

UNIVERSITY AVENUE IMPROVEMENTS AND ARTWalk 2 ENHANCEMENTS PROJECT

Steering Committee Meeting May 21, 2009 | Memorial Art Gallery MEETING MINUTES

Attendees:

Paul Way
Tom Lichtenthal
Sue Steele
William Cochran
Marianne Kroon
Paul Kramer
Mckenzie Keenan
Steve Beauvais
Marjorie Searl
Debora McDell-Hernandez
Kate Bennett

Barbara Fox
Susie Fame
Helen Hogan
Linda Rock

Public Relations/Media Guests:
Vince Press, Bergmann PR
Patrick Flanigan, City of Rochester PR
Kara Noto, City of Rochester PR

The following is a brief summary of the items discussed, decisions reached and action items from this meeting. The hand-outs provided at this meeting include the tentative draft detailed project schedule, draft key dates, and media talking points. All hand-outs from the meeting are attached. The media Media Talking Points have been updated based on comments from this meeting.

- 1. Marjorie reviewed some images of public art from her recent travels across the country.**
 - Discussed Indianapolis public art program which includes a cultural trail connection through the neighborhoods and rotating artist display throughout the city.
 - Showed design details which included inlaid trail markers, tile work, and variety of materials and sculptures.

- 2. Tom gave background on the Media coverage that has occurred to date.**
 - Fox News did a short piece on TV, which was not positive media for the project.
 - City Newspaper printed an article which highlighted the recent stimulus money received.
 - WXXI interviewed Thomas Warfield, Tom Lichtenthal, and Jim McIntosh about the project.
 - NPR interview which recently occurred and will air on June 4 on Studio 360.

- 3. Tom introduced the Public Relations guests from the City of Rochester and Bergmann Associates to contribute to the discussion on how to address the media. The media talking points were distributed and reviewed. The following items were discussed.**
 - ARTWalk Organization is also putting together talking points for the media and should coordinate this information with the project.
 - The talking points are to be used as a guide, not a hand-out, for individuals to refer to when communicating with the media to insure a consistent message.
 - The points are to be used for reactive responses to media, not proactive.
 - The contact list is a reference for who to contact regarding specific issues/questions asked by the media.
 - Direct all media to Paul Way when unable to answer a question and contact Paul Way to inform him of any media contact.

- Although the project has received a great deal of funding, we are still in need of additional funds – this should be made clear on the talking points document.
- Revisions to the talking points include:
 - Remove line between design team and ARTWalk, ARTWalk should read as part of the design team
 - Change McKenzie's number to 585.530.2060 ext 209
 - Add PR contact and Deborah to MAG contacts
 - Correct spelling of Marjorie's name
 - Add RMSC with Deb as contact
 - Add NOTA with Barbara Fox as contact
 - Add NOTABA with Susie Fame as contact

4. The website development was discussed.

- Website will be developed by the ARTWalk Design Team and will be storyboarded first before being designed.
- The site will be uploaded to the existing ARTWalk organization website.
- The project site will be maintained by Bergmann's web development team for a period of two years (as defined in the contract).
- The website will be a portal to post events, calls for art, design progress, meeting minutes, graphics and imagery and links to supporting organizations.
- All organization should have links on their websites (if maintained) to the ARTWalk 2 project site.

5. Schedule was reviewed.

- Steve B. reminded Bergmann that the design report must be submitted as soon as possible. Bergmann agreed to send out next week.
- Tom explained that March 1, 2010 PSE (Plans Specifications and Estimates) date must be met to receive funding.
- The schedule was reviewed by the group and it was explained that the schedule is very aggressive and will need to be adhered to in order to meet the March 1 deadline.
- The group agreed the June 9 will work for the Steering committee, NOTA meeting and Genesee Community Charter School Presentations.
 - Kate Bennett will check the availability of the RMSC for the Chartered School Presentations
 - Marianne will confirm the date with the Charter School
 - Debora will check the availability of the MAG for the Steering Committee Meeting and for the Charter School Presentations.
 - Sue will send out invites.

6. TEP Funding was explained and discussed.

- Steve B. gave some background on TEP funding and what it can be used for..
- Paul W. explained what we are planning on using the funds for and that 3.8 million is being used for the enhancements.
- It was made clear that this money could not be used for anything other than transportation enhancements, it is a 'pot' of money that is set aside for transportation and can only go to transportation funds.
- It was explained that ARTWalk was essentially competing with other streetscape projects (not police salaries and not recreation programs) to receive the funding. The project received the funding partly because of the history and success of the original ARTWalk.

7. The issue of communication and coordination was raised.

- ARTWalk is unclear on who is lead on the school involvement and would like clarification, unsure why they were not contacted to be involved with the Charter School Presentation work to date.
- William explained that the Charter School was doing their work following the Rochester Stories event, prior to the design team being formed. Contact was made with ARTWalk to get involved.
- Bergmann reassured that the project design team will have a kick off meeting to begin the project; this meeting will include the design team and will establish communication protocol, review responsibilities, and schedule.
- Bergmann will schedule a kick-off meeting for June 1

8. Next Meeting

We will meet June 9 at MAG at 3pm.

ACTION ITEMS:

Bergmann:

- Submit Design Report
- Revise the media talking points with immediate comments
- Set up meeting with the Project Design Team (ARTWalk, Bergmann, and Studio William Cochran), tentatively for June 1.
- Set up meeting to collaborate with ARTWalk Organization on talking points.
- Send invite to next meeting.

MAG:

- Check availability of MAG meeting room for June 9 Steering Committee Meeting
- Check availability of MAG for Genesee Community Charter School Presentations tentatively June 9 (evening)

RMSC:

- Check availability of RMSC for Genesee Community Charter School Presentations tentatively June 9 (evening)

Studio William Cochran:

- Schedule date, time of Genesee Community Charter School Presentations.

NEXT MEETING:

June 9, 2009 at 3:00 PM at Memorial Art Gallery, Sue Steele will send invite.

The above constitutes our understanding of issues discussed and decisions reached at this meeting. Please notify the undersigned, in writing, with any errors or omissions.

Best regards,

BERGMANN ASSOCIATES



SUE STEELE

PROJECT LANDSCAPE ARCHITECTURAL DESIGNER

cc: All Steering Committee Members and meeting attendees (via email)

City Project # 08101, NYSDOT PIN # 4754.18

Tentative Project Schedule

May 21, 2009

Preliminary Design & Community Involvement

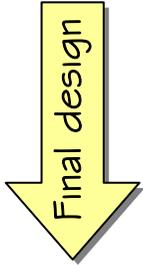
- Project Kick-Off, June 1, 2009
- Steering Committee Meeting, June 9, 2009
- Launch Website, June 19, 2009
- Release Universal RFQ, June 22, 2009
- Steering Committee Meeting, June 23, 2009
- Design Charrette No. 1, June 24, 2009
- NOTA Stakeholder Meeting No. 1, June 25, 2009
- Public Meeting No. 1, June 25, 2009
- Steering Committee Meeting, July 13, 2009
- Lecture Series No. 1, July 16, 2009
- Charrette No. 2, August 17, 2009
- Steering Committee Meeting, August 18, 2009
- NOTA Stakeholder Meeting No. 2, August 20, 2009
- Public Meeting No. 2, August 29, 2009
- Lecture Series Speaker No. 2 and Workshop No. 1, August 21, 2009
- Jury Training and Deliberation, September 21-25, 2009
- Lecture Series Speaker No. 3 and Workshop No. 2, September 25, 2009
- 50% Plans In-House Review, October 16, 2009
- Lecture Series Speaker No. 4, October 22, 2009
- NOTA Stakeholder Meeting No. 3, October 22, 2009
- 50% Plans to City and State, October 23, 2009
- Lecture Series Speaker No. 4, November 19, 2009
- Steering Committee Meeting, December 1, 2009
- NOTA Stakeholder Meeting No. 4, December 3, 2009
- Public Meeting No. 3, December 3, 2009
- ADP In-House Review, December 4, 2009

DRAFT

Final design

ARTWalk 2

University Avenue Improvements and ARTWalk 2 Enhancement Project



ADP to City and State, December 18, 2009

Steering Committee Meeting, January 5, 2009

NOTA Stakeholder Meeting No. 5, January 7, 2009

PSE In-House Submission, February 12, 2010

PSE Submit to City and State, February 26, 2010 (cannot submit after March 1, 2010)

Federal Obligation from State, March 31, 2010

DRAFT

**Note: Schedule and target dates subject to modifications as the scoping and design process evolves*

June 2009

June 2009							July 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

	Monday	Tuesday	Wednesday	Thursday	Friday
Jun 1	2	3	4	5	
WRITE CALL FOR UNIVERSAL RFP To Jun 19 ➔					
WEBSITE DESIGN AND DEVELOPMENT (3 WEEKS)					
Jun 1 - 5					
8	9	10	11	12	
WRITE CALL FOR UNIVERSAL RFP To Jun 19 ➔					
WEBSITE DESIGN AND DEVELOPMENT (3 WEEKS)					
WILLIAM IN ROCHESTER					
	CHARTER SCHOOLS PRESENTATION	BRAINSTORMING SESSION (DESIGN TEAM)			
	STEERING COMMITTEE MEETING				
15	16	17	18	19	
WRITE CALL FOR UNIVERSAL RFP					
WEBSITE DESIGN AND DEVELOPMENT (3 WEEKS)					WEBSITE LAUNCH
Jun 15 - 19					
22	23	24	25	26	
WILLIAM AND TERESA IN ROCHESTER					
RELEASE CALL COR ENTRIES (60 DAYS FOR RESPON	STEERING COMMITTEE MEETING	DESIGN CHARRETTE #1	FUND RAISING MEETING 1		
			NOTA MEETING #1		
			PUBLIC MEETING #1 - BRING COMMUNITY UP TO S		
29	30	Jul 1	2	3	
COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS)					
Jun 29 - Jul 3					

July 2009

July 2009							August 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

	Monday	Tuesday	Wednesday	Thursday	Friday
Jun 29 - Jul 3	Jun 29	30	Jul 1	2	3
	COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗				
Jul 6 - 10	6	7	8	9	10
	COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗				
Jul 13 - 17	13	14	15	16	17
	COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗				
Jul 20 - 24	20	21	22	23	24
	COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗				
Jul 27 - 31	27	28	29	30	31
	COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗				
50% PLANS (3 MONTHS) To Oct 15 ↗					

August 2009

August 2009							September 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			
30	31												

	Monday	Tuesday	Wednesday	Thursday	Friday
Jul 27	28	29	30	31	
3	4	5	6	7	
From Jun 29 COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18					
50% PLANS (3 MONTHS) To Oct 15					
	WEBSITE UPDATE				
10	11	12	13	14	
From Jun 29 COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18					
50% PLANS (3 MONTHS) To Oct 15					
17	18	19	20	21	
From Jun 29 COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18					
50% PLANS (3 MONTHS) To Oct 15					
WILLIAM AND TERESA IN ROCHESTER					
CHARRETTE #2	STEERING COMMITTEE MEETING			NOTA MEETING #2 PUBLIC MEETING #2	EMERGING ARTIST WORKSHOP 1 LECTURE SERIES - SPEAKER 2
24	25	26	27	28	
From Jun 29 COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18					
50% PLANS (3 MONTHS) To Oct 15					

September 2009

September 2009							October 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	1	2	3	4	5	4	5	6	7	1	2	3
13	14	8	9	10	11	12	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

	Monday	Tuesday	Wednesday	Thursday	Friday	
Aug 31 - Sep 4	Aug 31	Sep 1	2	3	4	
	COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗					
	50% PLANS (3 MONTHS) To Oct 15 ↗					
	WEBSITE UPDATE					
Sep 7 - 11	7	8	9	10	11	
	From Jun 29 COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS) To Sep 18 ↗					
	From Jul 27 50% PLANS (3 MONTHS) To Oct 15 ↗					
Sep 14 - 18	14	15	16	17	18	
	From Jun 29 COLLATE RESPONSES FOR ROSTER TO CALL FOR ENTRIES (60 DAYS)					
	From Jul 27 50% PLANS (3 MONTHS) To Oct 15 ↗					
Sep 21 - 25	21	22	23	24	25	
	From Jul 27 50% PLANS (3 MONTHS) To Oct 15 ↗					
	From Sep 20 WILLIAM AND TERESA IN ROCHESTER To Sep 26 ↗					
	JURY TRAINING		JURY - ROSTER SELECTION		EMERGING ARTIST WORKSHOP 2	
	VISIT PARTICIPATING SCHOOLS		COLLABORATION WITH STUDENTS(1 MONTH)			To Oct 23 ↗
				JURY - INDIVIDUAL ARTIST SELECTION FOR SPECIFIC CONTRACTS (1 WEEK)		
			JURY TRAINING - INDIVIDUAL CONTRACTS			
			LECTURE SERIES - SPEAKER 3			
Sep 28 - Oct 2	28	29	30	Oct 1	2	
	From Jul 27 50% PLANS (3 MONTHS)					
	COLLABORATION WITH STUDENTS(1 MONTH)					

October 2009

October 2009							November 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
4	5	6	7	8	9	10	1	2	3	4	5	6	7
11	12	13	14	15	16	17	8	9	10	11	12	13	14
18	19	20	21	22	23	24	15	16	17	18	19	20	21
25	26	27	28	29	30	31	22	23	24	25	26	27	28
							29	30					

	Monday	Tuesday	Wednesday	Thursday	Friday
Sep 28 - Oct 2	Sep 28	29	30	Oct 1	2
	<div style="background-color: #d9ead3; padding: 2px;">50% PLANS (3 MONTHS)</div> <div style="background-color: #f2dede; padding: 2px;">COLLABORATION WITH STUDENTS(1 MONTH) To Oct 23 ➔</div>				
Oct 5 - 9	5	6	7	8	9
	<div style="background-color: #d9ead3; padding: 2px;">From Jul 27 50% PLANS (3 MONTHS)</div> <div style="background-color: #f2dede; padding: 2px;">From Sep 22 COLLABORATION WITH STUDENTS(1 MONTH) To Oct 23 ➔</div> <div style="background-color: #d9ead3; padding: 2px; width: fit-content; margin: 2px auto;">WEBSITE UPDATE</div>				
Oct 12 - 16	12	13	14	15	16
	<div style="background-color: #d9ead3; padding: 2px;">From Jul 27 50% PLANS (3 MONTHS)</div> <div style="background-color: #f2dede; padding: 2px;">From Sep 22 COLLABORATION WITH STUDENTS(1 MONTH) To Oct 23 ➔</div> <div style="background-color: #fff2cc; padding: 2px;">RELEASE AWARDS - SIGN CONTRACTS To Oct 23 ➔</div>				
Oct 19 - 23	19	20	21	22	23
	<div style="background-color: #f2dede; padding: 2px;">From Sep 22 COLLABORATION WITH STUDENTS(1 MONTH)</div> <div style="background-color: #fff2cc; padding: 2px;">RELEASE AWARDS - SIGN CONTRACTS</div> <div style="background-color: #d9ead3; padding: 2px; text-align: center;">WILLIAM AND TERESA IN TOWN</div> <div style="display: flex; justify-content: space-between; padding: 2px;"> <div style="background-color: #f2dede; padding: 2px; width: 20%;">CHARRETE #2</div> <div style="background-color: #fff2cc; padding: 2px; width: 20%;"></div> <div style="background-color: #f2dede; padding: 2px; width: 20%;">LECTURE SERIES - SPEAKER 4</div> <div style="background-color: #fff2cc; padding: 2px; width: 20%;"></div> </div> <div style="display: flex; justify-content: space-between; padding: 2px;"> <div style="background-color: #d9ead3; padding: 2px; width: 20%;">FUNDRAISING MEETING 3</div> <div style="background-color: #fff2cc; padding: 2px; width: 20%;"></div> <div style="background-color: #f2dede; padding: 2px; width: 20%;">NOTA MEETING #3</div> <div style="background-color: #fff2cc; padding: 2px; width: 20%;">SUBMIT 50% PLANS TO CITY & STATE</div> </div>				
Oct 26 - 30	26	27	28	29	30
	<div style="background-color: #fff2cc; padding: 2px;">50% PLAN REVIEW BY CITY AND STATE (2 WEEKS) To Nov 6 ➔</div>				

November 2009

November 2009							December 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	6	7	1	2	3	4	5
8	9	10	11	12	13	14	13	14	8	9	10	11	12
15	16	17	18	19	20	21	20	21	15	16	17	18	19
22	23	24	25	26	27	28	27	28	22	23	24	25	26
29	30								29	30	31		

	Monday	Tuesday	Wednesday	Thursday	Friday
Oct 26 - 30	Oct 26	27	28	29	30
Nov 2 - 6	2	3	4	5	6
50% PLAN REVIEW BY CITY AND STATE (2 WEEKS)					
		WEBSITE UPDATE			
Nov 9 - 13	9	10	11	12	13
PRELIMINARY ADVANCED DESIGN PHASE (1 MONTH) To Dec 3 ➔					
Nov 16 - 20	16	17	18	19	20
PRELIMINARY ADVANCED DESIGN PHASE (1 MONTH) To Dec 3 ➔					
		FUNDRAISING MEETING 4	WILLIAM AND TERESA IN ROCHESTER		LECTURE SERIES - SPEAKER 5
Nov 23 - 27	23	24	25	26	27
PRELIMINARY ADVANCED DESIGN PHASE (1 MONTH) To Dec 3 ➔					

December 2009

December 2009							January 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							31						

	Monday	Tuesday	Wednesday	Thursday	Friday
Nov 30		Dec 1	2	3	4
		PRELIMINARY ADVANCED DESIGN PHASE (1 MONTH)			APD SUBMIT IN HOUSE
		STEERING COMMITTEE MEETING		NOTA MEETING #4	
		WEBSITE UPDATE		PUBLIC MEETING #3	
7		8	9	10	11
		INTERNAL ADP REVIEW (1 WEEK)			
		WILLIAM AND TERESA IN ROCHESTER			
		FUNDRAISING MEETING 5			
14		15	16	17	18
					SUBMIT ADP TO CITY & STATE
21		22	23	24	25
		ADP REVIEW BY CITY AND STATE FOR REVIEW (3 WEEKS) To Jan 8 ➡			
28		29	30	31	Jan 1, 10
		ADP REVIEW BY CITY AND STATE FOR REVIEW (3 WEEKS) To Jan 8 ➡			

January 2010

January 2010							February 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
3	4	5	6	7	8	9	7	1	2	3	4	5	6
10	11	12	13	14	15	16	8	8	9	10	11	12	13
17	18	19	20	21	22	23	14	15	16	17	18	19	20
24	25	26	27	28	29	30	21	22	23	24	25	26	27
31							28						

	Monday	Tuesday	Wednesday	Thursday	Friday
Dec 28	29	30	31	Jan 1, 10	
				ADP REVIEW BY CITY AND STATE FOR REVIEW To Jan 8	
4	5	6	7	8	
From Dec 21					
	STEERING COMMITTEE MEETING WEBSITE UPDATE			NOTA STAKEHOLDER MEETING #5	
11	12	13	14	15	
CONSTRUCTION DOCUMENTS, SPECIFICATIONS, AND ESTIMATES (PSE) (1 MONTH) To Feb 11					
18	19	20	21	22	
CONSTRUCTION DOCUMENTS, SPECIFICATIONS, AND ESTIMATES (PSE) (1 MONTH) To Feb 11					
25	26	27	28	29	
CONSTRUCTION DOCUMENTS, SPECIFICATIONS, AND ESTIMATES (PSE) (1 MONTH) To Feb 11					

February 2010

February 2010							March 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6		1	2	3	4	5	6
7	8	9	10	11	12	13	7	8	9	10	11	12	13
14	15	16	17	18	19	20	14	15	16	17	18	19	20
21	22	23	24	25	26	27	21	22	23	24	25	26	27
28							28	29	30	31			

	Monday	Tuesday	Wednesday	Thursday	Friday
Feb 1	2	3	4	5	
From Jan 11	CONSTRUCTION DOCUMENTS, SPECIFICATIONS, AND ESTIMATES (PSE) (1 MONTH)				
	WEBSITE UPDATE				
8	9	10	11	12	
From Jan 11	CONSTRUCTION DOCUMENTS, SPECIFICATIONS, AND ESTIMATES (PSE) (1 MONTH)				SUBMIT PSE IN-HOUSE
15	16	17	18	19	
IN-HOUSE REVIEW PSE QA/QC (2 WEEKS)					
22	23	24	25	26	
IN-HOUSE REVIEW PSE QA/QC (2 WEEKS)				PSE TO CITY AND STATE	
Mar 1	2	3	4	5	

March 2010

March 2010							April 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

	Monday	Tuesday	Wednesday	Thursday	Friday
Mar 1 - 5	Mar 1	2 WEBSITE UPDATE	3	4	5
Mar 8 - 12	8	9	10	11	12
Mar 15 - 19	15	16	17	18	19
Mar 22 - 26	22	23	24	25	26
Mar 29 - Apr 2	29	30	31 FEDERAL OBLIGATION FROM STATE	Apr 1	2

University Avenue Improvements and ARTWalk 2 Enhancement Project

City Project # 08101, NYSDOT PIN # 4754.18

Project Facts/Talking Points for discussions with Media

Please refer to the following information when talking to the Press/Media about the University Avenue/ Artwalk 2 Project so we can all carry a consistent message to the media:

What is ARTWalk?

- Artwalk is a permanent outdoor art trail connecting art centers and public spaces along University Avenue in the City of Rochester's southeast quadrant.
- The concept for ARTWalk started in 2001 when the City joined neighbors, artists and developers to devise a plan to revive the area.
- The project transformed the neighborhood into an area that became alive with art in a myriad of forms like sculpture, benches, bus stations, mosaic light poles, and stamped sidewalks.

ARTWalk 2 will build on the following successes from the ARTWalk 1 Project

1. Economic Benefits
 - Housing prices increased an average of 61% between 2002 when the project was completed and 2006 as a result of the ARTWalk 1 project. This is 30% more than the surrounding neighborhoods.
 - New business and restaurants thrive in the revived neighborhood (ie: Starry Nights Café, Artwalk Tile)
 - Deteriorated buildings and houses were refurbished by property owners yielding increased tax revenue for the City.
2. Social Benefits
 - ARTWalkt was credited with driving down crime rates.
"ARTWalk accomplished in two years what the City Police couldn't do in ten years"
Captain Todd Baxter, City of Rochester Police Department.
 - Increased pedestrian safety with reduced traffic speeds.
3. Neighborhood and Cultural Benefits
 - Street Improvements served as a catalyst for cultural events
 - ARTWalk Alive! – Neighborhood planned grass roots street festival which began as a result of the project
 - Additional Art works installed since project completion
 - Cultural mecca for local and regional artists and those interested in the arts
4. Project Awards
 - *"2003 Livability Award" First Place*
US Conference of Mayors
 - *"Uncommonly Good" award*
Common Good Planning Center's

Vision for ARTWalk 2

1. Create a Regional Destination
 - Draw people and businesses to Rochester
 - Stimulate the housing market
 - Create opportunities for small businesses to thrive
 - Create a 'Can't be missed' destination for the Region

2. Creative Commons
 - Provide everyday access to creative/ artistic experiences
 - strong focus on both artistic excellence and community engagement
 - Aid in the attracting and retaining knowledge based workers
 - Promote public/private partnerships to revitalize and connect the cultural institutions and the community.

3. Major Project Anchors
 - Welcome plaza at University Avenue and Goodman Street
 - Open MAG grounds to the neighborhood
 - Welcome and attract community to interact with art and each other
 - Usable open space and public plaza needed by the neighborhood
 - Signature iconic artistic element at the Welcome Plaza
 - Site-specific, interactive
 - Focal element to attract attention and interest
 - MAG investment and support
 - Rochester Museum and Science Center Plaza
 - Interactive, science based site design
 - Attractive and inviting frontage
 - Wayfinding improvements
 - Ribbon Wall on Goodman Street
 - Revolving art displays highlighting local and emerging artists
 - Mural on Flat Iron Building
 - Welcome mural to Neighborhood Of The Arts (NOTA)
 - Showcase creativity and individuality of neighborhood

Project Schedule

- Detailed Design: June 2009 - March 2010
- Construction: April 2010 – June 2011

Project Costs and Funding

1. Phase 1 Construction Costs

Public Investment

- Street Reconstruction \$ 3.6 million
- ARTWalk sidewalks, plazas etc. \$ 3.8 million
- TOTAL Public Investment \$ 7.4 million

Private Investment

- Private Artworks \$ 1.6 million
- TOTAL Private Investment \$ 1.6 million
- TOTAL Phase 1 Costs \$ 9.0 million**

2. Phase 1 Funding

- Received \$3.8 million from New York State Transportation Enhancement Program (TEP) from the American Resource and Recovery Act (Stimulus). This project was the top rated project in the state.
- Received \$1.3 Million in Federal Funds from Congresswoman Louise Slaughter
- Received \$250,000 from Senator Joseph Robach
- Remainder of project funding coming City of Rochester , Monroe County and State Marchiselli funds.

ARTWalk 2

University Avenue Improvements and ARTWalk 2 Enhancement Project

Contacts

Primary *Send all media inquiries to Paul **and** contact Paul after all media contact.*

Paul Way, Managing Engineer City of Rochester	(585) 428-7383 wayp@cityofrochester.gov
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Design Team

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William Cochran, Artist, Public Involvement Studio William Cochran	(301)696-2839 wmcochran@comcast.net
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Paul Kramer ARTWalk Organization	(585) 704-4970 sakjakterprise@yahoo.com
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McKenzie Keenan ARTWalk Organization	(585) 530-2060 ext. 209 mckenziekeenan@yahoo.com
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Affiliated Organizations

Debra Jacobson, Director of Marketing & Community Affairs Rochester Museum and Science Center	(585) 697-1944 debra.jacobson@rmssc.org
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Marjorie Searl, Chief Curator Memorial Art Gallery	(585) 276-8978 msearl@mag.rochester.edu
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Debora McDell-Hernandez, Coordinator of Community Programs and Outreach Memorial Art Gallery	(585) 276-8967 dmcdell@MAG.Rochester.edu
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Barbara Fox, Bridging Neighborhoods Neighborhood of the Arts (NOTA)	(585)202-3896 barbarafox@rochester.rr.com
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Susie Fame, Village Gate Neighborhood of the Arts Business Association (NOTABA)	(585) 442-9061 susie@sternproperties.com
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Legislatures

Senator Joe Robach	(585) 225-3650
Congresswoman Louise Slaughter	(585) 232-4850