

Elevate: Public Art and Placemaking Program

Project Updates

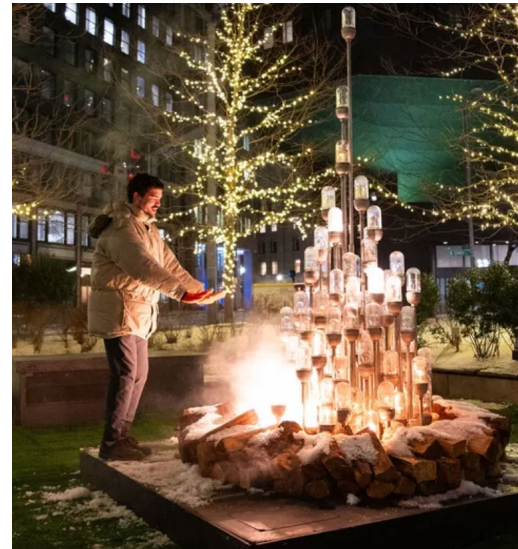


THE DDA ELEVATE PROGRAM

The DDA Elevate Program aims to fund public art and placemaking installations that enhance the downtown experience for all people.

Our program goals are to elevate:

- History & Storytelling
- Diversity, Equity, and Inclusion
- Play, Interaction, and Creativity
- Placemaking



OVERVIEW

The *Elevate* Program includes:

1. Capital Project funding for art and placemaking
 - 1% of each TIF construction budget allocated for art and placemaking as part of that project.
2. Annual budget for installations to fill a placemaking gap (\$175K)
 - \$125,000 from TIF annually for public art installations starting in 2024.
 - \$50,000 from parking annually for parking system installations starting in 2025.

ELEVATE – YEAR IN REVIEW

2 projects completed, 6 in progress

Lessons Learned in Year One:

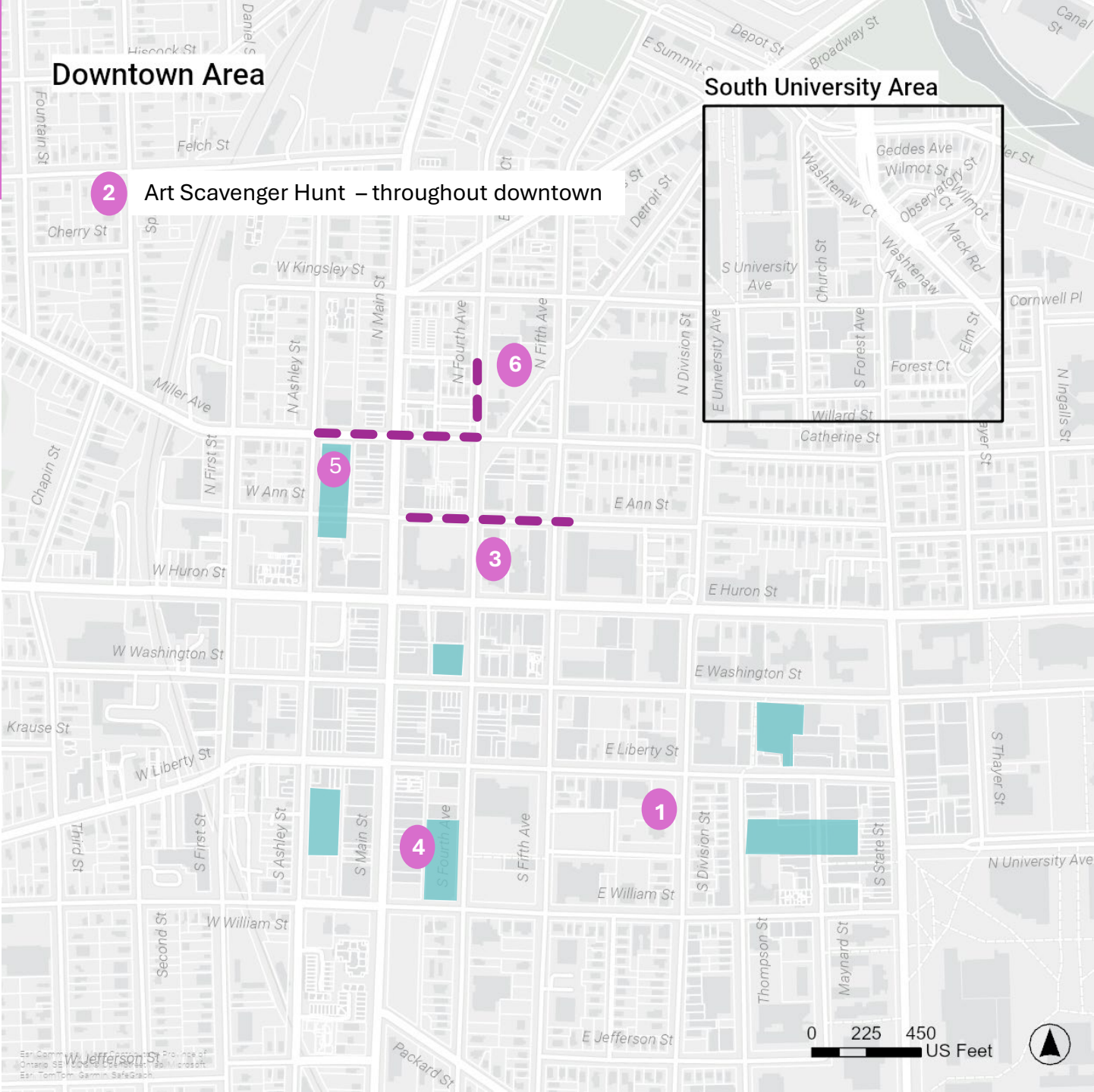
- The type of art determines the project complexity
 - Murals – lower complexity and larger artist pool
 - Structural installations/Mixed Media – higher complexity and fewer artists/teams
- Public art is time-consuming
 - So far, the average time from kick-off to contract is 8-10 months
 - Once a contract is signed, installation is scheduled
- Temporary installations are limited by available public space
 - Public space constrained the winter, light-based installation
 - Staff recommend testing summer Park and street closure programming

ELEVATE PROJECT AREAS

Current Projects

- 1 Liberty Plaza Mural
- 2 Scavenger Hunt throughout Downtown
- 3 Ann Street Mural Project
- 4 4th Ave. Streetscape Project
- 5 Wayfinding – Ann/Ashley to Kerrytown/Farmer’s Market
- 6 Sunshade – Farmer’s Market Plaza

 Parking Structures



Murals

1 - LIBERTY PLAZA MURAL

MURAL (DDA + Parks:
\$17,500 each)

Focus: Introduce energy and
interest in Liberty Plaza.
Encourage people to visit and
spend time in Liberty Plaza.

Update: Complete!!!



Process Timeline

A2AC Drafts
Call to Artists
for Project

Call is Posted

Submission
Deadline

A2AC
Reviews
Submissions

Selection
Committee
Ranks
Submissions

Top 3
Submissions
Advance to
Final Round

Selection of
Finalist (may
involve more
committee
feedback)

Artist
Contract
approved by
staff

Project
complete!!
Sept. 2025



LIBERTY PLAZA MURAL ON SOCIAL

August Numbers:

Views (Instagram)

- DDA Posts (Average Range): 200 - 1000 views
- Liberty Plaza Posts (Average Range): 4,000 - 6,000 views

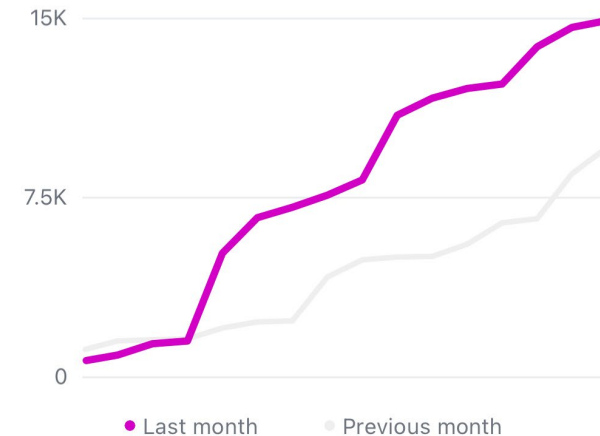
Engagement (Instagram Likes):

- DDA Posts (Average Range): 5 - 50 likes
- Liberty Plaza Posts (Average Range): 50 - 140 likes
- DDA Instagram total views had a 57% increase in August compared to July.

Your views are way up

Your reel and post views were up 57% compared to the previous month! Your content is really getting noticed.

Reel and post views last month



August

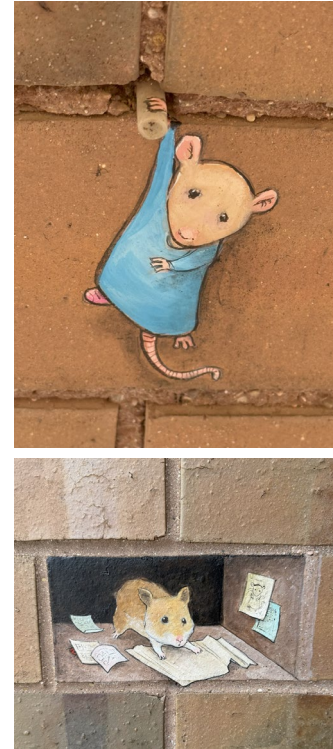
2 - SCAVENGER HUNT THROUGHOUT DOWNTOWN

SMALL SCALE MURALS (\$20,000)

Focus: David Zinn art scavenger hunt – focused on play, interaction, and creativity.

Update:

- Installations to be complete this month
- November scavenger hunt launch – Unseen Adventures in Ann Arbor



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**Project to be
completed**

Nov. 2026

3 – ELEVATING HISTORY: A MURAL SERIES FROM THE LIVING ORAL HISTORY PROJECT

Large Mural Series (\$150,000)

Focus: To honor the area's history as a vibrant center for Ann Arbor's Black community, businesses, families, and civic leaders.

Update: Working with the A2AC, AACHM & AADL to draft and post a Request for Qualifications in October

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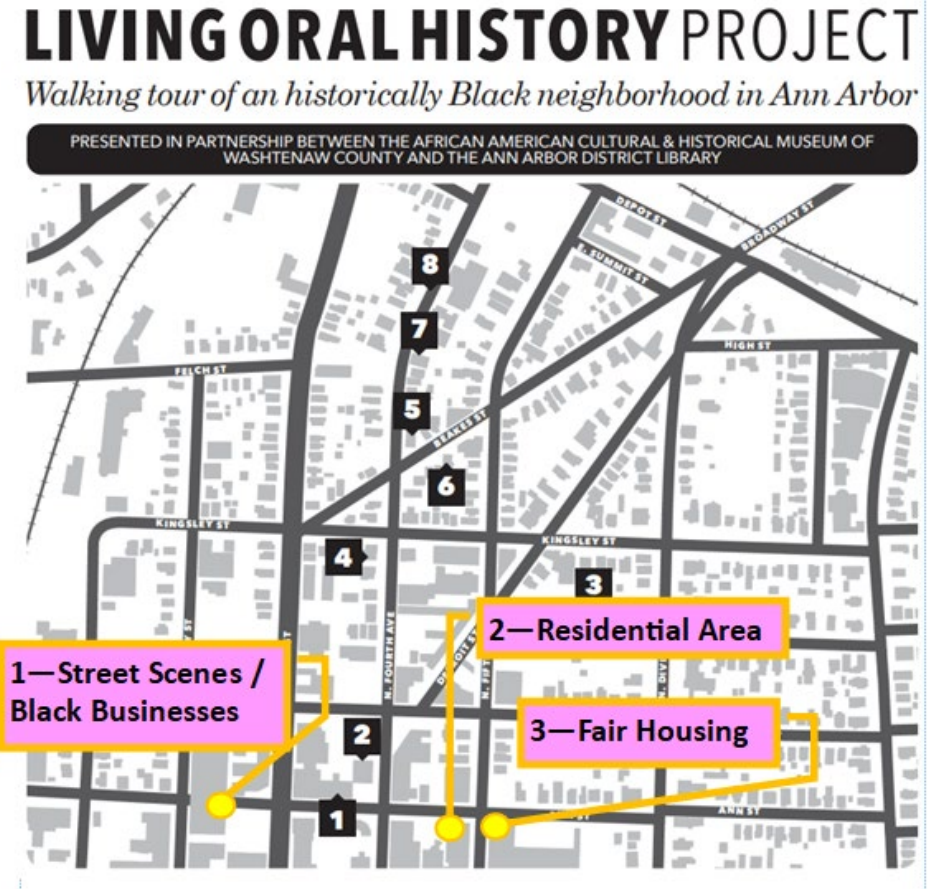
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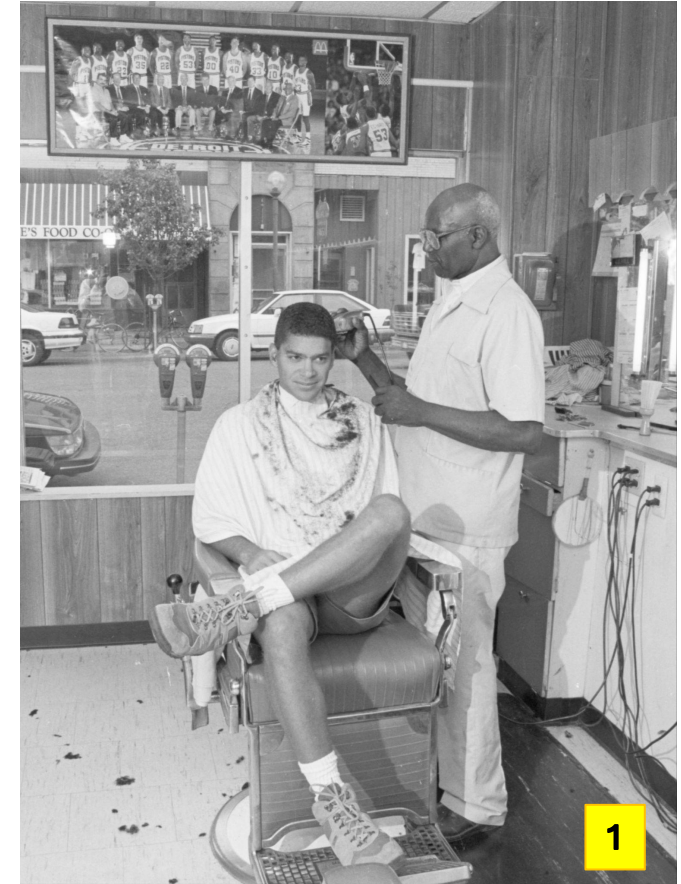
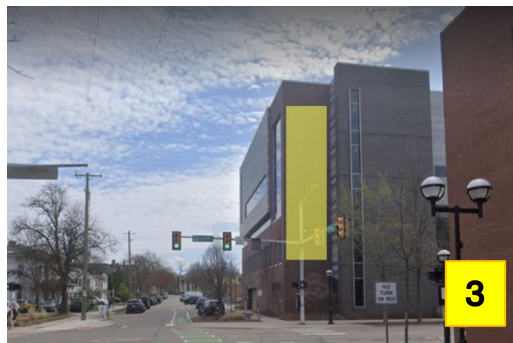
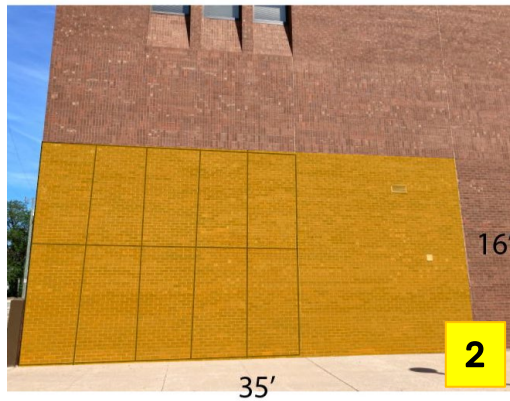
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**Project to be
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Fall 2027



ELEVATING HISTORY: A MURAL SERIES FROM THE LIVING ORAL HISTORY PROJECT



Themes include:

- 1 – Street Scenes / Black Businesses
- 2 – Residential Area/residential life
- 3 – Fair Housing

Structural & Mixed Media Art Work

5 – WAYFINDING: ANN/ASHLEY TO KERRYTOWN/FARMER’S MARKET

Large-scale wayfinding and placemaking (\$90,000)

Focus: Connect the Ann/Ashley Parking Structure and Miller Ave Bikeway to the Kerrytown neighborhood and Farmer’s Market. Shift from a reliance on text-heavy wayfinding.

Update: Refocusing project scope to primarily mural work, moving away from one artist for both two- and three-dimensional designs.



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Fall 2026

ARTIST PROPOSALS / 1ST & 2ND CHOICE

First Proposal: Dreemweavers



2nd Proposal / JESSE KASSEL

Next Steps

- Work with artists on revised design proposal
- Emphasis on interaction, playfulness, and fun
- Visually connects pedestrians and cyclists to the Market and Kerrytown with a strong visual presence on the parking structure and along the full path
- Bring contract to Board for approval
- Goal to install by fall 2026



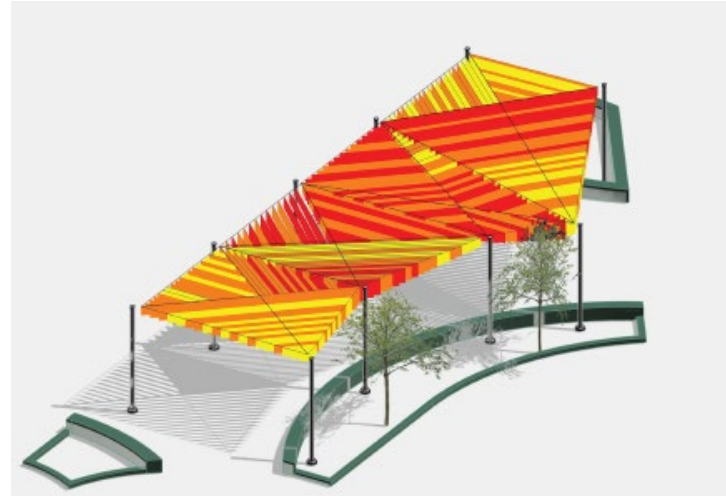
6 - SUNSHADE IN FARMER'S MARKET PLAZA

SUNSHADE (\$50,000)

Focus: A functional, yet joyful & creative plaza addition.

Increase plaza shade and comfort & encourage people to spend more time in Kerrytown.

Update: Artist working with structural engineer on final design



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4 – 4TH AVE STREETSCAPE PROJECT

LARGE INSTALLATION (1% of Construction Project)

Focus: to add creativity and placemaking to the 4th Ave. Streetscape Project

Update: Met with authors of *A Sick Day for Amos McGee* to gauge interest in project area.

Goal of install 2026



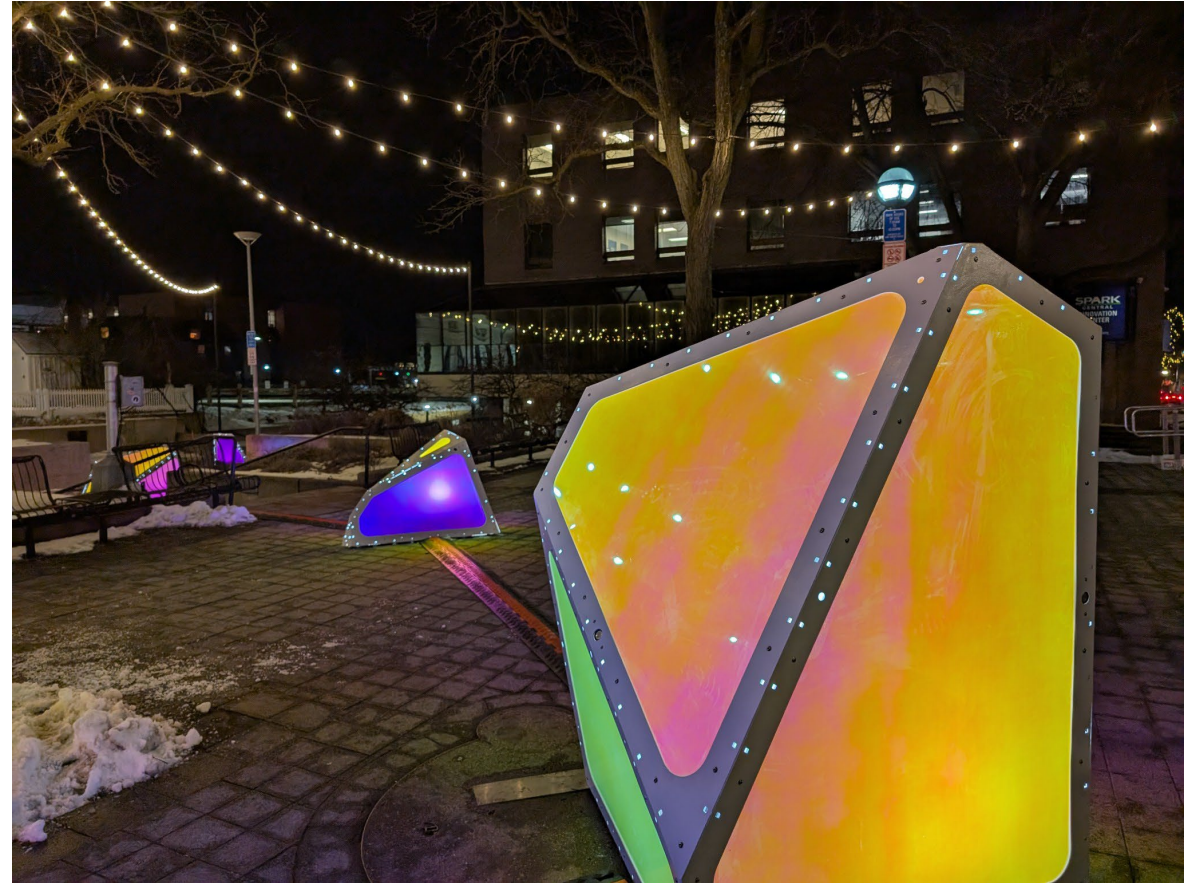
Temporary

TEMPORARY ART

Temporary Art (\$50,000 annually)

Update:

- Shifting focus from winter installations to focused support during summer programming to Parks and Downtown Districts



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	FY24 – 26 goal	Est. Expenditures	Est. Difference
Permanent Projects			
Large-scale			
Kerrytown Wayfinding		\$100,000	
Farmers Market Sunshade		\$54,000	
Elevating History LOH Murals		\$150,000	
Total	\$294,000	\$304,000	-\$10,000
Small-scale			
Liberty Plaza Mural		\$19,500	
David Zinn Scavenger Hunt		\$22,000	
Total	\$60,000	\$41,500	\$18,500
Total	\$354,000	\$345,500	\$8,500
Temporary Projects			
Creos - Liberty Plaza		\$68,714	
Total	\$150,000	\$68,714	\$81,286
Maintenance			
	\$21,000	\$0	\$21,000

Total	\$525,000	\$414,214	\$110,786
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