



THE CITY OF KEY WEST

1300 White St. Key West, FL 33040 (305) 809-3700

## EXECUTIVE SUMMARY

**TO:** Art in Public Places Board

**FROM:** Art in Public Places Administrator

**DATE:** April 10, 2017

**SUBJECT:** Request for a Public Art installation by the Waterfront Playhouse

### ACTION STATEMENT

Consider a request from the Waterfront Playhouse for a Public Art installation to be located on the theater property leased by the Waterfront Players from the City of Key West.

### BACKGROUND

The Waterfront Players have had a longstanding, mutually supportive relationship with the City of Key West. The property known as the Waterfront Playhouse on Mallory Square is leased from the City of Key West for the purpose of housing Performance Art. It is the desire of the management of the Waterfront Playhouse to have a work of Public Art installed adjacent to the entrance of the Playhouse in order to beautify the area surrounding the Playhouse's entrance and the walking path to Mallory Square, to enhance the cultural presence in the area through the promotion of the aesthetic, and to further promote Key West as the "Island of the Arts".

### PURPOSE & JUSTIFICATION

Installing Public Art adjacent to the entrance of the Waterfront Theater will serve to beautify the area surrounding the Playhouse's entrance and the walking path to Mallory Square, to enhance the cultural presence of the area through the promotion of the aesthetic, and to further promote Key West as the "Island of the Arts".

### RECOMMENDATION

Determine what level of support can be provided from the AIPP Fund to support installation of Public Art adjacent to the entrance of the Waterfront Playhouse and offer to utilize such an amount to support a match from the Waterfront Playhouse Management to commission and install a work of Public Art adjacent to the entrance of the Waterfront Playhouse.

WATERFRONT PLAYHOUSE SUMMARY