**Montpelier ArtSynergy Project**

Building a Public Art Master Plan

**Getting Started** – 4 months

**Build your case.** Why is this important at this time in the life of our community? How will it improve our quality of life? How will it contribute to our community’s vitality and sustainability? What have other communities our size achieved with a public art master plan?

**Start the conversation and connect stakeholders.** Who would benefit from the project and could be important instigators and connecters to get others involved?

**Connect the project to current planning efforts.** What city planning has taken place that would align with and benefit from a public art master plan, such as economic development plans, downtown master plans, city plans, streetscape plans, wayfinding plans, Tax Incremental Financing plans, etc.

**Getting Organized** – 6 months

**Establish a core leadership team** of 3-5 members that will be responsible for decision making.

**Build a diverse advisory team** with cross-sector representation (education, city planning, arts, downtown businesses, tourism, library, young people, seniors, differently abled, people of color).

**Build a fundraising team.** Who are the arts lovers that are community leaders?

**Build a funding plan.** Map your plan to determine what parts can be done by project leadership (grant writing) and which parts require a team effort (prospect list building and solicitation).

**Getting Going** – 12 months

**Hire a consultant** with experience in helping communities build public art master plans. Advertise with a “Request For Qualifications” through Americans for the Arts public art listserv, your state arts council and its national networks. Sample RFQs available upon request through those organizations.

**Engage the community.** Implement a communications and engagement plan to get the message out about what’s happening and build ownership and excitement in the outcomes. This can include a series of facilitated events that bring diverse stakeholders together in different ways to hash out what public art is all about. How will public art impact everyone’s quality of life? Why is this the right time for the city to adopt a formal public art policy.

**Think “engagement before information.”** When building your communications and engagement plan, establish ways for people to engage with the discussion, not just receive information. How can teaching artists be involved in helping the community embrace the idea of public art as public policy? What can you make or do together that will build ownership in the planning process, help codify the community’s ideas of what public art can be, where it can live in your community, and how it can help communicate and strengthen the values and brand of your community?

***Get them doing—not just listening****.*

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**Keep the advisory team engaged** at all points in the process. They are your connectors, communicators, and champions. They help carry the message into the community, bring back intel that informs the communications and engagement plan, and they are the editing team that will offer feedback on the draft plan before it goes public.

**Share key points of the plan for public comment** in facilitated sessions that inspire dialogue and help with final revisions.

**Present the plan for adoption** by the city council as public policy. Know thy council. Be sure the council members have been engaged in the process so they are invested in the plan’s success and believe in its value as a driver of community vitality.

**CELEBRATE** with a public event that highlights the plan’s vision and brings energy to launching some aspect of the action plan.

**RESOURCES**

# National Endowment for the Arts

Sample NEA Our Town grant narratives, including ArtSynergy: https://bit.ly/2HvlySc

# ArtPlace America

https://[www.artplaceamerica.org/resources](http://www.artplaceamerica.org/resources)

# Americans for the Arts: Public Art Network

https://[www.americansforthearts.org/by-program/networks-and-councils/public-art-network](http://www.americansforthearts.org/by-program/networks-and-councils/public-art-network)