

Bloomberg Public Art Challenge

FLOAT

Proposed Project Description

FLOAT will be a groundbreaking public art event on and by Michigan's Huron River. The river runs through the cities of Ann Arbor and Ypsilanti, connecting citizens of both towns. Together, citizens of those different cities will celebrate the river's value to building healthy and vital communities, and encourage sustainable practices. The art will be designed and built by people of the communities, giving them ownership and voice over an issue--water--that Michigan residents now realize is a precious resource, and one to be protected.

WonderFool Productions (WFP), a local non-profit participatory arts event organization, has experience producing arts events in both communities. As part of a WonderFool experience, people of all ages and income levels join together to create in the months prior to the event. On event day expect to see enormous puppets, luminaries, music and dancing. The joy of witnessing collective art making comes through WonderFool's unique method of hosting a series of community engagement workshops to build familiarity and partnerships between community organizations, artists and citizens.

There is immense power in participatory community art events that highlight local diversity, connectivity, sustainability, and foster curiosity. FLOAT will employ WFP's community engagement model to define issues and creative resolutions in the initial meetings. WFP's model provides educational and resources to underserved populations and organizations through partnerships that remove barriers to participation. Artists and community institutions, businesses and organizations will be paired to lead art teaching-making workshops to create art and interactive experiences in the River's parks that comprise the content and activities for FLOAT. Artists will be commissioned to make collaborative pieces which explore various aspects of the Huron River. These activities will culminate in a community built art festival floating, walking and riding between the two communities in a connected and shared celebration.

Dates: open 10-1-2019 end 10-1-2021

Total Project Costs \$1,100,000

Committed Funds: \$0

Amount Requested From Bloomberg: \$975,000

Location: Ann Arbor Michigan Ypsilanti Michigan

Street Addresses of the Proposed Work

Ann Arbor Parks:

Barton Nature Area 1010 W Huron River Drive, Ann Arbor, MI 48103

Bandemer Park - 1331 Lake Shore Dr , Ann Arbor, MI 48104

Argo Nature Center - 1055 Long Shore Dr, Ann Arbor, MI 48104

Island Park, Island Drive, Ann Arbor, MI 18105

Furstenberg Nature Area - 2626 Fuller Rd, Ann Arbor, MI 48105

Gallup Park- 3000 Fuller Rd, Ann Arbor MI 48105

Ypsilanti Parks:

Peninsular 1265 Leforge Rd Ypsilanti, Mi 48197

Frog Island, 699 Rice St, Ypsilanti, MI 48197

Riverside 5 E Cross St, Ypsilanti, MI 48197

Waterworks 40 Catherine St, Ypsilanti MI 48197

Brief Bio(s) Project Team and Public/Private Partnerships (City Project Team)

Adriana Zardus: WonderFool Productions Producer, University of Michigan alumna graduating with honors from the Ross School of Business and University of Michigan Taubman School of Art + Design. Three years experience with FestiFools, FoolMoon and ypsiGLOW.

Shary Brown: Founder WonderFool Productions, more than 30 years of experience running community art events, most notably the Ann Arbor Street Art Fair, the original, FestiFools, FoolMoon and founder of ypsiGLOW.

Jeri Rosenberg: creator, educator, and arts philanthropist. Founder, FestiFools, FoolMoon and ypsiGLOW.

Names and Titles of any additional individuals and/or companies that will be responsible for implementing the project idea including engineers, fabricators, etc.

WonderFool Productions

Huron River Watershed Council

Riverside Art Center

City of Ann Arbor

City of Ypsilanti

City of Ann Arbor Parks and Recreation

City of Ypsilanti Parks and Facilities

Ann Arbor District Library

Ypsilanti District Library

Ann Arbor Public Schools

Ypsilanti Public Schools

Ann Arbor Art Center

Hands On Museum-Leslie Center

Names of and primary contact at all government and/or private sector agencies, community organizations, and other entities that will have a role in presenting the project to the public.

City of Ann Arbor, Mayor Christopher Taylor

City of Ypsilanti, Mayor Amanda Edmonds

WonderFool Productions, Shary Brown

City of Ann Arbor Parks and Recreation, Colin Smith, Josh Landefeld

City of Ypsilanti Parks and Facilities, Wendy Estey

Ann Arbor District Library, Executive Director, Josie Parker

Ypsilanti District Library, Downtown Branch Manager, Joy Cichewicz

Ann Arbor Public Schools, Janine Swift

Ypsilanti Public Schools, Lynne Settles

Ann Arbor Art Center, Marie Klopff

How will the project be managed and coordinated? What entity or individual will be in charge of ensuring smooth collaboration between your city and the artist(s), arts organization(s) and other key partners and funders?

WonderFool Productions will have primary responsibility for coordinating the program. They have over 12 years of experience collaborating with the cities of both Ann Arbor and Ypsilanti, as well as local artists and other funders. WonderFool Productions will facilitate the project through the following community engagement process:

Host a series of community meetings to determine the community projects and identify partnerships and needs.

Develop educational art programs, with partner organizations, based on community meeting outcomes.

Commission artists to design community built projects and to lead workshops to teach methodologies for attendee pieces.

Commission artists-scientists-fabricators to develop interactive educational pieces to be placed in parks for the events.

Create internships for high school and college students, paired between cities, to assist in facilitating the workshops and the FLOAT events.

Coordinate park improvements identified in community meetings that will improve community use of parks for the events.

Host workshops throughout the month prior to FLOAT in tents and shelters in the parks in Ann Arbor and Ypsilanti and in partner facilities in Ann Arbor and Ypsilanti.

Encourage workshop participants to bring their masterpieces to FLOAT.

How have you determined the amount you are requesting from Bloomberg Philanthropies for this project?

WonderFool Productions has produced more than two dozen local public art events using the community engagement model proposed here. Shary Brown has over 30 years of executive and budgeting experience in producing events in Ann Arbor and Ypsilanti, including Ann Arbor Art Fair, FestiFools, FoolMoon, and ypsiGlow,

Recent contracts with service providers, artists, rentals, support services and fee structures has provided a range of current cost estimates.

Marketing and Community Engagement

Briefly Describe you desired audience for this project.

WonderFool Productions has a successful track record of creating events that encourage active participation from a diverse cross-section of the community. A broad representation of both the Ann Arbor and Ypsilanti community demographics, in age, economic status, ethnicity, race, gender, and educational status is expected to participate.

How do you plan to reach this audience? What communications and marketing strategies do you intend to use?

The fundamental strategy is to reach participants through personal connections, through information sent by community organizations, and trusted community entities. The most often used tools are:

Community outreach through WonderFool Productions and Partner social media, newsletters, traditional press and media releases.

Participation in public events.

Appearances and participation with community service organizations

Outreach in parks, schools and with area nature and cultural organizations in their programming

Billboards

In previously produced events WonderFool Productions reached hundreds of community members who participated by making luminaries and puppets in dozens of workshops held in libraries, businesses and non-profit organizations. Tens of artists were commissioned to make pieces and interactive installations for the events and performers and musicians were engaged to create performances for WFP's community based events. Each of these makers, artists, businesses and organizations connects with others to encourage participation and attendance.

How do you plan to engage communities impacted by this project during its planning, development and implementation?

Communities impacted by this project will range from young children to seniors, professionals to underserved groups and across the racial and ethnic spectrum. WonderFools has significant experience serving all of these groups. They ensure total participation by, identifying barriers to participation and providing solutions such as transportation and food at their creative events. WonderFool Productions is skilled at matching artist, nonprofits, service groups, schools, and business, to benefit their unique goals and position in the community.

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Encourage workshop participants to bring their masterpieces to FLOAT.

Name any potential partners (city agencies, media agencies, community organizations, etc.) that will assist in the development and execution of your communications and engagement plans.

Huron River Watershed Council

Riverside Art Center,

Ypsilanti District Library,

Ann Arbor District Library

Ann Arbor Public Schools

Ypsilanti Community Schools

Ann Arbor's 107one Radio

Local NPR stations (WEMU and WUOM)

MLive

Ann Arbor Observer

Current Magazine

Ann Arbor Parent

Riverside Art Center

Evaluating Outcomes

What are your goals for this project? What differences do you hope it will make for your city?

Link the Ann Arbor and Ypsilanti communities through our shared river, the Huron River

Create positive interactions between individuals, organizations, institutions and local government in the collective celebration and sustainable protection of our parks and river

Foster a positive dialogue between the citizens of Ann Arbor and Ypsilanti

Create accessible educational modules about the river and its role as a critical resource for clean water and a healthy environment

Create opportunities for community built art, interactive experiences and creative expression to build positive sustainable community relationships.

How will you assess the impact of this project?

Surveys taken by each partner

Participant counts and form of participation recorded by each partner and WFP

Social media interactions, images, and connections made

Social media data

Economic impact data from local businesses, organizations and institutions

Surveys at FLOAT events

Name the partner(s) you plan to work with on this assessment.

City of Ann Arbor Parks and Recreation

Ypsilanti Downtown Development Authority

Riverside Art Center

Ypsilanti Community Schools

Ann Arbor Public Schools

Ann Arbor District Library

Ypsilanti District Library

WonderFool Productions

Professional Survey company