



Creative Roanoke

Susan Jennings

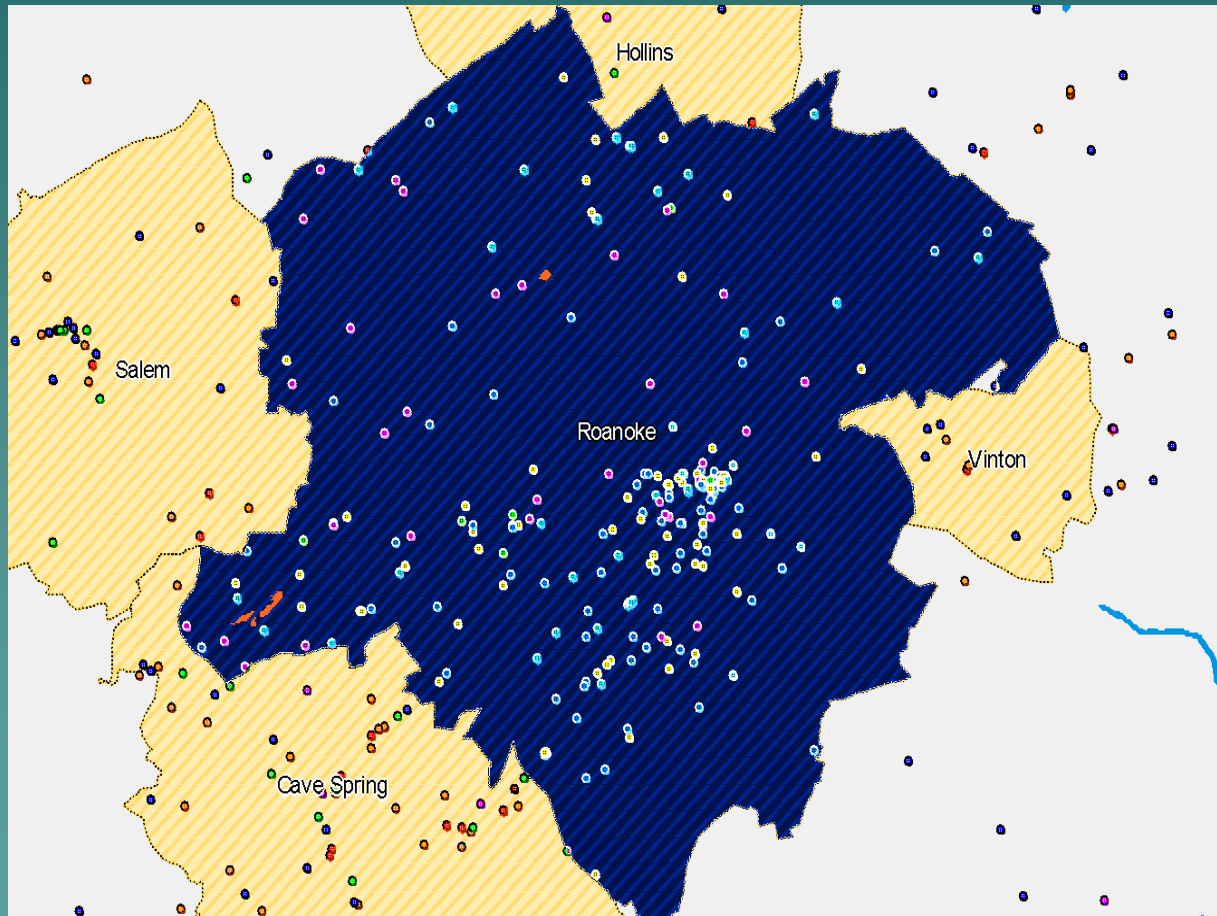
Arts and Culture Coordinator

City of Roanoke

Susan.jennings@roanokeva.gov

www.roanokeva.gov/publicart

As of January 2010, Roanoke, VA is home to 255 arts-related businesses that employ 1,723 people.



Data current as of January 2010

| CATEGORY | BUSINESSES | EMPLOYEES |
|--------------------------------|------------|------------|
| Museums and Collections | 10 | 126 |
| ◆ Museums | 8 | 69 |
| ◆ Zoos and Botanical | 1 | 17 |
| ◆ Historical Society | 1 | 40 |
| Performing Arts | 41 | 209 |
| ◆ Music | 12 | 32 |
| ◆ Theater | 2 | 36 |
| ◆ Services & Facilities | 12 | 119 |
| ◆ Performers (nec) | 15 | 22 |
| Visual Arts/Photography | 79 | 353 |
| ◆ Crafts | 7 | 147 |
| ◆ Visual Arts | 14 | 25 |
| ◆ Photography | 50 | 115 |
| ◆ Services | 8 | 66 |

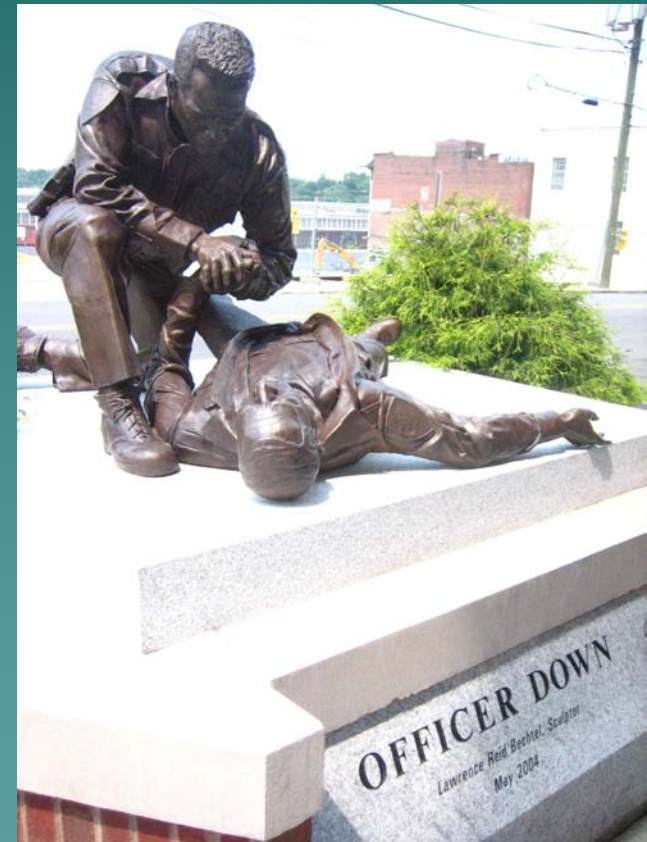
Data is based solely on businesses that have registered with Dun & Bradstreet

www.americansforthearts.org/sc/creativeindustries

| CATEGORY | BUSINESSES | EMPLOYEES |
|----------------------------------|------------|------------|
| Film, Radio and TV | 37 | 405 |
| ◆ Motion Pictures | 23 | 126 |
| ◆ Television | 10 | 267 |
| ◆ Radio | 4 | 12 |
| Design and Publishing | 80 | 605 |
| ◆ Architecture | 26 | 437 |
| ◆ Design | 29 | 55 |
| ◆ Publishing | 1 | 2 |
| ◆ Advertising | 24 | 111 |
| Arts Schools and Services | 8 | 25 |
| ◆ Arts Schools and Instruction | 8 | 25 |

City of Roanoke Support of the Arts and Cultural Industry

- ◆ Roanoke Arts Commission
- ◆ Direct Funding for Arts and Cultural Organizations
- ◆ Public Art Program and Percent for Art Ordinance
- ◆ Arts and Cultural Plan Development



Roanoke Arts Commission

- ◆ Fifteen members appointed by City Council
- ◆ Established in 1983 to "advise and assist city council on matters relating to the advancement of the arts and humanities within the city."
- ◆ Public Art Program, Funding Recommendations, Support of Local Arts Initiatives, Cultural Plan Development



Funding for Arts and Cultural Organizations

In 2009-10 the City supported arts and culture with:

- \$500,000 in real estate tax exemptions
- \$1,000,000 in capital support
- \$285,000 in direct grants

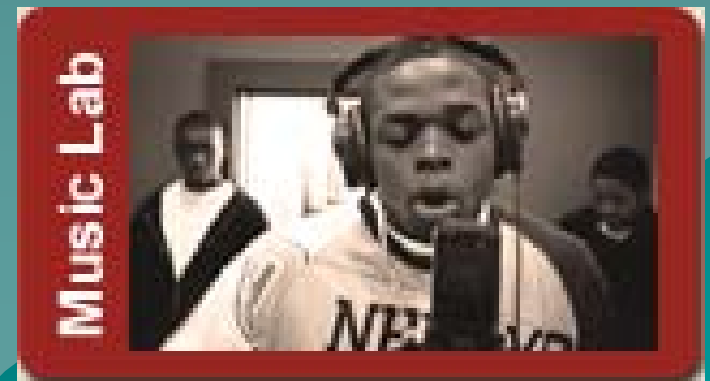


Agency Funding Advisory Committee of Roanoke Arts Commission

- ◆ Program support only
- ◆ Must have been in operation for three years
- ◆ Arts and cultural agency so can include history and science museums for example
- ◆ Mandatory workshop in January
- ◆ Applications due in February
- ◆ Interviews in March
- ◆ Recommendations to Council in May

Funded by the City of Roanoke

- ◆ Taubman Museum of Art
- ◆ Center in the Square
- ◆ O. Winston Link Museum
- ◆ Virginia Museum of Transportation
- ◆ Harrison Museum of African American Culture
- ◆ Roanoke Symphony Orchestra
- ◆ Jefferson Center
- ◆ Opera Roanoke



Information in Visitor's Guide

- ◆ Roanoke Ballet Theatre
- ◆ Southwest Virginia Ballet
- ◆ The Arts Council of the Blue Ridge's Ridge
- ◆ Grandin Theatre
- ◆ Local Colors Festival
- ◆ Wilson Museum at Hollins University
- ◆ Community High School
Marginal Arts Festival
- ◆ Dumas Drama Guild
- ◆ Young Audiences



Public Art Program

- ◆ The City of Roanoke established a **Percent for Art Program** funded by one percent of certain items in the Capital Improvement Project Budget
- ◆ The **Roanoke Arts Commission** oversees the process
- ◆ The **Arts and Culture Coordinator** serves as staff
- ◆ **Selection Panels** of Citizens and City Representatives



Public Art Timeline

- ◆ Council adopted **Percent for Art Resolution**, Oct. 2002
- ◆ Council adopted **Public Art Plan** in April 2006 as part of the city's comprehensive plan
- ◆ Council approved **Public Art Policy**, Dec. 2006
- ◆ **Public Art Coordinator** hired in Oct. 2007
- ◆ Council approved **Public Art Master Site Plan**, April 2007
- ◆ **Procedures** were established by the Roanoke Arts Commission: Process for selection, placement and implementation of specific projects, May 2007
- ◆ Council approved **Public Art Action Plan for 2007-08** July 2007

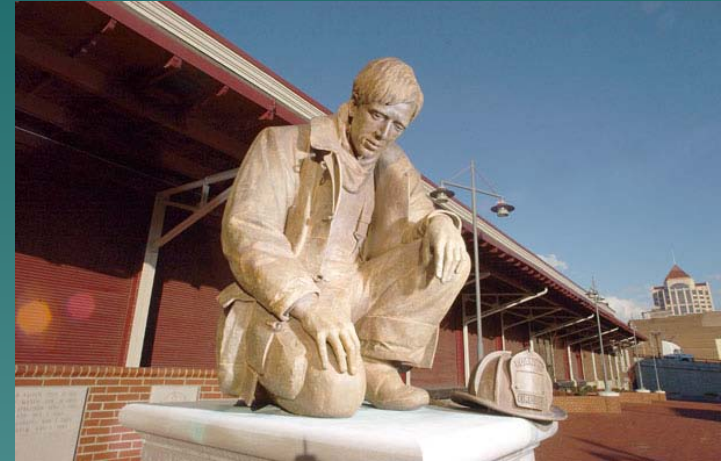
All documents on line at Roanokeva.gov/publicart




Mission

From Percent for Art Program Guidelines, Oct. 2002

- ◆ Enhance the quality of life for Roanoke's citizens
- ◆ Create a heightened sense of place and community identity
- ◆ Enliven the visual quality of public space
- ◆ Stimulate the City of Roanoke's vitality and economy



Public Art Projects May Include:

- ◆ Commissioning of **permanent works** designed for specific public sites
 - ◆ **Loan, purchase or donation** of art works deemed appropriate for public sites;
 - ◆ Artists contracted to work as integral **members of architectural, infrastructure, and urban design teams**
 - ◆ Installations, artist-in-residence programs, and other **short-term projects**
 - ◆ **Activities** that result in the creation of temporary or permanent public art
- 
- A stylized, dark teal silhouette of a mountain range is positioned in the bottom right corner of the slide, partially overlapping the text of the last bullet point.

Goals of the First Public Art Projects in 2008

- ◆ Make an impact – recognition of the program

Major piece at the Roanoke Civic Center

- ◆ Reach into neighborhoods, show variety of media

AIR (Art in Roanoke)

- ◆ Work with youth

Bus Shelters at the two City High Schools



Major Piece At Roanoke Civic Center Recognizing 125th Anniversary Of The City



In My Hands by Rodney Carroll of Baltimore



City of Roanoke's First Temporary Sculpture Exhibition



ART in ROANOKE
temporary exhibition

Coma by Lee Badger, Hedgesville West VA Steel and Concrete



Astromera by Nicole Beck, Chicago

Glass Tile Mosaic and Paint on Steel



Rainbow Children by Polly Branch, Roanoke VA

Tile Mosaic on Concrete



Happy Wanderers by Charlie Brower, Willis VA Locust Wood

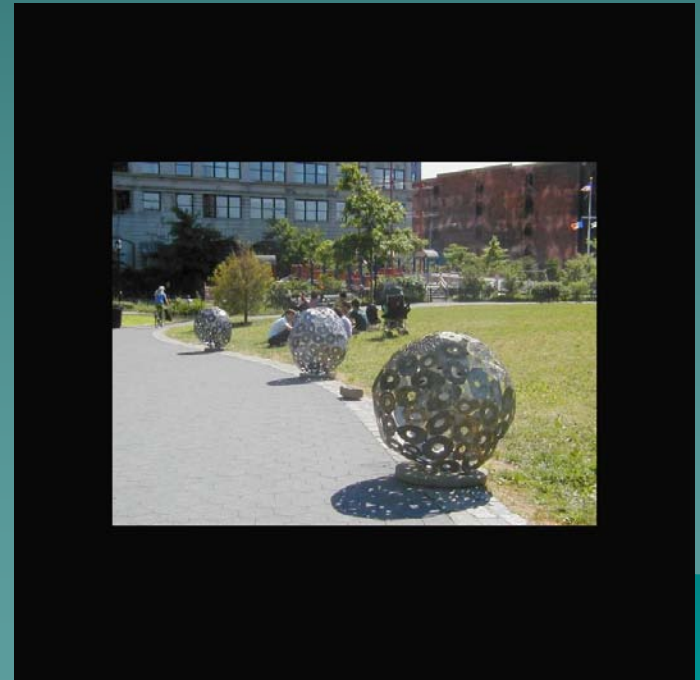
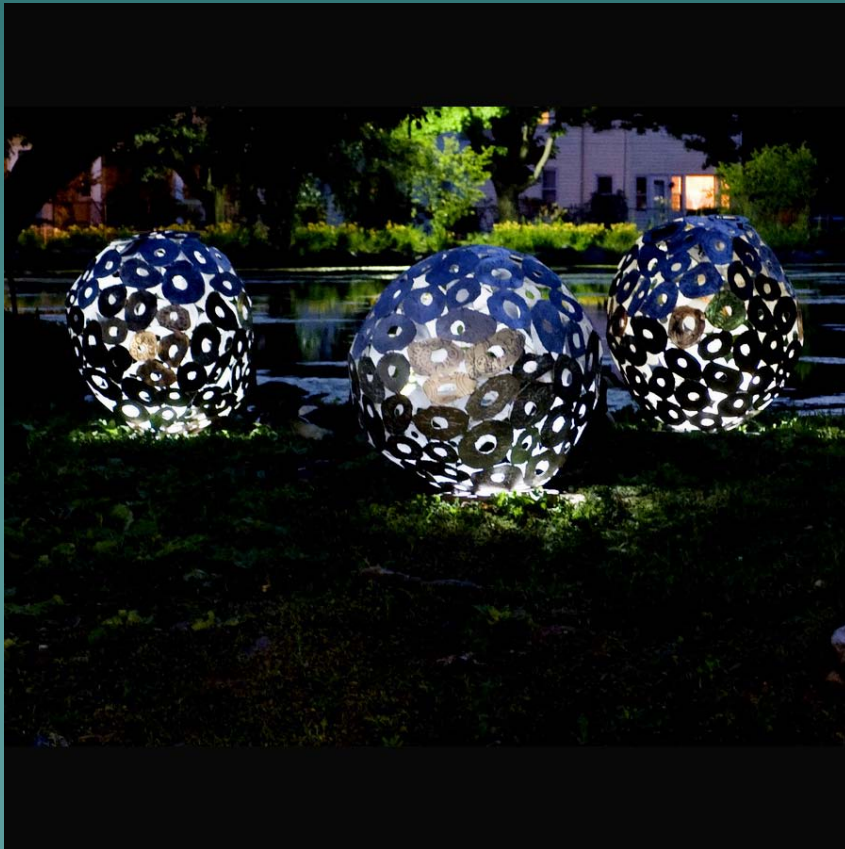


Urban Trees by Gary Gresko, Oriental



Starlight Triad by Thea Lanzisero

Monier -Williams, Huntington N.Y.
Steel with Solar Lights



Second Chances by Paul Slick, Tucson Arizona Steel, Copper, Brass, Aluminum



Recoil by Mark Harris, Santa Fe, NM Bronze – Purchased and added to permanent collection



Chalk Artist – Ephemeral Art



Coalesce by Ed Dolinger and Students of William Fleming High School

- ◆ Joint project with Valley Metro and Roanoke City Schools
- ◆ Funded by Percent for Art and a Federal Transportation Grant



Aspire by Ed Dolinger and Students of Patrick Henry High School



Second Year of Public Art Program

- ◆ Demonstrate Functional Art and continue to reach into neighborhoods
 - ❖ Benches in a neighborhood park
 - ❖ Gainsboro Library
- ◆ High Profile City Center Project
Market Square Walkway



Caring and Strength by Don Lawler



Reading Garden by Madeline Wiener

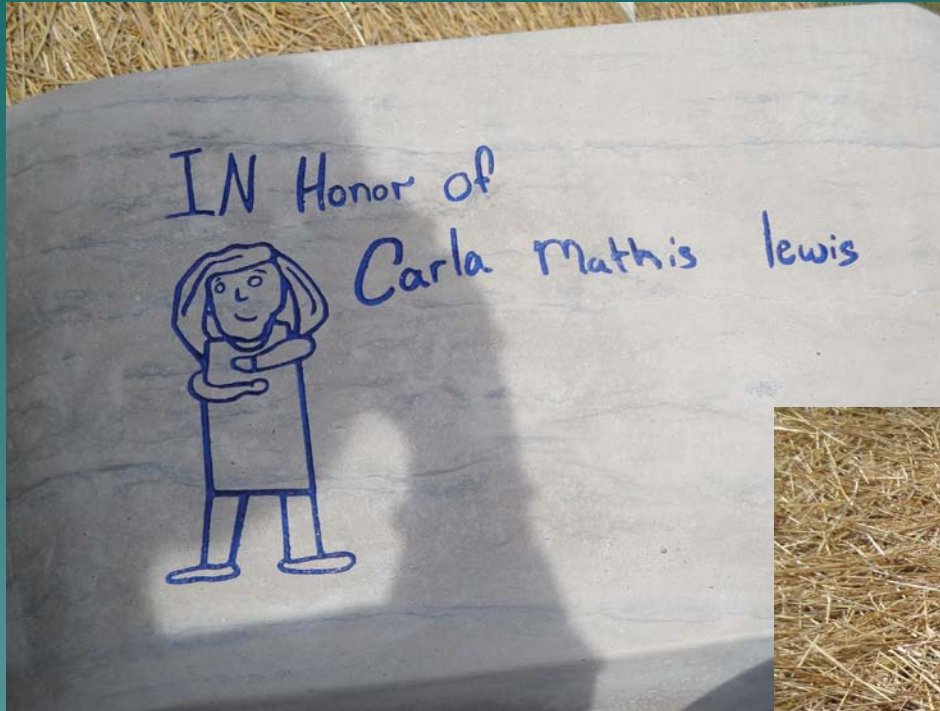


Incorporates Seating





Enhanced Community Involvement



Two Community Workshops



Students Helped with the Unveiling



Parks and Rec Staff Take a Break



Market Square Walkway



Beneath the Roundhouse by Edwin White





Third Year

- ◆ Purchase a piece from the first AIR
- ◆ Bike Rack Design Competition
- ◆ New Round of AIR (Art in Roanoke) temporary art works



Star Burst by Tom Holmes of Greeley PA



Connect by Erica Strecker of Lexington KY



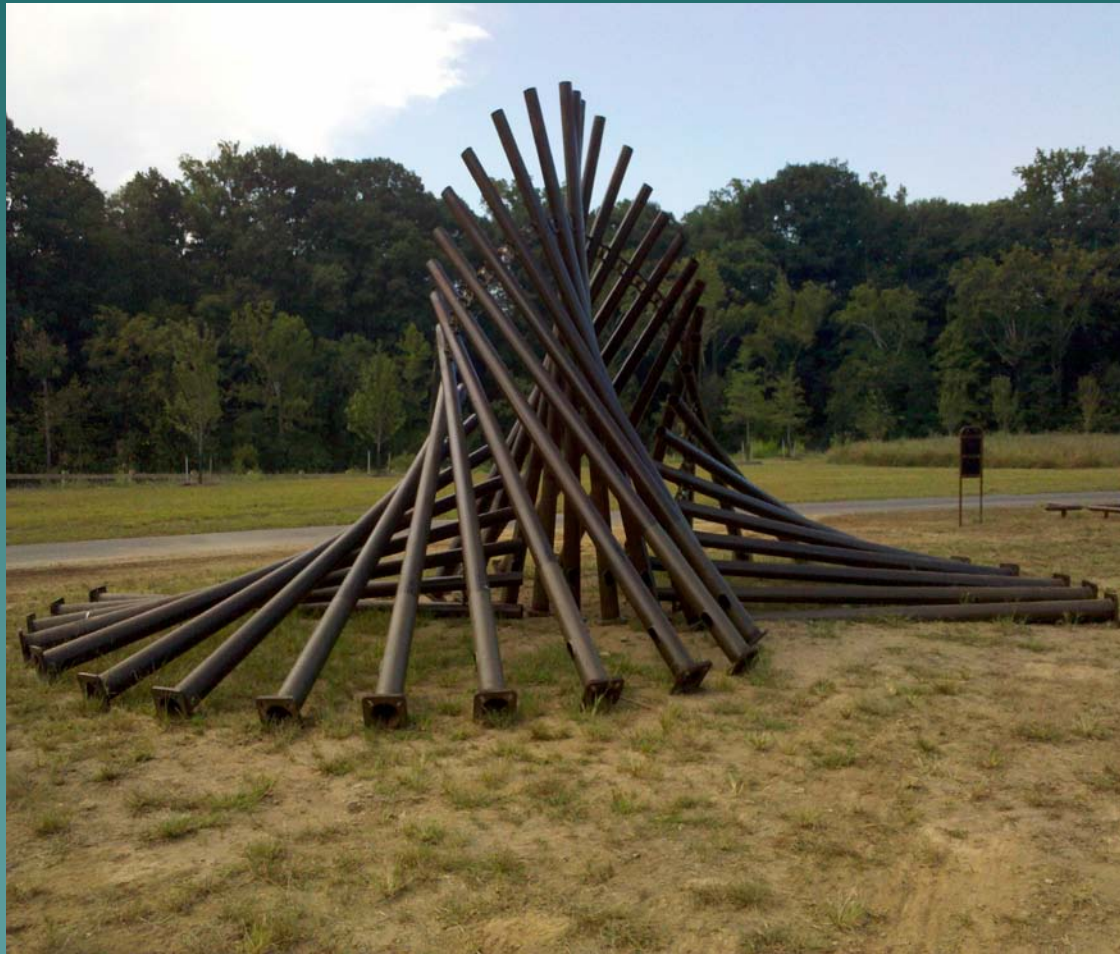
Trojan Dog by Ann Glover of Roanoke VA



Jelly Bean by John Clement of Brooklyn NY



In Flux by Bland Hoke and Matt Rink of Wilson WY and Redding CT



Glory Pipes by Stephen Fairfield and Patrick Marcus of Tucson AR




Supported Youth Art Program of The Arts Council



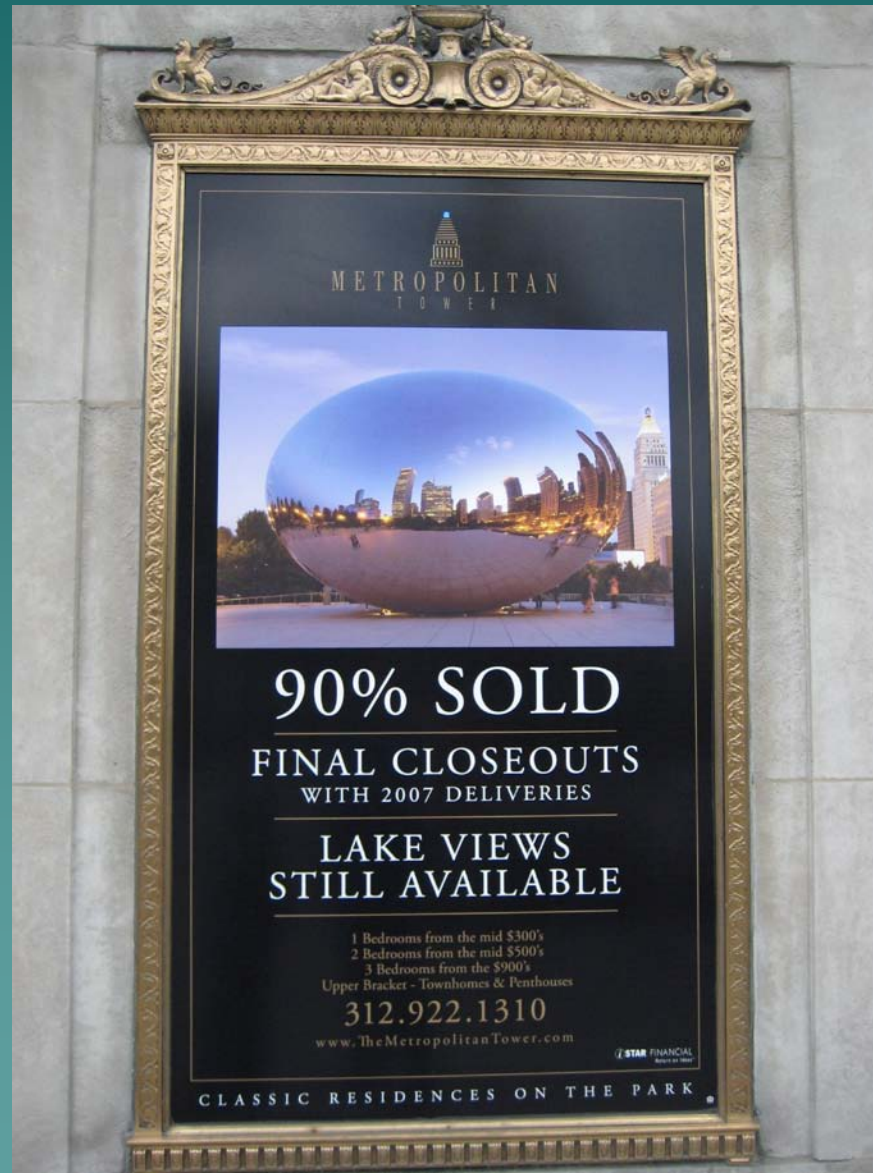
Mural in Public Works Building



The “Musts” of a Public Art Program

- ◆ Join Americans for the Arts and the Public Art Network (PAN)
 - ◆ Purchase *Public Art by the Book* by Barbara Goldstein
 - ◆ Put the Framework in Place
 - ◆ Involve the Community
 - ◆ Variety
 - Temporary and Permanent
 - Locations - Neighborhoods
 - Media
 - Materials
- 
- A stylized, dark teal silhouette of a mountain range is positioned in the bottom right corner of the slide, partially overlapping the bottom edge of the text area.

Public Art Does Have an Impact



Other “Creative Roanoke” Resources

- ◆ Emerging Artists, concerts, workshop at the libraries –
www.roanokeva.gov/library
 - ◆ Vendors on Farmers Market-
www.downtownroanoke.org
 - ◆ Creative Connectors –
www.creativeclass.com
- 
- A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.

Roanoke Arts and Cultural Plan

- ◆ Roanoke Arts Commission is the Steering Committee
- ◆ Key Values they have identified
 - ❖ Innovation
 - ❖ Education
 - ❖ Advocacy
 - ❖ Collaboration
 - ❖ Celebration
 - ❖ Inclusion

Tom Carr will provide more information in the afternoon session

A stylized, layered mountain range graphic in shades of teal and blue, located in the bottom right corner of the slide.