Three Foundational Pillars

Throughout the research and analysis phase of The Public Art Program (The Program) review, three reoccurring themes became apparent. These three themes have been identified as pillars to be used to build a successful Public Art Program, aligning with the needs of Calgarians, and guide the rebuilding of trust in The Program. The pillars are:

- *Accessible:* An art project must be accessible to the public from beginning to end, in all aspects; information, application, participation and location. A project must be accessible: at the application stage to make certain that there is a diverse selection of artists and concepts represented; at the selection of a projects location for open public access and ongoing public interaction with the art, and in how communities and citizens might participate in the physical creation of the project.
- *Prioritize investment in the local creative economy*: Citizens are interested in understanding the value of their tax dollars, the services provided by them, and how they contribute to the local economy. To align with these interests, The Program will focus on tying public art activities to expanding the local creative economy and arts sector. This includes partnering with local institutions and organizations, pursuing procurement strategies that remove barriers for local, regional and national artists, and increasing the number of diverse applicants on future public art projects and programs.
- *Transparency*: The update and rebuilding of The Program will ensure selection and decision-making processes are clear and transparent in relation to public art activities and opportunities for public participation.
  As each public art project budget is attached to a major infrastructure project, current public art financial reporting is challenging. A pooled funding model will allow for consistent financial reporting practices, which will allow for proactive communication on public art budgets.

Rebuilding and establishing trust takes time but is necessary to gain credibility. The below timeline outlines each phase needed to rebuild a successful Program.