



CITY OF EL PASO

City of El Paso Public Art Master Plan Update

Key Topics

Community Feedback

Mission, Vision and Goals

Implementation Tools

Opportunities for Public Art & The Art Purchase Program

Cultivating the Arts Ecosystem & Connecting with Audiences

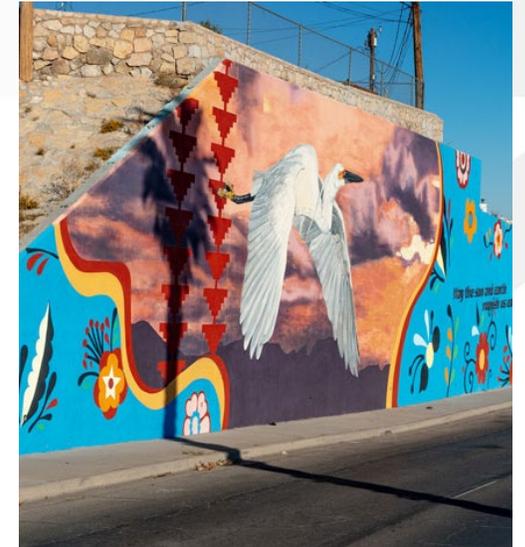
Working with Developers

Implementation Resources

Guidelines Updates



Olalekan Jeyifous, *Desert in Bloom*, 2021



Mitsu Overstreet, *Juntos*, 2022

Why Plan?

- Provide the community and program stakeholders an opportunity to **provide input into the future vision, goals and directions** of the program.
- Look at the successes and challenges of the past decade to **improve the public art project development and commissioning policies, guidelines and processes.**
- Build **partnerships and align goals** with other City and community initiatives.

Community Feedback

Roundtables: 6 in-person and 3 virtual, focused on art, design and civic leaders

Questionnaire: 195 responses

Open Houses:

Council Districts 1 and 8

Council Districts 5 and 6

Council Districts 2 and 4

Council Districts 3 and 7

Interviews: Council District Representatives, PAC members, City staff, previously commissioned artists, Allied Artists, Artist Selection Panelists, and CIP design team members.



Feedback

Community Engagement & Interest

Strong community support for public art, especially works reflecting El Paso's unique people, history, culture, and environment

High demand for more information, educational resources, and opportunities for public involvement beyond current website offerings

Artist Support

Appreciation for Allied Artist Program with interest in expanding professional development and reaching more local artists

Feedback

Expanding Public Art Access

Recent collection growth driven by City investments in parks, facilities, and infrastructure, but some areas remain underserved

Private Sector Interest

Developers and property owners increasingly incorporating art to create unique sense of place, seeking MCAD guidance

Funding Diversification Needs

Current Percent for Art funding tied to bond projects; may need alternative funding sources through developer partnerships, City departments, and outside organizations as bond projects decline

Mission, Vision and Goals

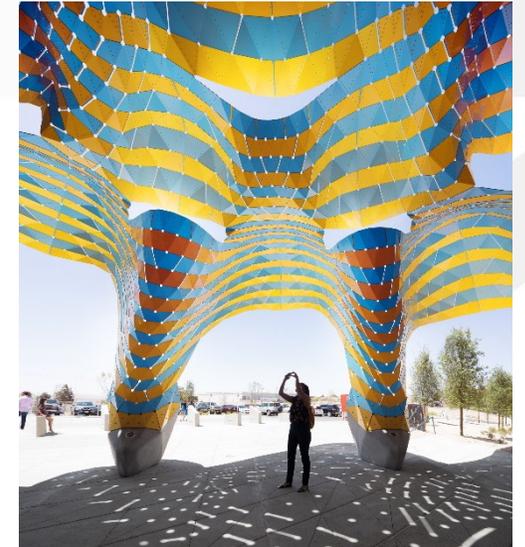
Mission

El Paso's Public Art Program:

- **Commissions, acquires, and maintains** a diverse collection of public art;
- Promotes the **community's access to, appreciation of and enjoyment** of public art;
- Supports the inclusion of **public art in private development** and infrastructure built by others, and
- Supports the **public art ecosystem** in El Paso.



Osman Akan, *Voids*, 2020



Marc Fornes, *Marquise*, 2018

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.

Vision and Goals

El Paso's Public Art Program gives voice to the city's creative spirit.

The Public Art Program will do this through projects and programs that:

Highlight Local Identity

Connect with and reflect the distinct ecology, history, landscape, and culture of the El Paso region and this binational community.

Increase Arts Access

Provide opportunities for El Pasoans and visitors to connect with art, artists, and the creative process.

Nurture Artistic Development

Establish pathways for artists to develop new work.

Create Meaningful Places

Shape locations that anchor community life and provide opportunities for interaction and social engagement.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.

Implementation Tools

Annual Public Art Plan Process

- Includes the **budget, location, artist selection approach and general timeline** for each public art project that will be worked on that year.
- Is approved by the Public Art Committee and MCAAB and **forwarded to City Council for approval.**
- Once approved, **MCAD staff may proceed with the commissioning or acquisition of artwork** for the projects in the plan.

Project Identification Principles

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.

- Incorporating public art aligns with **the Program's vision and goals.**
- Public art meets the Program's **priority locations.**
- Siting public art advances the **equitable distribution of public art.**
- There is an **opportunity to consider the relationship between the public art and the site.**
- The **public art budget is suitable** for an artwork of appropriate scale and significance.
- There is **time for proper implementation** of the public art process.

Retrofit Projects

- When the Public Art Program **commissions art in existing facilities**, not in conjunction with a major capital improvement project.
- Retrofits can be a **tool for bringing art into areas of the city that have not had recent capital investments**.
- Retrofits can be commissioned **using pooled public art funds**.

Public Art Focus Plans

- Public Art Focus Plans **identify priority locations for public art** for a large-scale facilities such as El Paso International Airport or the Convention Center, or systems of places like parks and park facilities.
- Focus Plans **include implementation strategies and inform the use of public art resources.**

Opportunities for Public Art and the Art Purchase Program

Public Art Opportunity Areas

Parks

Trailheads

Skate Parks

Community Facilities

Libraries

Public Safety Facilities

Road Infrastructure

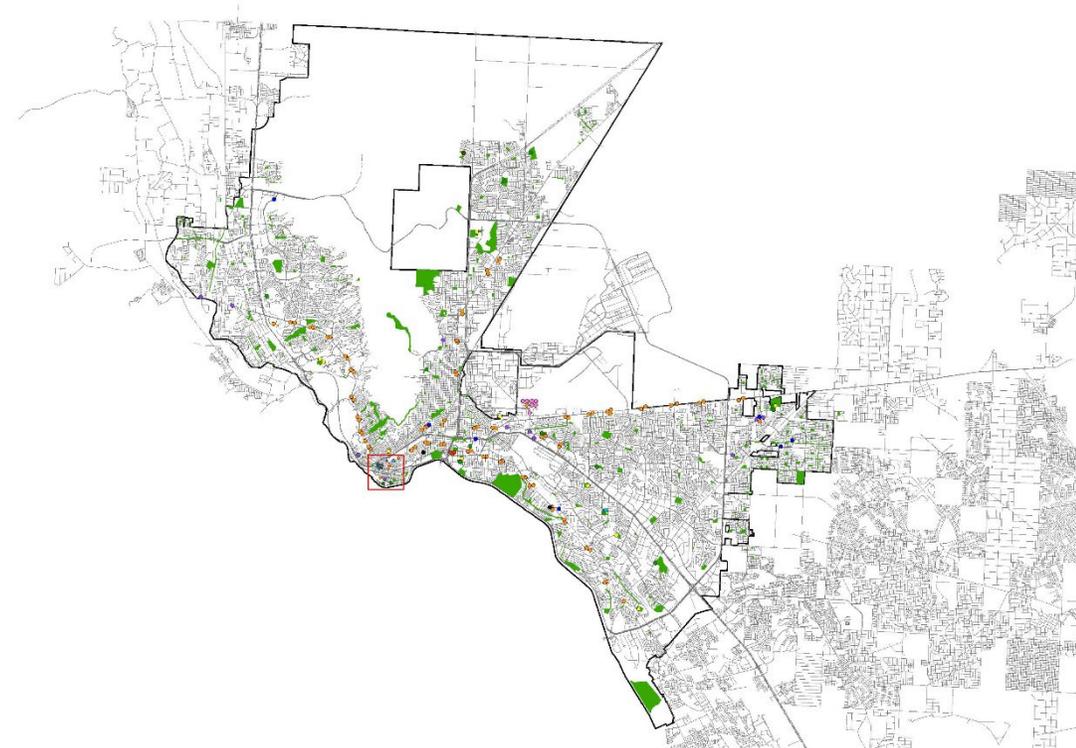
Transit Corridors

El Paso International Airport

Downtown

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Parks, Trailheads, Skate Parks and Community Facilities

- Create an implementation-oriented Public Art Focus Plan that identifies priority locations, site integration strategies, project types and funding mechanisms.
- Prioritize opportunities that bring public art into areas that have not had significant public art investments.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Christopher Fennell, *Wagon Sprouts*, 2017

Libraries

- Continue to commission art that connects the community to library facilities, and inspires discovery, creativity and life-long learning.
- Partner with libraries as locations for community engagement and artist outreach activities and to provide the public with information about works in the Collection.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Adrian Lopez, *Desert Agave*, 2021

Public Safety Facilities

- Continue to commission art at facilities that have significant public use and visibility.
- Help the public understand the nature of public safety work and improve the experience of staff and members of the public using these facilities.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Ilan Averbuch, *Water*, 2013

Road Infrastructure and Transportation Corridors

- Seek locations that are important nodes in the citywide road and transportation networks, have a high volume of use, do not pose safety concerns, and require minimal site preparation investment.
- Prioritize opportunities that bring public art into areas that have not had significant public art investments.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Jesus "Cimi" Alvarado, *Window to the Franklins*, 2022

El Paso International Airport

- Continue to commission art that welcomes visitors from around the world and create a sense of pride and homecoming for regional residents returning home.
- Partner to develop an airport Public Art Focus Plan that offers a roadmap for permanent commissions, as well as for temporary installations and exhibitions managed by EPIA.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



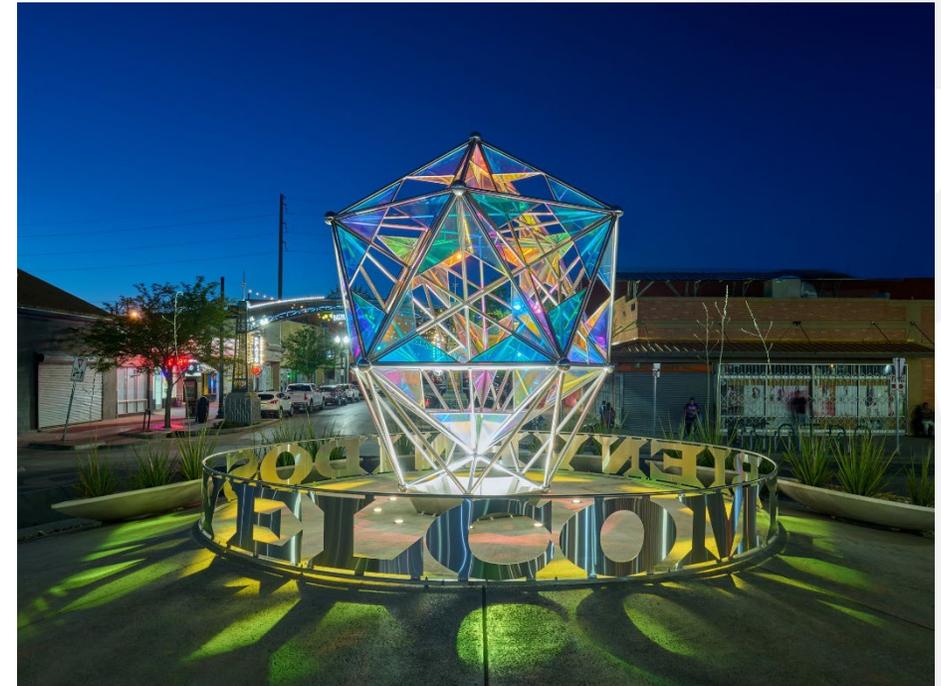
RE:Site Studio, *Radiance*, 2021

Downtown

- Continue to grow the collection of public art Downtown, recognizing its high level of visibility to residents and visitors.
- Public art should be included in the planning for the proposed Convention Center expansion and the redevelopment of the Union Plaza area.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Ray King, *El Paso Faro*, 2025

Art Purchase Program

- Enhance the Program by using guest curators or juries, introducing thematic calls to artists, increasing acquisition frequency, and creating public exhibitions of new works.
- Develop an online gallery to increase visibility.

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.



Cultivating the Arts Ecosystem & Connecting with Audiences

Tools for Artists and the Arts Ecosystem

Allied Artist Program: Assign Allied Artists early in projects, create annual cohorts, provide orientation sessions and offer workshops on public art practice.

Professional Development: Seek partnerships to deliver workshops on public art fundamentals, covering topics like fabrication, budgeting, community engagement and professional practices.

MCAD Cultural Funding Grants: Establish a small-scale grant program specifically for artist-initiated public art projects, potentially through existing Artist Incubator or Arts Activate programs, with a list of City facilities interested in hosting grant-funded projects.

Public Art Resource Directory: An online directory to provide artists, property owners and organizations with resources for implementing public art outside the City's program.

Tools for Building and Connecting with Audiences

Core Tools: Enhanced artwork labels, high-quality photography and video documentation, print materials distributed at libraries and community centers, improved digital presence including the Public Art Dashboard, strategic social media campaigns and collection tours.

Educational Programming: Collaborate with educators to develop curriculum kits and training materials that use the Public Art Collection as a teaching tool.

Mural Registry: A citywide registry documenting murals created both by the Public Art Program and independently would celebrate El Paso's rich muralism tradition.

Working with Developers

Policy for Public Art in Private Development

Adopt a policy for public art in private development that:

- **Affirms the value** of public art to the well-being of the community.
- Describes how public art in private development carries forward specific guidance of the **City's Strategic Plan and Comprehensive Plan** and builds on the City's percent for art investments
- States that to the extent possible, the City will **encourage public art in private development.**

Private Development Strategies

- Develop approaches to including public art in areas **where the City is encouraging economic development.**
- Explore a **public art fee/requirement** modeled after the park dedication requirement for developers.
- Update the **Land Development Ordinance** to encourage and incentivize public art.
- Create a climate in which developers are **encouraged to voluntarily include public art** because it supports their development.
- Develop a **process for public oversight.**

Implementation Resources

Funding

- Percent for art ties the main funding source for the Program to capital projects, **the pace of which may be decreasing** with the completion of current bond programs.
- The Program has been a **sought-out partner for El Paso City departments** that are interested in commissioning art utilizing their own departmental funding, which can be an area for growth.
- There is an opportunity to **incentivize, encourage and support developers** in both commissioning and funding new public art projects.



Rene Nevarez, *Camino Real and Pavo Real*, 2022

Future Staffing Needs

- **Maintain current staff levels; use consultants, contractors, and temporary employees** for project work, Art Purchase Program curation, and Collection care to manage workload fluctuations and access specialized expertise.
- Continue partnership with Public Affairs Coordinator for audience outreach; **explore connections with other MCAD staff for artist outreach, professional development, and mural registry.**
- **Leverage MCAD's existing network** (universities, nonprofits, ISDs, community organizations) to support audience engagement and artist outreach efforts.



David Dahlquist, *Sun Pavilion*, 2017

Updates to Public Art Guidelines

Guidelines Updates

Revised

- Updated Vision, Mission and Goals.
- Updated composition of Artist Selection Panels to make consistent with Ordinance 2.40.070.
- Updated the step-by-step description of the artist selection and art acquisition processes with the addition of charts.

Guidelines Updates

Deaccession Policy

- Clarified the deaccession policy such that works that are not site-specific or site-integrated can be re-sited by staff as needed without PAC or MCAAB approval.
- Provided additional criteria for re-siting site specific works or deaccessioning works in the deaccession policy.
- Updated to the deaccession policy so that MCAAB approves deaccessioning.
- Removed the option in the deaccession policy of offering works for public sale and elaborated on methods of disposition, including additional options.

Guidelines Updates

Added

- Definitions for the Art Purchase Program Collection, Capital Improvement Department, Project and Public Art Focus Plan.
- Language from Section 2.40.070 of the City of El Paso Code of Ordinances describing the ability to pool public art funds.
- The description and responsibilities of Capital Improvement Department (CID) Staff.

Expanded

- The responsibility of the PAC to annually nominate and approve a Chair and Co-chair of the Committee.



CITY OF EL PASO

City of El Paso Public Art Master Plan Update