

Johnson County Park & Recreation District JCPRD Poster Project 2023

Project Plan



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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.

The JCPRD Park Poster Project will launch in 2023 with the goal of featuring places and spaces throughout the JCPRD system.

Posters celebrating parks, park wonders, and scenic places have a long tradition. During the Great Depression, the Works Progress Administration developed National Parks themed posters to promote the expanding system of parks being developed through the Civilian Conservation Corps. More recently, local park systems, conservation groups, and communities have commissioned artists to create collectable posters using both retro and contemporary styles that celebrate the exploration of nature.

The JCPRD Public Art Program will commission a series of posters of JCPRD parks, trails and facilities from Kansas City region artists and illustrators. Posters could feature a single park, multiple elements within a larger park, or other iconic JCPRD buildings and places. Posters will be exhibited throughout the County and available for sale with proceeds benefiting the JCPRD Public Art Program.

II. Public Art Goals

The goals for the JCPRD Poster Project include:

- Celebrate JCPRD parks, trails and facilities and the special attributes within them.
- Raise awareness of which parks, trails and facilities are part of the JCPRD system.
- Provide opportunities to commission and showcase Kansas City region artists and illustrators.
- Raise funds to support the JCPRD Public Art Program.

III. Project Overview

The JCPRD Public Art Program is interested in commissioning artists to feature a single park, multiple elements within a larger park, or other iconic JCPRD buildings and places. Four parks have been chosen among the 17 regional parks to feature in 2023. Those parks include Big Bull Creek Park, Cedar Niles Park, Lexington Lake Park, and Shawnee Mission Park. Four artists will be selected and assigned to each of these parks to illustrate specific features or attributes of these places according to the artist guidelines provided below. The artist may find inspiration for their design by spending time in these

spaces, utilizing resources provided in this document, or visiting with staff about features, ecosystems, flora, fauna, animals, or patron uses.

Scope of Work

Each of the four selected artists will be assigned a specific park and asked to create a design according to the artist guidelines. The artists will propose a design for approval and work with JCPRD staff on any needed refinements. The artist will be expected to work cooperatively and maintain effective communication with all parties involved in the project.

Community Engagement

The four selected artists will be asked to provide a headshot, bio, and brief artist statement along with the final submission of their work. The artists will also be asked to participate in an artist talkback and signing event on August 14 from 6 – 7:30 PM at the Johnson County Arts and Heritage Center.

IV. Artist Guidelines

IMAGE: Create a modern WPA National Parks inspired illustration of the assigned park location rendered in the iconic and majestic style used by the Federal Art Project artists in the 1930s. Artists are encouraged to consider how the park looks at different times of the day.

SCALE: Work in 8.75”w x 11.25”h scale, or a larger or smaller proportional equivalent. If digital, work at 600 dpi in order for composition to translate to 300 dpi at 25”w x 32”h, our largest print size.

MEDIUM: Artists may work in the medium of their choice. For physical work, avoid canvas or highly textured surface. Use smooth surface paper or illustration board. Final submissions must be in digital form. Artists must arrange for a professional scan or photo of a physical piece to create a digital file.

STYLE: WPA artists made use of a simple, yet elegant and majestic, visual vocabulary with a sense of grandeur. Use a similar style, while incorporating modern elements, and a futuristic feel to inspire fresh perspective and strengthen continuity.

Key elements of this style include:

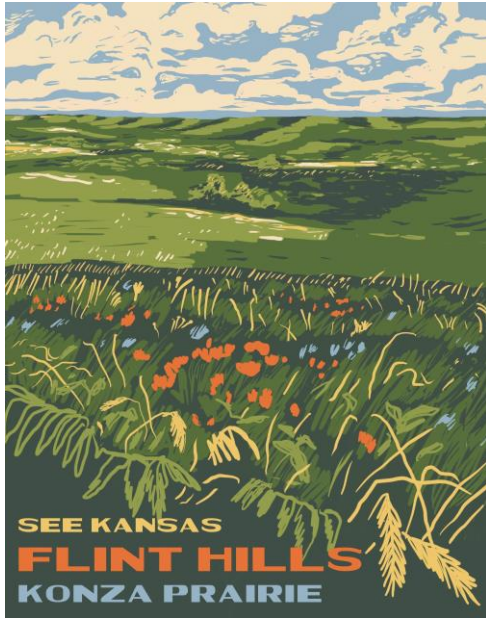
- A limited color palette of 5-6 colors
- A screen print layering effect
- Limited use of blending and texture in favor of more defined edges of color blocks

Compositional elements may include:

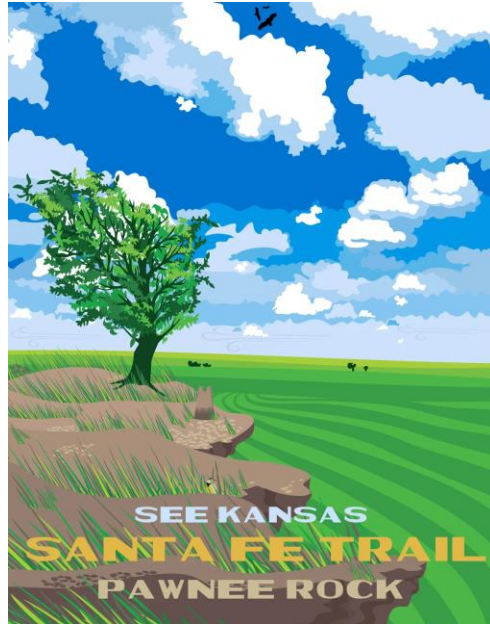
- Use of images in the foreground as framing devices
- Silhouettes in the foreground
- A central/prominent foreground image
- A scenic view or central subject in the middle ground
- A desaturated background that adds to the sense of depth
- Scale contrast and/or lighting contrast to add depth, perspective and drama

REQUIRED ELEMENTS: Reserve uncluttered space at the bottom of the piece for the addition of text. Text will be added to the digital file by JCPRD and will reflect the color palette of the piece. Artists DO NOT add text to their composition.

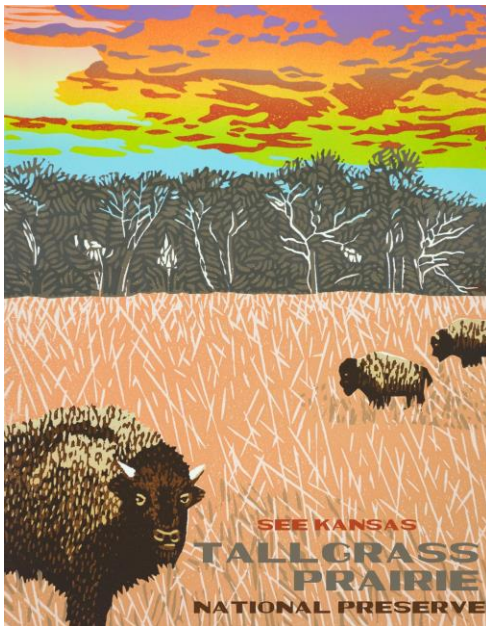
Please take note of the very specific style of the images below and linked through the websites listed below. These images are shared with permission from [Parks and Green Spaces](#).



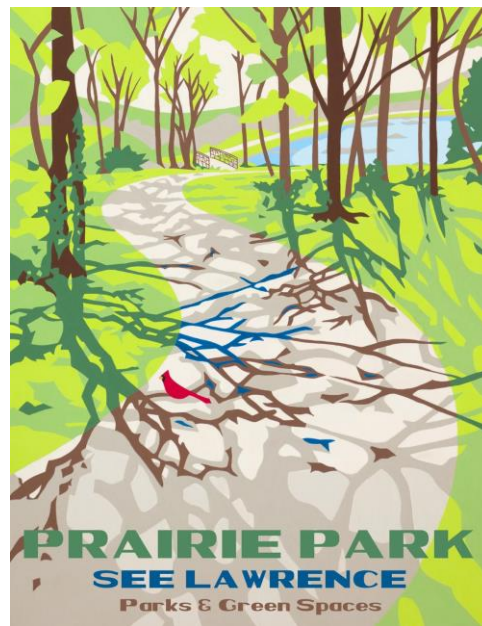
Artist: Mary Gordon McFall



Artist: Lana Grove



Artist: Lori Stanziola



Artist: Lora Jost

Links and image examples to reference when designing your artwork:

- [Parks & Green Spaces \(parksandgreenspaces.com\)](https://parksandgreenspaces.com)
- [Ranger of the Lost Art \(rangerdoug.com/posters\)](https://rangerdoug.com/posters)
- [Creative Action Network \(creativeaction.network/collections/see-america/print\)](https://creativeaction.network/collections/see-america/print)
- [NASA Jet Propulsion Laboratory \(jpl.nasa.gov/galleries/visions-of-the-future\)](https://jpl.nasa.gov/galleries/visions-of-the-future)

V. Application Process

Artist Eligibility

This public art opportunity is open only to artists residing in the Kansas City region (Cass, Clay, Douglas, Jackson, Johnson, Leavenworth, Miami, Platte, or Wyandotte County).

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 from the ASC, the selected artist will be approved by the Public Art Committee and finalize a contract with JCPRD for the project.

Virtual Open House / Informational Session

JCPRD will host an optional virtual open house / informational session for all prospective applicants to provide an overview of JCPRD, the goals for the project, a review of the application process, and field any questions. **This session will be held via Zoom on Thursday, March 9 from 11 – 11:30 AM.** [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 [JCPRD Poster Project page here](#).

Submittal of Qualifications

Interested artists should submit their qualifications and the requirements outlined below by Wednesday, April 5th at 11:59 PM via the JCPRD website. [Click here to submit your qualifications](#).

- A CV/resume with current contact information and past/current experience (no more than 3 pages).
- Up to 10 images of previous artwork relevant to this project with a corresponding image list to include artwork title, medium and dimensions.
- Names and contact information for 3 professional references.
- A brief artist statement about why you are interested in this project (up to 200 words).

VI. Selection Process

The Poster Project Art Selection Committee (ASC) will review artist qualifications and select four artists based on qualifications and experience. The ASC will recommend 4 artists/designs for final approval by the JCPRD Board.

Poster Project Art Selection Committee

- Anne Blessing, Public Art Committee
- Carol Logan, Art Advocate
- Casey Wilhm, Chamber Community Advocate
- Craig Shafar, JCPRD NE Park Region Assistant Manager
- Mary Gage, Artist + Parks & Green Spaces Liaison
- Ryan Bell, JCPRD Fine Arts Coordinator
- Susan Mong, JCPRD Superintendent of Culture
- Jen Newell, non-voting, administrative support

Criteria for Review of Qualifications and Finalist Interviews

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

- Artist resides in the Kansas City region within one of the following counties: Cass, Clay, Douglas, Jackson, Johnson, Leavenworth, Miami, Platte, Wyandotte.
- 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 an 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 design an artwork on time and on budget?
- The artist has reviewed the artist agreement and is comfortable with the conditions.

VI. Tentative Timeline

February 20, 2023	Issue Call for Artists
March 9, 2023	Virtual Open House (11 – 11:30 AM @ Zoom, RSVP here)
April 5, 2023	Artist Qualifications Due
April 11, 2023	Art Selection Committee meeting to select artists and park assignments
Late May 2023	Preliminary design proposal due
June 2023	Design proposal/finalization (June 15) Public Art Committee approval (June 27)
July 2023	Board approval (July 19)
August 14, 2023	Poster signing event & design reveal (6 – 7:30 PM @ Johnson County Arts & Heritage Center)

VII. Budget

JCPRD POSTER PROJECT TOTAL	\$10,000
Artist #1 fee (payable to artist)	\$2,500
Artist #2 fee (payable to artist)	\$2,500
Artist #3 fee (payable to artist)	\$2,500
Artist #4 fee (payable to artist)	\$2,500

VII. Marketing and Communication

Stakeholders

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

- JCPRD park, trail, and facility users
- Johnson County residents
- Art enthusiasts
- Art Selection Committee members
- JCPRD staff and board
- JCPRD Public Art Committee members

Engagement Strategies

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

- A unique project page will be created on the JCPRD website with information about the commissioning process, project and selected artists.
- Social media announcements about project milestones, as appropriate.
- Media releases to local and national publications and blogs.
- Posters and other prints will be sold to the public at the JCPRD Museum Gift Shop, on the website of Parks and Green Spaces, and through other JCPRD channels to allow the public to acquire and collect these items.

VIII. Evaluation

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

- A questionnaire will solicit feedback from the selected artist on 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.
- Media, social media, website hits and sales will be used to monitor engagement around this project.

IX. JCPRD Resources

Links to JCPRD information and Kansas City region resources:

- [JCPRD Public Art Program \(jcprd.com/publicart\)](http://jcprd.com/publicart)
- [JCPRD Public Art Plan \(jcprd.com/DocumentCenter/View/23775\)](http://jcprd.com/DocumentCenter/View/23775)
- [JCPRD Park Listing \(jcprd.com/676/parks\)](http://jcprd.com/676/parks)
- [Kansas City Hiker \(kansascityhiker.com/johnson-county\)](http://kansascityhiker.com/johnson-county)