

Truman Waterfront Park Master Arts & Culture Plan

*funded by a prestigious Our Town grant from the
National Endowment of the Arts and prepared by Civic Moxie*

WE DID IT!

Our team completed the project by the extended deadline - here's what we accomplished:



The Final Plan and Executive Summary



Vision Statement

Truman Waterfront Park is a vibrant gathering space that reflects the compelling histories, extraordinary ecosystems, and diverse communities of Key West through public art, events, and programming, and serves as a community cornerstone where all are welcome to delight in the easy-going culture and natural beauty of the Florida Keys



Truman
Waterfront
Park





National Endowment for the Arts OUR TOWN Grant Program

Paradise
Diverse
Community
Hot
Unique
Quirky
Creative
Beautiful
Funky
Home
Vibrant
Inclusive
Changing
Different
Fun
Relaxing
Expensive
Eclectic
Friendly
Crowded

- ▶ Our Town is the National Endowment for the Arts' Creative Placemaking grants program.
- ▶ Through project-based funding, we support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.

City of Key West Team

- ▶ Elizabeth Young, Public Art Administrator
- ▶ Alison Higgins, Sustainability Coordinator
- ▶ Carolyn Sheldon, Senior Grants Administrator
- ▶ Art in Public Places Board
- ▶ The Studios of Key West, non-profit partner
- ▶ Bahama Village Music Program, non-profit partner

Our Timeline:

- ▶ NEA Grant awarded for \$150,000 in FY 2013/2014
- ▶ Grant extension granted until September 30, 2019
- ▶ Summer 2018 - RFP released for a planning consultant
- ▶ Selection Committee meets and selects, *Civic Moxie*
- ▶ Civic Moxie receives unanimous approval by City Commission
- ▶ August - December 2018: Civic Moxie arrives in Key West to meet with the team. Goals set, timeline created for intercept and online surveys, interviews, stakeholder focus groups and community meetings.



TOP 4 EVENT PREFERENCES



69%
MUSIC FESTIVALS
& CONCERTS



46%
FOOD & DRINK EVENTS



40%
THEATER & DANCE
PERFORMANCES



36%
COMMUNITY HOSTED
EVENTS

Innovative Infrastructures Field Trip

- ▶ This thinking-outside-the-box field trip showcased functional art: water filtration, seawalls, vegetated roofs, and other types of “Green Infrastructure”
- ▶ 24 attendees, including Commissioner Hoover, staff from 4 local govts, non-profits, media, and private planners



February 2019

- ▶ Civic Moxie completes an 88 page Master Arts and Cultural Plan for the Truman Waterfront Park
- ▶ Civic Moxie completes a 14 page Executive Summary
- ▶ The team meets with Mayor Johnston to determine next steps



March - July 2019

- ▶ Team met with each City Commissioner and their Art in Public Places appointee, new Parks & Rec appointee and also the Truman Waterfront Park appointee to discuss and review the final Master Arts Plan.
- ▶ Questions, budget review and next steps were considered
- ▶ New timeline and task list created to move the Plan to the City Commission for adoption

MAIN GOALS SUMMARY

GOAL 1

Foster the Truman Waterfront
as a vibrant community
gathering place

GOAL 2

Elevate local history and culture
through events, education,
and programming

GOAL 3

Integrate interactive,
high-quality public art in
designated areas of the Park

GOAL 4

Enhance physical connections
between the Park and
surrounding neighborhoods

GENERAL RECOMMENDATIONS

- ▶ Actively manage and program the Amphitheater
- ▶ Allow food trucks and pop-up events to utilize the park on a scheduled basis
- ▶ Employ friendly, approachable security staff
- ▶ Coordination and collaboration with other city initiatives and goals
- ▶ Encourage community uses and spaces that are complimentary of the park (Diesel Plant).

STEP 1 - ACTION RECOMMENDATIONS

- ✓ Designate a person to provide coordinated management for the Park: Todd Stoughton
- ✓ Create a Park Management Advisory Team: Parks and Recreation Advisory Board
- ⊙ Pursue access via Admirals Cut, showcasing infrastructure as public art.
- ⊙ Added: Quarterly joint meetings between Parks and Rec and AIPP to support programming and park needs.

STEP 2 - SHORT TERM RECOMMENDATIONS

- ◎ Create a Park webpage and unified calendar of events: Community Services has new software for all open space event scheduling.
- ▶ Update online content to reflect current status
- ▶ Establish a marketing strategy for the Park
- ▶ Work with GIS department to add boundaries to mapping platforms and coordinate with tourism agencies
- ▶ Install welcoming signage at key park entrances; limit fencing and barriers.

STEP 3 - LONG TERM RECOMMENDATIONS

- ◎ Seek cultural programming, creative placemaking, partnerships, and uses to activate the park (ongoing)
- * Construct a kiosk with a snack bar and/or space for a temporary pop-up restaurant
- * Collaborate with local partners to create new opportunities for music
- * Provide opportunities to feature a quarterly “artist spotlight”
- * Create evening gathering places through the use of light



Public Art Project #1

Mural:

Birds of Paradise
by Marlene Koenig



Public Art Project #2

Shaded interactive
benches:

Monstera Whisper
by Jim Gallucci



Public Art Project #3

Functional Bicycle Racks:

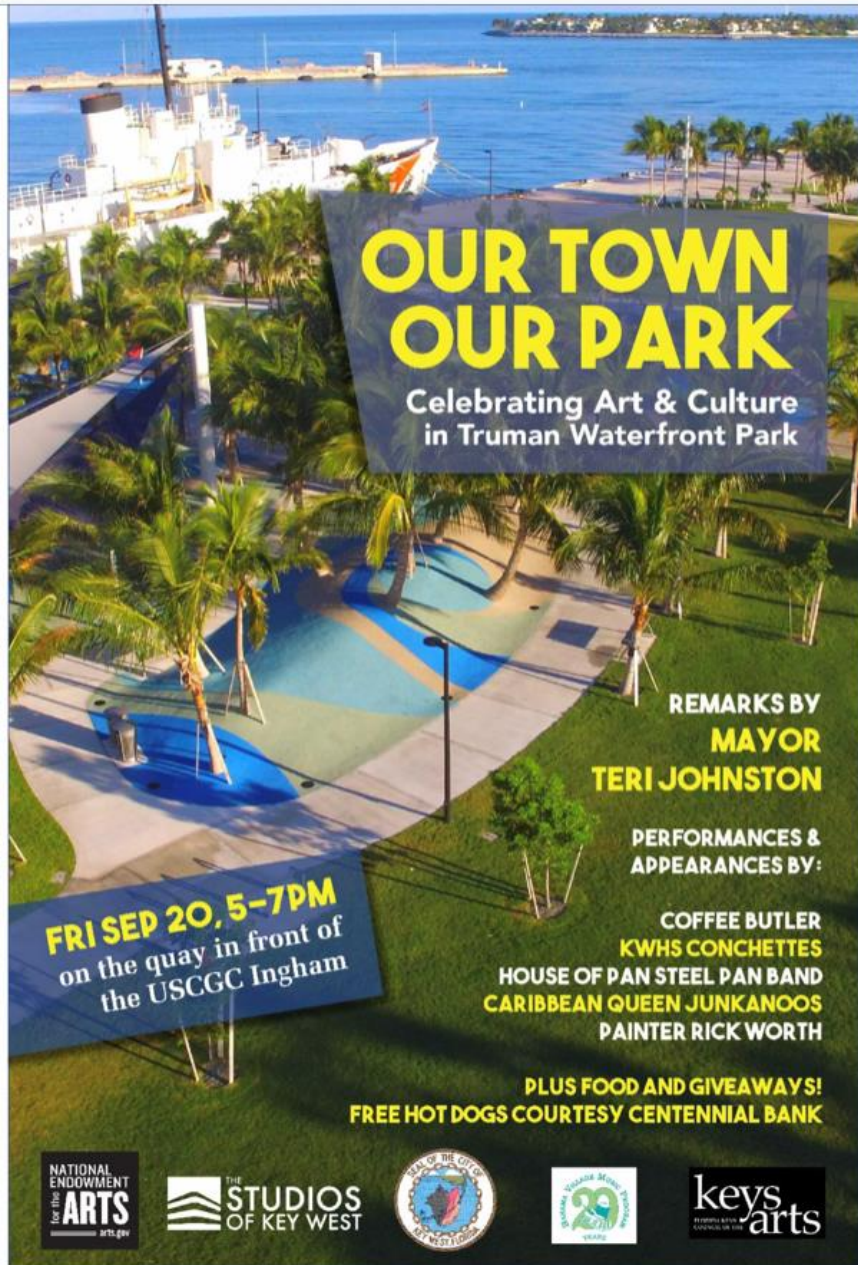
Ships Wheel
by Jim Gallucci

A photograph of a public art sculpture titled 'Wave Henge' by Darren Hamm and Jeff Sundheim. The sculpture is a large, dark, curved metal structure that spirals upwards, resembling a wave or a stylized letter 'C'. It is set on a concrete base in a grassy area. In the background, there is a body of water, a sunset sky, and a distant shoreline with buildings and a person in a wheelchair. The image is overlaid with a dark, semi-transparent rectangular area on the right side, which contains the text. The overall color palette is dominated by greens and blues, with a warm orange glow from the sunset.

Public Art Project #4

Wave Henge
by Darren Hamm
& Jeff Sundheim

Celebrating Arts and Culture in the Park September 2019



**OUR TOWN
OUR PARK**
Celebrating Art & Culture
in Truman Waterfront Park

REMARKS BY
**MAYOR
TERI JOHNSTON**

PERFORMANCES &
APPEARANCES BY:

COFFEE BUTLER
KWHS CONCHETTES
HOUSE OF PAN STEEL PAN BAND
CARIBBEAN QUEEN JUNKANOO
PAINTER RICK WORTH

FRI SEP 20, 5-7PM
on the quay in front of
the USCGC Ingham

PLUS FOOD AND GIVEAWAYS!
FREE HOT DOGS COURTESY CENTENNIAL BANK

NATIONAL ENDOWMENT FOR THE ARTS
THE STUDIOS OF KEY WEST
STATE OF FLORIDA
FLORIDA MUSEUM OF SCIENCE
keys arts



Our town Our Park:



More to follow.....

Questions?

Thank You!