

Appendix A – ARPA Submission Format

Project

Sculpture Bases for Rotating Public Sculpture Project (\$15,000)
Newberg Downtown Coalition

Justification

*List your justifications here and address the following points where relevant. **Try to explain what the issue is.** Naturally it must be related to attempts to “respond to the economic and public health impacts of COVID19”.*

CODE: 2.11 -- Tourism, Travel or Hospitality

CODE: 2.12 -- Other Impacted Areas (Public Art)

1. **Tourism** -- This would help create the infrastructure needed to attract nationally-recognized, local and regional artists from diverse backgrounds, including race, gender and those who identify as LGBTQ+ and bring visibility to the artists and the community. Many travelers choose their destinations based on arts, culture and related activities. Newberg is in the heart of Oregon Wine country along with other surrounding towns so having a robust arts community, which includes a professional quality sculpture exhibition, is key to bringing those tourist dollars to Newberg.
2. **Public Art** -- Unarguably, all areas of the economy were affected by the COVID pandemic, but none more-so than tourism, travel, and the hospitality industry. A subset of those industries would be destination travel centered around art and culture. The art community, especially artists whose livelihood depends upon art sales were hit hard with the impact of Covid and the economic unrest created by the loss of jobs and fear of a stumbling economy. Having a secure rotating sculpture exhibit would help artists by providing an income from the program and potential sales and commissions from having their work seen by thousands of tourists. Public art is not only beautiful but it also creates economic value to our downtown. It increases the vibrancy and livability of a downtown because art is a proven human need. Meeting this need helps the artist, is an attraction for tourists as well as residents, which in turn helps the businesses downtown.
3. **Your investment in the Public Arts Sculpture Program** will create the framework/infrastructure necessary to host a variety of sculptures. A small, one-time investment that will be used for ongoing installments in current and future years. The recovery-fund dollars will have a lasting impact for years to come. Many other cities have made an investment in a downtown sculpture program with very positive results. If the committee is interested Lake Oswego and McMinnville are prime examples we can share.

Your investment dollars would be the seed money needed to launch the Public Art Sculpture Program. The monies will also provide the leverage needed for

additional funding for sculpture projects like this which often need matching funds.

Why it needs to be done:

- **It can attract tourists to our city.** As mentioned above, Newberg is now competing for wine tourism dollars, so having a thriving artist community will help bring tourists to Newberg. While Newberg already hosts the Chehalem Cultural Center, a hub for multi cultural activities, the public art sculptural program will enhance the art experience in Newberg by moving art out into the public areas downtown. Public art is enjoyed while walking past retail, wine tasting and dining.

According to a study, 35.3 million adults say that an art or cultural heritage related event influenced their choice of destination for their travels. The Americans for the Arts' Arts + Social Impact Explorer also helps to broaden the scope of the matter by sharing that arts are the 4th largest driver of decisions made when planning a trip.

- **It will help heal our current unrest.** Our community is experiencing deep division and unrest directly related to COVID lock-downs, restrictions, national social unrest and political incivility. Our community needs healing. One way is through a robust public arts project. These funds would go to creating the platform for the city of Newberg to engage in public art, an important way to bring our community together. For example, in a working paper out of the University of Illinois for the Department of Public Administration, LeRoux and Bernadska (2014) argue there is “strong evidence that the arts enhance civil society; individuals who have both direct and indirect exposure to the arts are more engaged in civic activities within their communities, have higher levels of social tolerance on some dimensions of the measure, and demonstrate higher rates [of] other-regarding behavior. The Importance of this research is that it demonstrates the unique contribution of the arts in predicting individual-level social outcomes and its importance to the health of civil society.” *Leroux, Kelly & Bernadska, Anna. (2014). Impact of the Arts on Individual Contributions to US Civil Society. Journal of Civil Society. 10. 10.1080/17448689.2014.912479.*

4. What is included in the cost:

- Materials
- Labor
- Permitting and Fees (if applicable)
- Necessary infrastructure

5. An estimate (if known) of how long it might take to implement.

- Cost: \$15,000 (Five bases at an estimated cost of \$3,000 each)
- Time frame: Six to 12 Months

Project Sustainability

List your explanations here around these issues.

How will the project bring long lasting economic recovery benefits to Newberg? In 2017 Americans for the Arts did a survey of local, regional, and statewide organizations that represent the 341 study regions nationally. In this study, Arts & Economic Prosperity 5 (AEP5) demonstrates that the arts are an economic driver—an industry that supports jobs, generates government revenue, and is the cornerstone of our tourism industry. In 2015, the nation’s nonprofit arts and culture industry generated \$166.3 billion in economic activity—\$63.8 billion in spending by the organizations themselves, which leveraged an additional \$102.5 billion in event-related spending by their audiences. The impact of this economic activity is significant, supporting 4.6 million jobs and generating \$27.5 billion in government revenue.

The AEP5 worked with the Yamhill County Arts Alliance in their survey and found that 46 million dollars are generated annually by our local arts organizations, artists, non profits and supporting businesses.

Are local or minority vendors involved? The engineering and building of the concrete sculptural pads will be done by local contractors.

A Call to Artist will be done for selecting sculptures. The opportunity will be open to all artists regardless of race, religion, sexual identity or ethnicity

Please describe its sustainability if applicable: The NDC’s Beautification Committee will be responsible for the upkeep and maintenance of Sculpture landing pads. They will also be in charge of the rotation sculpture exhibit which will be changed out every two or three years. The Beautification Committee is a subcommittee of the Newberg Downtown Coalition, a local 501C3 which has been operating for over 10 years.

The committee is composed of Newberg business leaders and members of the arts community. These people are dedicated to the sustainability of the art and cultural program in the community. These are the same people that worked for the development and success of the Chehalem Cultural Center.

ARPA expenditure categories (EC):

Code the correct EC from the ARPA list, p.30 – p.31 of the compliance and reporting guidelines. The EC table is found in this document as Appendix C.

CODE: 2.11 -- Tourism, Travel or Hospitality

CODE: 2.12 -- Other Impacted Areas (Public Art)