



2023-2028
5 YEAR
STRATEGIC
PLAN

ART IN VAIL



The Art in Public Places Board is pleased to present the **2023-2028 Strategic Plan** to guide the program initiatives and objectives over the next five years.

This document reflects the invaluable input and insight from our Board members, Coordinator, and consultants, along with community representatives and Town staff to create a diverse and meaningful art experience throughout the Town of Vail.

We are enthused with the community interest in evolving the Art in Public Places Program and Collection. With many thanks to all who have participated in this endeavor and support the visual arts.



Art in Public Places Board

- Kathy Langenwalter, Chair
- Susanne Graf
- Tracy Morrison Gordon
- Courtney St. John
- Lindsea Stowe

AIPP Staff

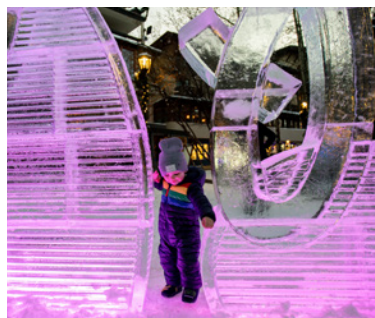
- Molly Eppard, AIPP Coordinator
- Greg Hall, Public Works Director

Vail Town Council

- Kim Langmaid, Mayor
- Travis Coggin, Mayor Pro Tem
- Barry Davis
- Kevin Foley
- Jen Mason
- Pete Seibert
- Jonathan Staufer

Consultants

- Kendall Peterson, Theresquared, LLC
- Jill Stilwell, Stilwell Cultural Consulting, LLC





ART IN PUBLIC PLACES PROGRAM

Contributing to Vail's identity, the Town of Vail's Art in Public Places (AIPP) Program was officially adopted in 1992 to "promote and encourage the development and public awareness of fine arts." The ordinance adopting the AIPP Program and establishing an AIPP Board was based on the Art in Public Places Program Policies and Guidelines adopted in July of 1989. The AIPP Board adopted its first Strategic Plan in 2001. The Board is composed of five community members appointed by the Vail Town Council.

ART IN PUBLIC PLACES COLLECTION

The town's public art collection includes over 70 works ranging from paintings, sculptures, murals, playground elements, to site-specific integrated art. The collection includes works by Claes Oldenburg and Coosje van Bruggen, Jesús Moroles, Bryan Hunt, Lamont Joseph White, to name a few. Often referred to as a "Museum without Walls", the collection also includes a recent gift of sculptures by Lawrence Weiner, Preston Singletary, Jason Middlebrook, Brad Kahlhamer and Yoram Wolberger from the notable collection of Vicki and Kent Logan. Since 2019, 10 murals have been created by Colorado artists to enhance public spaces, highlighting a diversity of subject matter and style. AIPP also curates temporary installations in both the summer and winter seasons.

STRATEGIC PLAN PROCESS

In 2022, a thorough review of all existing AIPP governing documents was conducted. The 2001 AIPP Strategic Plan, the 1989 Program Policies and Guidelines and associated Town ordinances were examined with the AIPP Board and Coordinator. Interviews, work sessions and surveys were conducted with public representatives, stakeholders, and Town staff to assess recommendations for modifications, additions and/or deletions for the current and future AIPP Program. The 2001 Strategic Plan has benefitted the Vail Public Art program well. Since the time these original documents were drafted, public art program standards across the country have matured, as has the AIPP Program for the Town of Vail.

ABOUT VAIL

At an elevation of 8,150 feet and incorporated in 1966, the Town of Vail is internationally known for its natural beauty, alpine environment, incomparable skiing, year-round recreation, and cultural activities. These characteristics attract a significant number of people to visit Vail throughout the year with many guests eventually becoming permanent residents. The founders of Vail planned the town with a vision to create a unique mountain town and vacation destination. Much of the success of Vail, as a resort and as a community, has been a direct result of their original concept.

ARTIST RESIDENCY STUDIO & PROGRAM

The launch of the Artist Residency Studio and Program is a priority for AIPP. The proposed artist studio in Ford Park will provide a space for artists to create, demonstrate their processes, and engage with the community. The directives of the Artist Residency Program will be an addendum to this Strategic Plan and will continue to evolve as the program comes to fruition.



Artist in Residency with Squire Broel

STRATEGIC PLAN 2023-2028

This Strategic Plan outlines a new set of goals and objectives for the AIPP Program. Each goal has defined objectives and recommended action steps to accomplish within the five-year period. The recommendations also give guidance on funding options to achieve these goals.

HOW TO USE THIS STRATEGIC PLAN

This document is a living and evolving plan. The AIPP Board may adjust their priorities or add new action steps as opportunities present themselves. The AIPP Board may reference the Strategic Plan to develop annual goals and measure progress which can be synthesized in an annual report.

STRATEGIC GOALS

1. Create an exceptional and diverse public art collection.
2. Integrate public art throughout the Town of Vail.
3. Engage the community with memorable and meaningful public art experiences.
4. Sustain funding for the AIPP Program.

VISION STATEMENT

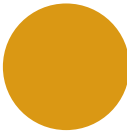
The Town of Vail Art in Public Places Program creates a diverse and meaningful public art experience to engage the community and enhance the cultural vitality of Vail.



STRATEGIC GOALS, OBJECTIVES, ACTION STEPS



SHORT-TERM GOALS



MID-TERM GOALS



LONG-TERM GOALS

1
GOAL

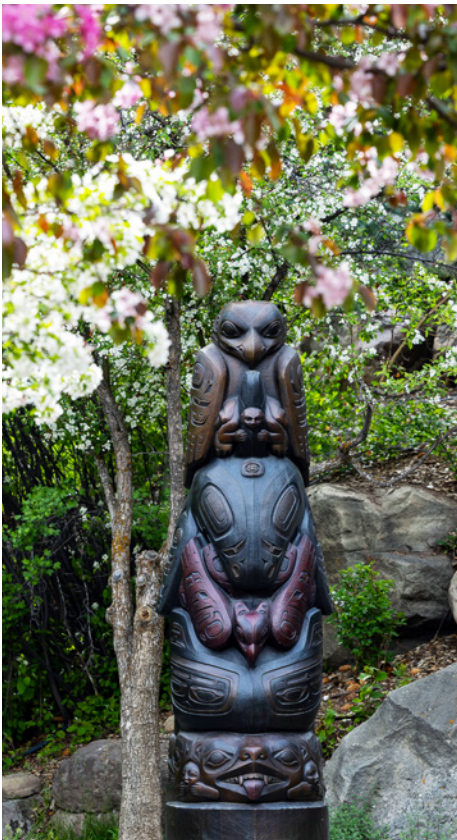
Create an Exceptional and Diverse Public Art Collection

OBJECTIVE 1.1 Be intentional in diversifying the public art collection in terms of artists, perspectives, materials, and/or media.

- 1 Include Art Selection Criteria in the Art Donation Application Form.
- 2 Include diversification objectives in the Artist in Residency Program.
- 3 Amend Vail Town Code, Chapter 25: Public Art, to include diversification objectives.

OBJECTIVE 1.2 Diversify the public art experience.

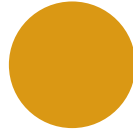
- 1 Consider Artist in Residency Program applicants with varying art forms and practices.
- 2 Include more two-dimensional artwork within public facilities.
- 3 Commission temporary, environmental and installation artwork.



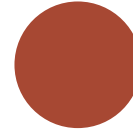
STRATEGIC GOALS, OBJECTIVES, ACTION STEPS



SHORT-TERM GOALS



MID-TERM GOALS



LONG-TERM GOALS

Integrate Public Art Throughout the Town of Vail

OBJECTIVE 2.1 Include public art throughout the Town of Vail.

- 1 Identify and prioritize opportunities for public art within our outlying neighborhoods.
- 2 Identify and prioritize opportunities for public art within our commercial areas.
- 3 Identify and prioritize opportunities for public art within our parks.
- 4 Identify opportunities for the inclusion of public art in capital projects.

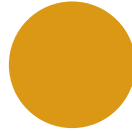
OBJECTIVE 2.2 Activate public art experiences throughout the community.

- 1 Construct the Artist in Residency Studio.
- 2 Establish the Artist in Residency Program.
- 3 Identify locations for AIPP murals.
- 4 Identify interior sites for public artwork.
- 5 Coordinate with the Community Development and the Public Works Departments to identify upcoming Town of Vail capital projects.
- 6 Coordinate with the Vail Recreation District to identify opportunities for public art.

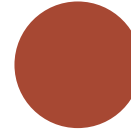




SHORT-TERM GOALS



MID-TERM GOALS



LONG-TERM GOALS

3
GOAL

Engage the community through memorable and meaningful public art experiences.

OBJECTIVE 3.1 Increase community engagement with the AIPP Program and Collection.

- 1 Activate the Artist in Residency Program.
- 2 Seek opportunities for two-dimensional, temporary, environmental and installation artwork.
- 3 Coordinate with the Community Development Department to define AIPP's areas of responsibility regarding signage within the Town, murals and/or other art proposed on new or existing buildings.
- 4 Introduce the AIPP Program goals and policies to the Town of Vail Department Heads, Design Review Board and Planning and Environmental Commission members.
- 5 Develop additional public art tours utilizing self-guided apps and volunteer docents.
- 6 Produce events that relate to the public art program or artworks.

OBJECTIVE 3.2 Initiate opportunities for public participation with the AIPP program.

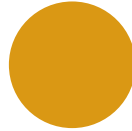
- 1 Establish a Friends of Artist Residency Program.
- 2 Develop public art educational opportunities for Town of Vail employees.
- 3 Participate in the Town of Vail host training to elevate awareness of public art.
- 4 Offer new opportunities for residents to volunteer with AIPP.



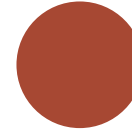
STRATEGIC GOALS, OBJECTIVES, ACTION STEPS



SHORT-TERM GOALS



MID-TERM GOALS



LONG-TERM GOALS

4
GOAL

Sustain funding for the AIPP Program.

OBJECTIVE 4.1 Secure funding for AIPP Programs and operational staffing.

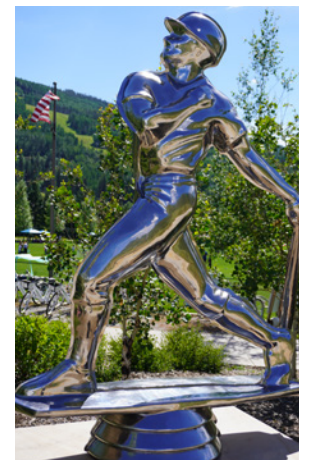
- 1 Ensure continuation of existing annual funding from the Town of Vail Capital Fund and the Real Estate Transfer Tax Fund.
- 2 Ensure continuation of the roll forward project account and Winterfest funding.
- 3 Establish a dedicated art maintenance budget reflective of the expanding collection.
- 4 Establish a donor program for individuals to contribute financially to the AIPP Program and/or in-kind housing to the Artist in Residency program.
- 5 Increase AIPP staffing to support expanding AIPP Programs.

OBJECTIVE 4.2 Include public art in Town of Vail Capital projects and in Private Developments.

- 1 Draft and formalize 1% for Public Art Ordinance for Town of Vail capital projects.
- 2 Update Vail Town Code, Chapter 25: Public Art, to reflect the 2023 adopted AIPP Program Guidelines to assure procedural requirements for inclusions of public art in private developments.

OBJECTIVE 4.3 Digitization of the AIPP Collection and records.

- 1 Research possible public art database software programs.
- 2 Engage a consultant to organize and digitize a complete inventory of all records for each artwork in the Art in Public Places collection.



ART IN VAIL

To learn more about
the Town of Vail's Art
in Public Places and
Artist in Residency visit
artinvail.com



ART IN PUBLIC PLACES

Town of Vail / 1309 Elk Horn Drive / Vail, CO 81657
(970) 479-2344 / artinvail@vail.gov / www.artinvail.com