

ARIZONA HISTORICAL ADVISORY COMMISSION
Application for Arizona Centennial 2012 Legacy Project Designation

Local, regional and statewide commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Local: Programs that take place in one location or community.

Regional: Themes of cultural heritage or natural resources that extend beyond a single entity or enterprise, that may include multiple jurisdictions, and that may incorporate groups of significant cultural or natural resource sites. (See www.azcentennial.gov for details.)

Statewide: Publications, web sites, touring companies and similar projects that are available statewide or move around the state.

Legacy Project Criteria: This is a request for official designation as a local, regional or statewide Arizona Centennial Legacy Project. To be considered, the project must
1) accurately portray a significant aspect of Arizona history; 2) be accessible to a large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; and 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
2. Describe how this project meets the Legacy Project criteria.
3. Project timeline. Give details regarding planning and implementation.
4. Describe the project location.
5. List project partners, if applicable.
6. Attach a proposed budget, showing total project cost and funding sources. Grant money may not be used to cover indirect costs.
7. Provide letters of support from project partners and sponsors. These are in addition to the three-page maximum.

Name of project: City of Sedona Public Artwork for State Route 179 Roundabouts at the "Y" and Brewer Road

Scope of project: Local Regional Statewide

Applicant: City of Sedona

Contact person: Kathy Levin, Associate Planner

Mailing Address: City of Sedona, Community Development Dept., 102 Roadrunner Drive, Sedona, AZ 86336

Telephone: 928-203-5035

E-mail: KLevin@SedonaAZ.gov

Web Site: www.SedonaAZ.gov

_____ 1-27-11
Date

The Arizona Historical Advisory Commission will review the Program Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Commission
1700 West Washington, Suite 200
Phoenix, AZ 85007



City of Sedona Centennial Legacy Project: Art in the Roundabouts

1. General Description of Project & Location

The birth of the arts community in Sedona began in the late 1940's and early 1950's when such diverse artists as Egyptian sculptor Nassan Gobran, surrealist Max Ernst, painter Stephen Juhuaros, and pen-and-ink artist Al Nestlor found their way to Sedona. Perhaps inspired by Sedona's magnificent natural scenery, they collaborated with writers and musicians, opened galleries, and offered salons to showcase their work. In 1958, a growing artists collective came together to transform a former fruit packing shed built in 1939 into the "Art Barn", thereby creating studios for classes and exhibits.

This laid the foundation for the Arts and Culture Commission, created by the City of Sedona following its incorporation. The City recognized that while the pioneer settlers and the cattle and orchard industries reflected the community's history, its art reflected the community's heart. For that reason, art and local artists will be celebrated in Sedona's Centennial with the proposed Legacy Project.

This project entails two major and complementary public art installations on State Route 89A roundabouts in the City of Sedona. These works of art by a local artist team will reflect both the project theme and the Sedona Arts and Culture Commission's Belief Statement on Culture that reads:

"We continue to recognize and celebrate our unique heritage which combines a rich and varied history of Native American, Hispanic, Pioneer, Ranching and Cowboy cultures; where ancient cultures coexist with an ever evolving youthful influence. We understand and respect that these cultures are each manifested by their unique language, architecture, cuisine, customs, music and spirituality; we further recognize that the tranquility, spiritual and metaphysical nature of Sedona can contribute to health, healing, self discovery and renewal that is not limited to any particular cultural group or heritage. In recognizing the past, we also embrace and integrate change as a positive force in the growth of our Community".

2. Describe how this project meets the Legacy Project criteria

a. Accurately portray a significant aspect of Arizona history

Based upon review by the City's Art in Public Places Committee, three public viewings of the artists' maquettes, and a preference survey, the artwork titled "Above & Beyond" was recommended to City Council. On October 26, 2010, the Sedona City Council unanimously approved this artwork.

This artwork is a depiction of ravens and eagles that will be sculpted and cast in bronze by Sedona artists Kim Kori and Ken Rowe. The rock structures will be constructed of sheet metal and fabricated by Excalibur in Sedona. They measure 12'H x 7 ½' W x 4' D and 10'H x 6' W x 2 ½' D respectively. (See attached illustration).

According to the artists' statement, the design incorporates nature, wildlife, the earliest human inhabitants, history and art. The smaller of the two sculptures will feature a soaring life-size bald eagle, a national symbol of freedom. A broken wagon wheel will be placed at the base of this

structure to represent the early pioneers, and, petroglyph images that are native to the Sedona area will be incorporated in both pieces. The larger sculpture will add two ravens, a bird common to the area.

b. Be accessible to a large number of visitors/users

Approximately two-to-three million visitors come to Sedona annually. The public artwork will be located in two roundabouts at the juncture of State Route 179 and State Route 89A near uptown Sedona. State Route 89A heads northward to Flagstaff and the Grand Canyon and westward to Cottonwood and all of the Verde Valley communities. The roundabouts were installed as part of a \$91 million, four-year highway improvement project completed in August 2010. The highway project includes visitor and resident amenities such as scenic vista pull-out area, extensive sidewalks, and dedicated bicycle lanes.

c. Demonstrate collaboration in the planning; project partner

The Arts and Culture Commission was instrumental in the promotion of this significant public art project. The Sedona Women, a non-profit organization, also pledged \$10,000 to the project. The City Council approved the Public Art in the Roundabouts project for the Fiscal Year 2010-2011 budget.

The Arts and Culture Commission and Art in Public Places Committee announced the Call to Artists competition to professional artists residing in Yavapai and Coconino Counties. At a public meeting, the Committee members indicated their top choices, and based upon a rating system developed by Staff, they selected three individuals or teams as finalists from a pool of 20 professional artists. The Committee, in collaboration with the Arizona Department of Transportation (ADOT), reviewed the three finalists' proposals for safety considerations. The three finalists prepared maquettes for public viewing in September 2010. Community residents were encouraged to choose their favorite proposal through a preference survey available at a community listening session, two additional public viewings, and on the City's website. The Committee considered the public opinion responses in their final recommendation of "Above and Beyond" which was favored 60% by survey participants.

d. Produce an enduring product that will live on after 2012

The Art in the Roundabouts will have a long life; the sculptures will be cast in bronze and constructed with sheet metal. The City of Sedona does reserve the right to move the artwork at the City's expense to another location in the future, if necessary.

The City of Sedona is responsible for the installation, on-going care, maintenance and preservation of the installed art sculptures. The Call to Artists included "artwork safety and durability requirements" as follows:

- Artwork must be fabricated in durable, permanent, outdoor media that is safe and easily maintained, with proven viability in public artworks.
- Artwork should be constructed in a manner to reasonably discourage and/or deter theft and vandalism.

e. Include an educational component

The selected sculptures will celebrate art in a "big way" at a major community intersection near uptown along SR 89A and in the "gallery district" along SR 179. This monumental artwork will help

educate our visitors and residents by drawing upon natural and historical themes that reinforce Sedona as a destination that offers enormous natural and man-made beauty.

f. Include a plan for implementation and project budget

Proposals were accepted for up to \$100,000 for this project and will be paid by the City of Sedona. The selected artists' project budget is \$76,700. An initial payment of \$38,350 will be paid after ADOT approval. There will be additional costs for the ADOT permit including structural engineering calculations for the foundation that will not exceed \$10,000. Installation costs should not exceed \$5000. Thus, the total project cost should be approximately \$92,000.

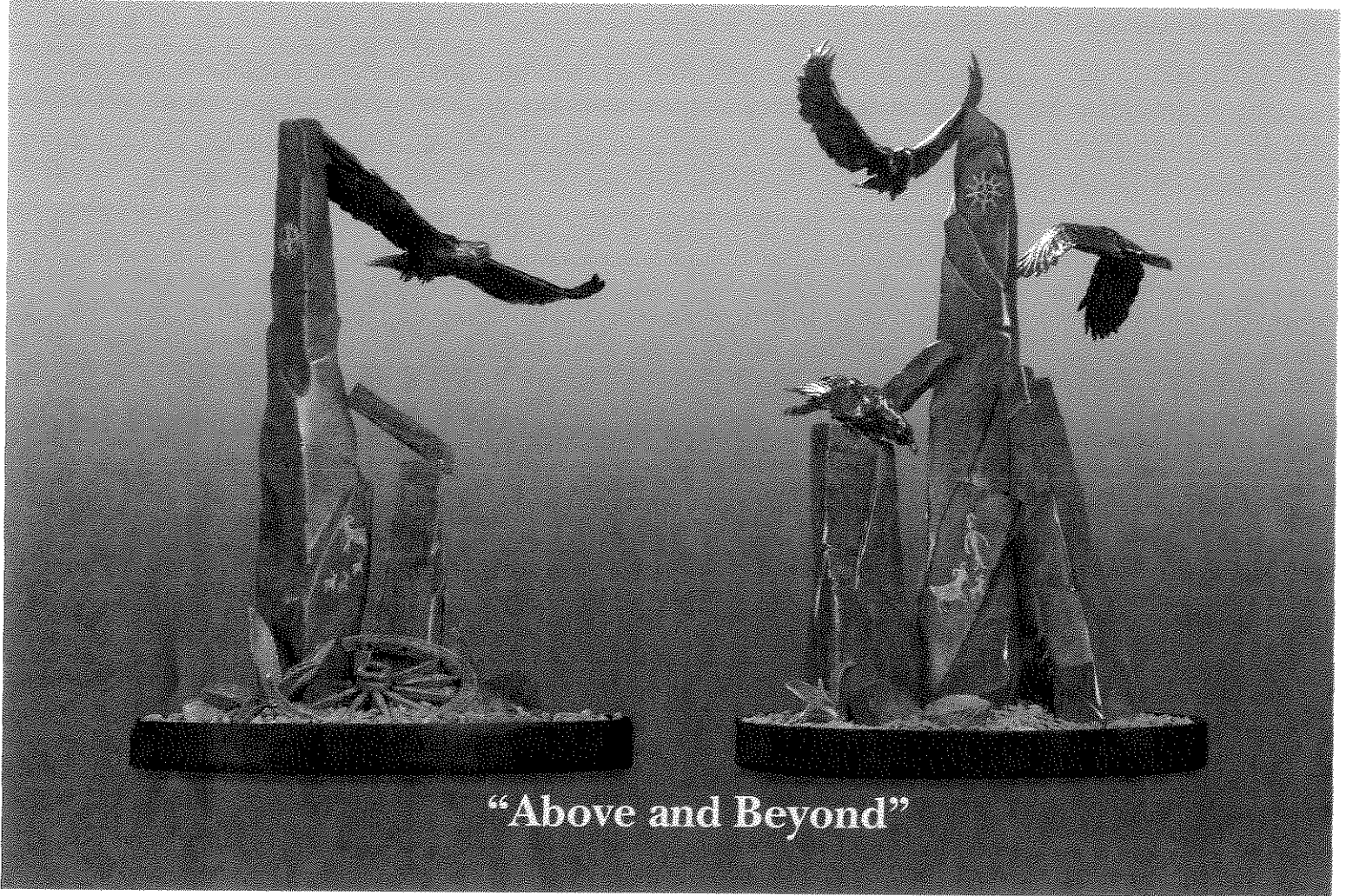
The selected artist team will be responsible for the design, fabrication, and shipment to the site and assist with the installation of the artwork. The budget covers all of the above including but not limited to artist fee, permits, taxes, insurance, materials, tools, travel, project photography and documentation, expense contingency and any other associated costs.

A public unveiling ceremony will be announced and widely publicized. The ceremony will be part of the Arizona Centennial and Sedona's Centennial celebration. We are targeting an installation date in early 2012.

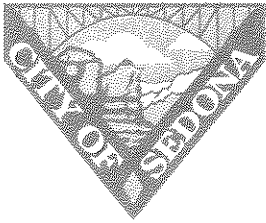
3. Project Timeline

The timeline for this project is summarized below:

March 2, 2010	Call for Artists
June 4, 2010	Application deadline for public artwork competition in the roundabouts
June 16, 2010	Art in Public Places Committee meeting to approve finalists
June 23, 2010	ADOT review of safety considerations complete
Sept. 16-23, 2010	Community listening sessions at City Hall and public viewings at Sedona Public Library and Sedona Arts Center, and online viewing on City's website
Sept. 28, 2010	Final Selection by Art in Public Places Committee and recommendation to Arts & Culture Commission
Oct. 7, 2010	Arts and Culture Commission recommends "Above and Beyond" to City Council
Oct. 26, 2010	City Council approves artist team finalist and awards contract
Early 2012	Installation of public artwork: Sedona Centennial Celebration



"Above and Beyond"



102 Roadrunner Drive
Sedona, Arizona 86336
TDD (928) 204-7102
www.SedonaAZ.gov

January 27, 2011

Arizona Historical Advisory Commission
1700 West Washington, Suite 200
Phoenix, Arizona 85007

RE: Application for Arizona Centennial 2012 Legacy Project Designation

Dear Commission Members:

We are pleased to submit the enclosed Application for Arizona Centennial 2012 Legacy Project Designation at the local level and letters of support from Mayor Adams and the Sedona Women.

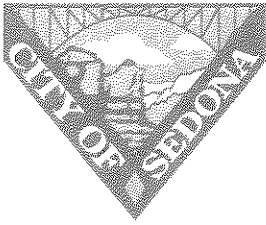
The City of Sedona selected the "Art in the Roundabouts" project for consideration as it will be seen by millions of annual visitors and enjoyed by all our residents as a lasting legacy. The two monumental public art works incorporate nature, local wildlife, the earliest human inhabitants, history and art.

The smaller of the two sculptures will feature a life-size bald eagle, a national symbol of freedom. A broken wagon wheel will be placed at the base of this structure to represent the early pioneers, and petroglyph images that are native to the Sedona area will be incorporated in both pieces. The larger sculpture will add two ravens, a bird common to the area.

It is anticipated that the installation will occur in early 2012 when Sedona will join the state in celebrating Arizona's Centennial.

Sincerely,

Tim Ernster
City Manager



102 Roadrunner Drive
Sedona, Arizona 86336
TDD (928) 204-7102
www.SedonaAZ.gov

January 27, 2011

Arizona Historical Advisory Commission
1700 West Washington, Suite 200
Phoenix, Arizona 85007

RE: Application for Arizona Centennial 2012 Legacy Project Designation

Dear Commission Members:

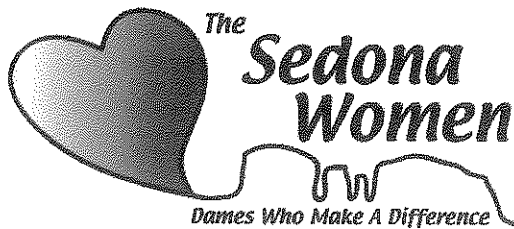
On behalf of the Sedona City Council, I am pleased to support this application for your consideration as a Centennial Legacy Project.

The City put out a Call to Artists to design a major public art installation in two roundabouts at the juncture of State Route 179 and State Route 89A near uptown Sedona. The roundabouts were installed as part of a \$91 million, four-year highway improvement project that was completed in August 2010.

We believe that the selected artist team has portrayed a significant aspect of our history and the state of Arizona. We look forward to the installation and celebration of two major artworks in early 2012 as we mark Arizona's Centennial.

Sincerely,

Rob Adams
Mayor



P. O. Box 10531 • Sedona, Arizona 86339 • www.thesedonawomen.com

January 20, 2011

Arizona Historical Advisory Commission
1700 West Washington, Suite 200
Phoenix, Arizona 85007

RE: City of Sedona Application for Arizona Centennial 2012 Legacy Project
Designation

Dear Commission Members:

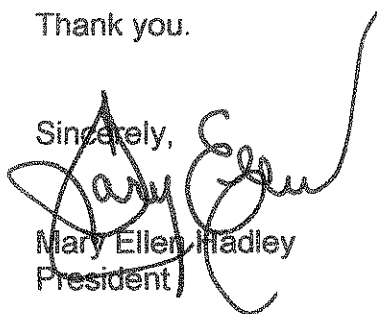
The Sedona Women is pleased to submit this letter of support as a project partner in the installation of public artwork for the Sedona Centennial Celebration. To show our enthusiastic support for this project, our organization has pledged \$10,000.

The Sedona Women is an IRS 501(c) 3 non-profit organization dedicated to making a positive and lasting impact on the community by providing opportunities for women to build relationships, to learn about the community, to support community needs, and to enhance the natural beauty and distinctive character of Sedona.

The Sedona Women strive to find ways to support other organizations that work well in serving the community. Past projects have included: Boys and Girls Club, Humane Society, Sedona Food Bank, Sedona Community Center, Sedona is Water Wise, Sedona Recycling, Sedona Winds and Verde Valley Sanctuary.

Thank you.

Sincerely,



Mary Ellen Hadley
President