



MOLINE PUBLIC ART AND PLACEMAKING PLAN

ACKNOWLEDGEMENTS

City of Moline City Council

Mayor Sangeetha Rayapati

Scott Williams - Ward 1

Alvaro Macias - Ward 2

Mike Wendt - Ward 3

Matt Timion - Ward 4

Sam Moyer - Ward 5

Pat O'Brien - Ward 6

Michael Waldron - Ward 7

James Patrick Schmidt - At Large

Public Art Master Plan Steering Committee

Gaye Burnett - Azubuike African
American Council for The Arts

Ron Clewer - Gorman and
Associates

Dave Herrell - Visit Quad Cities

Craig Mack - Moline
Planning Commission

Chris Mathias, AICP - City of Moline

Kevin Maynard - Quad City Arts

Sam Moyer - Alderman, City of Moline

Lori Roderick - Augustana College

Pamela White - Western Illinois
University - Quad Cities Campus

Renew Moline

Carrie O'Neill - Board Chair

Alexandra Elias, AICP -
President/CEO

Wendy Bonilla - Operations and
Communications Manager

The Moline Foundation

Larry Meeske - Board Chair

Paul Plagenz - President/CEO

Design Team

Designing Local Ltd.

Charles Benick



FOREWORD

AN INTRODUCTION BY MAYOR SANGEETHA RAYAPATI, RENEW BOARD CHAIRMAN CARRIE O'NEILL, AND THE MOLINE FOUNDATION BOARD CHAIR LARRY MEESKE:

We are proud to introduce the Public Art Master Plan for downtown Moline! Arts and culture are life-and spirit-enhancing experiences and play such an important role in our community. A robust representation of public art in a city demonstrates a richness of character while creating places that attract people.

A unique partnership has made this Public Art and Placemaking Plan possible. Together, we have established a vision for downtown. We have laid out our aspirations for corridors and public spaces that are animated and inviting, and specific areas that will be enhanced under this Plan. These spaces will be assets to our public realm and our downtown and will make downtown a more vibrant place to live, work, play, visit and learn.

This Plan seeks to implement public art that can be enjoyed by everyone, regardless of age, income, or physical ability. It directs diversity both in the type of art that will be implemented, and in the people it represents. The ideas contained in the Plan were generated largely by stakeholders. Despite doing outreach during a pandemic, over 100 individuals participated in various stakeholder meetings, first in person, and then virtually. Those meetings produced many great thoughts and focused the vision on specific areas and concepts that are the basis on which future proposals will be evaluated.

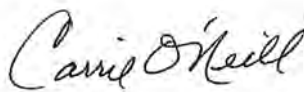
Building a dynamic urban core animated by public art contributes to economic vitality by creating places where people want to be and to invest. The Plan includes an implementation strategy that offers the opportunity to seek funding through federal, state and local grants along with private and non-profit support; and also uses the development process to focus investments in public art into future development and infrastructure projects. By employing multiple funding sources, the Plan will be both balanced and implemented over time.

As partners in this effort to fund, draft and implement this Plan, we invite you to stay involved. Working together, we can build upon the current momentum and continue to make downtown Moline and the Quad Cities the best they can be.

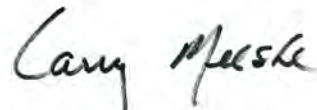
Thank you for joining us!



Mayor Sangeetha Rayapati
City of Moline



Carrie O'Neill
Renew Moline
Board Chairman



Larry Meeske
Moline Foundation
Board Chair



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1. WHAT IS PUBLIC ART?

Public art provides meaning to public spaces, reflects the history of a city, adds uniqueness to neighborhoods, and humanizes the built environment. Public art lives at the intersection between our past, present, and future, and has the power to transform public spaces. The City of Moline is committed to developing a strong public art program and this Plan is an important first step in creating the foundation for the program to grow upon.

In order to implement a robust program with many community partners, shared vocabulary around what public art is and is not must be established. Public art broadly is defined as art created or produced by an artist that is freestanding or integrated with the work of other design professionals into a building or site and is accessible to the public, free of charge.

TYPES OF PUBLIC ART

Within the broad definition of public art, there are many types of public art that are defined below.

Sculpture: Free-standing, wall supported or suspended; kinetic, electronic; in any material or combination of materials.

Murals or portable paintings: in any material or variety of materials.

Fiber works, neon, glass, mosaics, photographs, prints, calligraphy, earthworks, any combination of forms of media, including light, sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.

Furnishings or fixtures, including, but not limited to gates, railings, lighting, street lights, signage, seating, bike racks, if created by artists as unique elements or limited editions.

Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist. Such design elements may include pools, paths, benches, planters, and fixtures and vegetative materials where designed by a professional visual artist and/or are an integral part of the artwork by the artist.

Temporary artwork or installation that serve the purpose of providing community and educational outreach.

The incremental costs of infrastructure elements, such as sound walls, utility structures, roadway elements, and other items if designed by an artist as a co-designer.

THE FOLLOWING ARE NOT CONSIDERED PUBLIC ART

Art objects which are mass produced or are of standard manufacture, such as playground equipment, fountains, statutory elements, signage, maps, corporate logos or other functional elements, unless incorporated into an artwork by an artist commissioned for that purpose.

Reproductions, by mechanical or other means, of original artwork, except in the case of limited editions controlled by the artist, cast sculpture, film, video, photography, printmaking, or other media arts.

Decorative, ornamental, architectural, or functional elements which are designed by the building architect as opposed to elements created by an artist commissioned for that purpose.

MOLINE PUBLIC ART COLLECTION

Moline boasts an impressive collection of public art that has been commissioned in a variety of ways. Within downtown Moline, there are 15 pieces ranging from murals to sculpture to streetscape elements.



Above:

Spiegel Building Mural
20th Street & River Dr
Artist: Brandon Nees

Bottom Left:

Child Abuse Council Mural
Intersection of 6th Avenue & 15th Street
Artist: Sarah Robb, Metro Arts





Above Left:

The Fountain at Bass Street Landing
17th St & River Dr
Artist: Tom McMorow

Above Right:

"City of Mills"
1509 3rd Ave A
Artist: William Gustafson

Above Middle:

"A New Day Mural"
1516 5th Ave
Artists: Quad City Arts - MetroArts



Above Left:
Leaping Stag
John Deere Pavilion
Cast in 1893-96

Above Right:
Fountain
Heritage Place 1515 5th Ave

Top Mural:
"Metamorphosis" (On Loan)
17th Street riverfront
Artist: Hilde DeBruine

Bottom Mural:
"Floreciente"
5th Avenue entry
Artist: Sarah Robb

Middle Mural:
Untitled
East of 15th Street on the
riverfront
Artist: Moline Community

Above Middle:
Metamorphosis On Loan
17th Street riverfront
Artist: Hilde DeBruine



Above Left:

Moline Centre Streetscape
on 5th Avenue between 12th and 19th streets
Grey concrete band to mimic the River

Above Right:

"Swans on the Marsh" (On Loan)
15th Street at the River
Artist: V. Skip Willets

Middle Left:

Soldiers Memorial
Stephens Square 18th St & 6th Ave
Artist: C.S. Paolo

Bottom Right:

"Spirit of Place"
Riverfront between TaxSlayer & Radisson
Artist: Beverly Pepper



PUBLIC ART IN THE QUAD CITIES CONTEXT

The Quad Cities is a community that values art and culture as exemplified by its many museums, historic homes and neighborhoods, cultural institutions, music venues and performing arts organizations.

The Quad Cities is fortunate to have a variety of arts and culture organizations. Quad City Arts works to bring a variety of arts programs to people of all ages. The Putnam Museum and the Figge Art Museum bring world class exhibits and programming to the region. John Deere & Co World Headquarters boasts world class architecture and a highly visited historic exhibit at the John Deere Pavilion. Additionally, the community enjoys the presence of the Quad City Symphony and Ballet Quad Cities--both amenities expected in a much larger community. In addition to the TaxSlayer Center, The Rust Belt and Adler Theatre offer major music performances. There are also numerous smaller venues such as River Music Experience, Circa 21, Black Box Theatre, and Spotlight Theatre, that feature both musical and theatrical performances. Finally, any night of the week in the summer, live outdoor music performances abound--the Quad Cities has a tremendously rich array of musical genres and events. All of them add to our quality of life.

As Moline and the Quad Cities seek to attract new residents and workers in all fields and all types of employment, this confluence of arts organizations and a strong element of creativity in the public realm could be a magnet for the area. It is in this context that the experience of public art in Moline is so important--it is one of the ways we make our community attractive to the next generation.



PLACEMAKING

AND WHY PUBLIC ART IS A TOOL IN THE PLACEMAKING TOOLBOX

Creative placemaking a new moniker for an old process: creating beloved, memorable public spaces that are at the center of community life. Investments in creative placemaking that put arts at the center of shaping the character and vitality of our community drives economic development and improves the health and well being of our cities. It is also an innovative approach to advancing livability and equity.

Successful creative placemaking occurs when people from the community come together to deliberately integrate art and culture into community revitalization work- placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies. An important goal of placemaking and public art in Moline is to offer experiences for everyone, regardless of age, income or physical ability.

Because public art is an important element of the placemaking toolbox, the city of Moline has chosen to establish this Plan to inspire and guide the community, developers and artists toward creating places and public spaces that become “beloved” to Moline, the Quad Cities community and beyond. Public art is one of the ways to implement the vision expressed in Q2030.

Art in Moline is an outcome of artists and the community working together toward the vision generally established here. This Plan outlines seven conceptual projects that integrate the principles of creative placemaking with public art as the desired outcome of the projects. At the heart of each project is the convergence of infrastructure, creativity, activation of public space and the encouragement of interaction and participation from the public.

Viewing public art as a tool in the placemaking toolkit will allow the City of Moline to reinforce careful attention to placement, typology, programming, and artist selection amongst and alongside other future initiatives of the City. Viewing public art in this way allows for increased community support, expanded views on how public art integrates with economic development strategy, and increased opportunities for civic engagement.

A high-angle, wide shot of a massive crowd of runners participating in a marathon on a city street. The runners are densely packed, filling the entire width of the road and extending far into the distance. They are wearing various athletic gear, including tank tops, t-shirts, and shorts, in a wide array of colors. Many runners have race bibs pinned to their chests. The street is lined with brick buildings on the left, including one with a 'RIVER HOUSE' sign. In the background, a clock tower is visible on a hill. A large American flag is being held up by a crowd of people in the distance. The overall atmosphere is one of a large-scale community event.

2. MOLINE'S VISION FOR THE FUTURE

CREATING THE VISION

Contained within this chapter is the vision and guiding principles for the Moline Public Art Program. These statements were developed based on feedback from stakeholders and guidance from the public through our surveys and engagement opportunities.

The Public Art and Placemaking Plan process is built on input from a variety of community members. In order to understand the desires of the residents and needs of the City, a series of engagement events were undertaken, creating a foundation for the master planning process.

A strong public art program must be guided with strong intentions. The following vision and guiding principles should be used when evaluating proposed public art investments and installations to ensure alignment with community priorities.

STAKEHOLDER INTERVIEWS

Over 20 individual stakeholders were interviewed in order to gain a clear understanding of the cultural landscape in Moline as well as to help establish a foundation for the community vision for public art. Stakeholders included local philanthropists, government staff, community activists, cultural partners in the Quad Cities, and local representatives from colleges.

COMMUNITY PRESENTATIONS AND FOCUS GROUPS

Community presentations were held with Renew Moline Board of Directors, Moline City Council, Moline City Staff, I-74 Advisory Committee, Moline Planning Commission, Moline Historic Preservation Commission, Moline Centre Merchants Group, Quad Cities Chamber Regional Economic Development Group, and the Floreciente Neighborhood. After each presentation, a series of questions was asked to help establish a vision and direction for the Plan.

WALKABOUT & TALKABOUT WORKSHOPS

A series of four identical workshops were held where residents were invited to virtually walk around downtown Moline and explore public art opportunities for seven different sites. For each site, existing conditions were presented and participants were asked a series of live polling questions that were directed on future possibilities. These workshops garnered significant participation and boasted over 100 participants between the four meetings. In addition, an identical workshop was held with a Black Hawk College Art class and an Urban Planning and Environmental Justice class from Augustana College. The input from these workshops shaped the recommendations for investment in seven public art projects found in Chapter 4.

SURVEY

As part of the public engagement process, an online survey was conducted to understand the community vision for the program. Participants were also asked to consider what makes Moline special and a great place to call home.

VISION FOR PUBLIC ART

PUBLIC ART ADDS TO THE DYNAMIC CREATIVE ECOSYSTEM OF THE CITY AND DELIVERS HIGH IMPACT PUBLIC SPACES THAT ELEVATE MOLINE REGIONALLY AND THE QUAD CITIES NATIONWIDE.



GUIDING PRINCIPLES OF ART IN MOLINE

THE PEOPLE OF MOLINE DESIRE A FUTURE WHERE PUBLIC ART:

- Creates a strong sense of belonging through listening and understanding to the diverse cultures and communities in the Quad Cities.
- Celebrates diversity, accessibility, and representation.
- Enhances assets such as the riverfront, the historic core and unique neighborhoods by celebrating what makes them special.
- Supports the revitalization of downtown Moline by highlighting and cultivating creativity and inspiring new ideas.

THE CITY OF MOLINE'S PUBLIC ART WILL...

THE FOLLOWING CRITERIA WILL BE USED TO SUPPORT DECISION MAKING BY THE CITY WHEN COMMISSIONING PUBLIC ART PROJECTS USING PUBLIC DOLLARS. THE FOLLOWING THEMES SHOULD BE UTILIZED IN EVALUATING PROPOSED PROJECTS. THROUGH STRATEGIC INVESTMENT USING THE VALUE STATEMENTS BELOW, MOLINE WILL BE KNOWN AS A CITY THAT VALUES PUBLIC ART AND CULTIVATES THE COMMUNITY'S CREATIVITY.



- 1 Be Bold and Iconic**
Moline's public art can be adventurous while reflecting the Midwestern charm that makes Moline unique in the region.
- 2 Become synonymous with Moline and the Quad Cities brand**
Public art in Moline can embody the spirit of the Quad Cities by honoring the past and anticipating the future. The Quad Cities are made up of many people from many backgrounds, creating a unique story worth sharing.
- 3 Connect us to each other**
Moline's public art can create exceptional and transformational public spaces that are loved and cherished by all. Public art investments should engage, inspire, and provide connection for the entire community.
- 4 Bring Visitors and Captivate Locals**
Moline's Public Art can captivate locals and non-locals, building upon the dynamic arts and culture scene already established in the Quad Cities.
- 5 Be a Uniquely Quad Cities Experience**
Moline's Public Art can create experiences that are unmatched in the region, elevating the profile of Moline while celebrating the unmatched hospitality and Midwestern vibe.
- 6 Be Diverse**
Moline's public art can represent the rich diversity of the community by reflecting many cultures, histories, and tastes while also representing different types of artwork.
- 7 Celebrate the Seasons**
Moline is fortunate to have a true four season climate creating an opportunity to capitalize on public art that drives outdoor experiences from summer's heat to winter's snow and every condition in between.

**BE BOLD AND
ICONIC**

**BECOME
SYNONYMOUS
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THE QUAD CITIES
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**CONNECT US TO
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**BRING VISITORS
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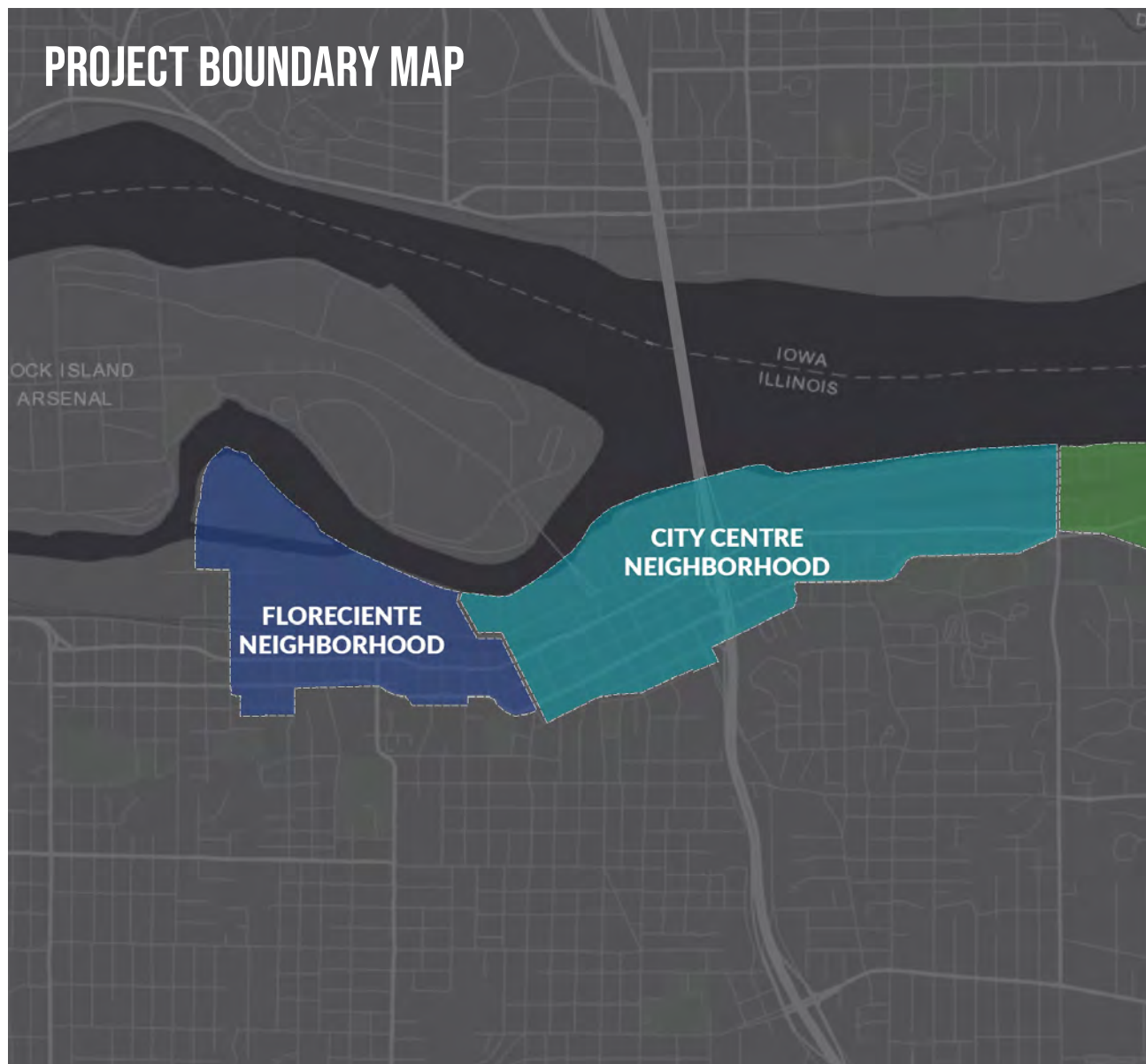
**BE A UNIQUELY
QUAD CITIES EXPE-
RIENCE**

BE DIVERSE

**CELEBRATE THE
SEASONS**

An investment in public art throughout downtown Moline will project early success of the program as the built environment is most dense in this part of the City. The impact of investment will be most visual in this area as the buildings are close in proximity and offer many opportunities for placement of artwork of varying types. In addition, residents of Moline and the Quad Cities view downtown Moline as a large public space that they all call home. Once the success of the program is demonstrated downtown, growth of the program can expand outside of downtown.

This plan focuses on Downtown Moline or Moline Centre and is bounded by 1st street on the west, the Mississippi River on the north, 34th Street on the west and bluff line along 5th, 6th, and 7th Avenues to the south.





MOLINE CULTURAL

In order to achieve the community's vision of creating engaging public spaces anchored by public art, a series of cultural corridors are designated and supported by additional requirements to include public art in private and public development. Corridor-specific investments will focus artwork in specific nodes creating cohesive experiences. These experiences will draw increased foot traffic throughout downtown and will encourage pedestrians to experience the layers of historic architecture, local businesses, and public art.

In addition to focusing investment in public art along these corridors, the City and its local partners should stack cultural experiences along these corridors to create rich experiences that are only enhanced by the addition of public art. Investments could include interpretative signage, concerts and performances, parklets, and art and farmers markets. By designating specific corridors for a higher level of scrutiny, a combination of public and private dollars will invest in placemaking projects that use public art as a lever for further economic investment.

Designation of cultural corridors within the downtown Moline boundary will foster community development through the lens of local arts and culture. Many of these areas are described in adopted plan documents such as Moline Centre Master Plan.

PROPOSED CULTURAL CORRIDORS:

19th Street from 7th Avenue to the Riverfront
River Drive from 12th Street to 34th Street
5th/6th Avenue from 6th Street to 23rd Street
12th Street from 6th Avenue to River Drive

19TH STREET FROM 7TH AVENUE TO THE RIVERFRONT

Cultural assets include:

- The Spotlight Theatre
- The Market: A Journey to Joy
- Great River Trail crossing

The City of Moline is investing significantly in a bicycle and pedestrian facility alignment on 19th Street connecting the existing riverfront to the planned River to River Trail. The new I-74 bridge that crosses the Mississippi River

has a pedestrian and bicycle facility on the downstream side of the structure. This trail will provide a bi-state trail connection to and from Bettendorf, Iowa via downtown Moline, and will activate developable land along the riverfront and on land formerly occupied by the old I-74 bridge. Current plans call for activating and beautifying the streetscape with landscaping, street furniture, and art installations.

RIVER DRIVE FROM 34TH STREET TO 12TH STREET

Cultural assets include:

- Skinner Block, the City's oldest commercial district (1880's)

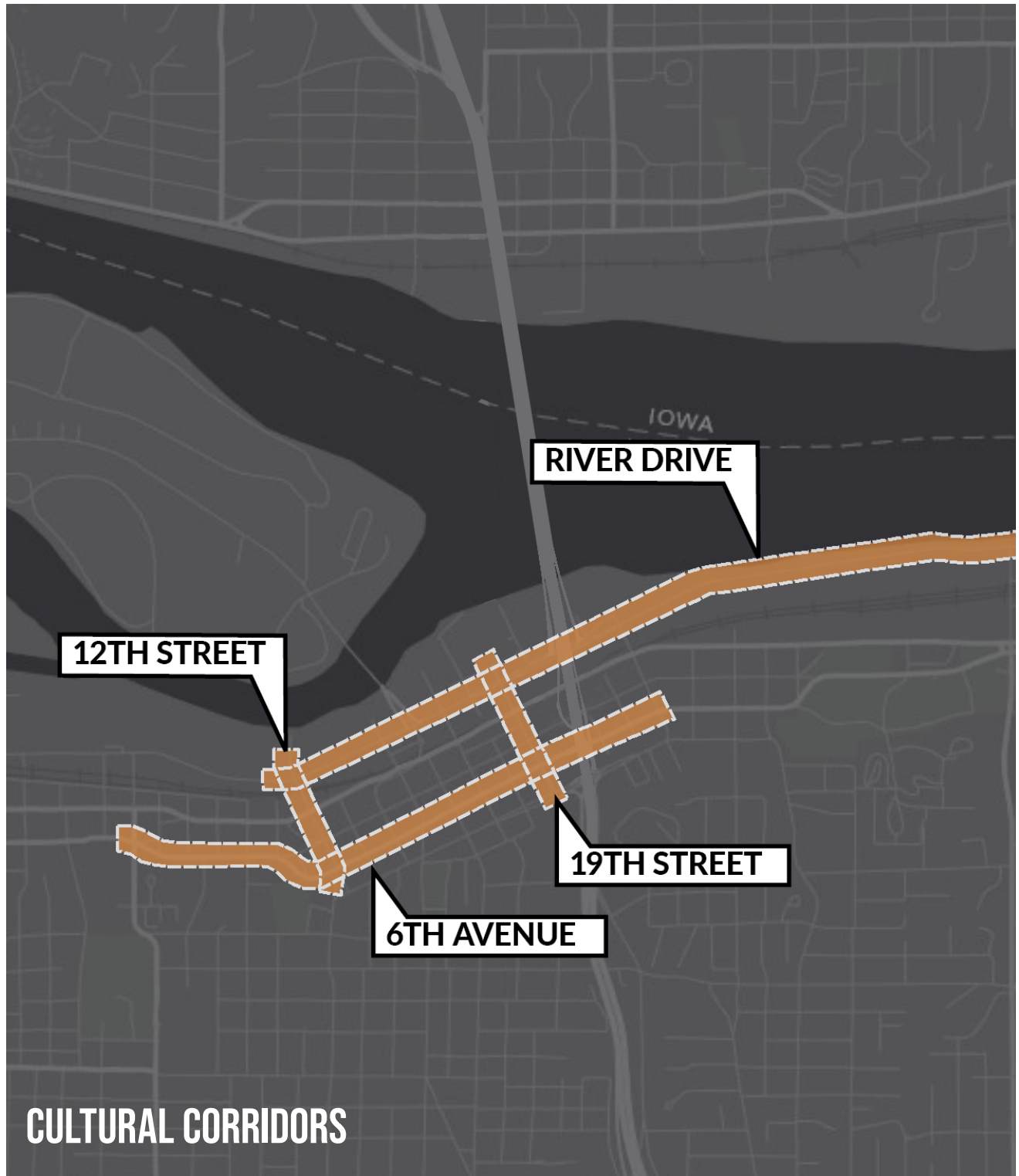
- Ben Butterworth Parkway and Great River Trail

- Western Illinois University

- TaxSlayer Center

Along River Drive from 34th to 12th Street, there are many opportunities to invest in public art to celebrate the culture of Moline and the Quad Cities. At the start of the corridor, moving from east to west, is Western Illinois University which boasts a public art program funded by the State

CORRIDORS



of Illinois and the Ben Butterworth Parkway that includes the Great River Trail that borders the Mississippi River. This park is home to several playgrounds, shelters and the Celebration Belle River Cruises and Channel Cat Water Taxi. The Spiegel building is home to Moline's newest mural and is prime for redevelopment. The new I-74 bridge, the Enterprise Lofts, John Deere Pavilion, TaxSlayer Center and Moline Centre Transit Station, are all significant landmarks. John Deere, Moline's premier employer, has historically occupied the riverfront just to the west, with over 1000 employees working today at the Seeding Plant. This Corridor also boasts many opportunities for redevelopment and within the walkshed of the corridor are countless employees and residents.

5TH/6TH AVENUE FROM 6TH STREET TO 23RD STREET

Cultural assets include:

- City Hall
- Police HQ
- Moline Post Office

Along 6th Avenue from 11th Street to 23rd Street are a number of historic buildings and sites such as City Hall, Police Headquarters, and the Post Office. Numerous opportunities for redevelopment also abound. This corridor is the main entry into downtown from the west and is an important connection to the east since 5th Avenue was closed by the construction of the new bridge. The corridor is a pedestrian scale and offers multiple opportunities for placement of public art including major gateways into downtown from I-74.

12TH STREET FROM 6TH AVENUE TO RIVER DRIVE

Cultural assets include:

- TaxSlayer Center
- Mercado on Fifth
- The Q Multimodal Station

Along 12th Street from 6th Avenue to River Drive is pedestrian in scale and offers adequate right of way to place public art within. The Q Multimodal Station at 12th Street and 4th Avenue will be an important entry to Moline once rail service from Chicago to Moline begins. This corridor ends at the TaxSlayer Center, a major venue for performing arts and sports events.

The designation of each corridor will equip the City and its partners to direct public art investments to these corridors to increase public art in downtown. The designation will also allow the City to work with developers to strategically place public art on or near their development sites as detailed in Chapter 3, Strategy 2. This designation is not meant to be a burden on developers but an opportunity for them to invest in strategic ways to create interesting and unique developments that serve the community's desire to see creativity woven throughout their community. A collective effort both from the City and the private sector will demonstrate that investing in a sense of place is also an investment in the place itself. This demonstration over the course of many years should eventually be expanded to include areas outside of the corridors so that the rest of the City can enjoy an injection of creativity in places outside of downtown.

The following locations were identified as opportunities throughout the public engagement opportunities.

SITE SPECIFIC PUBLIC ART INVESTMENT LOCATION OPPORTUNITIES:

Downtown Gateway Opportunities:

- River Drive and I-74
- On 7th Avenue, East of I-74
- On 5th Avenue at 11th Street

Downtown Site Specific Opportunities:

- Along the Great River Trail
- At 5th Avenue and 15th Street, 16th Street, and 17th Street
- Bass Street Landing
- Channel Cat Stops
- Terminus of 15th Street along the Great River Trail

Using the Criteria for Evaluation found on p. 17 when investing in public art, Moline will accomplish their vision for becoming a city that values public art and uses investment in public art to differentiate itself and the Quad Cities. Investment should begin downtown and can expand outside of downtown in the future.



**BE BOLD AND ICONIC •
BECOME SYNONYMOUS WITH
MOLINE AND THE QUAD
CITIES BRAND • CONNECT
US TO EACH OTHER • BRING
VISITORS AND CAPTIVATE
LOCALS • BE A UNIQUELY
QUAD CITIES EXPERIENCE
• BE DIVERSE • CELEBRATE
THE SEASONS**

GUIDING PRINCIPLES

A nighttime photograph of a city street. In the background, a tall brick clock tower with a white clock face is illuminated. To its left, a building with a sign that reads "FIRST NATIONAL BANK" is visible. The foreground is filled with string lights and several large, glowing lanterns hanging from above. The sky is a deep blue.

**3. LET'S
DO THIS! HOW
TO MAKE THE
MOLINE PUBLIC
ART PROGRAM
A REALITY**

The following chapter operationally lays out a path forward for implementation of public art in the City. This plan proposes a straightforward, efficient, and responsible future for public art. The strategies for operationalizing the Moline Public Art Program are outlined in the following pages.

STRATEGY 1: FORMALLY ESTABLISH THE MOLINE PUBLIC ART PROGRAM VIA AN ORDINANCE THAT ADOPTS THIS PLAN AND THE MOLINE PUBLIC ART POLICY.

In order to establish a strong Public Art Program, the City of Moline will adopt the Public Art Program Ordinance. This ordinance states the intention of the City to operationalize its vision for a public art program. The ordinance adopts this plan as the roadmap to create an Public Art Program and codifies the Moline Public Art Policy which includes the following policies: Use of Funds; Acquisition; Collection Management Policy; Donation; and Maintenance. In addition, the City will adopt guidelines for public art on private property as well as an administrative guide to direct staff on processes.

How will the policies create a successful Public Art Program?

The following policies are integral to the success of the Moline Public Art Program. Each policy directs a specific aspect of the program and ensures the City is following proper procurement practices, maintaining its purchases through long-term care, governing the program with strong public trust, and providing clear direction for artists, private developers, and donors to follow when participating in the program.

Administrative Guide

This policy establishes the Public Art Commission, as a decision-making body within the Moline city government. The Commission will be responsible for interpreting and reviewing proposed public art projects based on the criteria identified in the policies and procedures of the program, and making recommendations to the Mayor and City Council. This policy establishes the selection process, purchasing limits, and approval processes with the Mayor and City Council.

Public Art Program Introduction

This policy establishes the mission, vision, and guiding principles for the program as well as overall definitions for the policy.

Use of Funds Policy

This policy establishes permitted and non-permitted uses of funds that are to be spent on public art.

Acquisition Policy

This policy establishes the practices for acquiring artworks. The policy creates a thorough and transparent process for acquiring artwork and favors open-ended selection processes in order to ensure artistic excellence in the City's Permanent Collection.

Collection Management Policy

This policy establishes the management practices of artworks acquired through the solicitation and donation processes. These pieces are considered part of the City's Permanent Collection and must be cared for in accordance with the Policy and Procedure for Maintenance Policy and the Collection Management Policy. The Collection Management Policy is intended to maintain the value of the City's Permanent Collection and guard against inappropriate disposal of any of its pieces.

Donation Policy

This policy updates the previously approved process and policy for all public art pieces donated to the City of Moline. Each proposed donation must come with a plan to fund and deliver ongoing maintenance, or the resolution accepting the public art must identify how maintenance of the donated public art will be funded. Donation requirements, responsibilities of the donating party, and the process for donating a piece of public art are outlined in this policy.

Maintenance Policy

This policy establishes the procedure for maintenance of the future art collection as well as for pieces currently in the collection. Direction for surveying the collection, working with future artists to establish a maintenance plan for any commissioned work, and inspection guidelines are included.

Expand the Moline Centre Design Guidelines to accommodate murals within the historic Moline Centre.

Murals and historic architecture celebrate culture through building form or the utilization of architecture. Guidelines should be provided to address how murals may be applied to contributing buildings within the Historic District. On contributing buildings with historically finished surfaces, no murals painted directly on a finished surface should be allowed. However, should a property owner place a mural on his or her property, a mural could be applied in a temporary manner that causes no harm. Murals of any application should be allowable on non-contributing buildings. All murals should follow Moline's sign code and should be approved through the Public Art Commission.





STRATEGY 2: ADOPT FUNDING MECHANISMS TO PROVIDE DEDICATED SUSTAINABLE FUNDING TO THE PUBLIC ART PROGRAM.

There are many options for funding a municipal Public Art Program. Several factors were considered when determining the best funding mechanism for the City of Moline. Considering a single traditional funding mechanism would likely not yield the funds necessary to achieve the vision set forth in this Plan, therefore a series of funding mechanisms are recommended to establish a program that has lasting impact. In order to fund the conceptual projects found in Chapter 4, and effectively use an investment in public art as an economic driver, funding should be allocated annually from the City's budget.

In addition, a percent for art in both public and private development should be adopted as a funding mechanism. Other funding strategies—such as using TIF dollars—will yield a well funded program in the city and offer the opportunity for early and sustained success.

FACTORS CONSIDERED WHEN DETERMINING SUITABLE FUNDING MECHANISMS:

1. How adoption of selected funding mechanisms will impact other municipal expenditures;
2. Specific legislation needed to adopt the funding mechanism; and
3. How much funding each mechanism will generate over time.

RECOMMENDED FUNDING MECHANISMS FOR THE MOLINE PUBLIC ART PROGRAM:

Due to the unique nature of the proposed projects it is recommended that several funding mechanisms be utilized in order to deliver these high impact public art projects within the next 6-10 years. The following combination of funding mechanisms are a measured approach to funding the Moline Public Art Program.

Annual Budget Allocation

Chapter 4 outlines seven projects for consideration. An annual budget allocation will ensure the implementation of these and other projects. In addition to other sources, it is recommended that the city allocates funding annually.

Percent for Public Art in City Capital Improvement Projects

Percent-for-art programs encumber a percentage (usually .5 to 2) of a City's Capital Improvement Project budget (CIP) (publicly funded capital improvement projects) per year for the commissioning of public artworks, which will usually be sited in, on, or adjacent to the building or project being constructed. Percent-for-art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding. The policy also guarantees that public art projects will be planned each year, as long as CIPs are underway and municipal construction continues.

The City of Moline should dedicate 2 percent of certain downtown CIP projects per year to the Public Art Program. When the projects are occurring downtown, every effort should be made to place the public art within the project.

Capital construction projects qualify except the following: regular road maintenance, underground infrastructure and underground utility projects with no above-ground components other than roads. Projects with underground infrastructure including utility projects should be included when there are visual elements of the project above ground. The total budget of the project should include all underground components.

Types of potential Capital Improvement Projects to Include a Percent for Art Requirement:

- New roads
- Streetscape Projects
- Fire and Police Stations
- Parks
- City Facilities

Other Future Funding Options

Percent for Art in Private Development On Cultural Corridors

The public art requirement applies to all private development projects along the Cultural Corridors defined in Strategy 3 and all residential development projects with more than 10 units, including new construction, or the renovation or improvement of an existing building where 50% or more of a building is being modified, renovated, expanded, rebuilt or improved by construction. Historic rehabilitation projects utilizing the Historic Tax Credit Program are exempt from the 1% requirement.. The public art requirement for any single project shall not exceed \$100,000. All applicable private development must elect one of the following assessment methods and submit a completed art requirement application and provide a copy of the total construction costs as indicated on the construction contract(s) within 90 days of the issuance of the first building permit or site work permit for a subdivision plat for any portion of the project:

Option 1: On-site Artwork.

A. Submit documentation evidencing the escrow of funds for an art feature valued in an amount not less than 1% of the total construction costs (not to exceed \$100,000).

B. Submit an application for approval of the art feature to the Moline Public Art Commission.

Option 2: Contribute to the Moline Public Art Program Fund.

Contribute an amount equal to 80% of the 1% of the total construction costs for deposit to the Moline Public Art Fund.

Location of artwork if Option 1 is selected:

Artwork must be located in an exterior place defined as any place, public or private, outdoor and exterior to buildings or structures and exposed to public view, including, but not limited to, buildings, parks, right-of way medians and open spaces.

This funding mechanism should be considered for expansion to the rest of the City once the concept has been proven on the proposed cultural corridors detailed in Strategy 3.

Grants

Given the generosity of the Quad Cities community and the success rate of funding projects with grant money in Moline, the City's contribution should be leveraged to access grant dollars locally and nationally.

TIF Districts to Fund Public Art in Two Ways

Tax Increment Financing (TIF) is a public financing method that is used to support redevelopment, infrastructure, and other community improvement projects throughout Moline. Through use of the TIF, the City is able to divert property tax revenue increases from the defined area toward specific projects. Currently, downtown Moline has TIF districts within the downtown area and has future plans for additional TIF districts within the I-72 redevelopment area.

Utilizing generated TIF dollars for public art within existing and future TIF Districts is a way

to fund public art projects within each district. Ensuring the artwork is fixed in nature, visible to the public, and permanent is integral to the ability to use TIF funding to implement public art.

The second opportunity to capitalize on TIF Districts for funding public art is to require an application fee or processing fee. This fee is usually a percentage point of the total value and should be deposited back into the TIF before spending the generated funding on public art.

These two strategies could be used to fund both the conceptual projects contained in Chapter 4 and to fund public art projects not contained within the chapter. Projects outside of the conceptual projects should focus on investment along the Cultural Corridors. For purposes of utilizing the TIF to fund public art projects within the boundaries of a TIF, public art must be affixed or integral to public improvements/enhancements to qualify as an eligible expense.

Expansion in Use of Facade Improvement Dollars for Murals

The City of Moline currently has a Facade Improvement Program in which small businesses can apply for dollars to assist in the restoration of a building's character and enhance its streetscape compatibility. Applicants submit their expenses and are eligible to receive up to fifty percent of the expenses as a reimbursement. The maximum amount of reimbursement is \$20,000 based on a formula. The budget for this program in 2020 was \$67,000 and \$46,659 was disbursed.

In the future, the City could consider expanding permissible expenses to include the commissioning of a mural if seeking funding for other facade elements. Though the current guidelines focus on primary facades, the parameters of the program could allow for reimbursement for murals on non primary facades as maintaining the integrity of the historic architecture is of utmost importance and complimenting the historic architectural elements is of utmost importance.

Employing multiple funding options over time achieves a number of goals: provides funding in the early years of the program, includes a public art component in both private and public development projects (thus leveraging the additional investment to secure public art that will benefit both the new development and the project area) and recognizes potential contributions achievable through grant funding (many grants require a contribution, or matching dollars).

Having a multi-pronged approach to funding shares responsibility for funding, and targets investment in corridors and in specific projects and makes the vision outlined in the Plan more likely to be achieved.

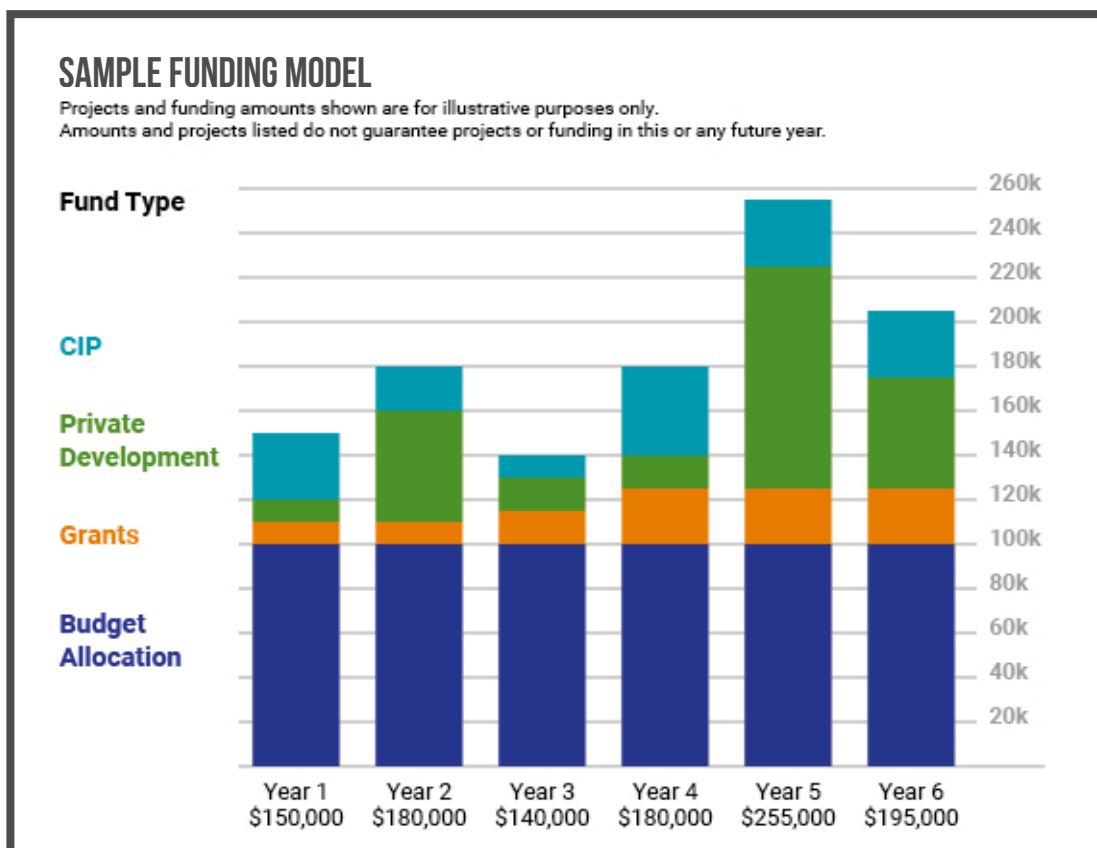
As examples of how this funding structure could accomplish the goals outline in this Plan, consider the following examples:

Scenario 1: In the area adjacent to the River and underneath the old bridge, the City Council voted to endorse the concept of a riverfront park (yet to be designed, funded or constructed). Schwiebert Park in Rock Island is an example of a successful waterfront park, which is seven acres and cost approximately \$10m. Using Schwiebert Park as a standard for the type and quality of improvements, one could expect a 1.5-acre Moline riverfront park to cost about \$2.2m. With a 2% "percent for art" requirement, \$44,000 would be required, for a total project cost of \$2,244,000. The art would be incorporated into the proposed park.

Scenario 2: The City has established enhanced streetscape for certain streets in downtown Moline. According to the City's Downtown Streetscape Master Plan, the cost of "Level A" improvements (mainly on 5th Avenue, and largely completed) is \$520,000/block. Improvements to 4th Avenue, largely unconstructed, is estimated to cost \$725,000. Adding a 2% public art component to the 4th Avenue streetscape project would add \$14,500 to the cost, for a total of \$739,500 for the approximately six-block area. Art could be incorporated into an enhanced and elevated design of

the improvements, or for individual pieces of art installed in the area. Currently, the Mississippi River Trail on 17th Street to the new I-72 bridge is projected to cost \$763,000. Adding 2% would add \$15,260 to the cost, for a total of \$778,260.00. The 19th Street Path from 7th Avenue to the Mississippi River is anticipated to cost \$1.275 million. Adding a 2% public art component would add \$25,500 to the cost for a total of \$1,300,500.

Scenario 3: With the construction of the new I-72 bridge and the demolition of the old one, new development sites will be created, and existing sites are likely to become more marketable given their proximity to the new bridge. Many of these are also on or near a Cultural Corridor. Because of the size and proximity of these sites to the bridge, the development potential could be significant. Adding a 1% public art component to significant (i.e. full block or larger) projects, could yield a significant contribution to public art on/near the Cultural Corridors. As an example of “significant projects”, the \$40m KONE office building and parking garage would have resulted in \$100,000 for public art. As another example, Berglund Lofts was the subject of a development agreement in 2012. That 28 unit apartment redevelopment had ground floor commercial space, and a total project cost of \$2.5m. In today’s dollars, one could expect a similar project to cost about \$3m. A 1% requirement for public art would add \$30,000 to the cost of the project and result in a \$30,000 art component in the project for the public to enjoy. If the developer preferred to pay an “in lieu” fee, he or she would pay 80% of 1% (or \$24,000) to the City’s public art fund, to use for art anywhere in the project area.



STRATEGY 3: ONCE INVESTMENT IN PUBLIC ART ALONG THE CULTURAL CORRIDORS HAS SHOWN SUCCESS, PLAN FOR FUTURE EXPANSION TO GREATER MOLINE.

Through utilization of the Criteria for Evaluation found on p. 17 when investing in public art, Moline will accomplish a vision for becoming a city that values public art and uses investment in public art to differentiate itself and the Quad Cities. Investment should begin downtown and can expand outside of downtown in the future.

Location Opportunities for Future Investment Outside of Downtown

The following typologies are general and are meant to offer opportunity by type of location outside of downtown Moline. Through the commissioning process, artists should be given the creative freedom to determine the best treatment of each location as they become opportunities for installations.

At Major City Gateways

Because of Moline's size of nearly 17 square miles, the borders are largely undefined as you travel from city to city within the surrounding area. Entry points are the first impression, the "welcome mat" of cities. Moline can project its identity within the State of Illinois and within the Quad Cities region as a city that cares about creativity through the use of public art installations to define entry points. It's essential that gateway art feature unique designs emblematic to Moline that are visible to motorists and pedestrians.

POSSIBILITIES

Sculpture, artist-designed signs, murals on the sides of buildings and on roadways at key gateways



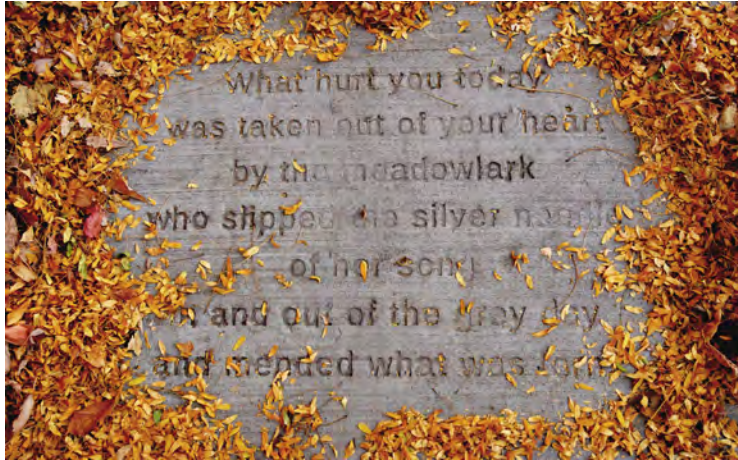
Right:
The Journey
Ryan Sarfati

As Infrastructure

Infrastructure is a fundamental investment for any city. Infrastructure elements include street signage, light poles, pedestrian and vehicular bridges, sidewalks, crosswalks and bike racks. Investing in artist-designed infrastructure creates an opportunity to inject creativity into the everyday built environment by transforming public projects that can be mundane.

POSSIBILITIES

Bike racks, bus stops, manhole covers, light poles, tree grates, bollards, benches, planters, walls, any above grade infrastructure or street furniture.



Top:

Sidewalk Poetry
St. Paul, Minnesota

Bottom:

Schantz
Vicki Scuri



In City Buildings and Community Facilities

City-owned facilities provide a unique opportunity to showcase the creativity of the community through investment in public art for interior spaces and for public spaces at the facility.

City-owned facilities are often meeting points for the community and can provide opportunities for residents and visitors to interact with and explore public art.

POSSIBILITIES

Interior public art collection for offices and public spaces in City Hall, sculpture in plazas adjacent to or at entries for facilities, murals in or on public buildings



In Parks and On Trails

Parks and trails are natural meeting spaces that bring people together to explore nature, enjoy friends and family, participate in community events, travel from one location to another, and improve their health. Moline has many natural resources and parks that are being maintained and reinvested in across the community. In parks and on trails, art can be interactive, environmentally sustainable, experiential, large in scale, and functional. Installations in parks and trails create inviting spaces, welcome more users and provide opportunities for people to interact with one another.

POSSIBILITIES

Sculptures, light installations, water features, interactive installations, artist-designed benches, artist-design directional signage

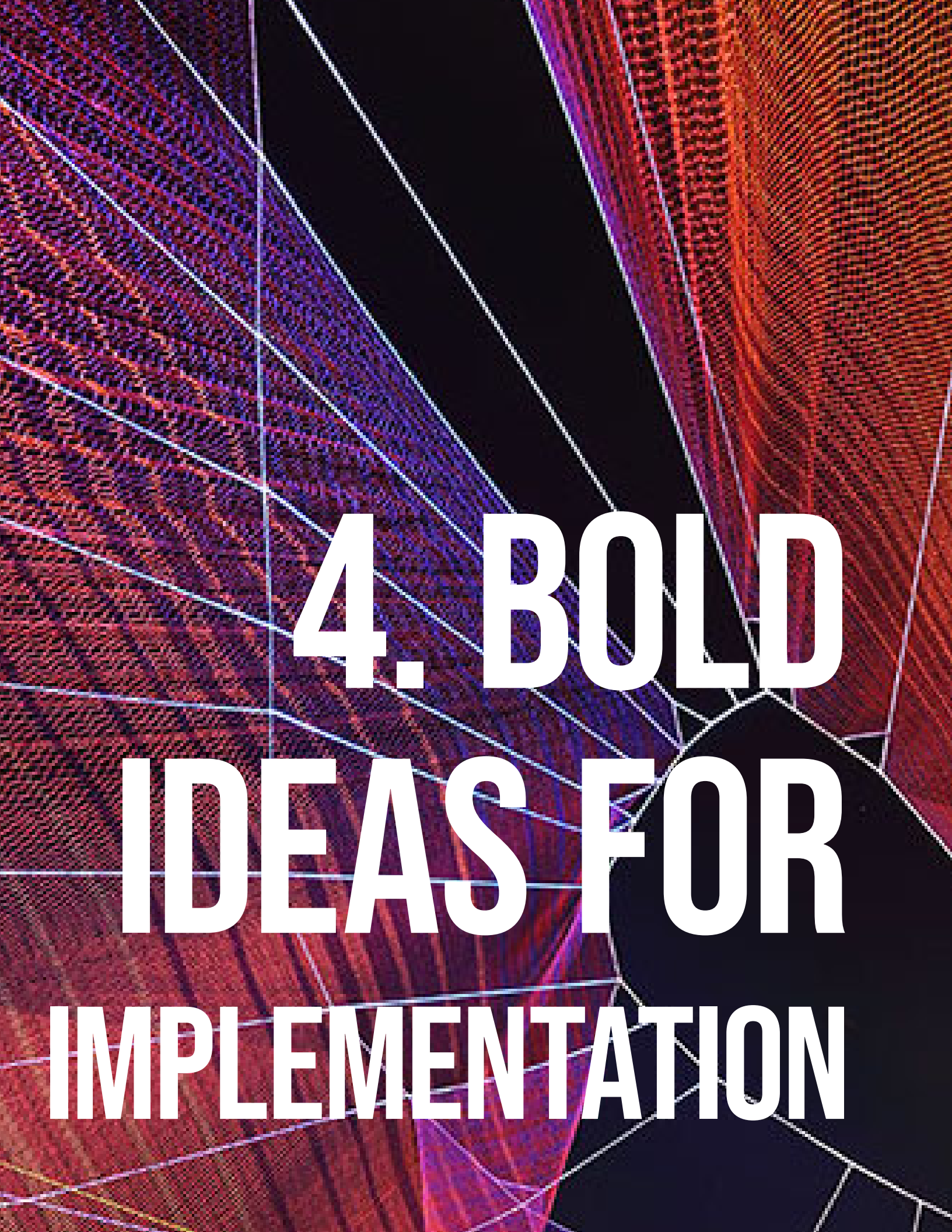


Top:

Ethereal Bodies 8
Clif Garten

Below:

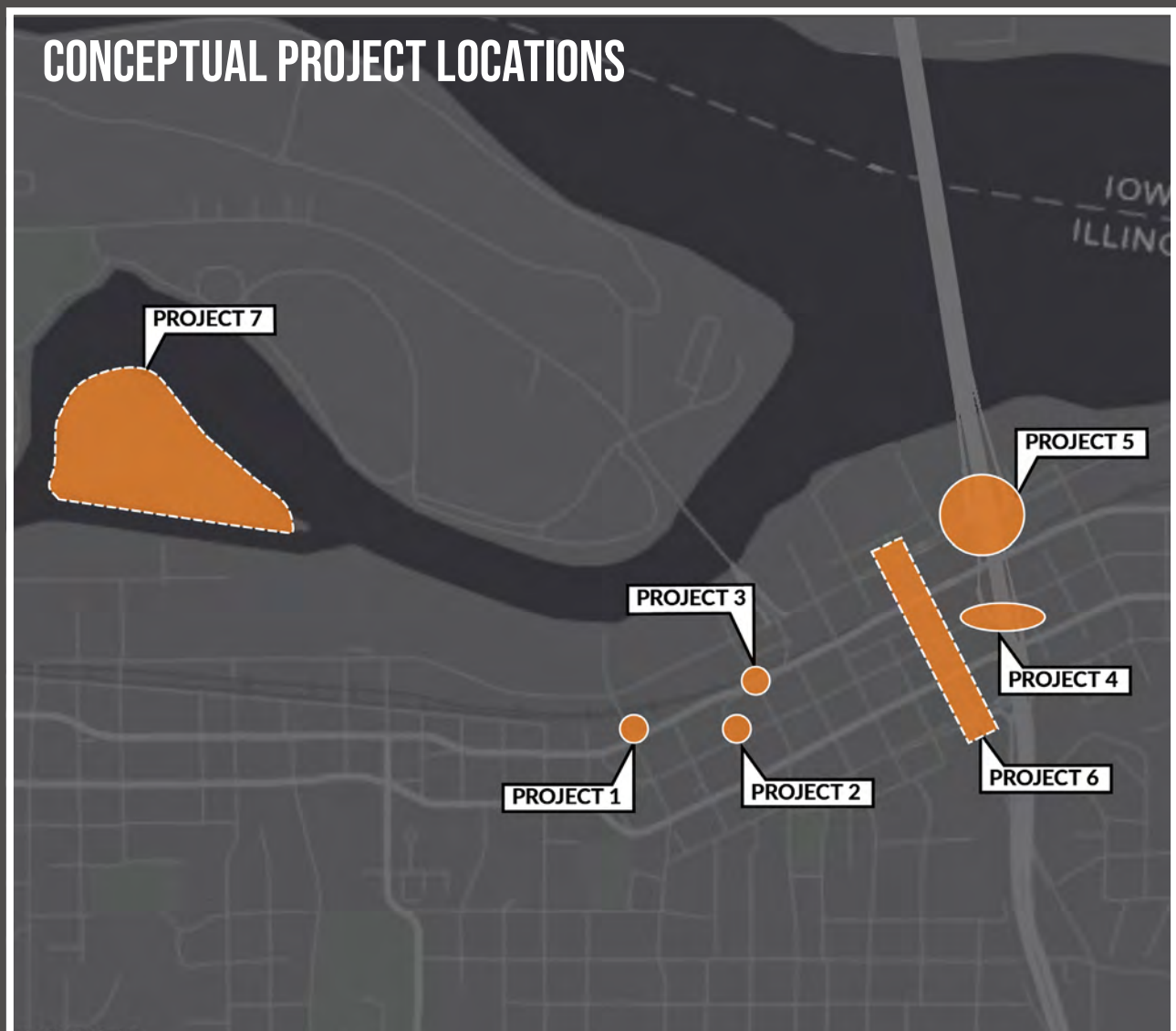
Magic Carpet
Charlotte, NC



4. BOLD IDEAS FOR IMPLEMENTATION

The following conceptual projects are born from community feedback on BIG ideas for public art. These projects are developed as inspiration, conceptual in nature and are not bound for installation upon adoption of the master plan. Each of these ideas are meant to create place where there is no known identity or attachment, or to keep place and support the community identity that exists within the spaces where strong identity already exists.

The Public Art and Placemaking Plan has identified seven potential projects that could be installed throughout the City. The specifics of each project are explored on the following pages. The projects are tied to specific locations and may be recurring or phased in their commission. Concept implementation should not be restricted to the following projects or locations and should be regularly altered and updated as time progresses, priorities change and new possibilities arise. The following projects are not ranked by priority and should be strategically selected as opportunities present themselves.



PROJECT 1: LEADING LIGHT

SITE: THE Q PARKWAY

- Located at the northeast corner of 12th street and 4th Avenue is the designated location for new passenger rail station.
- The 65,000 square foot site hosts a hotel, parking garage and transit center called the Q Multimodal station which will provide future passenger rail service from Chicago to Moline.
- Opportunities include the plaza and grassy area leading to the multimodal transit station.

WHAT THE COMMUNITY VALUES AT THIS SITE

TOP 3

- The artwork is bold, colorful, and fun.
- The artwork is unique and unlike any other art in the Quad Cities.
- The artwork presents concepts that are new and different.

COMMUNITY DESIRED SUBJECTS/THEMES

TOP 3

- Words: Poetry, welcome signs, social statements, uplifting messages, etc.
- Nature: Mississippi River, gardens, animals, etc.
- Abstract: Colors, lines, shapes

COMMUNITY DEFINED DESIGN CONSIDERATIONS

TOP 3

- Scale is Important in this location
- Connectivity to the river
- Piece should be lit

PROJECT CONCEPT

A series of small lit sculptures or one large sculpture could be placed along 12th Street connecting the Great River Trail, TaxSlayer Center, and the Element Moline to the rest of the Downtown area. These objects could be simple artist-designed LEDs or more complex lit sculptural objects that represent wildlife or nature.

ANTICIPATED BUDGET

\$250,000.00- \$400,000.00

Anticipated Funding Mechanism

City Budget Allocation
Community Partnerships
Grants

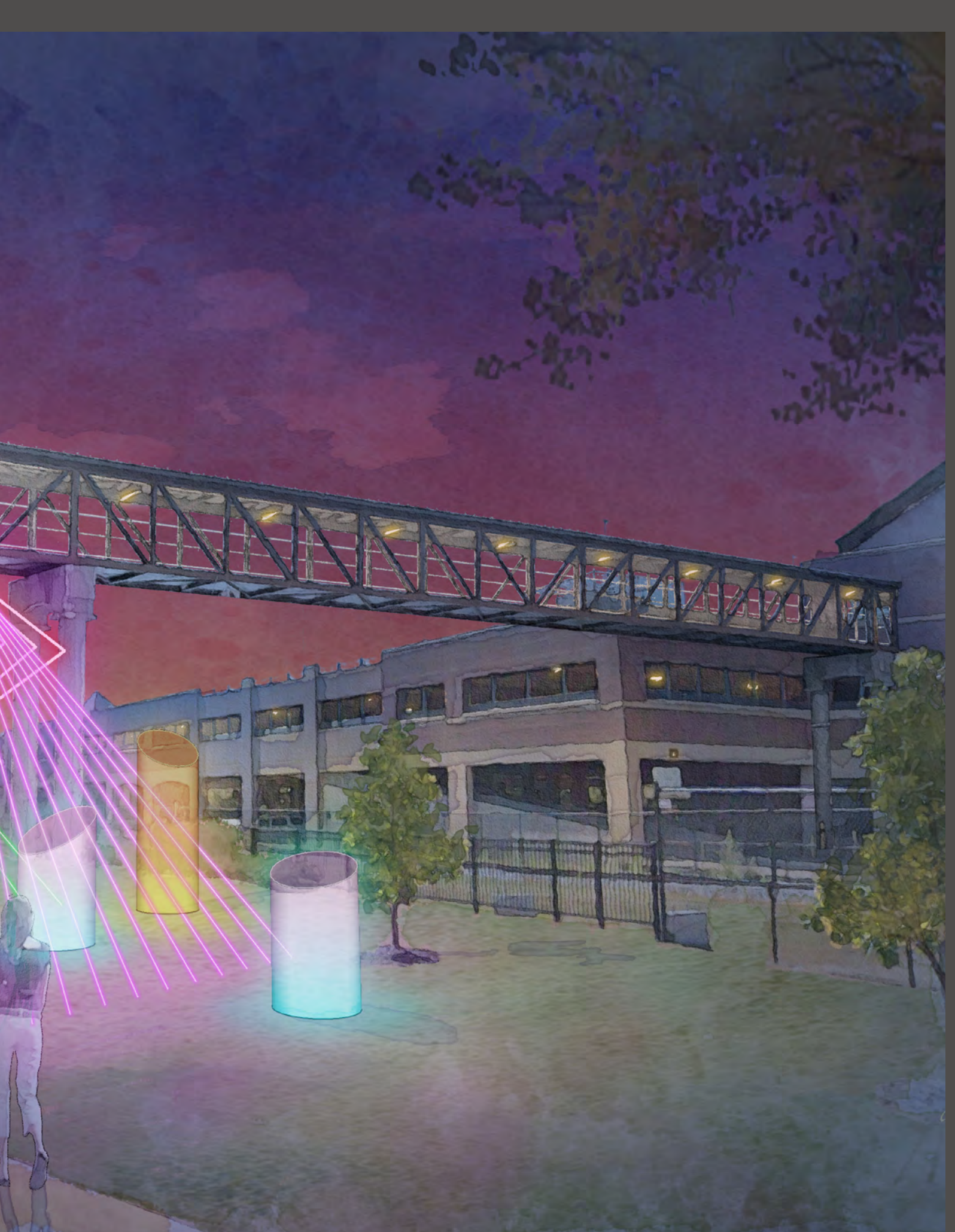
ARTWORK FOR INSPIRATION

Middle:
Aquileans
Clif Garten

Bottom:
Left | Mirror Labyrinth, Jeppe Hein
Right | Protest, Olalekan "LEk" Jeyifous,







PROJECT 2: MOLINE MURAL

SITE: 5TH AVE AT 14TH ST BLANK WALL

- This site hosts the Analog Arcade. To the northeast of the site is the ramp to Arsenal Island, one of only two entry points to the Island, creating considerable vehicular traffic.
- The building has a large empty wall which provides a lot of opportunities for murals or other 3D installations affixed to the building.

WHAT THE COMMUNITY VALUES AT THIS SITE

TOP 3

- The artwork is bold, colorful, and fun.
- The artwork is unique and unlike any other art in the Quad Cities.
- The artwork presents concepts that are new and different.

COMMUNITY DESIRED SUBJECTS/THEMES

TOP 3

- Words: Poetry, welcome signs, social statements, uplifting messages, etc.
- Nature: Mississippi River, gardens, animals, etc.
- Abstract: Colors, lines, shapes

COMMUNITY DEFINED DESIGN CONSIDERATIONS

TOP 3

- Interactivity
- Bold
- Makes a Statement
- Connection to the Arsenal

PROJECT CONCEPT

This location is well situated for a showpiece mural that can become an icon for the City of Moline. This mural should be large, taking up the entire wall space, and should be bold, contemporary, and graphic. Interactive elements should be considered such as integrated Augmented Reality and instagramable street level graphics.

ANTICIPATED BUDGET

\$30,000.00

Anticipated Funding Mechanism

City Budget Allocation
Community Partnerships
Grants

ARTWORK FOR INSPIRATION

Middle:

Left | Armstrong, Kobra

Right | Tree of Life, Elia

Bottom:

Alligator
ROA











PROJECT 3: 15 LIGHTS

SITE: 15TH STREET OVERPASS

- This site is a major pedestrian area for travelers who are going to the Deere Pavilion or the TaxSlayer Center with the parking garage centrally located.
- On a vehicular scale, the ramp to the Arsenal is also nearby causing this to be a highly visible site by vehicular traffic.

WHAT THE COMMUNITY VALUES AT THIS SITE

TOP 3

- The artwork is bold, colorful, and fun.
- The artwork is unique and unlike any other art in the Quad Cities.
- The artwork presents concepts that are new and different.

COMMUNITY DESIRED SUBJECTS/THEMES

TOP 3

- Words: Poetry, welcome signs, social statements, uplifting messages, etc.
- Music: Dancing, instruments, etc.
- Abstract: Colors, lines, shapes

COMMUNITY DEFINED DESIGN CONSIDERATIONS

TOP 3

- Safety is high priority
- Phot worthy new public space
- Lots of noise
- Tie to the 19th Street investment
- Interactivity

PROJECT CONCEPT

This project concept calls for 15 different interactive LED lights installed in various locations on or adjacent to the 15th Street overpass. The lights could be accompanied by small murals or other installations and the lights could be programmed into routines by an artist or alternatively could be interactive and responsive to text messages, tweets or other digital or physical mediums.

ANTICIPATED BUDGET

\$10,000.00/sculpture

\$150,000.00 for 15 sculptures

Anticipated Funding Mechanism

City Budget Allocation
Community Partnerships
Grants

ARTWORK FOR INSPIRATION

Middle:

Left | Swing Time, Höweler + Yoon
Right | Found Objects, William Massey

Bottom:

LightRails, Bill Fitzgibbons



PROJECT 4: WELCOME WORDS

SITE: 5TH AVENUE TERMINUS

- This site is at the new terminus of 5th avenue at 19th Street/the new bridge. The historic LeClaire Hotel (now apartments), and a John Deere office building are nearby, along with a number of parking lots.
- 19th street is a busy thoroughfare with planned bike lanes and related improvements. The removal of the old bridge will also create new development potential in the vicinity. Collecting path users will be a strong objective for this installation.

WHAT THE COMMUNITY VALUES AT THIS SITE

TOP 3

- The artwork is bold, colorful, and fun.
- The artwork is unique and unlike any other art in the Quad Cities.
- The artwork presents concepts that are new and different.

COMMUNITY DESIRED SUBJECTS/THEMES

TOP 3

- Words: Poetry, welcome signs, social statements, uplifting messages, etc.
- Nature: Mississippi River, gardens, animals, etc.
- Abstract: Colors, lines, shapes

COMMUNITY DEFINED DESIGN CONSIDERATIONS

TOP 3

- Safety is high priority
- Phot worthy new public space
- Lots of noise
- Tie to the 19th Street investment
- Interactivity

PROJECT CONCEPT

Large sculptural words formed of concrete or other media could be created to adorn a new greenspace created here as part of the I-74 project. The words could be interspersed throughout the greenspace.

ANTICIPATED BUDGET

\$100,000.00

Anticipated Funding Mechanism

New development
City Budget Allocation
CIP Budget Allocation
Grants

ARTWORK FOR INSPIRATION

Middle:

Left | Doors for Doris, Sam Moyer
Right | Language of Things, Claudia
Compte

Bottom:

Language of Things
Carol Bove



PROJECT 5: HELLO, GOODBYE

SITE: RIVER DRIVE AT I-74

- This site is the new ramp that will welcome people to Moline and to Illinois, so any public art will showcase the hospitality and ingenuity that Moline is--or will become--known for.
- A new multi-use path is being constructed on the bridge so that pedestrians can walk and cyclists are able to ride across the bridge

**WHAT THE COMMUNITY
VALUES AT THIS SITE**

TOP 3

- The artwork is bold, colorful, and fun.
- The artwork is unique and unlike any other art in the Quad Cities.
- The artwork presents concepts that are new and different.

**COMMUNITY DESIRED
SUBJECTS/THEMES**

TOP 3

- Words: Poetry, welcome signs, social statements, uplifting messages, etc.
- Nature: Mississippi River, gardens, animals, etc.
- Abstract: Colors, lines, shapes

**COMMUNITY DEFINED
DESIGN CONSIDERATIONS**

TOP 3

- Welcoming visitors is a major consideration
- Scale is so important
- Spiegel building is closeby
- Explore the river as a subject
- First Impression

PROJECT CONCEPT

This project would be a monumental gateway sculpture that would be a landmark for automobile drivers as they pass between Illinois and Iowa. In order to make an impact the sculpture would need to be at a grand scale. It should also be capable of being accessed from the ground for photo opportunities.

ANTICIPATED BUDGET

\$500,000 - \$1,000,000 Anticipated

Funding Mechanism

New development
City Budget Allocation
Grants

ARTWORK FOR INSPIRATION

Middle:

Left | Keeper of the Plains

Right | Spot, Donald Lipski

Bottom:

Stix

Christian Moeller



PROJECT 6: SHAPES AND COLORS

SITE: 19TH STREET BEGINNING AT 7TH AVENUE

- This site is the new off ramp and new on ramp for new bridge and is a heavily trafficked corridor.
- This intersection presents a challenge for pedestrians as there are several lanes of traffic to cross.
- Nearby is a small parklet and the bike path that connects the Mississippi River to the Rock River.

WHAT THE COMMUNITY VALUES AT THIS SITE

TOP 3

- The artwork is bold, colorful, and fun.
- The artwork is unique and unlike any other art in the Quad Cities.
- The artwork presents concepts that are new and different.

COMMUNITY DESIRED SUBJECTS/THEMES

TOP 3

- Words: Poetry, welcome signs, social statements, uplifting messages, etc.
- City streets: Buildings, skateboarders, cars, etc.
- Abstract: Colors, lines, shapes

COMMUNITY DEFINED DESIGN CONSIDERATIONS

TOP 3

- Pedestrian safety
- Well-light crossing opportunities
- Creative Crosswalks must be in this busy intersection
- This space should be created for pedestrians

PROJECT CONCEPT

This project location provides an opportunity to create pedestrian scale artwork that help improve safety and enliven the area. Creative crosswalks should be installed across 6th and 7th Ave and 19th Street. Small scale sculptures in the adjacent park space could be educational and create a connection between the Moline Township Activity Center, Bethany for Children and Families, and the greenspace. There is potential for a large-scale sculpture to

be placed in the leftover space created by the on-ramp. The placement will be dependent on grade conditions.

ANTICIPATED BUDGET

\$15,000 for Crosswalk Installations

\$85,000 for a series of sculptures

Anticipated Funding Mechanism

New Development Allocation
Grants

ARTWORK FOR INSPIRATION

Middle:

Left | Bike Raleigh

Right | Tappan Zee, Ilan Averbuch

Bottom:

Reverberations











PROJECT 7: PLAY AT SYLVAN ISLAND

SITE: SYLVAN ISLAND

- Sylvan Island has a 1.2 mile trail that loops around the island.
- The island is heavily wooded and used by hikers and mountain bikers regularly.

This project was not included in the Walkabout Talkabout events that were hosted. However, this site came up consistently as an opportunity for public art placement as there is a significant interest in adult play on the island.

PROJECT CONCEPT

Because of Sylvan Island's expanse of 36 acres of trails, wildlife, and wild wood to explore, public art that spurs imagination for children and adults is the perfect intervention for this underutilized park. Currently beloved by mountain bikers and fishermen and women, this well-kept secret has a lot of potential for increased use. A nature play zone could be developed in the middle of the woods with play equipment that is fun for children and adults. Stump jumping, web climbs, treehouses, and balance beams could frame play areas. Hollowed out stumps could create tunnels to explore. Environmental art that creates space could be placed throughout the island for fun in any season. Consideration should be given to in-water art features that could highlight the nature of the river.

ANTICIPATED BUDGET

\$25,000.00 per installation

\$75,000: Three installations are recommended

Anticipated Funding Mechanism

City Budget Allocation

Community Partnerships

Grants

ARTWORK FOR INSPIRATION

Top Left, Bottom:
Work by Patrick Dougherty

Top Right:
Light Drift
Höweler + Yoon Architecture





5. PRIORITY ACTION PLAN

The following goals and strategies are derived from extensive community engagement and national best practices in public art planning. Goals and strategies are broken down into short and medium term categories. The Priority Action Plan is ambitious and will require public private partnerships and strong leadership to accomplish the goals and objectives set forth in the goals below.

SHORT TERM STRATEGIES

FY 2021-2023

POLICY AND OPERATIONS

1	Adopt the Moline Public Art Ordinance.
2	Seat the Public Art Commission using the Commission Responsibilities.
3	Audit ongoing City projects to determine if public art can be integrated. This audit should include the planning department, the parks department, and public works.
4	Develop an unveiling process that is duplicated each time a public artwork is installed. This process could include: <ul style="list-style-type: none">a. Artist Talk: Selected artists should present their artistic process and design choices in an open and free event format.b. Unveiling event: Host a short event at the installation of a new piece. Elected officials, the selection committee, neighbors, and community members should all be invited to the unveiling.
5	Update the City of Moline's website with information about the program, policy, and create a map with the collection for the public to view.
6	Expand the database of artworks in the City collection and coordinate conservation and maintenance plans of existing artworks with the proper City Departments. The maintenance plan should address specific roles and responsibilities of each department and create unique treatment of each piece as its own facility.
7	Utilize Public Art funds to leverage and provide matching monies for grant opportunities from local, state, and national organizations. Target grants for strategic placemaking endeavors or programmatic actions such as: <ul style="list-style-type: none">a. Programming that supports cultural diversity in the arts;b. Programs for reaching underserved communities;c. Projects that integrate arts and culture into community revitalization work such as land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies;d. Projects that utilize the arts to support the creative needs of non-arts sectors;e. Projects that explore the intersection of artistic creativity and creativity in non-arts sectors;f. Projects that use the arts and the creative process to address complex issues; andg. Programming that celebrates heritage or history of a specific place.

COMMUNITY PARTNERSHIPS

1	<p>Build on Moline's strong partnerships between the City, local non-profits, and local foundations to establish and strengthen relationships. The City should host meetings to establish the City's role as a funder and steward of public art in Moline. These meetings should focus on the City's role as manager of city-led projects, project review processes, loan programs for pieces from existing collections for public viewing and maintenance and conservation of new public art pieces.</p> <p>Partners to meet with include:</p> <ul style="list-style-type: none">QC ArtsBallet Quad CitiesQC SymphonyVisit Quad CitiesDeere & Co.Local banksMetroLinkThe Moline FoundationAugustana CollegeFigge MuseumPutnam MuseumBettendorf Family MuseumBlack Hawk CollegeWestern Illinois UniversityQuad City International Airport
2	<p>Collaborate with Visit Quad Cities to develop public art map brochures both online and offline that visitors can use when visiting the City.</p>
3	<p>Partner with Visit Quad Cities to promote Moline as a public art destination in the future.</p>

MEDIUM TERM STRATEGIES

FY 2024-2026

POLICY AND OPERATIONS

1	If a funding mechanism is adopted before Fiscal Year 2024, evaluate the effectiveness of the funding stream and determine if additional policy changes need to be made to accommodate the economic conditions.
2	Consider the selection of a Moline High School student to sit on the Moline Public Art Commission. This student should be appointed for two years in their junior year and should provide guidance on engaging high school students in the program.
3	Evaluate the effectiveness of investing in public art on the designated corridors. If significant investment has been made along these corridors, determine if other corridors should be focused on within downtown.
4	Evaluate the effectiveness of the public art program and determine when the program can expand outside of downtown.

