops	\$\$-	FY25-FY26
Major/Kinetic Sculpture - 200 S Gateway*	planned	downtown, Art Loops	\$\$\$\$	FY27
Lakeside Landing Activations *	planned	Lakeside Landing	\$\$\$	FY28
North Main Street Activations*	planned	North Main Street	\$\$\$	FY28
Frontrunner Station Activations	planned	Station Area	\$\$\$	FY28
Additional Gateway Signage	planned	City gateways	\$\$\$	FY28, FY29
Riverwalk Art Installations	planned	downtown, Art Loops	\$\$-\$\$\$	TBD
High School Roundabout Sculptures*	planned	Arts Park, High School	\$\$\$\$	FY26, FY27
Temporary Public Plaza (Ginger's Lot)*	prioritized	downtown, Art Loops	\$\$-\$\$\$	FY26
400 S Roundabout Sculpture	prioritized	400 S	\$\$\$	FY26
Allen's Block Gateway Activations/Sculptures	prioritized	downtown, Art Loops	\$\$\$-\$\$\$\$	FY27

200 E Youth Art Installations Phase 2	prioritized	downtown, Art Loops	\$\$\$	FY26, ongoing
Major/Kinetic Sculpture - Museum Grounds	prioritized	downtown, Art Loops	\$\$\$\$	TBD
Play Sculpture - Contractor's Park	prioritized	downtown, Art Loops	\$\$\$\$	TBD
Gateway Sculpture - 400 S / Main St	prioritized	downtown, Art Loops	\$\$\$\$	TBD
Landart Sculpture Garden	Long-term Goal	Bartholomew Park Grove	\$\$\$\$\$	TBD
1200 West Median Activations	Long-term Goal	1200 West	\$\$\$-\$\$\$\$\$	TBD
Artist in Residence Cabin and Gallery	Long-term Goal	Hobble Creek Canyon	\$\$\$\$\$	TBD

Recently Completed Public Art Projects

Charisma Dance Mural	Complete	Downtown	\$	FY24
Westfields Sculpture	Complete	Westfields Central	\$\$\$	FY24
Skate Park Murals	Complete	Memorial Park	\$	FY23
Al Curtis Sculpture	Complete Fall 2024	Memorial Park	\$\$\$	FY24

OPPORTUNITY ASSESSMENT TOOL

Name/title of opportunity	Source of opportunity (City, Private, State, etc.)	
Description of opportunity		
SECTION 1 - Arts Master Plan Alignment		
How will this further and support the Art City identity and our WHY (In Art City we value the power of art to elevate lives and unite our community. We believe art is a necessity.)		
How does this align with each of the Guiding Values in the Arts Master Plan?		
Artistic Excellence	Welcoming	Inspiring
Community Building	Collaborative	
Which Arts Master Plan building blocks does it support?		

Opportunities that do not further the Arts City identity, align with each of the Guiding Values, and meaningfully contribute to the Building Blocks of the Arts Master Plan will be unlikely to be recommended, funded, or implemented.

OPPORTUNITY ASSESSMENT TOOL

SECTION 2 - Resources and Operations

Timeline	
Location	Lead Dept. or Person
Partners (note committed or potential)	Estimated Resources Needed Budget _____ Staff _____ Volunteers _____ Materials / Supplies _____ Space / Venue _____ Other _____
Funding Source (note committed or potential)	
Is this a: <input type="checkbox"/> One off event <input type="checkbox"/> Recurring event <input type="checkbox"/> New program <input type="checkbox"/> We don't know yet <input type="checkbox"/> Other	
Does this support or further other adopted City plans? If yes, explain.	
Explain why now is the right time to take this on	
What is our excitement level for this opportunity Ugh ————— Meh ————— Wahoo!	
What will the impact of this project be and how will success be measured? (How many people will be served, who will be served, how will they be impacted, etc.)	<p>Resource vs. Impact Matrix</p> <p>High Impact</p> <p>Low Resource ————— High Resource</p> <p>Low Impact</p>

IMPLEMENTATION PROCESSES



Virgil Otto Hafen, *Maple Tree Pass* (c1934) oil on canvas (detail),
Springville Museum of Art,
Gift from an Anonymous Donor

Implementation of the Arts Master Plan will be directed and monitored by the Museum director and staff.

The staff will report regularly on progress to City administration and to the City Council and Mayor. Every year staff will update the Public Art Opportunities/CIP chart and an annual operating plan and present both to the PAR Board and City Council for approval. Staff will review the Arts Master Plan annually and submit any recommended changes to the PAR Board and City Council.

Staff will utilize the phased implementation plan spreadsheet to track and report on progress. This tool will be kept internally by the Museum staff. Updated operating plans, policies, and procedures will defer to guidance in the Arts Master Plan.

City staff, elected officials, and PAR Board will use the opportunity assessment worksheet to assess and plan for future arts opportunities. The PAR Board, staff, and City Council will use this plan and these tools to measure funding applications and requests, opportunities, and projects.

City and Museum staff will continue to engage community stakeholders in the implementation of this plan, specifically through annual listening meetings and sessions.

The process for updating and adopting a new Arts Master Plan will begin in 2029 and will be prepared for adoption in 2030.

This plan is a working plan and is subject to change. It was last revised and adopted in August 2024.

IMPLEMENTATION PROCESSES

Legend

Ongoing	work has begun or will in FY25, continue to work on every year
Phase 1	FY2024-2025, FY2025-2026
Phase 2	FY2026-2027, FY2027-2028
Phase 3	FY2028-2029, FY2029-2030

ART CITY IDENTITY

	Timeline	Responsible Dept/ Division	Possible Partners
ACI.1 Enhance Springville's visual identity and sense of place			
ACI.1.1 Increase signage and placemaking efforts that reinforce Springville's Art City identity	Phase 1	Public Art	Public Works, Community Development
ACI.1.2 Incorporate art visibly into City infrastructure such as manhole covers, fire hydrants, street banners, lighting, benches, bike racks, transit stops, etc.	Ongoing	Public Art	Public Works, Power, Public Safety, Parks, Community Development
ACI.1.3 Invest in gateway sculptures and signage at or along key entry points into the city	Phase 2-3	Public Art	Public Works, Community Development
ACI.2 Use data and research to support arts-related goals of the City and community			
ACI.2.1 Invest in further research that helps the City and community understand the economic, social, and community benefits of the arts and Springville	Phase 2	Museum	Community Development, Administration
ACI.2.2 Use Census and demographic data to ensure the Art City identity and all that it entails is representative of Springville's population	Ongoing	Museum	Community Development, Administration, Library, Parks and Recreation

ACI.2.3 Identify barriers for participation for all residents and demographics, and develop policies, programs, and solutions that remove barriers	Ongoing	Museum	Community Development, Administration, Library, Parks and Recreation
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ACI.3 Enhance City policies, ordinances, structures, and processes to include and support the arts

ACI.3.1 Encourage and provide opportunities and incentives for private developers and businesses to consider, include, and further the Art City identity through programs, funding mechanisms, and marketing efforts	Ongoing	Community Development, City Council	Museum, Public Art
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ACI.3.2 Increase community and stakeholder engagement efforts related to the arts - include artists, performers, and arts stakeholders in City planning efforts	Ongoing	Community Development	Museum, Public Art
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ACI.3.3 Continue direction for all City departments to integrate arts and contribute to Springville's community identity as Art City	Ongoing	Administration	City Council
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ACI.3.4 Advocate for changes to City zoning and policy that support artists and arts-related businesses during the City's General Plan rewrite and adoption	Phase 1	Community Development	Museum, Public Art, Administration
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ACI.4 Find creative ways, big and small, throughout the community to remind people Springville is the Art City and provide opportunities for residents and visitors to engage with the arts

ACI.4.1 Integrate arts into broader City and community programs and events, especially recreation and sports	Ongoing	Parks and Recreation, Library	Museum, Public Art
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ACI.4.2 Partner with arts organizations, artists, stakeholders and volunteers to have an arts presence at major community events and programs including but not limited to the Farmer's Market, large library events, Art City Days	Phase 2	Museum	Parks and Recreation, Library
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ACI.4.3 Support increased arts opportunities within local Springville schools	Ongoing	Museum - POPS	Nebo School District
ACI.4.4 Collaborate with the Landmarks Commission, Springville Historical Society, Springville DUP, Art Museum, Nebo Title VI, and other historical and cultural organizations, for opportunities to highlight stories that communicate and celebrate Springville’s Art City history through programs, projects, interpretation, and markers	Ongoing	Museum, Public Art	Community Development, Library
ACI.5 Improve marketing and communications to residents, visitors, artists, and performers			
ACI.5.1 Develop coordinated marketing strategy for Springville’s Art City brand, identity, and arts programs	Phase 2	Museum, Public Art	Administration
ACI.5.2 Develop campaigns to cultivate Regional Tourism	Phase 3	Administration	Museum, Public Art, Parks and Recreation, Community Development
ACI.5.3 Develop methods for the City to support and promote private arts events, programs, and local artists	Phase 1, ongoing	Museum	Legal
ACI.5.4 Collaborate with the Parks and Recreation department and Information Technology division to develop a centralized calendar of events	Phase 1	Public Art	Museum, Internal Services, Parks and Recreation, Library, Administration
ACI.5.5 Dedicate personnel hours to arts marketing and communications efforts and coordinating marketing efforts across departments including but not limited to Recreation, Public Art, Administration, and Art Museum	Phase 1, ongoing	Museum	Parks and Recreation, Administration, Public Art

FUNDING STRUCTURES

	Timeline	Responsible Dept/ Division	Possible Partners
FS.1 Continue City investment in arts			
FS.1.1 Continue and codify current internal percent for art policy	Phase 1	Administration, City Council	Public Art, Community Development
FS.1.2 Continue funding Museum of Art Operations and Public Art, establish current levels as a baseline	Ongoing	Administration, City Council	
FS.2 Encourage private funding opportunities			
FS.2.1 Research opportunities and make recommendations for implementation of a private percent-for-art policy or other ways to incentivize developers to incorporate arts	Phase 2	Community Development	Public Art, Administration
FS.2.2 Leverage existing City funding to obtain additional arts funding through Federal, State, County, and private grants and donors, provided such gifts and grants are keeping with the AMP and Springville's community identity, priorities, and policies	Phase 1, ongoing	Museum, Public Art	Community Development
FS.3 Allocate funding to arts organizations and projects			
FS.3.1 Continue to allocate PAR dollars to arts projects and programs through PAR mini grants and City budgets	Ongoing	City Council, PAR Board	Museum, Parks and Recreation
FS.3.2 Consider developing a mechanism for individuals, teachers, or organizations, not eligible for PAR 501c3 grants, to receive small (<\$1000) grants that support public-facing arts programs, projects, or events	Phase 1-2	Public Art	Administration, Museum, PAR Board

SPRINGVILLE MUSEUM OF ART

	Timeline	Responsible Dept/ Division	Possible Partners
SMA.1 Continue to support the Museum as the City's flagship art program and venue			
SMA.1.1 Update the Museum of Art Strategic Plan	Phase 1	Museum	
SMA.1.2 Increase the Museum of Art's marketing budget and focus, develop a Museum marketing strategic plan	Phase 1	Museum	Administration
SMA.1.3 Continue programs and exhibitions that serve Utah artists statewide	Ongoing	Museum	
SMA.1.4 Continue and improve education programming for K-12 students and teachers statewide	Ongoing	Museum - POPS	
SMA.1.5 Develop an Artist in Residence Program in partnership with Public Art	Phase 1	Museum	Public Art
SMA.2 Extend the reach of the Museum to be more connected community-wide			
SMA.2.1 Embrace the Museum as a community sanctuary where beauty is appreciated and mental and spiritual health are fostered	Ongoing	Museum	Parks and Recreation, Library
SMA.2.2 Prioritize regularly visiting Springville schools through school outreach programs and resources, visit Springville schools regularly	Phase 1, ongoing	Museum - POPS	
SMA.2.3 Invest in local community marketing and outreach, including participating in community events outside of the Museum	Phase 1, ongoing	Museum	Parks and Recreation, Library, Public Art, Administration
SMA.2.4 Collaborate with Public Art - leverage funding and programming together to maximize impact and visibility through coordinated efforts	Ongoing	Museum	Public Art

ARTISTS, PERFORMERS, & ARTS ORGANIZATIONS

	Timeline	Responsible Dept/ Division	Possible Partners
APO.1 Cultivate and support local talent			
APO.1.1 Develop an annual Art City awards program that recognizes and celebrates arts leaders in Springville	Phase 2-3	Museum	Administration
APO.1.2 Continue to invest in, host, and support professional development, social, and networking programs that support local artists and organizations and provide opportunities for artists to meet and interact with each other	Ongoing	Museum	Public Art
APO.1.3 Encourage local artists and performers to apply for arts calls and opportunities within Springville, when appropriate to the project or program give extra weight in applications to Springville artists and performers	Ongoing	Museum, Public Art	
APO.2 Collaborate with and listen to local artists, performers, and arts organizations			
APO.2.1 Ensure artists and arts organizations are invited to participate in feedback opportunities related to the City's planning and the overall growth and development of Springville	Ongoing	Community Development	Museum, Public Art, Administration
APO.2.2 Conduct annual listening and feedback session for artists, performers, and organizations	Phase 1, ongoing	Museum	
APO.2.3 Identify, support, and encourage opportunities for interdisciplinary collaboration and connection among artists, performers, businesses, and arts organizations in Springville, propose collaborations and make introductions between potential collaborators	Phase 2-3, ongoing	Museum, Community Development	

APO.2.4 Create or support a broader volunteer group or coalition that can support, advocate, and help implement the City's arts goals, look to the historic Springville Art Movement for potential branding and inspiration	Phase 1, ongoing	Museum	
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APO.3 Prioritize efforts to cultivate, attract, and retain artists, performers, and arts-related businesses

APO.3.1 Explore strategies to create live/work opportunities for artists and creative businesses	Phase 2	Community Development	Museum
APO.3.2 Connect local artists and arts-related businesses with existing local/regional business and economic development resources and organizations	Phase 2	Museum, Community Development	
APO.3.3 Provide resources and support for local businesses looking for artists, performers, or arts-related projects and collaborations	Phase 2	Museum, Community Development	

VENUES & FACILITIES

	Timeline	Responsible Dept/ Division	Possible Partners
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VF.1 City owned facilities

VF.1.1 Utilize existing and future City facilities to support the arts when possible	Ongoing	Administration, Internal Services	Museum, Public Art, Parks and Recreation, Library
VF.1.2 Develop a long-term historic preservation plan for key historic buildings in Springville including the Museum of Art, Carnegie Building, Memorial Hall, etc.	Phase 2-3	Internal Services	Museum, Community Development
VF.1.3 Explore opportunities for a community art gallery or exhibition spaces that showcase emerging local artists	Phase 2-3	Public Art	Library, Administration, Internal Services
VF.1.4 Improve, expand, and/or adapt Museum space to increase and improve spaces for storage, offices, and programming	Phase 2-3	Museum	Administration, Internal Services

VF.1.5 Conduct feasibility study on acquiring, repurposing, or programming adjacent buildings and grounds to create a museum campus that serves the aims of the City’s Museum, Public Art, and Historic Preservation/Public History initiatives	Phase 1	Museum	Internal Services, Administration, Community Development
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VF.2 Private facilities

VF.2.1 Establish a possible pathway for arts organizations to apply for funding that supports creating arts-focused venues and facilities	Phase 2	Legal	Museum, Public Art
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VF.2.2 Identify opportunities to make it easier for artists to establish studios and workspaces in Springville	Phase 2	Community Development	Museum
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VF.2.3 Support efforts to rehabilitate and preserve privately-owned historic and cultural venues, facilities, and landmarks	Ongoing, as applicable	Community Development	Museum, Library, Administration
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VF.3 Increase opportunities for performing arts venues

VF.3.1 Support the development of performing arts, including conducting research on existing and potential programs, venues, and opportunities	Ongoing	Public Art	Internal Services, Library, Parks and Recreation
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VF.3.2 Task the City’s incoming Performing Arts Coordinator to increase scheduling and use of existing venues including the Arts Park stage and Civic Center Park Gazebo	Phase 1, ongoing	Public Art	Parks and Recreation, Internal Services, Nebo School District
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VF.3.3 Explore creative uses of existing City and community facilities and venues to support the performing arts	Phase 1, ongoing	Museum, Public Art	Internal Services, Administration
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PUBLIC ART

	Timeline	Responsible Dept/ Division	Possible Partners
PA.1 Increase Public Art presence throughout the City in ways that carefully beautify and enhance the City as a whole, and adhere to the City's arts values and principles			
PA.1.1 Implement the Art Loop plan to create a distinct public art experience downtown that includes Statues to Live By	Phase 1, ongoing	Public Art	Community Development, Public Works, Museum, Administration, Library, Parks and Recreation, Public Safety
PA.1.2 Pursue the implementation, planning, and funding for projects identified in the Public Art Opportunities Chart	Ongoing	Public Art	
PA.1.3 Use public art to create a strong and cohesive visual identity in Springville, particularly at gateways and along major corridors	Phase 2-3, ongoing	Public Art	Public Works
PA.1.4 Utilize Museum and City Permanent Collection artwork images as a resource to further Public Art goals and visual identity (vinyl wraps, banners, signage, etc)	Phase 1, ongoing	Public Art	Museum, Power, Public Works, Parks and Recreation
PA.2 Collaborate with all City departments and divisions to identify creative opportunities to weave public art into City infrastructure, facilities, and programs			
PA.2.1 Invite City directors and superintendents to participate in annual Public Art planning brainstorm, processes, and selection committees	Ongoing	Public Art	
PA.2.3 Provide mechanisms for support, advisement, and collaboration from Public Art and Museum staff to other department's City arts-related initiatives and goals	Phase 1, ongoing	Museum	
PA.2.4 Use public art projects to highlight the contributions, projects, and infrastructure of other City departments, especially Power and Public Works	Ongoing	Public Art	Power, Public Works

PA.3 Further invest in and support the growth, quality, and operational effectiveness of the Public Art Program

PA.3.1 Develop a Public Art operating and strategic plan that establishes principles for the placement of public art that carefully beautify and enhance the City as a whole	Phase 1-2	Public Art	Administration
PA.3.2 Maintain, update, and implement a 5 year Public Art CIP plan	Ongoing	Public Art	
PA.3.3 Increase Public Art staffing	Phase 2-3, ongoing	Public Art, Administration	

PA.4 Expand opportunities for residents and visitors to engage with Public Art and enhance their experience

PA.4.1 Create interpretive materials, maps, activities, and guides for Public Art experiences in both print and digital formats	Phase 2	Public Art	
PA.4.2 Prioritize public art that is interactive, engaging, and kinetic	Ongoing	Public Art	

PA.5 Update and manage City Public Arts policies

PA.5.1 Ensure Public Art funding can be used for art forms of all disciplines and mediums, including performing and literary arts programs and projects	Ongoing	Legal	Public Art
PA.5.2 Revise and adopt ordinances and policies that clarify the distinction between “signs” and “public art” and further defines how and when art can function as signage	Phase 1	Community Development	Public Art
PA.5.3 Establish clear principles and policies for display of both city-sponsored and “private public art”	Phase 1-2	Public Art	Community Development, Administration
PA.5.4 Update the City Public Art collections policy, including clarity regarding public art maintenance, donations, relocation, and deaccessioning.	Phase 1-2	Public Art	

ART EVENTS & PROGRAMMING

	Timeline	Responsible Dept/ Division	Possible Partners
EP.1 Encourage, continue, create, and support new and established arts programs that showcase local, regional, national, and international artists and performers			
EP.1.1 Expand the Arts Festival's reach and prominence, especially through advertising and marketing	Ongoing	Public Art	Museum, Parks and Recreation
EP.1.2 Support or host arts markets and events that showcase local artists	Phase 2-3	Museum, Public Art	Parks and Recreation
EP.1.3 Establish multidisciplinary fellowship(s) and/or artist in residence program that provides funding to support local and regional artists	Phase 1, ongoing	Museum, Public Art	
EP.1.4 Collaborate with and support established arts programs and events throughout the community and provide support and a City arts presence when appropriate	Ongoing	Museum	Public Art, Administration
EP.1.5 Continue prioritizing arts experiences and programs for youth, families, and children, including the annual Children's Art Festival	Ongoing	Museum, Public Art	Parks and Recreation, Library
EP.2 Establish opportunities for residents and visitors to connect with local artists			
EP.2.1 Organize tours of local artists studios and other arts facilities throughout Springville	Phase 3	Museum	Public Art
EP.2.2 Create directory, website, or marketing tool that features local artists, arts organizations, and events and programs	Phase 1-2	Public Art	Museum

EP.3 Increase support of and engagement with all artistic disciplines, particularly performing arts

<p>EP.3.1 Continue Springville Summer Concert Series and increase visibility and participation in the Museum’s Sunday Concert Series</p>	<p>Phase 1</p>	<p>Museum, Parks and Recreation</p>	
<p>EP.3.2 Utilize the City’s incoming Performing Arts Coordinator to develop, support, and implement new performing arts programs and events</p>	<p>Phase 1-2</p>	<p>Public Art</p>	<p>Parks and Recreation, Library</p>
<p>EP.3.3 Support and continue interdisciplinary collaborations and programs among events and programs</p>	<p>Phase 2-3</p>	<p>Museum</p>	<p>Public Art, Parks and Recreation, Library</p>

ACKNOWLEDGMENTS

Art Master Plan Steering Committee

Mike Snelson, *City Council*
Mindi Wright, *City Council*
Patrice Bolen, *PAR Board*
Doug Holm, *PAR Board*
Trevor Weight, *PAR Board*
Stefanie Eskander, *Community Representative*
Phillip Enkey, *Community Representative*
Malachi Hopoate, *Community Representative*
Jeff Anderson, *Public Works*
Stacey Child, *Parks and Recreation*
Leslie Gleaves, *Springville Public Art*
John Penrod, *Springville City Administration*
Josh Yost, *Community Development*
Jenny Coates, *Committee Secretary*

Springville City Elected Officials

Matt Packard, *Mayor*
Craig Jensen, *City Council*
Logan Millsap, *City Council*
Jake Smith, *City Council*
Mike Snelson, *City Council*
Mindi Wright, *City Council*

Springville City Administration

Troy Fitzgerald, *City Administrator*
John Penrod, *Assistant City Administrator*
Bruce Riddle, *Assistant City Administrator*

Planning Team

Jake McIntire, *Union Creative Agency*
Emily Larsen, *Springville Museum of Art*

PAR Board

Kurtt Boucher, *Chair*
Cindy Sweat, *Vice Chair*
Patrice Bolen
Jim Brooks
Liz Crandall
Maria Chichia
Dean Duncan
Doug Holm
Shane Lamb
Joe Marvin
Adam Provance
Trevor Weight

SMA Association Board

Chris McAfee, *President*
Natalie Clyde, *Vice-President*
Jason Packard, *Treasurer*
James Rees, *Collections Chair*
Mike Snelson, *City Representative*
Mindi Wright, *City Representative*
Simón Cantarero
April Clawson
Mark Crenshaw
Leslie Duke
Jay Hanson
Heather Holm
Autumn Jensen

Public Art Committee

Ginny Ackerson
Lauren Alleman
Brandon DeLeeuw
Dawn Douglas
Cathy Erdmann
Amy Gabbitas
Nichole Gonzalez
Amberlee Jimenez
Will King
Magdalena Marquez
Mark Mason
Lisa Willey
Staff Representatives: Dave Ashton, Shannon Acor, Jenny Coates, Leslie Gleaves, Mirielle Sanford, Candace Workman, Carla Wiese



Fae Calvin Packard, *Winter in the Wasatch* (c1970) oil on canvas (detail), Springville Museum of Art, Gift from LaPrele Makin

APPENDIX

APPENDIX: COMMUNITY ENGAGEMENT DATA SHEET

This data was collected through an open-response survey from Summer 2023 through Spring of 2024, mostly from participants and attendees at Public Art programs and engagement sessions.

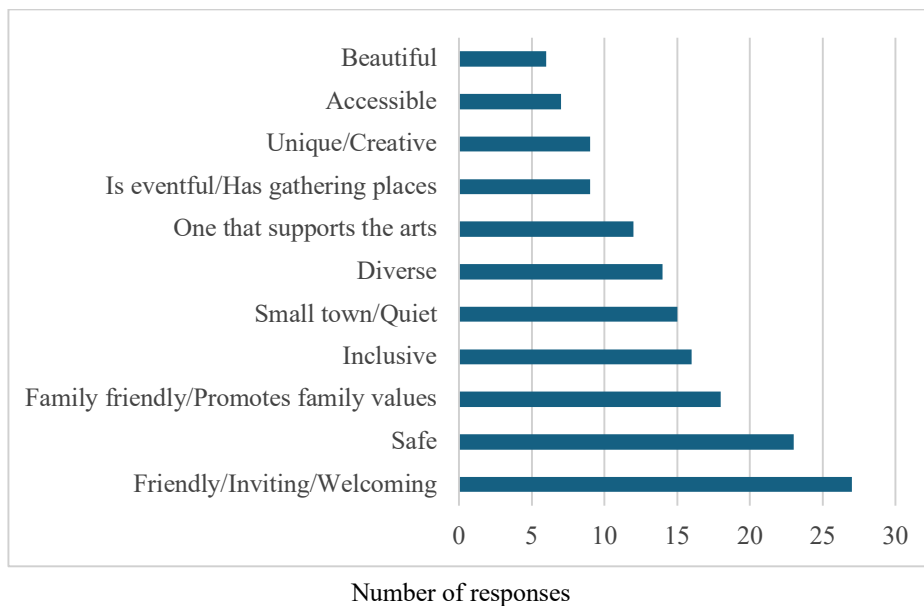
Data was analyzed and quantified by demographer Ashley Larsen Gibby and her students at Brigham Young University.

Frequency of common responses (percentages in parentheses)

Q1: How would you describe the kind of community you want to live in?

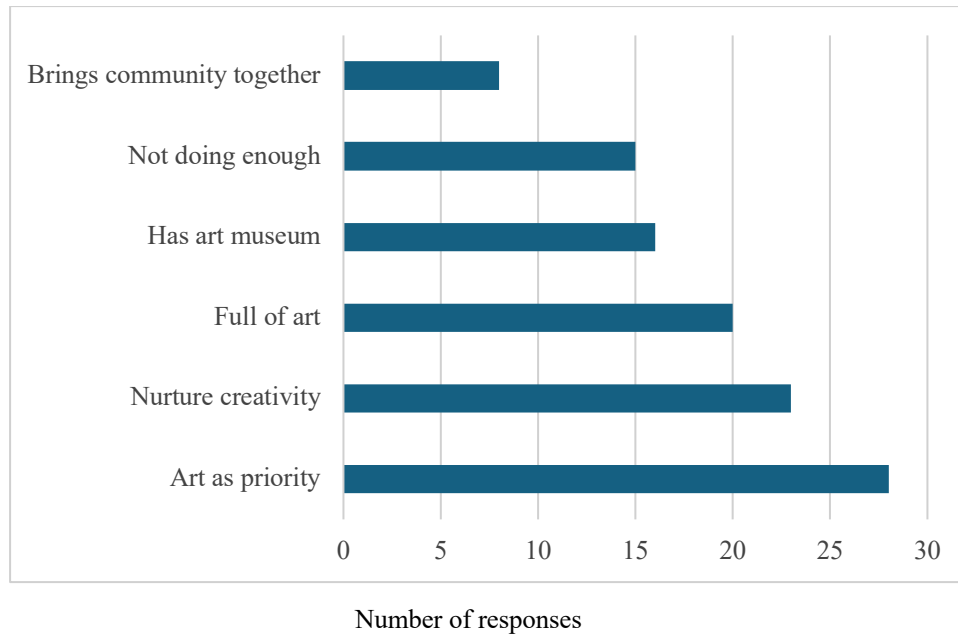
- Friendly/Inviting/Welcoming 27 (26%)
- Safe 23 (23%)
- Family friendly/Promotes family values 18 (18%)
- Inclusive 16 (16%)
- Small town/Quiet 15 (15%)
- Diverse 14 (14%)
- One that supports the arts 12 (12%)
- Eventful/Has gathering places 9 (9%)
- Unique/Creative 9 (9%)
- Accessible 7 (7%)
- Beautiful 6 (6%)

Figure 1. How would you describe the kind of community you want to live in? (102 total responses)



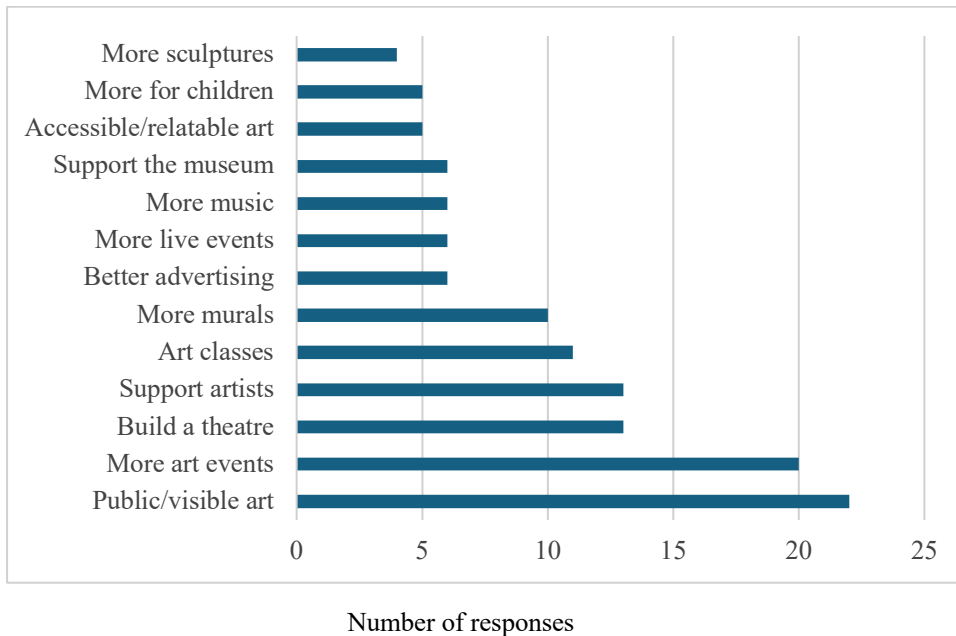
- Art is a priority/A focus/Is supported/Is valued 28 (27%)
- A place to nurture creativity/Creative people 23 (23%)
- Full of all kinds of art/Has more art than other places 20 (20%)
- Has an art museum 16 (16%)
- Springville is not doing enough to have this name 15 (15%)
- Art is the center of the community/Brings the community together 8 (8%)

Figure 2. Springville is known as “Art City”. What does this name mean to you? (102 total responses)



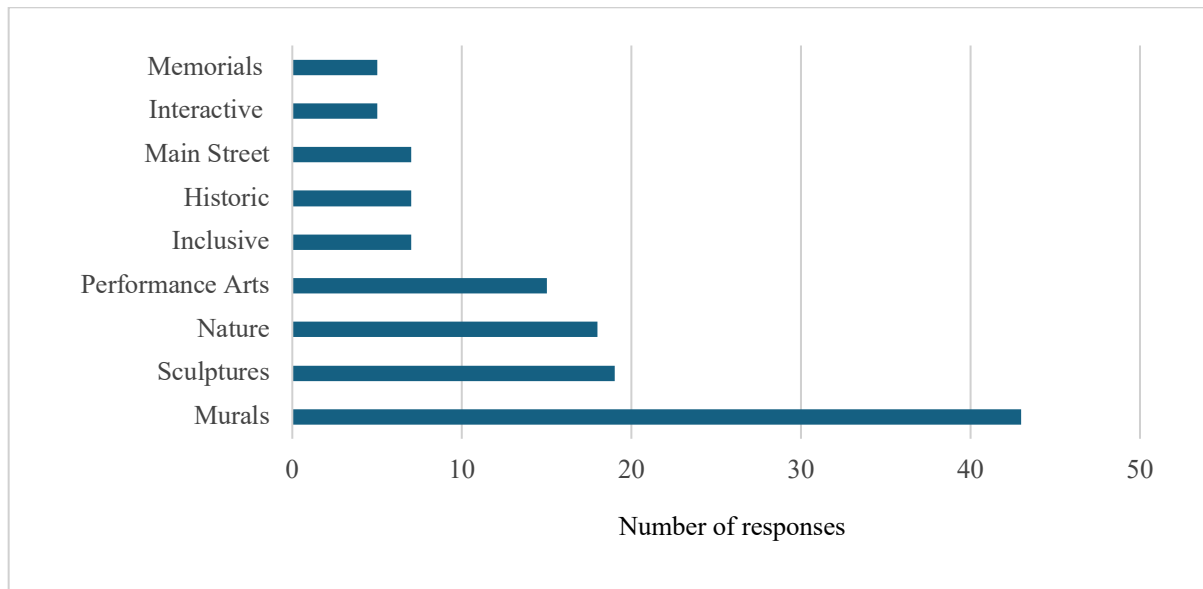
- More public/Visible art 22 (21%)
- More art events 20 (20%)
- Build a theatre/Performing arts center 13 (13%)
- Support artists/Community members getting involved 13 (13%)
- Art classes/Invest in education 11 (11%)
- More murals 10 (10%)
- Better advertising 6 (6%)
- More live events 6 (6%)
- More music 6 (6%)
- Support the museum more 6 (6%)
- Make the art more accessible/Relatable 5 (5%)
- More things for children 5 (5%)
- More sculptures 4 (4%)

Figure 3. What can we do to help Springville embrace its “Art City” name? (103 total responses)



- Murals 43 (43%)
- Sculptures 19 (19%)
- Nature¹ 18 (18%)
- Performance arts 15 (15%)
- Art that is inclusive and diverse 7 (7%)
- Historic Art 7 (7%)
- Art on Main Street 7 (7%)
- Interactive art 5 (5%)
- Memorials 5 (5%)
- Local Artists 4 (4%)
- Art that is kid-focused 4 (4%)
- Landscapes 4 (4%)
- Food/restaurants 3 (3%)

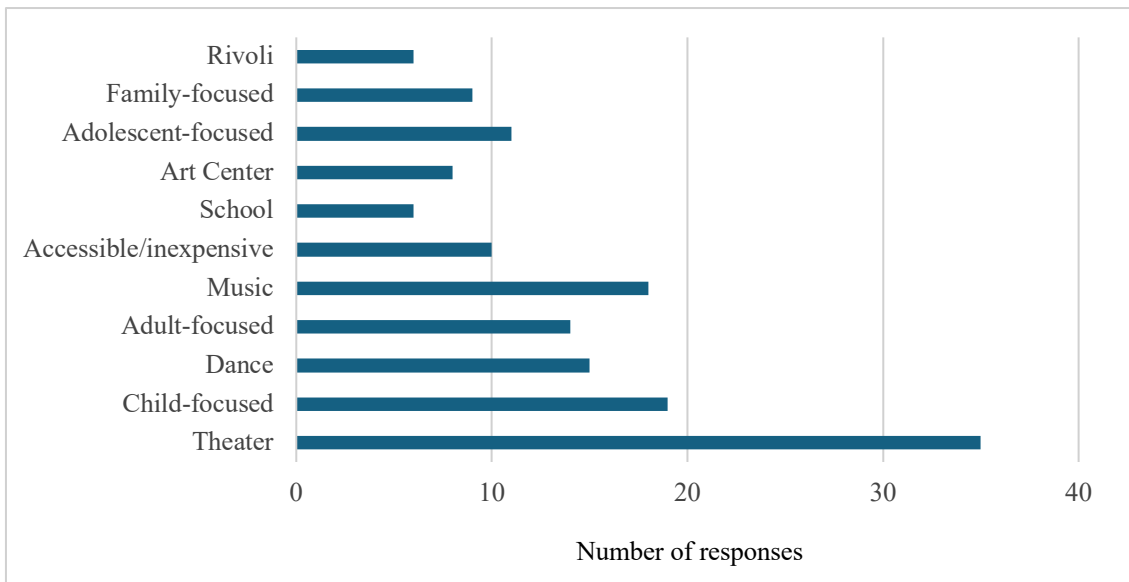
Figure 4. What kind of art projects do you want to see in Springville? (99 total responses)



Q5. What kind of arts programs do you want to see in Springville? (99 total responses)

- Theater 35 (35%)
- Child-focused 19 (19%)
- Dance 15 (15%)
- Adult-focused 14 (14%)
- Music 18 (18%)
- Accessible/inexpensive 10 (10%)
- School 6 (6%)
- An Art Center 8 (8%)
- Adolescent-focused 11 (11%)
- Family-focused 9 (9%)
- Utilizing Rivoli 6 (6%)
- Elderly-focused 4 (4%)
- Film 3 (3%)

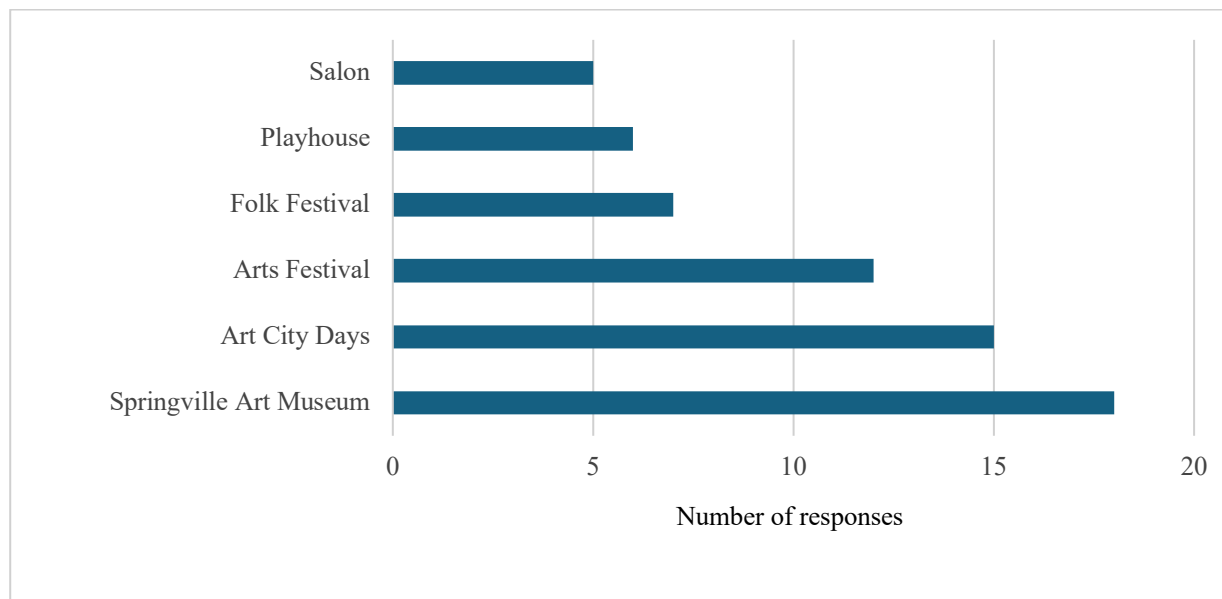
Figure 5. What kind of arts programs do you want to see in Springville? (99 total responses)



Q6. What are your favorite Springville arts programs, events, venues, or traditions? (60 total responses)

- Springville Art Museum 18 (30%)
- Art City Days 15 (25%)
- Arts Festival 12 (20%)
- Folk Festival 7 (12%)
- Playhouse 6 (10%)
- Salon 3 (5%)

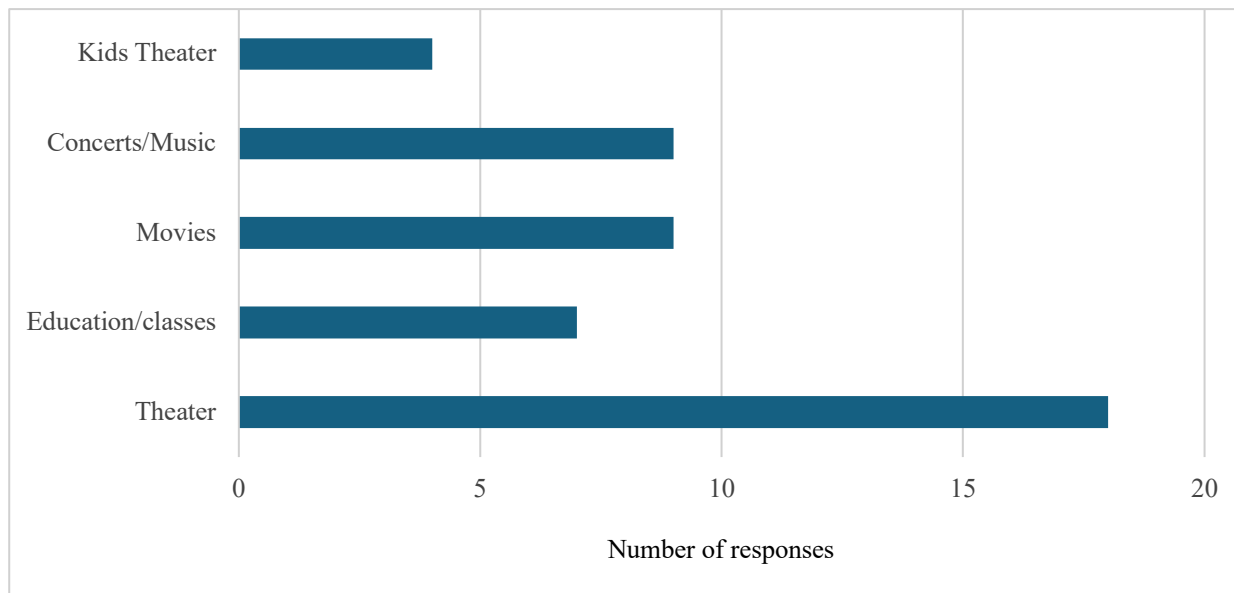
Figure 6. What are your favorite Springville arts programs, events, venues, or traditions? (60 total responses)



Q7. If applicable, what arts programs or events are you currently leaving Springville for that you wish we had here? (48 total responses)

- Theater 18 (38%)
- Education/classes 7 (15%)
- Movies 9 (19%)
- Concerts/Music 9 (19%)
- Kids Theater 4 (8%)

Figure 7. If applicable, what arts programs or events are you currently leaving Springville for that you wish we had here? (48 total responses)



Q8: Any other thoughts or ideas you'd like to share about the arts in Springville?

- Need more variety in types of art 20 (32%)
- It's going well/we should continue with what's already being done 15 (24%)
- Need more public participation 5 (8%)
- Should improve landscape/walkability 4 (6%)
- Need more things for children 3 (5%)
- Need more advertising 2 (3%)

Figure 8. Any other thoughts or ideas you'd like to share about the arts in Springville? (63 total responses)

