



City of Rock Hill
155 Johnston St.
PO Box 11706
Rock Hill, SC 29731
www.cityofrockhill.com



Art Sustainability

Summary Report

2017



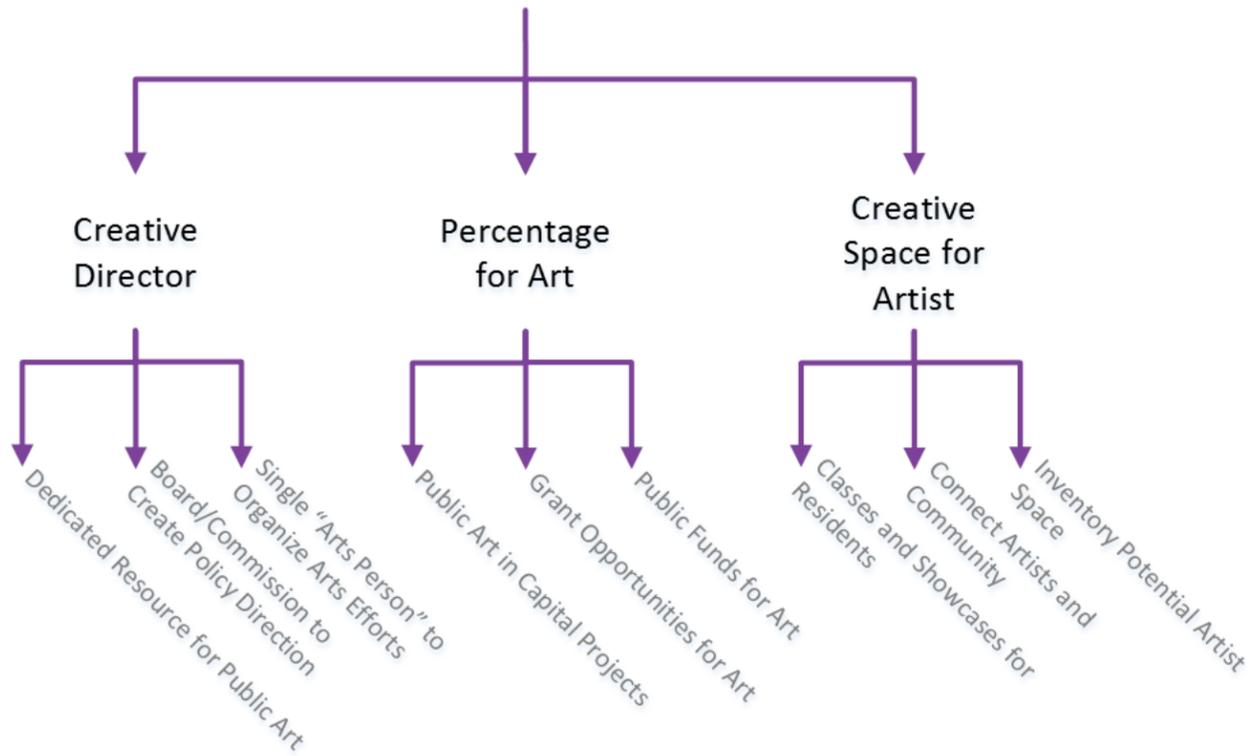
“Build a framework to establish a sustainable process for integrating arts in the community.”
 - Mayor Doug Echols



Other Ideas—Resources

	Creative Director	Artist Creative Space	Percentage for Art
Public		✓	✓
Educators			
Arts Community	✓		✓
Other Supporters	✓	✓	

Other Ideas

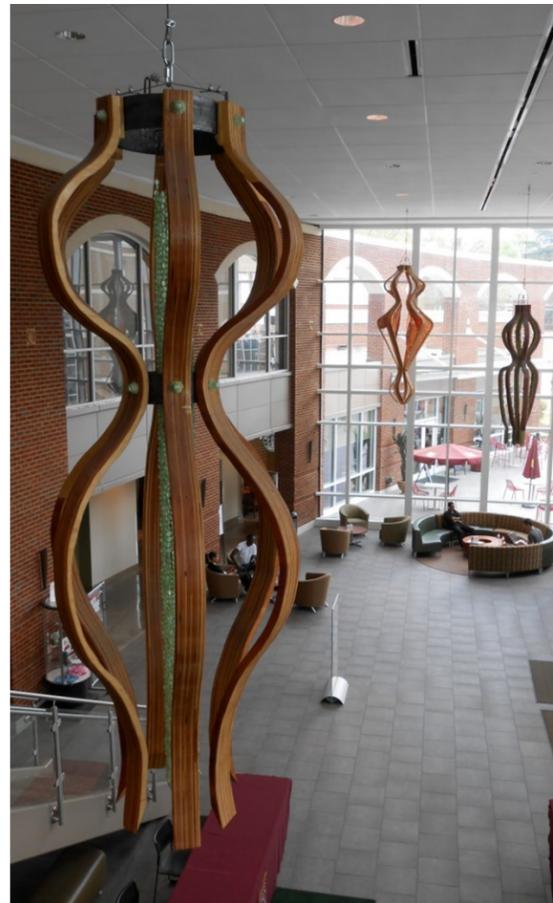


A large number of ideas that came from the Rock Hill arts community included ideas that did not easily fall into one of the three predominate themes of raising awareness of art, changing perception of community art, and establishing Rock Hill as an arts destination.

Some of these 'other ideas' include developing a financial support system for artist through establishing a local 'percentage for art' to fund arts efforts, creating a program to award grants to artists, subsidizing art space, coordinating and sponsoring temporary art installation.

Other suggestions revolve around more community coordination support. The idea of a Creative Director to coordinate art related activities came up several times. Establishing a board to develop new projects and set policy direction was also discussed. Such a group could develop an 'art motto' for Rock Hill.

It was noted that there are existing events that can be expanded to include art elements, such as Come See Me, Food Truck Friday, etc. There is also opportunity to commission a signature art piece from which Rock Hill can build sustainable arts.

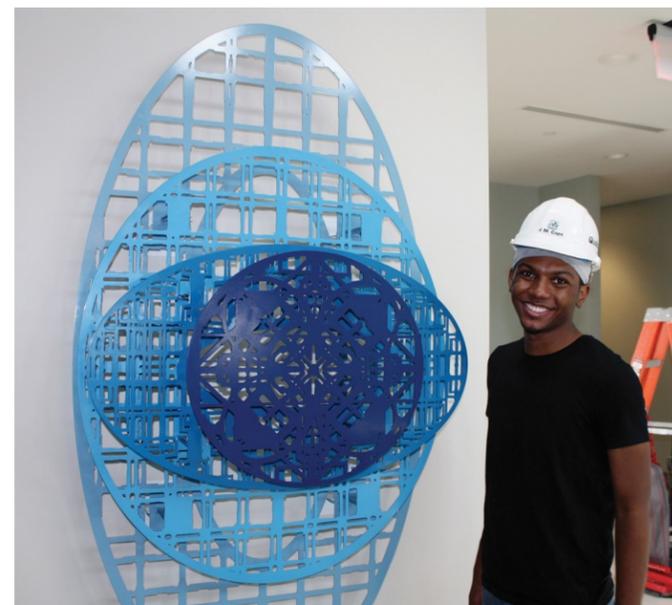


The purpose of the Art Sustainability framework is to create a more cohesive public art initiative that celebrates the unique history and cultural traditions of Rock Hill, and connects various public art projects by involving both private and public organizations. Promoting public arts in an intentional way will positively impact the Quality of Life in Rock Hill.



Historically, public art in Rock Hill has consisted of a series of independent, 'one-off', projects sponsored by various private and public entities without significant intentional cohesion with other public art projects in the community. This has created art in various public spaces, but has not set the stage for a collective arts "identity" for Rock Hill. With the current circumstances in mind, Mayor Echols gathered together community members to discuss ideas and concerns regarding sustainable arts in Rock Hill.

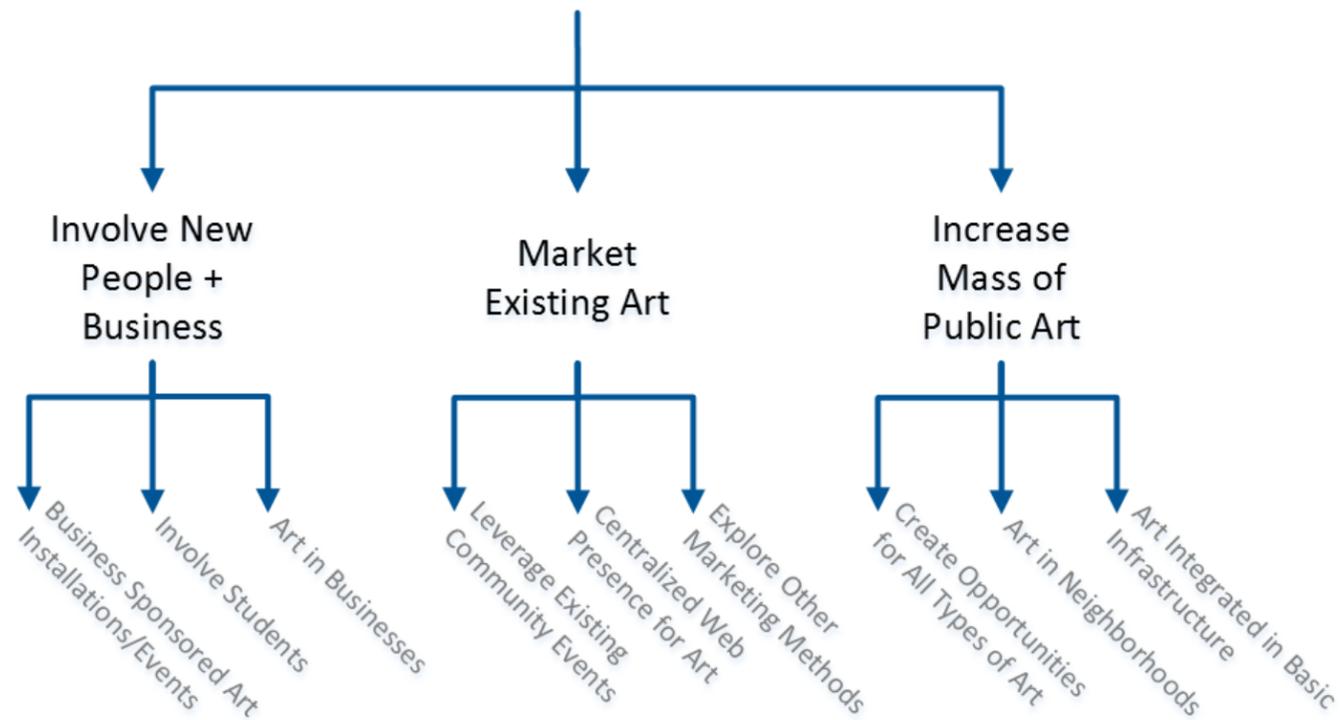
Framework development was a community-wide endeavor, requiring input from community leaders with an interest in the arts community. This includes visual artists, musicians, arts organizers, and arts booster. Several information gathering meetings were held in the Winter and Spring of 2017 to gather thoughts of arts community members as to how to address sustaining the arts in Rock Hill. These meetings were comprised of large and small group discussion, facilitated by City of Rock Hill staff. The discussion from these meetings resulted in the organizing of ideas into three distinct themes—raising awareness of art; changing perceptions of community art in Rock Hill; and establishing Rock Hill as an arts destination.



The following pages of this report will expand on the themes listed above as well as touch on other art promotion ideas that were discussed. Within each theme, the community group best suited to advancing the ideas put forth by the arts community members were identified, noted as 'resources'.

Creating an Arts Sustainability framework for Rock Hill will enable the community to determine what public art the community needs and wants, and establishes a way to bring the desire for more integrated public art to fruition. The framework is only the first steps in this process, but will yield a more cohesive effort that will be able to develop and grow over time.

Awareness



The first piece of the Arts Sustainability framework is raising awareness of public art in the community. This includes increasing awareness of art events, art walks, the businesses who support art, and students that create and participate in art.

Ideas shared in group discussions included the importance of involving new people and businesses through active engagement with art in the community. One possible way to accomplish this is to incorporate art into the business community through sponsorship of art installations or inclusion of art pieces at brick and mortar locations to help showcase and create awareness of public art.

Also noted was the need to market existing art; to bring awareness to the public art assets that Rock Hill already has at its disposal. Several community members suggested a central place of contact, such as a website, will be needed to advertise the art opportunities in Rock Hill. More marketing efforts using social media can be a part of a concerted effort to expand the awareness of public art and art events.

Increasing the number of public art installations with various art mediums will make public art a part of Rock Hill residents' daily life. Incorporating art in infrastructure and placement of art in neighborhoods are opportunities to explore.

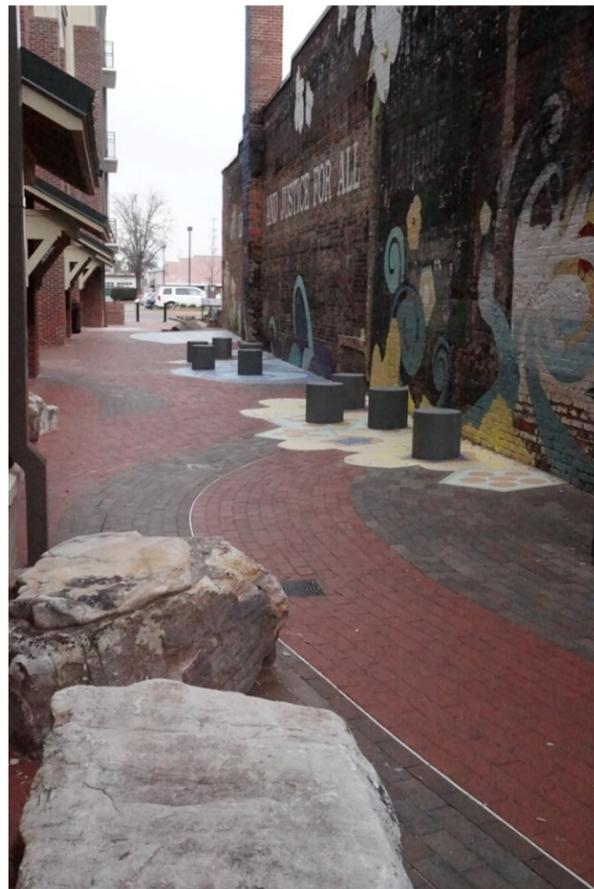
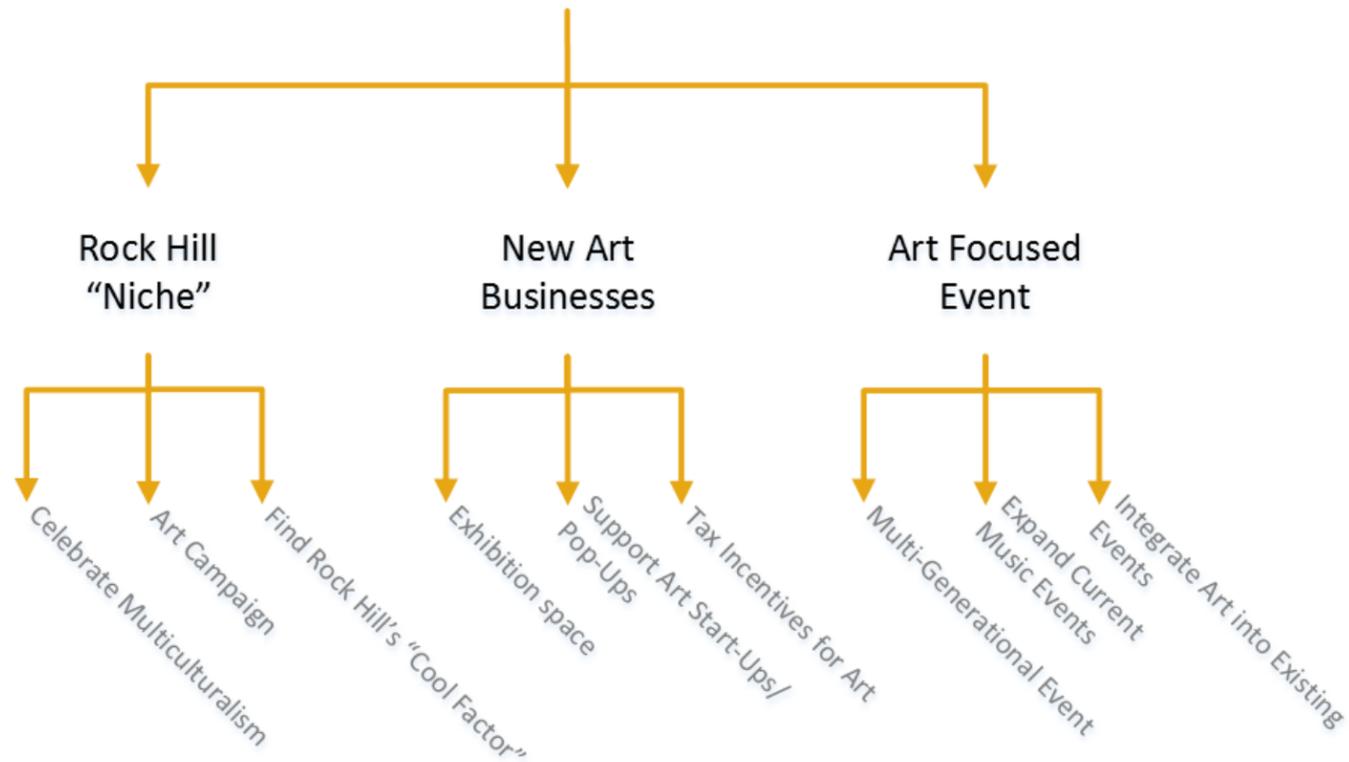
Rock Hill has similar efforts that could be adapted to use for public art, such as the Friends of Library, for art fund-raising and advocacy.

Destination—Resources

	Create Rock Hill "Niche"	New Arts Businesses	Art Focused Event
Public		✓	✓
Educators		✓	
Arts Community	✓		✓
Other Supporters	✓		



Destination



Establishing Rock Hill as an arts destination, attracting more artists and art appreciators to Rock Hill, is the final theme of the framework.

Involving artists in functional design, including streetscape on Rock Hill's key corridors would go a long way toward creating a sense of art 'place'. Full incorporation of art in all aspects of Rock Hill can reinforce a visual connectivity around art.

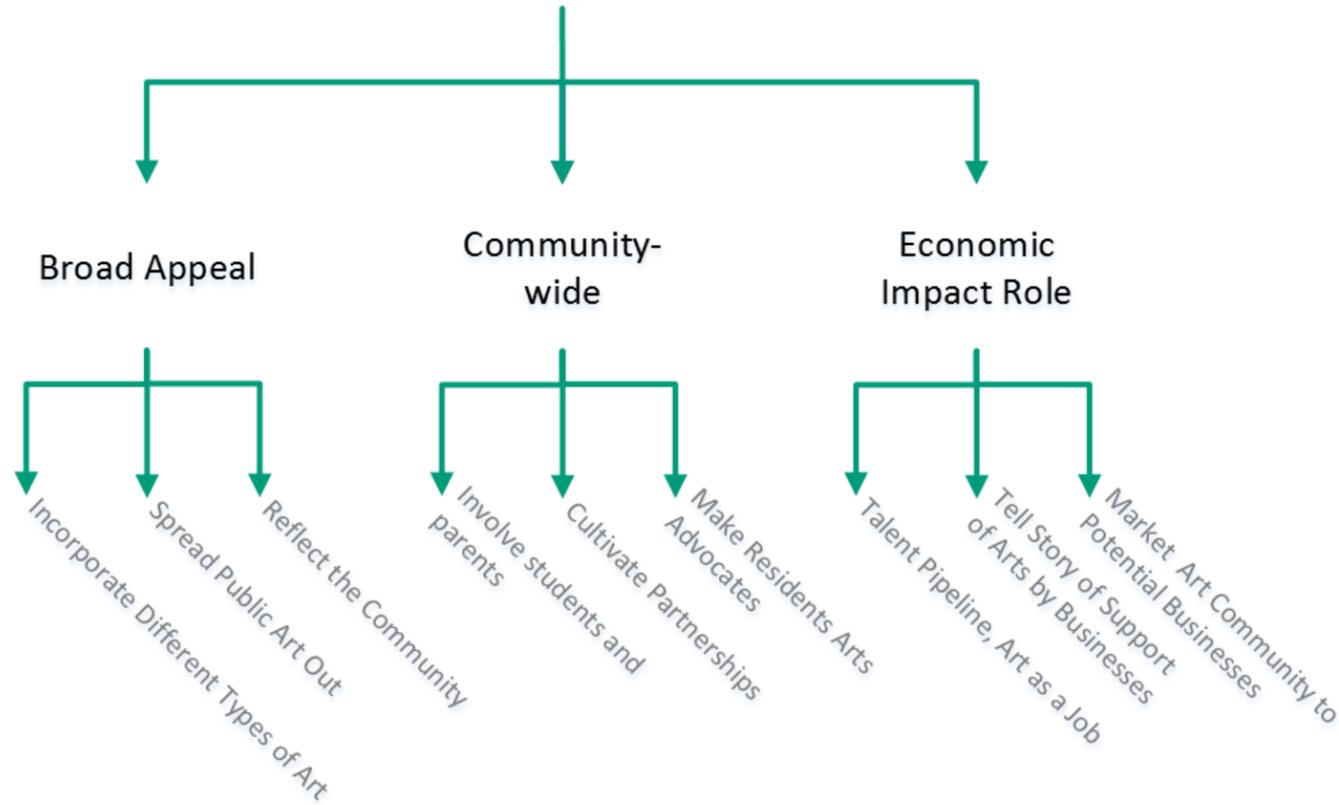
An artistic 'niche' developed in Rock Hill can set the community apart and create a reputation for art. Finding Rock Hill's 'cool factor', a unique art identify that is specific to Rock Hill, can help attract new art businesses, including art retail space, art boutiques, and commercial art galleries. Such an art identity can be leveraged to secure more public art and increase tourism to Rock Hill.

Establishing an art-focused event specific to Rock Hill can create an arts identity for Rock Hill; further demonstrating that Rock Hill is a community with a lot to offer to residents and businesses alike.

Awareness—Resources

	Involving New People and Businesses	Marketing Existing Art	Increase Mass of Public Art
Public			✓
Educators	✓		
Arts Community	✓	✓	✓
Other Supporters		✓	

Perception



Creating a broad appeal of public art can be achieved by making the connection between other aspects of community life, including economic development and quality of life. Making art community-wide, reflective of all groups, and dispersing art into all areas of the city will help make art more relevant to more residents.

Formalizing the arts partnerships that already exist can positively change the community perception of public art by created unity within the art community efforts.

Promoting regional commitments, such as the future performing arts center, for the entire community can focus on different types of public, out beyond visual art pieces.

Making art community-wide, by reflecting all groups in the community and dispersing art into all areas of the City will help to make art more relevant to more residents. Cultivating partnerships between different sectors is key to making public art a community-wide initiative.

Highlighting public arts' role in economic impact is crucial to changing its perception. Sharing current art-centered efforts in business establishments can be a part of advertising public arts in order to entice new businesses to locate in Rock Hill and make the connection between arts, quality of life, and economic development by recruiting talent, encouraging visitors to retail and restaurants, and increasing commerce in all areas.



Perception—Resources

	Broad Appeal	Community-Wide	Economic Impact Role
Public		✓	✓
Educators	✓		
Arts Community		✓	
Other Supporters	✓		✓

