



PUBLIC ART INITIATIVE

The collage features several elements: a large blue and green 'HOP' sign, a portrait of a man, a colorful abstract sculpture, and a mural of a man in a suit. The background is a light blue sky with palm trees.

2024 - 2025 ACTION PLAN

Table of Contents

1 - Cover Page

2 - Table of Contents

3 - Foreward by Paula Buffa

4 - Introduction

5 - Mission, Vision, Infrastructure

6 - Section 1 - Promote

- **1.1:** *Public Art Mapping*
- **1.2:** *Public Art ID Tags*
- **1.3:** *Public Art Signature Event*
- **1.4:** *Placemaking Initiatives within the Westshore District*
- **1.5:** *Tour of Public Art Assets*
- **1.6:** *Mural Grant Matching Application*

8 - Section 2 - Provide

- **2.1:** *Public Art Committee Development*
- **2.2:** *Public Art on the Westshore Alliance Executive Committee*
- **2.3:** *Westshore District Foundation on the Finance Committee*
- **2.4:** *Create Relationships within Tampa Bay Arts Community*
- **2.5:** *Membership Opportunities for Artists*
- **2.6:** *Grow the Public Art Committee*

10 - Section 3 - Invest

- **3.1:** *Develop a 10-year Plan for Public Art*
- **3.2:** *Annual Financial Commitment for Public Art Initiative*
- **3.3:** *Small-dollar Fundraising Campaigns*
- **3.4:** *Large-dollar Fundraising Program*
- **3.5:** *Payment processing for Westshore District Foundation*
- **3.6:** *Goal of \$100,000 invested in Public Art*

12 - Timeline

13 - Conclusion

Foreword by Paula Buffa

I am so delighted to be the Chair of the Public Art Committee during this time of its rebirth as a viable, working committee within the Westshore Alliance.

As a Past President of the Westshore Alliance and the Chair of the “*original*” Public Art Committee some 15 years past, to have been asked to be a part of this great endeavor to renew and move forward the vision of adding public art in the Westshore District is truly an honor.

The public art initiative is more than just a project here or a project there—it’s a commitment to infusing our everyday living and working spaces with inspiration, provocation, and connection.

As we start this new chapter of public art in Westshore, let’s recognize the incredible impact public art can and will have on our community. It’s a catalyst for conversation, a canvas for expression, and, hopefully, a mirror reflecting the soul of the Westshore District.

As we, the members of the Westshore Alliance, embrace and adopt the Public Art Action Plan 2024-2025 presented herein, let’s also embrace a new era of art in Westshore—a canvas waiting to be painted with the vibrant colors of our collective imaginations.



Paula Buffa

Chair, Public Art Committee

Past President, Westshore Alliance (2009-2010)

Introduction



Known for its economic prowess, the Westshore District is embarking on a transformative journey to become a hub of commerce and a beacon of cultural vibrancy. Public art, with its power to stimulate dialogue, evoke emotions, and reflect the identity of a community, will play a pivotal role in this metamorphosis.

The Westshore Alliance has played a role in public art within the district but has lacked strategic direction. In order to expand on our commitment, the Public Art Action Plan intends to create a roadmap for public art investment from a holistic, community based perspective. By doing so, we can build a long term vision for public art in the Westshore District for 2024 and beyond.

Our plan was developed in 2023 with the reconvening of the Public Art Committee. Through various conversations with stakeholders, members at large, artists, philanthropists, and like-minded organizations, this Action Plan was formulated with the intent of producing tangible actions that can be achieved over the next two years from 2024 to the end of 2025.

A special thanks to the many members and community partners who have helped make this plan a reality. Through execution of this plan, the Westshore Alliance furthers its mission by continuing the Westshore District's transformation into a premier mixed-use district and cultivating a thriving community for residents and businesses.



Above: "Expose" Art of Westshore banner campaign (circa 2006-2009)
 Below: an advertisement for an art gallery of local public school students' artwork from Tampa International Airport sponsored by the Westshore Alliance (circa 2007)

Mission and Vision

The Public Art Initiative of the Westshore Alliance is a joint venture of the Westshore Alliance and the Westshore District Foundation. Both organizations contribute to create the foundation of the Initiative, which is to **Promote, Provide** and **Invest** in public art within the Westshore District.

Together, this initiative aims to be a leader in public private investment in public art for the Tampa Bay Region. We want to create an environment where artists, philanthropists and members want to participate in bringing a world class public art experience to Westshore.

Infrastructure

The Public Art Initiative functions as a joint venture of both the Westshore Alliance and the Westshore District Foundation. Both entities contribute a mix of staff hours, volunteer hours, public and private dollars to the effort.

The Westshore Alliance is classified as a 501(c)(6) membership-based organization. Governed by its Board of Directors, the Alliance is a private entity that generates revenue from its membership based contributions. Additionally, the Westshore Alliance manages a number of volunteer-led committees. To help lead the Public Art Initiative, the Alliance convened a Public Art Committee to facilitate member engagement in the initiative.

Since 2000, the Westshore Alliance has entered into a Special Services Agreement with the City of Tampa to provide specific enhancements to the Westshore District. These enhancements include but are not limited to marketing, safety, transportation and urban planning. Public art enhancements are also included, providing a source of public investment in the Public Art Initiative.

In 2023, the Westshore Alliance created a new entity, the Westshore District Foundation, a 501(c)(3) Tax Deductible Charitable Organization recognized by the IRS. This entity acts as a vehicle to solicit tax-deductible contributions for the Public Art Initiative. Together, the Westshore Alliance and the Westshore District Foundation provide a platform for the Public Art Initiative to take form.

Section 1: Promote

Goal 1: Raise public awareness and appreciation for public art



Public art, when strategically promoted, can become a catalyst for community engagement. To achieve this, we present a multi-faceted approach that includes online initiatives, physical markers, signature events, and placemaking initiatives. This section contains initiatives that focus on inspiring the public, both within and outside of our membership, to become aware of our public art investments, thus encouraging them to join us in our shared endeavor.

Left: Official ribbon cutting of the Kinetic Ring (2011)

1.1. Public art mapping: Place all public art assets within the Westshore District on www.choosewestshore.com

- As the Westshore District evolves, the need to showcase its growing collection of public art becomes imperative. This online map not only serves as a digital gallery but also promotes accessibility and encourages exploration.

1.2. Public art ID tags: Create physical ID tags for cultural assets district wide

- Drawing inspiration from museums, these ID tags act as gateways connecting the observer to the artist and the broader cultural narrative. This tactile approach enhances the public's interaction with the art.

1.3. Participate and promote one public art signature event

- Signature events create lasting impressions. By identifying or creating an event that aligns with the community's ethos, the Alliance can establish an annual tradition that brings people together in celebration of public art.



1.4. Create three placemaking Initiatives within the Westshore District

- a. Windscreens for construction sites
 - Construction sites, typically mundane, become canvases for temporary art installations, changing the urban landscape dynamically and making the construction process itself an visual experience.
- b. Bus stop public art design concept
 - Bus stops, serving as public hubs, can be transformed into artful shelters, providing a consistent and elevated aesthetic experience for public transit users.
- c. Traffic signal boxes design wrapping
 - Reviving the tradition of decorating signal boxes not only adds artistic flair but also transforms mundane utilities into visual storytelling elements, contributing to the overall visual identity of the district.



1.5. Host a tour of public art assets within the Westshore District

- Guided tours offer immersive experiences, fostering connections between the community and the art installations. It becomes a platform for dialogue, education, and shared appreciation.

1.6. Create a mural grant matching application through the SSD (2024-2025)

- Empowering local businesses to engage with public art through a grant program enhances the district's visual appeal and strengthens the symbiotic relationship between commerce and culture.

Section 2: Provide

Goal 2: Facilitate accessibility to public art spaces

In order for us to grow our investment, we need to create the right conditions for public art to flourish. One of those ways is accessibility and ease. Accessibility is the cornerstone of an inclusive public art initiative. This section focuses on providing infrastructure, leadership opportunities, fostering collaborations, and expanding memberships.

2.1. Public Art Committee development: choose a vice chair for the committee

- Expanding leadership opportunities within the Public Art Committee ensures diverse perspectives, fostering innovation and inclusivity in decision-making..

2.2. Secure a spot for the public art chair on the Westshore Alliance Executive Committee

- Elevating the role of the Public Art Chair to the Executive Committee underscores the strategic importance of public art in the overall development and decision-making processes of the Alliance.

2.3. Have a representative of the Westshore District Foundation on the Finance Committee

- Financial decisions impact the success of public art initiatives. Having a representative from the Westshore District Foundation on the Finance Committee ensures alignment of priorities and facilitates smoother collaboration.

2.4. Create relationships with like-minded organizations within the Tampa Bay region

- Collaboration with other public art-focused organizations in the public and private realms ensures a collective effort toward a vibrant arts community. Building strong relationships in the Tampa Bay Region creates a network for shared resources and knowledge.

2.5. Create membership opportunities for artists to join the Westshore Alliance

- Recognizing artists as key contributors to the cultural landscape, creating an exclusive membership level encourages their participation, aligning the Alliance's goals with the local creative economy.

2.6. Grow Public Art Committee attendance

- The growth of the Public Art Committee signals increased community engagement. With more consistent members, the committee becomes a diverse and dynamic platform for ideas, feedback, and collaborative initiatives.



Above: the final concept for the Public Art Initiative's first mural installed at MacDonald Training Center In 2023.

Section 3: Invest

Goal 3: Create a plan for long-term commitment to public art within the Westshore Alliance



A Long-term commitment to public art requires strategic planning, financial sustainability, and continuous community support. This section outlines projects to secure funding from various partners and establish financial mechanisms while continuing our long-term planning for future growth using existing tools such as the Westshore Overlay, Westshore Master Plan, and Westshore Alliance Strategic Plan.

3.1. Develop a 10-year plan for public art within the Westshore District

- A thoughtful and strategic approach to public art planning starts with a short-term plan that becomes a long-term vision. This 10-year plan becomes a roadmap, guiding the Alliance in its cultural endeavors.

3.2. Secure an annual financial commitment from the Westshore Alliance to the Westshore District Foundation

- Financial stability is crucial for sustaining public art initiatives. An annual financial commitment demonstrates the Alliance's dedication to supporting cultural growth within the community.

3.3. Create and sustain multiple small-dollar fundraising campaigns

- Small-dollar campaigns democratize fundraising, making it accessible to a broader audience. These campaigns, woven into existing programming, create ongoing opportunities for community involvement.

3.4. Create and sustain a large-dollar fundraising program through membership

- Attracting high-net-worth individuals and corporations requires a targeted approach. The development and execution of a sponsorship package serve as a bridge between philanthropy and community impact.

3.5. Set up payment processing for the Westshore District Foundation

- Seamless payment processing ensures a streamlined mechanism for receiving donations, promoting financial transparency, and encouraging diverse forms of financial support.

3.6. Commit \$100,000 towards public art projects by December 2025

- Setting a measurable goal creates focus and accountability. The goal of \$100,000 underscores the Alliance's dedication to steering financial support for public art projects.

Timeline

Goal	Phase 1			Phase 2		Phase 3		Status:	
	2024				2025				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3		Q4
1.1									Complete
1.2									Jan 2025
1.3									Dec 2025
1.4									Sept 2024
1.5									Sept 2025
1.6									Complete
2.1									Complete
2.2									Mar 2025
2.3									Mar 2025
2.4									Dec 2025
2.5									Mar 2025
2.6									Dec 2025
3.1									Dec 2025
3.2									Mar 2025
3.3									Dec 2024
3.4									Dec 2024
3.5									Complete
3.6									Dec 2025

Conclusion

This Public Art Action Plan serves as a roadmap for the Westshore District's journey toward becoming a cultural epicenter. By promoting, providing, and investing in public art, the Westshore Alliance aims to foster an inclusive, vibrant community that celebrates its cultural heritage and embraces creativity.

The Westshore Alliance has served as the master developer of the Westshore District. The Public Art Initiative serves as the next step in that role. Over the next decade, the initiative has the potential to help solidify the District as a distinct place within the Tampa Bay region, home to cultural assets and pieces of art that inspire workers, residents and visitors alike.