

CHAPTER 6

Arts and Culture

Fargo will increase the presence of public art in the city and access to cultural events and educational opportunities. Fargo will flourish with a stronger arts and culture movement that increases the quality of life for all residents.



Arts and Culture

ARTS AND CULTURE

Fargo has a strong arts and culture constituency and movement. As the city grows in size and diversity, and as the economy continues to expand, there are increasing opportunities to add beauty to daily life incorporating public art into the city and for pursuing opportunities to increase access to cultural activities and art classes. Throughout the public process the arts has emerged as an important priority.

Initiatives:

01: PUBLIC ART

Incorporate public art into new transportation and utility infrastructure investments by implementing a program for public art.

02: PUBLIC GATHERING SPACES

Develop dedicated public gathering spaces in neighborhood centers.

03: FESTIVALS AND CULTURAL EVENTS

Promote programming of public spaces with festivals and other cultural events.

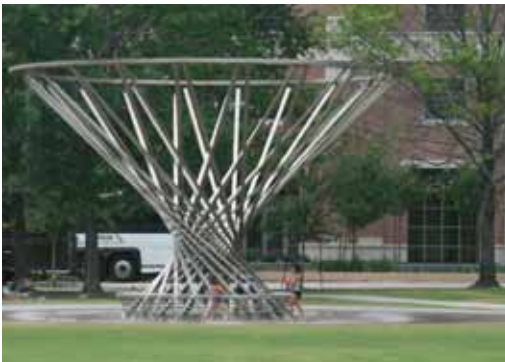
04: ACCESS TO ART CLASSES AND CULTURAL PROGRAMS

Develop strategies to increase access to art classes and cultural programs.



INITIATIVE 01

PUBLIC ART



RECOMMENDATIONS

- Negotiate with developers to raise funding for public art.
- Explore a public art ordinance.

DESCRIPTION

Public art is art that is displayed in the public realm in the city. Public art is an asset that can transform public spaces in Fargo, encourage personal growth and creativity and increase public gathering and interaction. Public art should reflect Fargo's identity and enhance the image of the city.

As Fargo grows and develops, it will continue to seek ways to effectively promote public art in the city. The city will explore a range of options for funding public art and will implement the combination of programs and policies that best accomplish this goal.

BENEFITS

Public art encourages thought and creativity. It enhances public spaces and improves the image of the city. Public art can draw people to destination areas and increase economic development in those areas. Public art attracts talent and can give Fargo a competitive edge in creative sectors of the economy.

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FROM MINDMIXER

Public art must also become a part of public policy, and not simply a one-time event. It can have a tremendous impact on long-term economic development and investment in the community.

– Carolyn W

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CASE STUDY



Philadelphia, Pennsylvania: RDA of the City of Philadelphia's Percent for Fine Arts Program

Nation's first Percent for the Arts program.



Seattle, Washington: Public Art Ordinance (1% for the Arts)

"The City accepts a responsibility for expanding public experience with visual art. Such art has enabled people in all societies better to understand their communities and individual lives. Artists capable of creating art for public places must be encouraged and Seattle's standing as a regional leader in public art enhanced. A policy is therefore established to direct the inclusion of works of art in public works of the City." All requests for appropriations for construction projects shall include an amount equal to one percent of the estimated cost of such project for works of art. Created a special "Municipal Arts Fund" for the appropriated funds. Enacted in 1973.

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FROM MINDMIXER

To help us create a progressive and attractive city, a public art commission housed under the city government would be a great idea and serve many functions. Many cities the size of Fargo and smaller have public art commissions that can help with historic preservation, economic development and other functions. A percent for arts program can help fund the program which in the end is a solid investment and pays great dividends for the cities in terms of tourism and related dollars. – BB

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INITIATIVE 02

PUBLIC GATHERING SPACES



RECOMMENDATIONS

DESCRIPTION

Neighborhood focused development in Fargo will be characterized by dedicated public gathering spaces in neighborhood centers. Public gathering spaces in neighborhood centers such as corner parks, courtyards, and plazas can accommodate informal or organized neighborhood gatherings. Programming in neighborhood centers can connect to city-wide festivals and cultural events.

Neighborhood center spaces will provide attractive and safe places where children can play, and teenagers and adults can socialize. The design of these spaces will be grounded in a neighborhood vision, meeting the open space needs of area residents. Design standards and the development proposal review process will ensure that public spaces meet the city's criteria for sustainability, functionality and aesthetic appeal. Effectively designed spaces will include places to sit in sun and shade, gathering points, inviting entryways, ambient lighting and convenient access. A network of neighborhood spaces can be connected by bike trails, greenways and public transit. Green stormwater infrastructure can function as public gathering spaces as well.

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FROM MINDMIXER

I think the crucial component in this idea and many others people have suggested is the idea of a common space for public gathering. We are so isolated from each other outside of a commercial/private space ... that I feel many of the ideas people have proposed revolve around bringing people together in a central public space. Hence the idea of for a public square! It would be a low-cost, high-impact space for social, cultural, and civic activities. Such a place would anchor our sense of civic pride in a geographic place and enhance urban vitality through a space that is truly democratic,” -- Durdon

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Parks and plazas, including neighborhood gathering spaces, can play a big role in fostering public activity twelve months a year. Well-managed winter-long programming can keep these spaces active throughout the season. Neighborhood gathering places can be tied to winter and summer festivals.

BENEFITS

The design of gathering spaces can be tailored to enhance the character of individual neighborhoods, from downtown areas to residential areas of varying density. Neighborhood gathering spaces provide open space, an area for recreation within walking distance, and can serve as entry points to an interconnected trail network throughout the city. Well designed, well managed public spaces increase property value and enhance the curb appeal of a neighborhood. A gathering space can encourage the development of a sense of community and collective efficacy; neighbors can get to know one another and watch out for each other. Houses and apartments that front the public space enhance safety with “eyes on the park”. Public space designs grounded in a neighborhood vision encourage a sense of ownership of the public space. Neighborhood organizations can involve residents in maintenance and programming for the public space, further enhancing the aesthetic appeal and building community.



CASE STUDY

**Citygarden, St. Louis, MO**

Citygarden in downtown St. Louis is a public park and sculpture garden that features the art of 23 sculpture artists and a giant video wall. The City formed a partnership with the Gateway Foundation to develop the park. The park's mission is to provide recreation space for downtown residents and office workers and catalyze the development of more commercial and residential space.

Source: www.citygardenstl.org



CASE STUDY

**Plan review and distance:
Tacoma Washington:**

“A plat key map for residential development shall indicate distances from any point thereof to the nearest existing schools, parks, and playgrounds, and shall show in what way children may safely reach the same.”

**Philadelphia Green-
neighborhood parks initiative**

Since 1993 PHS has been working with volunteer “Friends Of” park groups throughout the city that work with Parks and Recreation to keep parks safe, clean, and green. The network has grown to encompass almost 100 park groups, all helping to make Philadelphia’s parks vibrant and active spaces.

Each neighborhood park group has its own vision. Some hold monthly clean-up days; some host weekly concerts, movie nights, or farmers markets; others create workshops on everything from food-tasting to decoration-making! All are run by neighbors dedicated to their community and to making their local park great.



INITIATIVE 03

FESTIVALS AND CULTURAL EVENTS



RECOMMENDATIONS

- Evaluate successes, and challenges, and programming gaps of existing cultural events and festivals.
- Identify organizations and individuals to champion a festival, develop funding mechanisms, and craft festival activities.
- Identify central locations to feature festivals, particularly along the river and at key parks.
- Identify creative financing mechanisms to cover costs such as organization, security and police, traffic control, medical treatment, sewer and water requirements, and clean-up.

DESCRIPTION

This initiative emerged as a priority through the town hall website as a way to increase community interaction and to embrace the elements of Fargo that make it unique. Festivals and cultural events draw people together to celebrate the unique features and assets of the community. Festivals can help to shift the way a community is perceived by both citizens and visitors. Some potential ideas for Fargo include: a winter festival to bring people outdoors to celebrate the recreational opportunities of cold weather and snow, or a river festival to celebrate the renewal of post-flood Fargo, and draw attention to the river as an asset to celebrate rather than as a threat to community security. Fargo also possesses a strong arts and cultural tradition. Celebrating the heritage and customs of the community and showing off the talents of local and regional artisans will provide programming that is unique and authentic.

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FROM MINDMIXER

Imagine a week or weekend in which every music venue hosted local musicians, every gallery hosted a local artist, every theatre had a production with local talent, and every restaurant and small business put their best foot forward to celebrate the arts and our own distinct culture...Such an event could be an incredible regional draw for tourism, it would give locals something to celebrate and have fun with, and returning alums can see the vibrant community that they're missing out on. – kriskerzman

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BENEFITS

Festivals can build on Fargo's unique identity and provide residents with year-round activities. Successful festivals provide an economic development and community development boost. They can draw visitors from outside Fargo, and build community amongst the citizens of Fargo and Moorhead. Activities within and around festivals can provide economic benefits to local vendors, artisans, restaurants, and hotels. A festival centered on the Red River could host both summer and winter events that connect venues along the river with community recreation and arts.

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FROM MINDMIXER

Let's celebrate winter by turning Broadway into an avenue of snow sculptures! ... our CVB could run a treasure hunt with clues to find all the sculptures....The potential for community involvement is tremendous in our active town, which unfettered by chill, will offer its sculptors, painters and creators; inspired young and old, amateur and professional, resident artists and children to celebrate our winter before it melts into spring. -- Cat

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CASE STUDY

**Madison winter festival**

Every year, the Madison Winter Festival attracts more than 20,000 spectators, winter enthusiasts and athletes. Over ninety truckloads of snow transform the inside street lanes of Capitol Square into a race and recreational venue. Streets adjacent to the square are closed off for family oriented activities such as snow and ice sculpting, sled hill rides, snow shoeing and other events. Two full days of festival activities are sponsored and supported by local businesses and organized by volunteers.

**Des Moines, IA Winter Games:**

Hosted the first weekend in February, the Des Moines Winter Games takes place at parks and recreation facilities across the city. The festival includes a broomball tournament, a coed "sno-ball" slo-pitch softball tournament, an ice-fishing derby, a pond hockey tournament, downhill kayaking and numerous other creative winter activities for residents and visitors to enjoy. More than 10,000 people participated in the event during its first three years; 2012 will mark the 5th annual event. Local sponsors fund the costs of this cultural event which brings people together for an off the wall sports event and a celebration of winter.

CASE STUDY



Cherry Creek Arts Festival Denver CO

The Cherry Creek festival takes place during Independence Day weekend, serving as Colorado's signature cultural celebration of the visual, culinary and performing arts. The annual civic event draws more than 350,000 visitors. The festival takes place in Denver's Cherry Creek North Shopping District, drawing economic activity to the area surrounding the festival. The festival is organized through a 501c3 organization bearing the festival's name, which conducts art education and outreach throughout the year.

Third Coast Bicycle Festival

Traverse City, Michigan hosts this week-long festival in the late summer of every year. Activities are geared toward bicycle enthusiasts of all levels. Activities include races, bicycle art, trackstand and polo competitions, a bicycle film night, and lots and lots of great local organized rides.

Long Beach Bikefest

The Long Beach Bikefest is a fundraising event for the pediatric cancer research at Miller Children's Hospital of Long Beach. The event also supports the community's effort to be "The most bicycle friendly city in the United States." Activities include a family bicycle tour of Long Beach, offering 31 and 62 mile courses which end at the festival location. The festival offers a full day of live entertainment, bicycle focused activities and a vendor fair.





INITIATIVE 04

ACCESS TO ART CLASSES AND CULTURAL PROGRAMS



RECOMMENDATIONS

- Establish a municipal arts commission to oversee the City's partnership with the Plains Arts Museum and administration of municipal funding programs to support development of the Katherine Kilbourne Burgum Center for Creativity at the Plains Arts Museum.
- Establish partnerships with local colleges and universities to increase the public's access to arts and cultural programs.
- Design a community arts program for at-risk youth in Fargo.

DESCRIPTION

Fargo will support the creation of the Katherine Kilbourne Burgum Center for Creativity at the Plains Art Museum. The Center for Creativity is an innovative collaboration between Plains Art Museum, Fargo Public Schools, other area school districts, and community artists. Aimed at students and adults, the Center for Creativity will be a dynamic studio and exhibition space for learning, discussion, and display of creative work. The Center for Creativity will offer studio classes to K-12 students, other youth, adult and after-school groups, and visiting artist residencies.



Concordia College in Moorhead hosts the Fargo/Moorhead Communiversy, offering extracurricular learning opportunities for people of all ages. Courses held at Riverview Place and Touchmark at Harwood Groves will expand to offer arts and culture classes to children and adults. Courses may also be held at the Plains Art Museum Center for Creativity once it is complete.

Fargo will collaborate with community organizations to develop arts programs directed toward at-risk youth. These programs will provide a safe, engaging and constructive environment for young people who lack adult supervision during nonschool hours.

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FROM MINDMIXER

Visible involvement in arts and cultural activities by city officials and business leaders would help to support the notion that the arts are not a novelty but integral to a healthy community. Policy decisions that encourage volunteerism, charitable giving and active participation in arts and cultural offerings will also have a significant impact on community cohesion and well-being. – Carolyn W

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BENEFITS

Arts classes and cultural programs teach creative thinking skills, collaboration, and problem solving to youth.

Creative thinking can make adults of all ages better students, employees, and citizens. Visible involvement in arts and cultural activities by city officials and business leaders supports the arts as an integral part of a healthy community. Volunteerism, charitable giving and active participation in arts and cultural offerings will also have a significant impact on community cohesion and well-being.

Arts programs help at-risk youth reduce truancy, improve academic performance, build critical self-discipline, communication, and job skills.

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FROM MINDMIXER

How would we use creative thinking, creative processes and problem solving to address our places, parks, streets, alleys, building design, gardens, riverfront? I would like to work to make these more prominent values that are infused into city planning and city budgets. I want to brag that Fargo is a creative city with lots of creative people who are making this a dynamic, liveable, healthy, beautiful city. – Coco S

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CASE STUDY

**YouthARTS Toolkit:**

This tool kit is the result of a collaborative research effort conducted by Americans for the Arts in partnership with the Regional Arts & Culture Council in Portland, Oregon; Fulton County Arts Council in Atlanta; the City of San Antonio Department of Arts and Cultural Affairs. Research affirmed that art programs for at-risk youth decrease involvement in delinquent behavior, increase academic achievement and improve youth's attitudes about themselves and their future. The toolkit provides arts agencies, juvenile justice agencies, social service organizations, and other community-based organizations with detailed information about how to plan, run, provide training, and evaluate arts programs for at-risk youth.

Source: <http://www.americansforthearts.org/youtharts/>

**University of Missouri-Kansas City's Communiversity:**

For 41 years, Communiversity has been offering a diverse array of classes taught by local, volunteer experts. Class topics range from cooking classes to financial planning seminars, from belly dancing to wholistic health. A variety of arts classes and cultural programs are offered on a regular basis.

Source: <http://www.umkc.edu/commu/>

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