



City of Langley Arts Commission Six-Year Work Plan

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Introduction

The Langley Arts Commission Six-Year Work Plan is a focused plan of action as stated in Article II of the Commission's bylaws. The purpose of the six-year work plan is to create a sustainable pathway to fulfill the Langley Arts Commission's mandate and purpose as outlined in the Langley Municipal Code.

As outlined in the Langley Municipal Code 2.54.050 the Langley Arts Commission advises the Mayor, City Council and City Staff regarding the City's public arts program and implementation of the City's one percent for the arts ordinance for capital projects. The Commission shall advise the Mayor and City Council regarding the planning, design, solicitation and selection of artists and public art installations for the city and the use of the funds gained from the sale of temporary public art. When requested by the Mayor or City Council the Commission will also advise the City on any arts related issues such as promoting the arts in Langley, partnerships between the City and other arts organizations, and the facilitation and management of arts related events and arts education.

The goals of the LAC are:

Creating Place

The Arts enrich our community and contribute to a desirable quality of life, creating a successful, dynamic, attractive place to live, work and visit.

Driving Economics

The Arts create jobs and produce tax revenue, stimulate business activity, and attract tourism as well as families and individuals interested in living in an arts-rich community.

Providing Opportunity

The Arts engage citizens and provide opportunity. The Arts Council strives to

- Showcase local and regional artists and artistic talent
- Expand public awareness of arts-related opportunities and accessibility
- Offer a forum for involvement in the arts through public discussion and discourse

Building Legacy

The Arts preserve the unique culture and heritage of the community, and reflect who we are and what is important to our society. Arts and Culture are essential to education and life-long learning by fostering imagination, innovation and critical thinking skills.

LAC Strategy

The LAC serves the community by:

- Building and supporting networks of individual artists and arts organizations;
- Developing public participation programming in visual and performing arts, literature, film and multimedia production; and
- Facilitating and assisting in the management of arts education opportunities.

Mission Statement

The LAC seeks to cultivate, curate and support the arts in all their forms, providing the foundation for art to sustain Langley.

Langley Arts Commission Work Plan

Introduction

The City of Langley has a robust visual and performing arts community. As the only incorporated jurisdiction in South Whidbey it is the service and cultural center and plays an important role for the broader artistic communities in South Whidbey.

Using employment, sales and other data from creative occupations and industries to measure the economic impact of a defined area's creative economy the Washington State Arts Commission in partnership with WESTAF established the Creative Vitality Index (CVI) to measure the creative economy. In 2013 the CVI for the Langley zipcode was 3.06, three times that of the State's.

Implementation of this work plan relies on partnerships with artists, arts non-profits, civic organizations, and many other stakeholders. This document will guide the Langley Arts Commission work for the period of 2018 to 2023, and will be reviewed by the LAC on an annual basis.

Final approval of the work plan, projects, activities, and budgets rests with City Council. Budgets beyond the current year are aspirational and in many instances funding sources beyond the City of Langley will be sought.

Current Focus Projects:

- 1) Prepare an Arts Economic Growth Plan through the Langley Public Arts Consortium (LPAC)
- 2) Temporary sculpture replacement
- 3) Host the biannual Whidbey Arts Forum
- 4) Langley arts walking tour guide
- 5) Facilitate installation of murals within the City
- 6) Participate and facilitate integration of functional art into Seawall Park and First Street entrance improvements
- 7) Inventory and document Langley public art
- 8) Work with the City Public Works Department to prepare and implement the Public Art Maintenance Program
- 9) Establish an insurance program for temporary art installations
- 10) Actively participate in the planning and execution of the Langley Arts and Recreation District Overlay
- 11) Coordinate the construction of a new City pedestal for public art

Projects Under Consideration:

- 1) Support an Arts Alive day project within the City.
- 2) Support and promote performing arts, street performers and artists within the downtown core.
- 3) Support and promote literary arts
- 4) Support and promote filmmaking and media arts
- 5) Establish a Langley Art Museum/Library
- 6) Coordinate opportunities for arts education

Current Focus Project Overviews

1) Langley Area Arts Economic Growth Plan

The relationship of business, art, non-profits and government within the local economy is a strong and promising configuration for Langley's economic future. Although Langley is wealthy in terms of resident artists and arts non-profits, it lacks a unified arts alliance with its resident and surrounding artists, creative industries, non-profits and government agencies. The Langley Public Art Consortium (LPAC)¹ is a sub-committee of the LAC and was created to bring together public art supporters and economic development stakeholders. LPAC's role is to pledge assets and leadership toward achieving the goals and objectives of the Langley Arts Commission as well as those of the Six Year Work Plan.

Vision: A robust economy driven by artists and creative entrepreneurs working within our communities with energy and innovation.

Goals: Using the arts as an economic magnet and a cultural centerpiece of Langley, provide leadership that establishes the organizational framework for Langley area artists, creative industries non-profits and government agencies to work together.

Integrating arts programs and initiatives into economically successful and popular events, e.g. Djangofest, Mystery Weekend, Whidbey Island Fair, etc.

Providing leadership that establishes an organizational focal point for Langley area artists, creative industries non-profits and government agencies.

Objective: Develop a 6-year plan, annually reviewed and administered by the LAC that integrates arts programs and initiatives into economically successful and popular events.

Proposed budget: \$500 for such things as printing and other expenses.

2) Temporary Sculpture Replacement Project

The Commission is in its third year of installing sculpture within the City core. Currently there are five temporary sculptures on display, three on Second Street and two on Clyde Alley. Four of these are located on public property and one on private property. These pieces are replaced on an two year rotation.

Objective: Through the call to artists competitive process replace the three Second Street sculptures in July of 2018 and the one in Clyde Alley in December of 2019.

2018 City budget confirmed: to replace three sculptures on Second Street
\$1000 stipend X 3 = \$3000, \$300 crane services, \$30 plaque engraving X 3 = \$90.
Total: \$3,390.

¹ Langley City Council established the LPAC on November 2, 2015.

3) Biannual Whidbey Arts Forum

The Langley Arts Commission has hosted or co-hosted the Biannual Whidbey Arts Forum. These forums are open to all interested artists, arts organizations, business leaders and community members and provide an opportunity for the Arts community to gather in an open format to share ideas and information, and to provide feedback to the LAC. The Langley Arts Commission in partnership with other arts organizations coordinates the forum date, time, location and facilitator(s). LAC provides a progress report on its goals and projects to the attendees, and also provides art information updates to the City.

Goal: Providing a transparent, supportive setting for the development of cooperation and collaboration among members and groups in the arts community.

Objective: Providing information about process and progress of ongoing LAC projects, and to provide a platform for sharing ideas and information among artists/arts groups and community members to further the cultural enrichment and legacy of Langley and Whidbey Island.

Future Proposed Budget: If the location for the Arts Forum is donated, a minimum budget \$250 per event is suggested for publicity, visual aids, staffing and refreshments. If a facility is to be rented an additional \$100 to \$150 per event may be required.

Total required per year - \$500 to \$750

4) Langley Arts Walking Tour Guide

In 2017 an arts walking tour guide was prepared by the LAC. Since then a few pieces of public art have been replaced and new ones added. This guide can be updated with an insert.

This existing guide could be broadened to include information on all art on display in Langley and all local businesses that sell art and locally hand-crafted items. In partnership with the Langley Chamber of Commerce and the Langley Main Street Association, produce a hard copy walking tour guide.

A digital walking tour would also allow visitors to the city to download the app and take a walking tour using their phones. There are various online websites that can be used to create one's own walking tour app. Accurate information will need to be compiled, as well as good quality photographs and video.

Goal: Create a walking tour guide and app before the 2019 tourism season begins.

Objectives: Updating the existing guide.

Creating an updated hard-copy brochure and a new digital walking tour app of all art and locations selling art and hand-crafted items in Langley.

Working with City to incorporate a connection to the digital arts walking tour element within the City's wayfinding strategy.

Future Proposed Budget--\$8,500

Design hard copy brochure--\$3,000

Printing--\$1,500

Design digital walking tour app--\$2,000

Video for app--\$2,000

5) Mural Installation

Currently there are two murals on display in Langley, one on the Langley Middle School Bus Barn and the one displayed in Clyde Alley on the Firehouse Wall. The display of these two murals has in a short period of time developed a greater community appreciation around the benefits and value of murals as public art. A possible partnership with the South Whidbey High School Arts Class should be investigated for the creation of a mural.

Goal: Consult with public and private entities to facilitate the installation of murals in Langley.

Objective: Installing a removable mural.

6) Seawall Park and First Street Entrance Improvements

Participate and take a leadership role by facilitating the integration of functional art into all Seawall Park and First Street entrance improvements. The LAC will work with the Parks and Open Space Committee to acquire functional art related to Seawall Park.

Goal: Facilitating the integration of art into Seawall Park and First Street entrance improvements.

Objective: Developing a plan to acquire functional art for Seawall Park at the direction of the Parks and Open Space Committee

7) Inventory and Document Langley Public Art

The City of Langley owns an extensive collection of public art installed in various locations throughout the City core. An inventory of public art conducted by the Langley Arts Commission has identified over 60 works of City owned art. The Arts Commission is in the process of developing a Public Art Property Schedule for City records and required reporting to the Washington State Insurance Authority.

Goal: Locating and recording the sources of existing City associated art installations for maintenance and insurance purposes as well as for other informational purposes such as brochures.

Objective: Maintaining an up to date listing and condition of City owned or loaned art to be used as part of a maintenance program as well as economic development and tourism activities.

8) City Maintenance Program for Permanent Art on Display

The LAC has completed an inventory of both City-owned public art and privately-owned art located in the City core. A maintenance program and schedule will be prepared to protect City-owned installations for the long term. The inventory will provide official documentation to the City of Langley insurance agency and the basis for the maintenance program to be implemented by Public Works Department.

Goal: Caring for and maintaining public art installations.

Objective: Using the completed inventory detail ongoing maintenance requirements and providing the official documentation to the Public Works Department for ongoing maintenance.

Proposed Budget: \$500

9) Insurance Program for Temporary Art Installations

The LAC will work with the City of Langley to insure temporary public art installations acquired through the LAC call to artists program.

Goal: Insuring temporary public art installations.

Objective: Working with the City of Langley to provide insurance for temporary art installations acquired through the LAC Call to Artists program.

10) Participate in the Planning of an Arts & Recreation Overlay District

The LAC will be an active participant in the planning and execution of the Langley Arts and Recreation Overlay District. The LAC will work with the City of Langley Planning Department, South Whidbey School District and other stakeholders in the projects and programs that fall within the LAC's mission.

11) New City Pedestal Construction

There are some excellent possible sculpture sites within the City core that can enhance the existing public art currently displayed on City property. Potential pedestal sites include: Cascade and Second Street on the library corner, corner of Cascade and Wharf, Clyde Alley and within the Rain Garden on Second Street. Sites outside of the City core will also be investigated.

Goal: Preparing for the installation of one new sculpture within the City core in 2018 and additional pieces beyond the downtown core in future years.

Objective: Installing one new pedestal within the City Core in 2018

2018 City budget confirmed - \$600

Future proposed budget for sculpture installation: stipend \$1000, crane services \$300, plaque \$30 - Total: \$1,330

Langley Arts Commission Work Plan 2018 Budget

	City (approved)	Other Sources
Langley Area Arts Economic Growth Plan	\$500	
Temporary Sculpture Replacement Project	\$3000 stipend \$300 crane services \$90 plaque	
Biannual Whidbey Arts Forum		500
Langley Public Arts Walking Tour Brochure		
Mural Replacement and Installations		5,000
Seawall Park and 1 st Street Entrance Improvements		50,000
Inventory and Document Langley Public Arts		300
City Maintenance Program for Permanent Art on Display	\$500	
Insurance Program for Temporary Art Installations		
Participate in the Planning of an Arts Overlay District		
New City Pedestal Construction	\$600	1,200
Total	\$4,990	\$57,000

Projects Under Consideration

1) Arts Alive Day

This event was conducted in Langley in 2014 with a great degree of success. This event provides an opportunity for local artists to demonstrate their art form throughout the City. It was well received by community members and Langley business owners.

Goal: Provide an opportunity for local artists to demonstrate their art forms throughout the city.

Objective: To support any organization or group that decides to produce an Arts Alive Day within Langley.

2) Support Performing Arts Within the Downtown Core

In its three years of operation most LAC projects have been directed at the visual arts. Local non-profits have kept a steady stream of performing arts for public entertainment. The LAC could facilitate the creation of a permanent outdoor performance space for street performers.

Goal: To support proposals and performing arts events that fall within the mission of LAC.

3) Support and Promote Literary Arts

In partnership with the Sno-isle Library and other community organizations especially those working with youth, sponsor and support poetry slams, short story competitions, writing workshops and related literary events. Whenever possible to build on existing events to support and encourage literary arts.

Goal: To support local non-profits to enhance and promote literary arts.

Objective: Integrate literary arts into LAC supported events and programs.

4) Support and Promote Filmmaking and Media Arts

In partnership with other stakeholders such as Whidbey Tel, Chamber of Commerce, Langley Main Street Association, WICA, and South Whidbey High School to sponsor workshops on film and video creation, filming and sound track editing and assist with providing a venue for viewing the media arts. Venues may include the Clyde Theatre and Black Box Theatre.

Goal: Support local artists and groups in their efforts to enhance and promote filmmaking.

Objective: Integrate filming and media arts into LAC supported events and programs.

5) Langley Art Museum and Art Library

There is no large place on Whidbey Island where local artists works can be housed and the history preserved. The LAC would like to work with the City of Langley and other public and private entities to establish a Whidbey Island Art Gallery. Art museums have put the cities of La Conner, Edmonds, Bremerton, Everett and others on the map. Co-existing with this is the hope

for an Art Library - a comfortable place where people can drop in and peruse art books given to the library from book collections of local artists.

Goal: To establish an Art Museum and Library in Langley.

Objective: To acquire property to build or remodel an existing structure suitable for an Art Museum to house and exhibit local and regional art and provide space for an Arts Library.

Funding Requirements: In the next few years it is expected that LAC and LPAC will conduct a feasibility study to determine if our communities need or want such a facility.

6) Arts Education

A multi-faceted opportunity that recognizes the richness of continual educational opportunities that exist in the Langley area with its great numbers of artists representing many arts forms and for all ages.

Goal: Establish a program of continuing educational opportunities in the arts.

Objective: Promote an Arts lecture series of local and regional experts in the fields of visual, performing, literary, and multi-media arts. Identify lecture categories of interest and expert speaker/practitioners.

Objective: Support an educational component of Arts Alive Day through hands-on activities that relate to individual artist demonstrations.

Objective: Facilitate a listing of art classes available to the public within the South Whidbey community through the City of Langley website.

Objective: Support an interactive, educational event to occur during the restoration of the Story Pole at the Fairgrounds.

Langley Arts Commission Work Plan
Aspirational Budget²

		2019	2020	2021	2022	2023	TOTAL
1	Langley Area Arts Economic Growth Plan (LPAC)	\$500	\$500	\$500	\$500	\$500	\$2,000
2	Temporary Sculpture Replacement Project	\$3390	\$3390	\$3390	\$3390	\$3390	\$16,950
3	Biannual Whidbey Arts Forum	\$500 to \$750	\$2,500 to 3,750				
4	Langley Public Arts Walking Tour Brochure	\$8500	\$500	\$500	\$500	\$500	\$10,500
5	Mural Replacement and Installations	\$5,000	\$5,000				\$10,000
6	Seawall Park and 1 st Street Entrance Improvements	\$25,000	\$25,300	\$25,300	\$25,300	\$25,300	\$126,200
7	Inventory and Document Langley Public Arts	\$150	\$150	\$150	\$150	\$150	\$750
8	City Maintenance Program for Permanent Art on Display	\$500	\$500	\$500	\$500	\$500	\$2,500
9	Insurance Program for Temporary Art Installations	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$7,000
10	Participate in the Planning of an Arts Overlay District						
11	New City Pedestal Construction						

² This aspirational budget does not commit the City of Langley Council.