

Johnson County Park & Recreation District Theatre in the Park Temporary Art Installation 2023

Project Plan



Table of Contents

- I. Introduction 3
- II. Park Context..... 3
- III. Public Art Goals..... 3
- IV. Site and Scope..... 4
 - Site 4
 - Artist Scope of Work 4
- V. Selection Process 5
 - Shawnee Mission Park | Theatre in the Park Art Selection Committee..... 5
 - Artist Eligibility 5
 - Contract 5
 - Virtual Open House / Informational Session 5
 - Pre-Proposal Site Visit..... 5
 - Submittal of Qualifications 6
 - Criteria for Review of Qualifications 6
 - Submittal of Finalist Proposals..... 6
 - Criteria for Reviewing Finalist Proposals 7
- VI. Tentative Timeline 7
- VII. Budget..... 7
- VIII. Community Engagement, Marketing and Communications 8
 - Stakeholders 8
 - Engagement Strategies 8
- IX. Evaluation 9
- X. Additional Resources 9

I. Introduction

Johnson County Park & Recreation District (JCPRD) launched its Public Art Program in 2020 to activate parks, trails, and facilities in a new way. The JCPRD Public Art Program commissions and cares for a collection of public artworks in JCPRD parks and facilities, and promotes the community's access to and engagement with public art. The Public Art Program is guided by the JCPRD Public Art Committee (PAC), a nine-member advisory committee to the JCPRD Board. The Public Art Committee advises and makes recommendations to the JCPRD Board regarding the Public Art Program. JCPRD adopted a policy to set aside one-half of one percent (.5%) of the annual Capital Improvement Plan budget for public art. JCPRD is also using those funds to leverage additional philanthropic dollars.

JCPRD approved a Public Art Master Plan in the Fall 2021. As part of this planning process, the following draft goals have been developed as a guiding statement for the program.

Public art in JCPRD parks, trails and facilities will inspire a deeper connection to place through interactive, immersive, and inclusive experiences.

A temporary, public artwork was first commissioned for Theatre in the Park in summer 2022. The JCPRD Public Art Program looks forward to commissioning a new temporary installation at Theatre in the Park in summer 2023.

II. Park Context

Theatre in the Park (TIP) is located on 10 acres in the northeast corner of Shawnee Mission Park. Each summer, Theatre in the Park presents five popular Broadway-style musicals with casts featuring actors from the surrounding community. The season welcomes over 26,000 attendees over the course of a summer, culminating with Evening in the Park, a free summertime party featuring live music and a movie. As an added feature to Theatre in the Park, a temporary public art project will be installed to create a fun, interactive, and magical component to this much-loved community tradition. The project(s) will be unveiled during the opening night of the Theatre in the Park season in early June and be on display through the end of the outdoor production season in early August, at minimum. and will be commissioned to last for multiple weeks. The site for this work will sit outside the front entrance of Theatre in the Park to allow access and enjoyment by trail users in addition to TIP attendees.

The 2023 season line up can be found here: <https://www.theatreinthepark.org/2023-season-summary>.

III. Public Art Goals

The goals for the temporary public art at Theatre in the Park include:

- Engage visitors of Shawnee Mission Park and attendees of Theatre in the Park with an artwork that is fun, interactive and/or participatory.
- Create a sense of magic in the park and around Theatre in the Park that can be enjoyed during daylight and evening hours. Artists are encouraged to incorporate lighting as part of their design.
- Create a piece that is site specific and inspired by the usage and visitation.
- Provide opportunities for local and regional artists.

IV. Site and Scope

The Public Art Program is interested in commissioning an artist to create a site-specific, temporary work of art for Theatre in the Park at Shawnee Mission Park. The artist will also be asked to collaborate with JCPRD to develop and lead one community engagement activity/educational program, at no cost to members of the public, related to the artwork development process or the artwork itself.

Site

The temporary art installation will be placed at the front entrance of Theatre in the Park, which will be viewable and accessible by trail users at SMP and attendees of TIP. The site location is on a grassed surface, which should be taken into consideration during the design process along with anchoring the piece for safety and security.

There is no defined height restriction for the installation. Anchoring into the ground is possible and encouraged. JCPRD Planning and Development staff and Park Staff will be key stakeholders to approve installation and deinstallation plans.

Due to the project site being in a public park, people will have access to walk up next to the project and potentially touch the piece. Signage (provided by JCPRD) can be installed next to the piece to discourage or encourage specific engagement (ie: please do not touch) however it is not guaranteed it will be followed.

Artist Scope of Work

The selected artist will be responsible for designing, fabricating, and installing the temporary artwork, including:

- Develop a design that is created specifically for this site, inspired by its use as a larger trail network and an outdoor theatre destination. Interactive sound elements should not be incorporated into the piece due to potential distraction during the live performances.
- Based on the approved concept proposal, develop final design documents detailing every physical feature of the construction of the artwork and its integration with the site. The life of the piece should be expected to last at least 3 months and up to 10 months.
- Execute the final design on schedule and in a manner that conforms to the approved concept proposal.
- Manage all aspects of the installation and deinstallation of the artwork. JCPRD planning staff will assist with navigating electrical needs for the piece to be properly powered at the site location.
- Work cooperatively and maintain effective communication with all parties involved in the project including JCPRD administrative staff, park staff, theatre staff, and stakeholders.
- Collaborate with JCPRD to develop and lead one community engagement activity/educational program, at no cost to members of the public, related to the artwork development process or the artwork itself. Any material expenses related to this community engagement activity should be incorporated into the budget proposal.
- Collaborate with JCPRD on the marketing and promotion of the artwork as well as the community engagement project.

V. Selection Process

The TIP Art Selection Committee (ASC) will review artist qualifications and select up to 3 finalists. Finalists will be paid a stipend to develop a site-specific concept proposal (including renderings, a narrative description, budget and timeline) and present it to the Art Selection Committee. The Art Selection Committee will review concept proposals and recommend their selection to the Public Art Committee. The final artist selection and concept will be approved by the JCPRD Board.

Shawnee Mission Park | Theatre in the Park Art Selection Committee

- Tim Bair, Producing Artistic Director of Theatre in the Park
- Kelby Hellwig, JCPRD Central Region Park Manager
- Susan Mong, Superintendent of Culture
- Rodney Riffle, Public Art Committee Representative / JCPRD Planning & Development
- Jonathan Thomas, Theatre Advisory Council member
- Community Artist
- Community Artist Advocate
- Jen Newell, non-voting, administrative support

Artist Eligibility

This public art opportunity is open to professional artists residing within 500 miles of Kansas City.

Contract

Johnson County Park & Recreation District shall provide the contract shell for artists to review prior to applying. Please review the contract to ensure compliance as no modifications will be made. [View the document here.](#)

Following recommendation of the ASC and Public Art Committee and approval by the JCPRD Board, the artist will finalize a contract with JCPRD for final design, fabrication, construction, installation, and oversight of the artwork.

Virtual Open House / Informational Session

JCPRD will host a virtual open house / informational session for all prospective applicants to provide an overview of Theatre in the Park, the goals for the project, a review of the application process, and field any questions. This session will be held via Zoom on Tuesday, December 6 from 12:30 – 1:00pm. [Please RSVP here to receive the access link.](#) Although the session will not be recorded, questions and answers will be compiled and shared on the associated project page at <https://bit.ly/JCPRD-TIP>.

Pre-Proposal Site Visit

JCPRD will host an optional pre-proposal site visit for the selected finalists. The meeting will be held in-person and provide an opportunity for the artists to learn more about the project goals, meet stakeholders, and have a guided site visit tour. Any documents shared at the site visit will also be made available to the finalists electronically. Artists living more than 60 miles from the Theatre in the Park site at Shawnee Mission Park will be provided a travel stipend of up to \$250 for mileage and lodging expenses.

Submittal of Qualifications

Interested artists will be asked to submit their qualifications and the requirements outlined below through CaFE by December 29, 2022, at 11:59 PM. Technical questions for CAFÉ should be directed to: <https://www.callforentry.org/artist-help-cafe/>.

- Open-ended responses to the following questions:
 - *Describe your interest in this project and how this commission relates to and/or builds on your body of work* (no more than 3,000 characters including spaces)
 - *How have you approached research, investigation, and engagement on past projects and what are some of your past successes in developing work that is site-specific?* (no more than 2,000 characters including spaces)
- A CV/resume with current contact information (no more than 3 pages, PDF preferred)
- Names and contact information for 3 - 5 professional references (PDF preferred)
- Images of work samples/previous artwork relevant to this project (at least 2, no more than 7). Additionally, up to 3 videos of work samples/previous artwork can be uploaded in addition to the images.
- A corresponding image list with artwork title, medium, dimensions, brief description, location, date of work, commissioning entity and budget/price

We encourage emerging artists and/or teams to apply for this project. If applying as a team, please designate a primary contact when submitting your entry in Café, communicate which artist(s) are responsible for each of the work samples, submit one resume and one references attachment for the team, and one resume page and at least one reference per team member. Please note that the partnered artists will be treated as one, single entity regarding the project budget and any associated stipends.

JCPRD intends to award the contract to one artist or artist team; however, JCPRD reserves the right to award to one or more applicant, or no applicants if none of the applications are deemed acceptable.

Criteria for Review of Qualifications

Artist qualifications will be reviewed by the Artist Selection Committee based on the following criteria:

- **Artistic Excellence:** What is the quality of the artist's work and their compatibility with the project?
- **Goals:** Does the artist's body of work demonstrate an ability to create a temporary artwork that responds to the goals of the project?
- **Approach:** How well does the artist communicate their understanding of the project?
- **Capabilities:** Does the artist have sufficient experience to be able to design, fabricate, and install an artwork on time and on budget?

Submittal of Finalist Proposals

Finalists will receive a stipend of \$500 to participate in the concept proposal process, including a pre-proposal site visit (see "Pre-Proposal Site Visit" section for details). Artists living more than 60 miles from the Theatre in the Park site at Shawnee Mission Park will be provided a travel stipend of up to \$250 for mileage and lodging expenses.

Proposals must include design renderings, a short narrative description (including materials to be used, proposed method of installation, other requirements necessary within the infrastructure at Shawnee Mission Park, etc.), a maintenance plan for the duration of the artwork display, a community engagement activity concept, a preliminary budget, and a timeline.

Finalists will present their concept proposals directly to the Art Selection Committee, either virtually or in-person, depending on availability of all finalists. The Art Selection Committee will recommend a final artist/design for the project for approval by the Public Art Committee as well as JCPRD Board.

Criteria for Reviewing Finalist Proposals

- Artistic excellence: Does the concept proposal demonstrate artistic excellence, high quality, innovation, creativity, and clarity of vision?
- Goals: Does the concept proposal respond to the goals for the project?
- Approach: Does the concept proposal reflect a clear understanding of the site, including how the artwork will be experienced and engaged with?
- Capabilities: Has the artist presented a sound work plan for fabricating and installing a temporary work in a professional manner, with quality materials, on time and on budget?
- Community: Has the artist developed a design, as well as a community engagement activity, that will spark curiosity and encourage exploration by members of the public?

VI. Tentative Timeline

November 17, 2022	Artist Call Opens on CaFE
December 6, 2022	Virtual Open House / Informational Session
December 29, 2022	Artists Qualifications Due (by 11:59 PM)
January 12, 2023	ASC Selects Finalists
February 3, 2023	Pre-Proposal Site Visit with Finalists
February 24, 2023	Finalists Present Concept Proposals to ASC
February 28, 2023	ASC Selects Final Artist / Design
March 15, 2023	JCPRD Board Approval of Selected Artist / Design
March & April 2023	Finalize Design and Fabrication
May 2023	Installation (with completion by May 31)
June 2, 2023	Artwork “Unveiled” at Theatre in the Park Season Opening
July 2023	Community Engagement Activity
Fall 2023 with possibility of extending into 2024	Artwork Deinstallation (details will be coordinated in contract)

VII. Budget

JCPRD PUBLIC ART GENERAL FUND	\$10,000
--------------------------------------	-----------------

Artwork (design, fabricate, install + community engagement activity)	\$10,000
JCPRD OPERATING FUND	\$2,350
Signage (design, fabricate, install)	\$100
Artist Stipend (up to 3 artists)	\$1,500
Travel Stipend (if applicable)	\$750
PROJECT TOTAL	\$12,350

VIII. Community Engagement, Marketing and Communications

Community engagement, marketing and communications should be geared toward engaging with existing stakeholders as well as bringing new audiences to experience the artwork.

JCPRD will make efforts to make stakeholders aware of the commissioning process and, when appropriate, information about finalists, finalist concept proposals, and other project milestones.

Stakeholders

Community engagement, marketing and communications should build upon the existing stakeholder base for art, parks, and Theatre in the Park, specifically. These will include, but may not be limited to, representatives from:

- Theatre in the Park patrons
- Theatre in the Park cast, crew and musicians
- Theatre in the Park Advisory Council members
- Art Selection Committee members
- JCPRD Public Art Committee members
- JCPRD Staff and Board members

Engagement Strategies

JCPRD staff will develop a marketing and communications strategy throughout the entire commissioning process that will include:

- A unique project page will be created on the JCPRD website with information about the commissioning process, artist, and project.
- Signage will be created and installed near the piece with basic information including the project title, artist, and materials used. A QR code will also be included to direct visitors to the project webpage to learn more.
- Social media announcements about project milestones, as appropriate.
- Digital materials about the project to be shared through JCPRD's Marketing Department and Theatre in the Park as appropriate.
- Media releases to local and regional publications and blogs.
- Promotion of the community engagement activity (hosted and led by the selected artist) through digital resources and printed flyer, if appropriate.

The selected artist will be asked to help support the above initiatives by providing content to JCPRD such as process photos, photo captions, and descriptions of the project – both in written and occasionally audio form.

IX. Evaluation

There are several types of evaluation that will provide valuable feedback regarding both the process and the success of the project.

- A questionnaire will solicit feedback from the selected artist and Art Selection Committee about the overall project development process.
- JCPRD staff involved with the project will be invited to share feedback to improve future public art projects and processes.
- Community members that engage with the artwork and/or attend the educational activity will be asked to provide feedback regarding their interactions with the artwork and artist. Questions considered in the evaluation will include:
 - How did they learn about the artwork?
 - Did they come specifically to see the art at the park?
 - What is their impression of the artwork?
 - How does public art impact their experience of the park or at Theatre in the Park?
 - Did the visitor have previous awareness of JCPRD's public art program?
 - Would the visitor have interest in public art projects elsewhere in JCPRD parks, trails and facilities?
- Media, social media, and website hits will be used to monitor engagement with the artwork.

X. Additional Resources

- <https://www.theatreinthepark.org/>
- <https://www.jcprd.com/facilities/facility/details/Shawnee-Mission-Park-14>
- <https://www.jcprd.com/1308/Public-Art-Program>