



CULTURAL ARTS MASTER PLAN

MANSEFIELD
2035



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EXECUTIVE SUMMARY

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INTRODUCTION

The City of Mansfield, Texas began developing Mansfield's inaugural Cultural Arts Master Plan in the winter of 2022.

Through this plan, Mansfield aims to position itself as a prominent arts and culture destination, capturing the genuine and welcoming essence of the community.

What is a Cultural Arts Master Plan?

A cultural arts master plan is a comprehensive document that delves into the heart of a community by exploring arts, culture, humanities, and identity throughout a city. The plan develops a vision with goals and strategies on how residents, organizations, and the city can harness arts and culture initiatives to enhance Mansfield's identity, drive its economy, provide remarkable experiences for residents and visitors, and build community.

Purpose

The purpose of the City of Mansfield's Cultural Arts Master Plan is to provide a 10-year strategic plan that outlines the role of the City of Mansfield in supporting arts and culture, and the role of arts and culture in accomplishing the City's broader objectives of enhancing quality of life and fostering economic development.

How to use this Cultural Arts Master Plan

The Cultural Arts Master Plan is designed to function as a tool to inform and guide the city's decision-making processes. It is built upon a foundation of research and extensive community engagement, which assess the current state of arts and culture within Mansfield, as well as the needs, desires, and opportunities that exist in the city.

Individuals and arts organizations can utilize this Plan and the research contained in it to help guide their own strategic thinking as they grow their services and programs in our community.

KEY FINDINGS

The Cultural Arts Master Plan study for Mansfield, Texas, revealed significant opportunities and challenges in the city's arts and cultural landscape.

Key findings include:

1. Expanding Arts Scene:

Mansfield has experienced a remarkable 62% increase in arts and culture organizations in just seven years, indicating a **thriving arts community**.

2. Growing Demand for Facilities:

The rapidly expanding arts scene has **overwhelmed existing facilities**, prompting the need for more formal venues and spaces to support the burgeoning artistic community.

3. Diverse Programs:

Over 150 participatory arts programs offered by 29 providers benefit numerous residents. However, there is a need for **greater diversity and accessibility**, particularly for adults, seniors, and multigenerational households.

4. Potential Market:

The drivable population within a 1 to 5-hour radius presents **significant opportunities for cultural tourism and development** of new venues, events, and programs.

5. Facility Limitations:

The Farr Best Theater, the city's primary indoor performing arts venue, **lacks ADA compliance and modern equipment**. The LOT Downtown, an outdoor venue, requires additional capital investment.

6. Public Art:

The community has expressed strong interest in public art, with a **desire for expansion beyond the downtown area**. A formal public art program with dedicated funding and policies is needed.

7. Festival Spaces:

Existing venues for city-produced special **events have limitations** that hinder their ability to accommodate larger festivals and future growth.



Based on these findings, the Cultural Arts Master Plan aims to **GUIDE STRATEGIC THINKING** and decision-making, **ENVISIONING MANSFIELD AS A LEADING ARTS AND CULTURE DESTINATION**. The plan will focus on enhancing facilities, expanding program offerings, establishing public art, and developing the cultural arts landscape to fulfill the desires and demands of the community.



VISION

Ensure every Mansfield resident has access to affordable arts within a 10-minute walk from where they live by 2035.

Become the premier arts and culture destination in the South Metroplex area by 2035.



GOALS & STRATEGIES



Goal 1: Develop cultural facilities in Mansfield

Strategies:

- Create Walnut Commons.
- Convert the Farr Best Theater into a flexible, flat-floor venue with entrances from both Walnut Commons and Main Street.
- Plan capital improvements at The LOT Downtown.
- Identify and develop the Mansfield Event Park with restrooms, electric, parking and on-site storage improvements.
- Work with a public artist to develop a signature monumental playground within a future arts district.
- Develop city-owned gallery space.
- Explore an immersive experiential venue as a cultural anchor.
- Attract a boutique hotel to Mansfield.
- Investigate a new, purpose-built performing arts facility.

Goal 2: Establish the Mansfield public art program through adoption of sound policies and investment in iconic art.

Strategies:

- Adopt the Mansfield Public Art Policy
- Fund the public art program through the creation of a percent-for-art ordinance.
- Explore the inclusion of public art and cultural amenities in new private development.
- Establish the Mansfield Public Art Advisory Committee.
- Invest in public art along Mansfield's extensive trail system to support trail users' experience.
- Develop a signature public art event that occurs on a biennial basis.
- Ensure small scale artistic placemaking interventions take place throughout Mansfield and are highly visible in downtown and in any future arts districts.
- Invest in temporary public art projects to enhance the identity of Mansfield.

GOALS & STRATEGIES CONT.

Goal 3: Achieve cultural district designation through the Texas Commission on the Arts

Strategy:

- Designate Historic Downtown Mansfield as a Cultural District.

Goal 4: Cultivate an authentic cultural community in Mansfield

Strategies:

- Complete a rebrand of the City's cultural and tourism marketing material and digital presence.
- Diversify participatory arts and cultural programming to meet the needs and interests of all Mansfield residents.
- Redefine the role of the Mansfield Commission for the Arts to focus solely on advocacy and fundraising.





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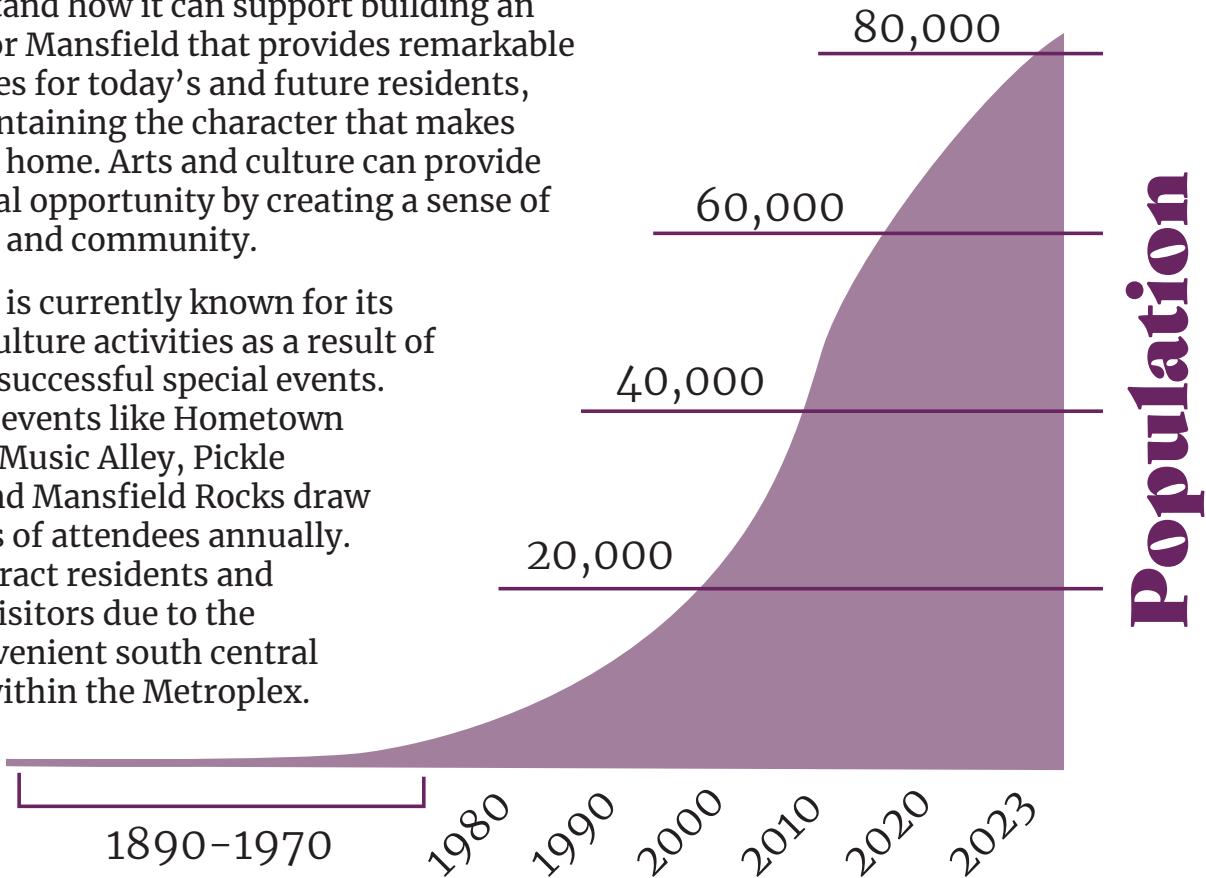
BACKGROUND

History and Demographics of Mansfield Population and Location

Mansfield was incorporated in August 1890 with little more than 400 people following the establishment of a steam-powered gristmill located in present-day, Historic Downtown Mansfield. Walnut Creek was a valuable resource for the running of the mill as well as a water source for the surrounding area. The city remained fairly small until about 1990 when the Dallas-Fort Worth area began to spread to the southern portion of the Metroplex. Since then, Mansfield’s population has exploded, almost doubling every 10 years. Growth experienced a minor slowing in 2010, but still continues to climb. At the start of 2023, Mansfield’s population was just over 81,000 and is expected to reach a build-out population of more than 150,000 residents.

Mansfield has managed this growth with a history of strong leadership and strategic planning. It is for this reason that the City has invested in a Cultural Arts Master Plan, which is one component of the City-wide comprehensive plan. With steady growth expected to continue, the City wants to understand how it can support building an identity for Mansfield that provides remarkable experiences for today’s and future residents, while maintaining the character that makes Mansfield home. Arts and culture can provide the optimal opportunity by creating a sense of belonging and community.

Mansfield is currently known for its arts and culture activities as a result of its highly successful special events. Signature events like Hometown Holidays, Music Alley, Pickle Parade, and Mansfield Rocks draw thousands of attendees annually. Events attract residents and regional visitors due to the city’s convenient south central location within the Metroplex.



Source: U.S. Census Bureau; U.S. Department of the Interior, National Park Service, Texas State Historical Association; City of Mansfield Population

BACKGROUND CONT.

The City has added to its event space inventory by purchasing the historic Farr Best Theater and outdoor lawn venue, The LOT Downtown. While this is important, the City needs to have a holistic plan that is mindful of accommodating Mansfield’s growth. The Cultural Arts Master Plan provides this opportunity to review the city’s current inventory, by identifying gaps and investment opportunities to expand and plan for future cultural arts resources in Mansfield.

Demographics

Mansfield’s residents are varied in age with the most minor representation being within ages 20–39 years. The median age of Mansfield residents is 36.3 years old and most households are married with at least one child. The distribution of males and females is relatively equal across most age groups except ages 10–14 years, with the female population being approximately 2.6 percentage points higher (approx. 1,791 people).

- = Mansfield Population
- = Texas Population

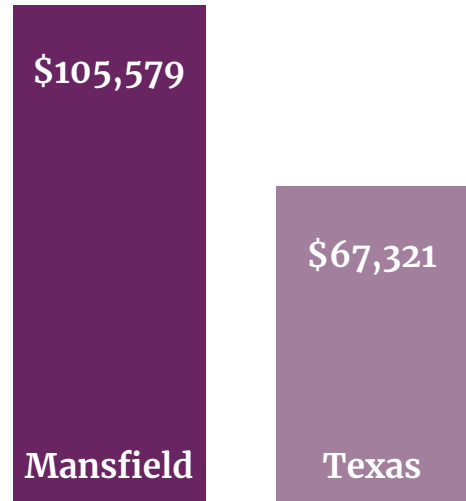
White	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other Race	Two or More Races
62.4%	22.6%	0.3%	3.8%	0.0%	3.5%	7.5%
64.3%	12.1%	0.5%	5.0%	0.1%	7.0%	10.9%

Race Percentage in Population

Source: ACS (2021) 5-year Estimates

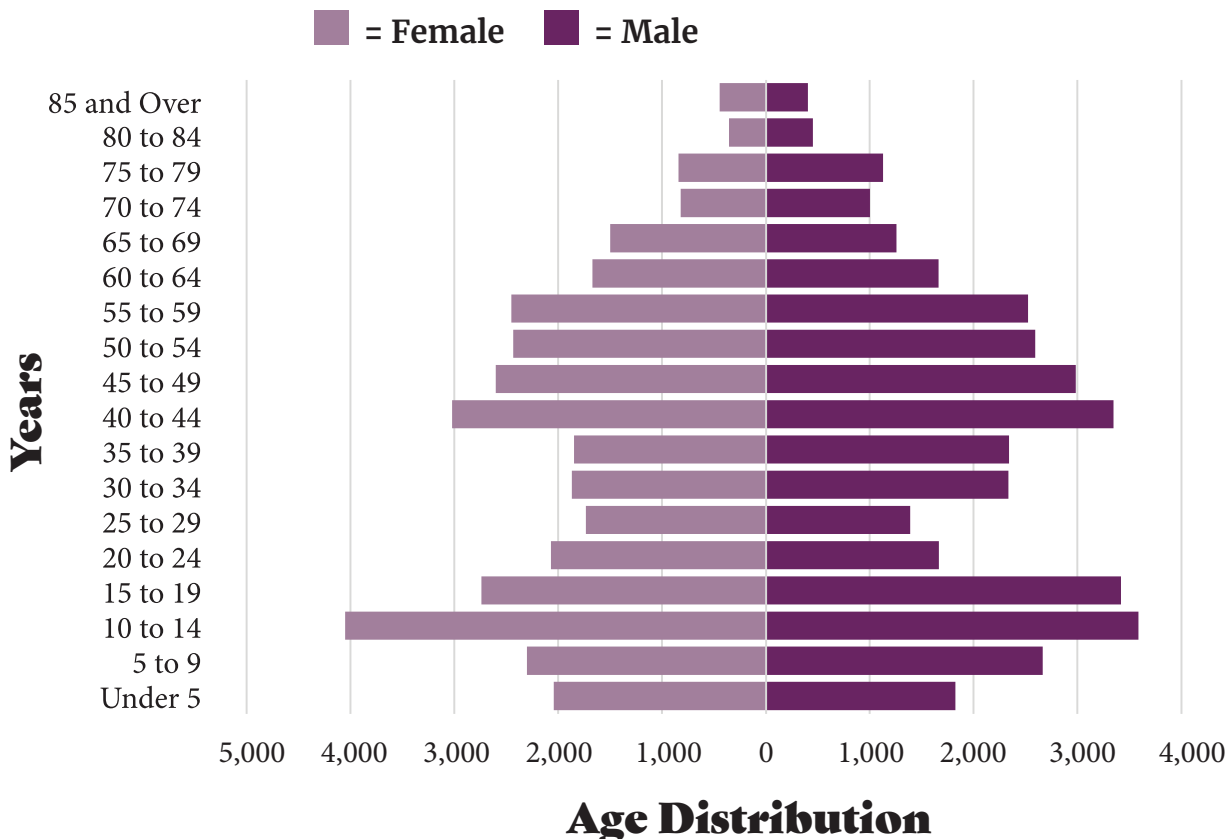
Race and ethnicity are important demographic factors for a community as they help shape the cultural identity. Mansfield's last census shows growing diversity within the community. In the 2020 census, Mansfield's largest racial group identified themselves as "white," making up over 60% of the population. The second largest racial group with more than 20% of the population identified as "Black or African American," which is nearly double Texas's percentage of 12.1%. 17.2% of Mansfield's population identify their ethnicity to be "Hispanic or Latino," and 3.8% identify their race as "Asian."

Mansfield is considered an affluent area with a significantly higher median household income of approximately \$105,579 as compared to the state's \$67,321 or Tarrant County's \$71,346. This provides insight into what individuals and families can afford with regard to cultural arts services and programming.



Median Household Income

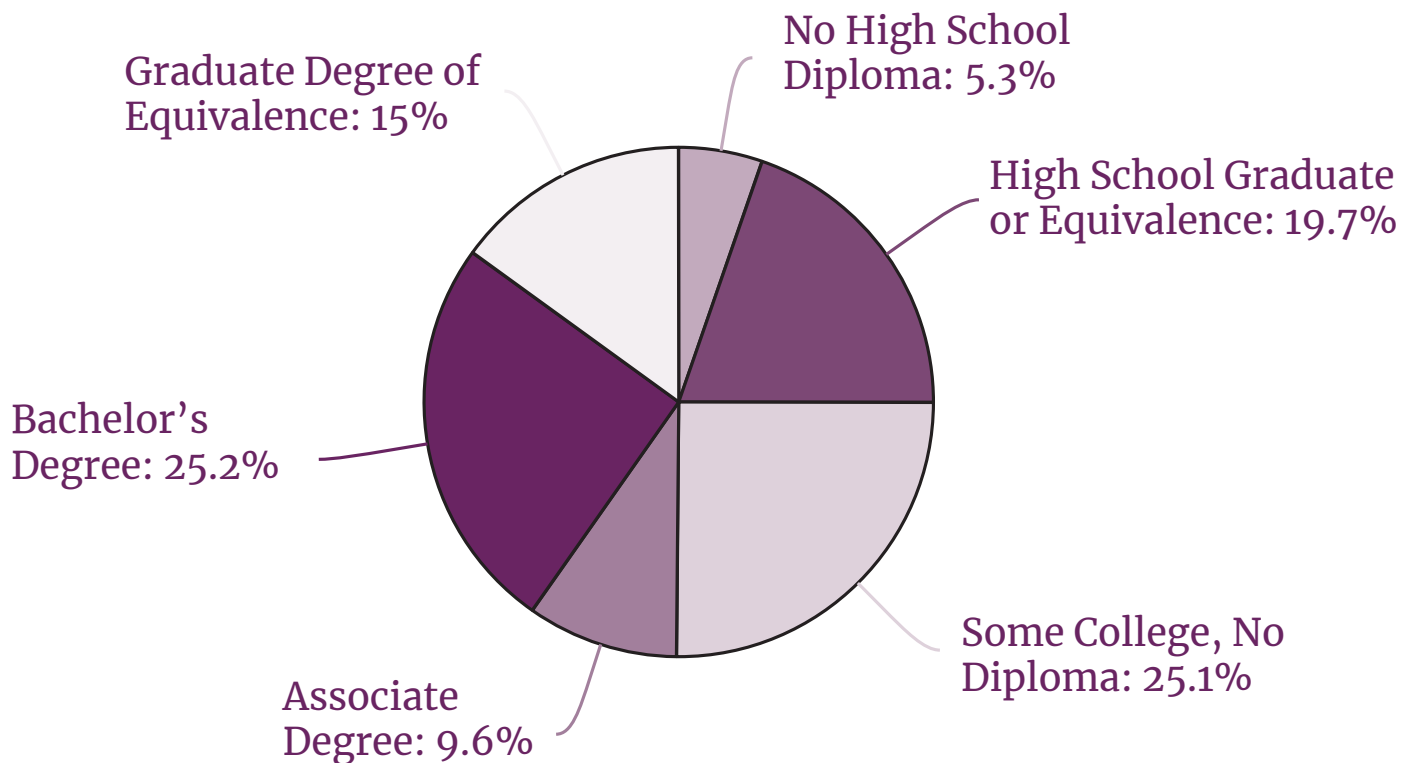
Source: ACS (2021) 5-year Estimates



Source: ACS (2021) 5-year Estimates

BACKGROUND CONT.

Mansfield's population has roughly 75% of individuals 25 years of age or older that have attained some college experience up to graduate degrees or equivalency, which is higher than the state by about 15%. This may be an indicator of what programs and services Mansfield residents seek for cultural arts.



Education Level

Source: ACS (2021) 5-year Estimates



HISTORY OF THE CULTURAL ARTS IN MANSFIELD

2007	June - Mansfield opens Town Park in Historic Downtown Mansfield. A new program, Night on the Town is launched with live weekly performances.
2008	<p>June - With the addition of new cultural programs and events, Mansfield creates a new position, Cultural Arts/Special Events supervisor.</p> <p>July - The opening of Big League Dreams sports park allows Mansfield to host its first major special event to include live outdoor performances and interactive arts activities.</p>
2011	<p>August - Mansfield offers its first cultural special event (Wurstfest German Festival)</p> <p>September - Mansfield starts a Tourism department.</p>
2014	January - Mansfield starts the process to become a Texas Film Friendly Certified Community through the State of Texas's Film Commission.
2015	April - Mansfield becomes a Texas Film Friendly Certified Community.
2016	<p>March - Mansfield establishes the Mansfield Commission for the Arts advisory board, in response to citizen requests for more arts and culture.</p> <p>April - The LOT Downtown hosts its Grand Opening featuring Sawyer Brown.</p> <p>October - Mansfield adopts a budget for Cultural Arts.</p> <p>December - Mansfield hires a Cultural Arts Supervisor and the Mansfield Commission for the Arts achieves 501c3 nonprofit status.</p>



2017

February - Mansfield purchases the historic Farr Best Theater and begins basic repairs.

May - The first Artist Showcase event is hosted.

September - Mansfield holds the first Music Alley Festival.

December - The Farr Best Theater reopens.



2018

May - Mansfield hosts its first arts-based education and networking events – Arts Around Town and Creative Conversations.

June - The Mansfield Commission for the Arts awards the first arts scholarships and grants – \$85,000 have been distributed to date.

August - Research begins on public art in response to citizen requests for art.

October - Mansfield increases its Hotel/Motel Tax funds allocation for the arts from 5% to 15%, which is the maximum allowed by state law.



2019

March - Mansfield hosts the first Arts Week.

November - Mansfield hosts its first Veterans Parade and Salute.

2020

February - Community-wide satisfaction survey. Less than 50% of respondents indicated satisfaction with the current variety of cultural arts offerings.



June – Mansfield hosts its first city-lead Juneteenth Celebration.

July – City Council and Mansfield Commission for the Arts tour new Arlington ISD Center for Visual and Performing Arts.

PLAN BEGINNING

2021

October – Mansfield allocates funding for a cultural arts master plan, and the request for proposal process begins.

November-January 2023 – Staff steering committee meets monthly to outline plan parameters and needs, review consultant qualifications, and craft a contract that outlines expectations.

February – Mansfield Cultural Arts Planning Process begins with Council and staff meetings and local venue tours.

March – First survey & Community Engagement activities for the Cultural Arts Master Plan begin.

April-May – Focus groups, stakeholder interviews, continued community engagement; Focus groups with City Council, Mansfield Commission for the Arts, and steering committee.

2022

June-September – 2nd survey & significant community engagement to encourage survey responses.

September - December – Inventory research and assessment.

October – Farr Best Theater Partner Grant program begins. Update and work session for Mansfield Commission for the Arts members on Cultural Arts Master Plan draft strategies.



**2022
cont**

November - Mansfield purchases The LOT Downtown and begins basic repairs.

December - Final community engagement events and update for City Council on the Cultural Arts Master Plan. Council toured Abilene and Odessa historic theaters and performance venue.

January- March - Market research and analysis for the Cultural Arts Master Plan.

February - Update for City Council on the Cultural Arts Master Plan. Council toured a boutique hotel and cultural arts district in Waco.

March - The LOT Downtown reopens.

2023

March - August - Cultural Arts Master Plan compilation and design

April - The LOT Downtown Partner Grant Program begins.

September - The LOT Downtown hosts the first Sabores y Colores.

October - Cultural Arts Master Plan is adopted. Now the real work begins.



THE PLANNING PROCESS

The community was key to determining the vision for arts and culture in Mansfield. Just one month after work began on the master plan, the City asked residents and visitors questions about Mansfield and the arts to understand the community's values. ***What makes Mansfield unique and wonderful; what are the hopes and dreams people have for the city as it continues to develop?***

During 17 Arts Week events and the Pickle Parade in March 2022, Mansfield Commission for the Arts board members and City staff facilitated interactive community art projects that introduced the cultural arts master plan and solicited high level feedback. Additionally, city staff placed posters in strategic locations such as City Hall, the Mansfield Public Library, the Mansfield Activity Center, city parks, and businesses throughout the city, directing citizens to a short online survey and informational website. The first phase of community engagement concluded at the Music Alley Festival on April 30, 2022, where staff collected more responses to the initial survey and participants completed a community art project sharing their desires. In total, the first survey gathered over 500 responses.

As the first survey came to a close and a second survey was prepared, planners interviewed 25 leaders in the community and 10 arts groups about their vision for the Cultural Arts program. The interviewed stakeholders included leaders of arts organizations, elected officials, city department heads, and local artists, performers, and art businesses.

“Arts and culture are central to the values, traditions, economic vitality, and aspirations of our community.”





53 Public Engagement Opportunities, 25 Stakeholder Interviews, 12 Committee Meetings, 10 Focus Groups, 6 updates for City Council, 2 Surveys, 1 Dedicated Webpage

The second, in-depth survey opened on June 18, 2022, at the Juneteenth Celebration and remained open through the MCA's ArtScapes gala event on September 22, 2022. Like the first survey, it was available online for responses anytime, and directional information was placed in a variety of venues across the city. Additionally, City of Mansfield Community Engagement staff and MCA volunteers attended 26 different events in more than a dozen locations over three months from June 18 through September 22, 2022, to collect survey responses and speak with residents about the Cultural Arts Master Plan. The survey received 782 responses, which are discussed in further detail on p. 26–32.

Once the survey and opportunities for broad input were completed and data analyzed, staff and consultants developed draft priorities and strategies. The community had the chance to provide feedback on these initial recommendations during the Hometown Holidays event in early December 2022. Additionally, four workshops were conducted on various dates and times at local restaurants and virtually to ensure maximum participation and input.

Steering Committee

Throughout the process, staff members from various city departments and divisions, actively engaged in regular conversations, serving as a valuable sounding board for the planning process. City staff guided discussion on how to interact with the public, provided direction for the plan, and reacted to how best practices in the arts and culture sector may impact the City of Mansfield and its respective departments as a whole.

- Shelly Lanners, Retired Deputy City Manager
- Troy Lestina, CFO, Deputy City Manager
- Theresa Cohagen, Executive Director of Community Engagement
- Rosalie Gilbert, Manager of Arts and Event Services
- Jason Alexander, Executive Director of Planning and Development Services
- Jason Moore, Executive Director of Economic Development
- Bernadette McCranie, Director of Communications & Outreach
- Nicolette Ricciuti, Director of Regulatory Compliance
- Angie Henley, Special Events Manager
- Tim Roberts, Tourism Manager
- Amanda Alms, Assistant Director of Parks and Recreation
- Chris Ray, Former Parks Planner II
- Bart VanAmburgh, Retired Executive Director of Infrastructure Development
- Art Wright, Senior Planner





Arts & Culture Nationwide

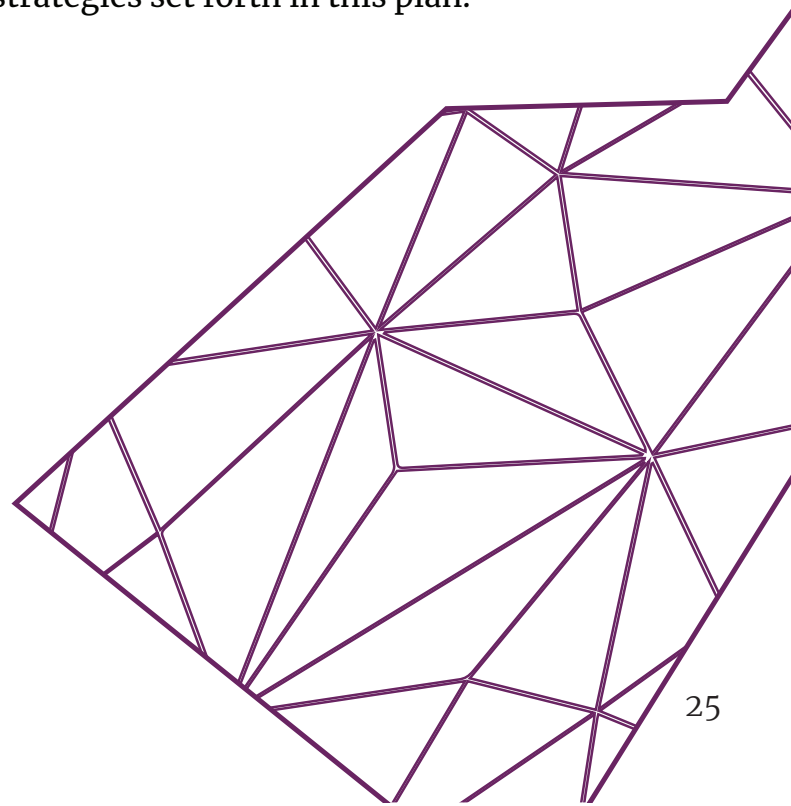
National Endowment for the Arts, Americans for the Arts, National Assembly of State Arts Agencies, Mid-America Arts Alliance, and Texas Commission on the Arts, among other organizations, offer analysis, compilations of legislative briefs, case studies, and loose guidance on topics like public art funding and contracts, arts program management, diversity, equity and inclusion, and creative placemaking.

Strategies for Mansfield have been recommended based on information from various national, regional, and state arts and culture agencies, intense community engagement, Dallas-Fort Worth area arts inventory and market research, and a wide range of case studies from all over the country in communities similar to Mansfield that illustrate successful programming or policy.

The scope of research on comparable cities and projects can be gleaned from the complete list of the case studies shown in the appendix and selected for publication in this plan. Individual case studies will be discussed in-depth alongside the pertinent strategies found in the Roadmap for the Future.

Market Research

While speaking with the community, city staff, and reviewing national best practices, research was simultaneously being conducted to assess the Dallas-Fort Worth area arts market and inventory. Site visits were conducted to catalog and evaluate arts assets in Mansfield and research was done to inventory surrounding venues. Market research to assess demand for various arts programs and venues throughout the area was completed to guide the creation of the vision, goals, and strategies set forth in this plan.



FINDINGS

Overview

Mansfield has a small inventory of dedicated cultural venues as well as a larger collection of informal arts spaces and programs. A rapidly expanding base of performing and visual artists, arts businesses, and nonprofit arts organizations seeking space to practice and exhibit their work has overwhelmed the existing facilities. An astounding **13 of the 21 arts and culture organizations in Mansfield today did not exist in 2016** when the City of Mansfield formally began its arts programming – that’s a 62% increase in just seven years.

In addition to the existing arts and culture organizations, **Mansfield benefits from over 150 participatory programs offered by 29 individual providers, catering to the needs of hundreds of residents in the community.**

“Mansfield has more local performances from local groups than surrounding communities”

While there is some overlap between participatory program providers and local arts and culture organizations, the two groups are largely distinct. Most arts and culture organizations are primarily focused on producing shows, advocacy, or community service through the arts rather than providing classes.

Participatory program providers usually have space for regular classes, but frequently lack space to present the culminating performances or exhibits that are typical of participatory arts programs. It is anticipated the rapid population growth in Mansfield will be mirrored by equal growth in arts and culture organizations and program providers.

The rapid expansion of the arts scene in Mansfield, combined with outdated facilities, is compelling some artists, arts organizations and arts businesses to seek spaces outside of the community. Meanwhile, other organizations are either scaling back their growth or resorting to creative approaches in using unconventional spaces.

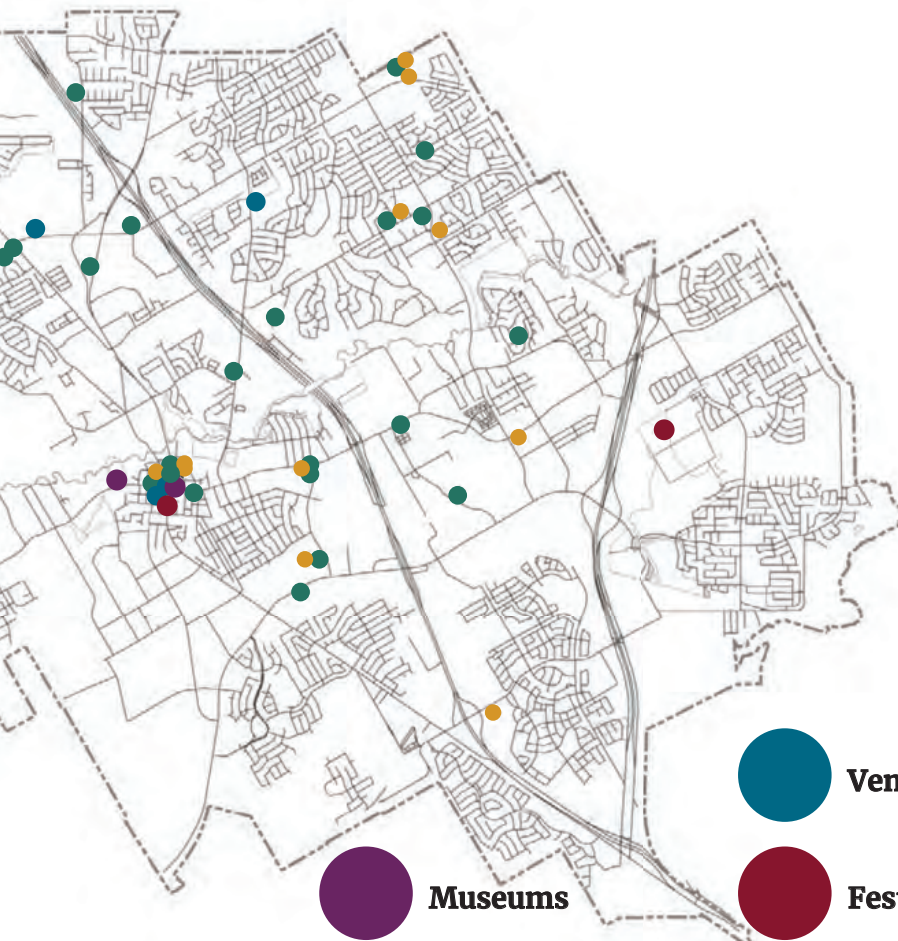


Facilities

The Farr Best Theater is the City's only indoor performing arts venue. With its 158 seats and historic charm, the Farr Best has programming book year-round. However, the venue is not currently ADA compliant, and many of its systems have surpassed their useful life. Additionally, it lacks the necessary equipment to operate as a full-fledged performance venue, and its stepped stage is not conducive to most live performing arts events. **In short, despite its charm, the building is far from the professional venue current and future Mansfield residents have come to expect, particularly when compared to venues in neighboring markets, many of which are new and state-of-the-art.** Despite its shortcomings, the Farr Best is already booked to capacity with 324 days already reserved in Fiscal Year 2023-2024.

“A community center promoting local artists is needed. A space to create plays (Farr Best does not accommodate a full-stage play) is needed.”

The LOT Downtown, is a City-owned venue with a capacity of 1,900, located in the heart of Historic Downtown Mansfield. It was built to serve as an outdoor concert venue with open lawn seating. While the LOT Downtown will need additional capital investment to do these types of activities well and meet the requirements of commercial technical riders, there is significant potential tied to the venue's central location and proximity to downtown restaurants.



Current Mansfield Cultural Assets

2 Historic Museums

(Mansfield Historical Museum & Heritage Center, 102 N. Main St. & Man House Museum, 604 W. Broad St.)

1 Theater (Farr Best Theater, 109 N. Main St.)

1 Performing Arts Amphitheater (The LOT, 110 S. Main St.)

2 MISD theaters available for limited public use (Willie Pigg, 1520 N. Walnut Creek Dr. & Dr. Jim Vaszauskas Center for Performing Arts, 1110 W. Debbie Lane)

13 Local businesses displaying art

29 Participatory arts program providers

6 Signature Festivals



Venues



Art Displays at Local Businesses



Museums



Festival Sites



Participatory Art Program Providers

In addition to the City’s facilities, Mansfield Independent School District (MISD) has two performing arts venues available for limited use by the public – Willie Pigg Auditorium and MISD’s Dr. Jim Vaszauskas Center for the Performing

Arts. **School venues have a number of limitations: they are often busy, making it difficult for outside groups to access them; they do not always have the physical or operational infrastructure to accommodate**

“Lack of museums, visual arts displays and performing arts”

touring productions; and they do not allow alcohol sales, a turn-off to some audiences and a limitation on revenue generation. Market research indicates a new performance venue would not

directly compete with the MISD Center for Performing Arts or other MISD facilities due to their focus and exclusive use by the schools.

While concerts are occasionally hosted by churches and restaurants, there are no privately operated venues specifically dedicated to performances in Mansfield.

In addition to performing arts spaces, the City owns two curated historical museums, the Man House Museum and the Mansfield Historical Museum. These facilities serve as starting points for several self-guided historic walking tours in the historic downtown. However, **these historical museums do not have exhibition space for art nor are there private facilities**

“Feel like there could be more museums, especially on the arts side.”

in Mansfield providing formal art gallery, museum, or exhibition spaces.

At present, 13 informal spaces such as restaurants, breweries, hospitals, the Mansfield Public Library, tattoo shops, etc. display local artists’ work on a rotating basis. There is a gap

for more professional gallery/exhibition space that, ideally, would be temperature controlled, have gallery lighting, and space for storage. Such a space (or spaces) might also be used to offer hands-on arts education programs, artist studio space, and curatorial or art framing services.

Outside of Mansfield, the southside of the Dallas-Fort Worth metropolitan area is lacking in supply of entertainment venues, resulting in residents traveling into downtown areas or to more northern communities for these offerings. As residential development in this portion of the metro continues to explode, the opportunity for these venues grows.

“I think Mansfield has a ton of potential to be high quality, but we’re currently limited by the facilities and funding available. At this time, I still travel to many neighboring cities to get my arts and culture fix.”



An inventory of indoor performing arts facilities in the South Metroplex; south of I-30 between Dallas and Fort Worth, shows **a sizable gap for venues in the 430-1,150 seat capacity**. Just a few venues have fly space for audio equipment or orchestra pits and most lack any kind of rehearsal or educational programming space. Notably, most venues are producing venues; meaning they are directing, casting, rehearsing, and performing shows in-house, as opposed to renting another venue or paying performances to come in. This suggests opportunities for increased or additional presented acts.

Competitive presenting and rental venues in the market include Texas Trust CU Theatre at Grand Prairie, The Pavilion at Toyota Music Factory, The Majestic Theatre, Arlington Music Hall, and a number of downtown Dallas performing arts theaters. With the exception of Arlington Music Hall, these venues are all large with seating capacities well over 1,500, and located north of I-30. Additionally, all venues operate as for-profit commercial venues.

Outdoor venues throughout the South Metroplex are largely informal spaces with small performance areas; little or no

audio/visual equipment, and no backstage or greenroom facilities. The exception is the Levitt Pavilion in Arlington which is a sizable, well-equipped facility with regular programming and both indoor and outdoor spaces. In speaking with the public, there is significant demand and desire for arts facilities in the city.

- **30%** of survey participants **most frequently travel outside of Mansfield** to participate in arts and culture activities
- **45%** of survey participants **want more live music** in Mansfield.
- **49%** of participants cite a lack of offerings in the city as the **main barrier to participation** in arts and culture in Mansfield.
- **Nearly 50%** cite **location as a barrier to participating** in arts and culture throughout the Metroplex.

Without additional facilities, Mansfield cannot address these demands and desires.

Programs

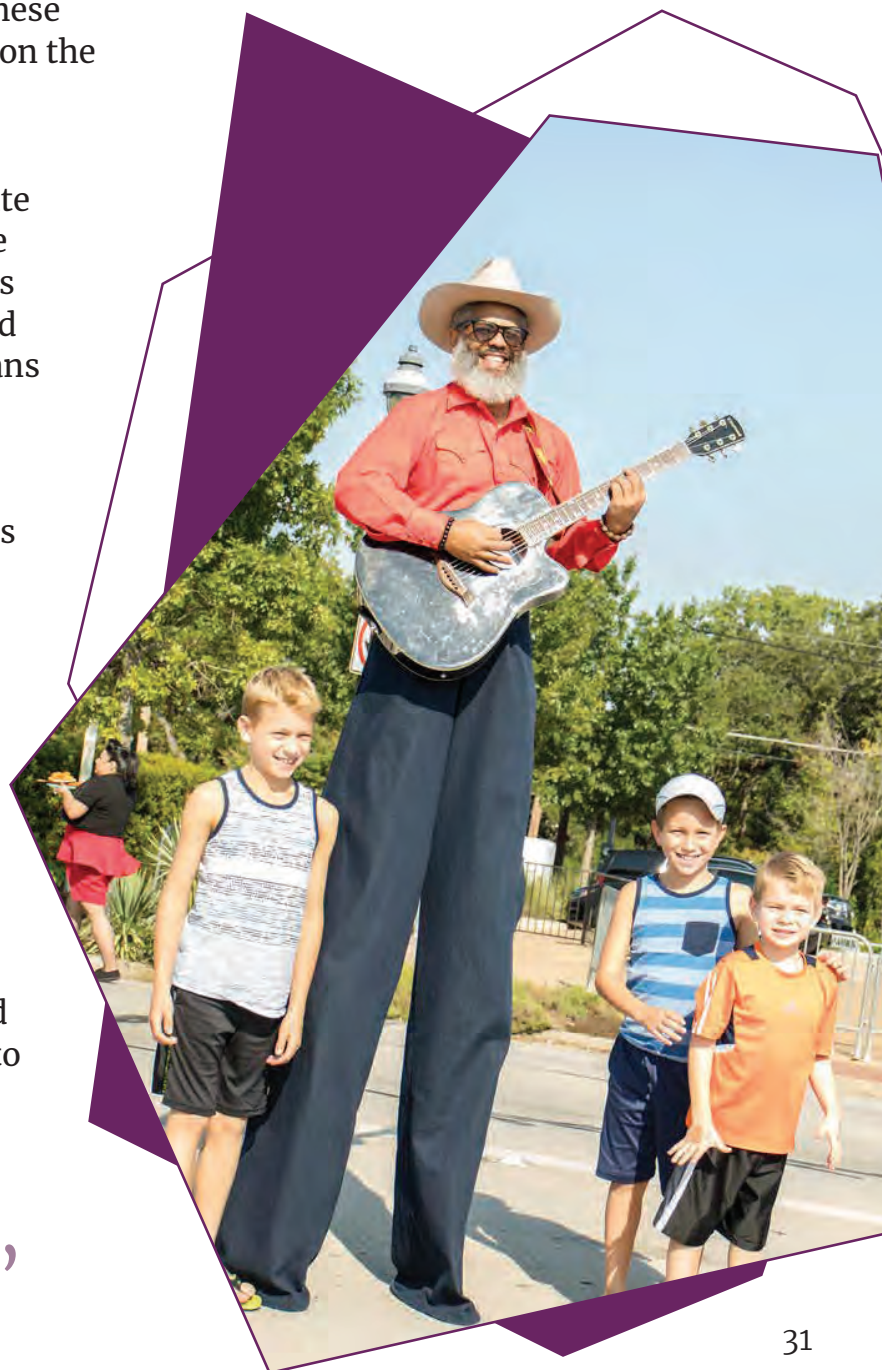
Part of the need and desire for new facilities stems from the existing and rapidly expanding arts programs that already



exist in Mansfield. At present, there are more than 150 participatory program offerings in Mansfield across 29 different providers. Mostly, classes are offered in dance and theater, storytelling, visual arts, and DIY projects; though there are also programs in science, technology, engineering, mathematics (STEM). Almost half of the providers are clustered in the southwest quadrant of the city, which includes Historic Downtown Mansfield, with the remaining half scattered throughout the other quadrants. Most classes are offered on weekdays and in multi-week formats, and the overwhelming majority are geared toward children and adolescents. With Mansfield's family-friendly focus this is not surprising, but it does suggest gaps in **programming for adults, seniors, and multigenerational households**. It also suggests opportunities to promote programming further into multimedia and the visual arts; including needlework, jewelry making, woodworking, and so on. Additionally, it indicates the **potential to distribute programming opportunities throughout the city** rather than being concentrated in one predominant area. These programs would likely need to be offered on the weekend or after-work hours.

In addition to the regular arts classes and activities offered by both public and private providers throughout the community, the City produces five signature special events on an annual basis; Music Alley, Mansfield Rocks, the Juneteenth Celebration, Veterans Day Parade and Salute, and Hometown Holidays. Currently, these festivals take place in a variety of venues throughout town. Unfortunately, none of these venues were built with large festivals in mind, so they all have limitations; like parking, restrooms and electric access, that directly impact the festival experience and future growth.

While data may be somewhat biased because many survey responses were collected at large festivals, over **52% of survey respondents said festivals and fairs were the most important type of community event offered by the City**, and 35% of respondents said they would like to see more community arts events.



“Need more and different events...”

“We love all the hidden art murals throughout downtown!”

As evidenced by its special events and programs, the City of Mansfield has focused on developing activities over many years, but it has more recently expanded focus to the built environment, including public art. Currently, Mansfield does not have a public art program. As such, there is no formal City art collection, and little public art throughout Mansfield. Public art in the city is confined to a handful of murals in the historic downtown area. Without policies, staff, or funding in place for art installation, maintenance, or removal, some of the murals downtown have fallen into disrepair. Furthermore, there is no mechanism to expand murals or other public art beyond the downtown area, despite apparently widespread enjoyment and pride in the murals.

Since 2018, there have been requests from citizens, businesses, and visual artists to expand the murals and develop a public art program at-large. Results from the survey also display this strong interest in public art throughout the general public:

- **70%** of participants *want public art downtown*
- **65%** of participants *want public art in parks*
- **Nearly half** of all participants *believe public art should build pride and beautify Mansfield*

If the City wishes to embrace public art to meet widespread demand, a formal program with dedicated funding, staff, and policies is a prerequisite for success.

Drawing on sentiments of the public, inventory analysis and research of the market, and best practices; two vision statements were developed and should guide future decision making for arts and culture in Mansfield.

“Maybe a sculpture walk in downtown”



VISION

Ensure every Mansfield resident has access to affordable arts within a 10 minute walk from where they live by 2035.

Become the premier arts and culture destination in the South Metroplex area by 2035.

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OVERVIEW

This section presents a culmination of community desires, strong data collection, and defined direction for the City of Mansfield in the form of four goals and 21 strategies. When implemented, the goals and strategies will spur additional investment throughout the city and will thrust the City toward achieving its cultural arts visions.

It is crucial to acknowledge that many strategies are interconnected and should be viewed as a package to achieve optimal results. Additionally, the success of certain strategies is contingent upon broader land use and logistical decisions that may not be directly related to arts and culture. These land use decisions can directly impact the implementation of strategies outlined in this plan.

Some things to consider before moving forward with the strategies:

- 1. Clear direction and vision for downtown:** It is important to establish a clear plan for downtown, including community gathering spaces and the distinction between public and private land. This will have a significant impact on strategies related to the Walnut Commons, The LOT Downtown, and the Farr Best Theater.
- 2. Development of performing arts spaces:** The development or renovation of performing arts spaces, such as the Farr Best Theater, The LOT Downtown and a potential new performing arts center, should be approached with the entire community in mind. Given the limited supply and high usage of existing spaces, careful planning is necessary.
- 3. Policy on food and beverage in arts spaces:** The City needs to establish a policy regarding food and beverage in arts spaces. This policy should balance the need for providing refreshments without burdening the City or other users/renters with excessive liability, cost, or logistical hurdles.
- 4. Cohesive marketing and branding:** The vision for Mansfield as a cultural destination should be clearly defined, and all marketing and branding efforts should be updated to align with this vision.

Relative impact for each strategy has been defined as:

- **Low:** Low impact strategies are essential to the long-term health and sustainability of Mansfield's cultural sector but may go unnoticed by the community-at-large.
- **Medium:** Medium impact strategies will improve the resident experience at the individual level.
- **High:** High impact strategies will fill a significant gap in the market; set the foundation for new programs, projects, or practices; or directly shift the general perception of Mansfield as an arts and cultural community.

The timing for each strategy has been defined as:

Short = 1-3 years

Medium = 4-9 years

Long = 10+ years

The cost for each strategy has been defined as:

\$: \$0 to \$500,000

\$\$: \$500,000 to \$2.5 million

\$\$\$: \$2.5 million+



PRIORITY MATRIX

	SHORT TERM	MEDIUM TERM	LONG TERM
HIGH IMPACT	(\$) Adopt Mansfield Public Art Policies	(\$ to \$\$) Cultural District designation for downtown	(\$) Explore inclusion of art & culture amenities in new private development
	(\$) Study - Purpose-built performing arts facility	(\$\$) Invest in public art along trail system	(\$ to \$\$\$) Boutique hotel
	(\$\$) Adopt Percent for Art in Public Development Ordinance	(\$\$) Rebrand cultural arts and tourism	(\$\$) Develop Mansfield event area
	(\$\$\$) Walnut Commons	(\$\$ to \$\$\$) Farr Best conversion	(\$\$) Immersive Experiential Venue
		(\$\$ to \$\$\$) - The LOT Downtown	(\$\$\$) Artist signature playground
MEDIUM IMPACT	(\$) City-owned gallery space	(\$) Diversify arts and cultural programming	(\$ to \$\$) Temporary public art projects downtown
	(\$) Form a Mansfield Public Art Advisory Committee	(\$\$) Signature public art event (biennial)	(\$\$) Small-scale placemaking
LOW IMPACT	(\$) Define role of Mansfield Commission for the Arts		

GOAL 1: DEVELOP CULTURAL FACILITIES IN MANSFIELD

Strategy: Create the Walnut Commons

A thriving district encourages people to visit and stay. The goal is for visitors to spend several hours or even a whole day downtown – to see downtown as a destination to return to simply enjoy, not just because there is a special event or they have business in the area. Without an appealing space where people can physically stay to gather, relax, rest, or play; downtown will never achieve that “destination” status.

A way to do this would be to permanently close Walnut Street to traffic to provide extended public space behind businesses on Main Street, and extend connectivity to The LOT Downtown by creating a safe pedestrian crossing at Broad Street to a new urban greenspace at the city-owned land on the corner of Broad and First streets. The creation of the Walnut Commons would give businesses an opportunity to expand public space to the rear of their buildings, generating a more pedestrian oriented environment that encourages recreation, gathering, and solidifies downtown as a destination location. The Walnut Commons could also provide public space for small to medium sized, locally focused city-facilitated or private events that enhance the historical, cultural, and artistic character of Historic Downtown Mansfield (HDM).

PRIORITY ACTIONS:

- To understand the viability of the Walnut Commons the following items should be considered:
 - ◇ Feedback from current local businesses and property owners on Main Street who have back of house along Walnut St.
 - ◇ Parking implications
 - ◇ Logistical accommodations that need to be made to support the businesses, property owners, and general public who will use the Commons (electric access, trash collection, public restrooms, landscaping, emergency access, etc)
 - ◇ How to create a safer pedestrian crossing at Broad St and Walnut St.
 - ◇ Traffic implications
 - ◇ How long vacant property is on the marketplace
 - ◇ Connectivity points for The LOT Downtown to the Walnut Commons
 - ◇ Programming within the Walnut Commons
- To appropriately consider all of the above items several pop-up events may need to be produced in the space. Information and engagement from downtown stakeholders will need to be solicited, and a design team with expertise in landscape architecture, urban design, civil engineering, and urban public art will need to investigate the logistical hurdles of the space
- Develop the Walnut Commons.
- Program regular events at the Walnut Commons such as movie nights, concerts, farmers markets, etc.

Timing: Short-term
Relative Cost: \$\$\$
Relative Impact: High



Case Study: The Augusta Common | Augusta, Georgia

Downtown Augusta, Georgia, features a community space known as the Augusta Common. This common area was developed in 2001 by a downtown visionary firm called Augusta Tomorrow, which partnered with the city to demolish a strip of vacant buildings in the struggling downtown and create a space for the community. To create a pedestrian-friendly gathering space for visitors, the traffic on both sides of the building was permanently closed off to vehicular traffic. The Augusta Common is a one-acre stretch of grassy lawn with manicured landscaping, park benches, light posts, a water feature, monuments and plaques, and a brick walkway bordering the area. Structural elements include outdoor restrooms, a conference room, and a special event rental venue are often used for weddings and parties. The Common also connects the city's relatively new Augusta Riverwalk and the central business district. This space is also a host to planned activities like a farmers market, jazz concerts, and movie showings most weekends, and several yearly events like the local Heart of Augusta Festival, Oktoberfest, and Latino Festival, establishing it as the "center of the urban core" in Augusta. The only business that explicitly serves The Common is the Special Events Office, which manages the conference room and venue rental. Overall, the Augusta Common has become a place for the community to gather and has positively impacted the development of the downtown area.



Strategy: Convert the Farr Best Theater into a flexible, flat-floor venue with entrances from both Walnut Commons and Main Street

The Farr Best Theater is integral to the Main Street cultural fabric. It has the potential to serve small theatrical and musical performances and act as a catchment location and catalyst for various cultural events and festivals within the city's beloved historic downtown. The Farr Best is home to a variety of Mansfield area arts and culture organizations. Additionally, it is an affordable rental location for area art schools, businesses, and individuals needing a one-time-use venue. Other artistic organizations are interested in calling the Farr Best home; however, due to limited time and space for the venue, there is currently no availability to accommodate more groups. Capital investments must be made to transform the venue into a safe, functional, and appealing space for community performances, local music acts, community functions, and private events, ultimately increasing its overall utilization and profitability.

The Farr Best's ultimate utilization will be informed and impacted by decisions regarding Walnut Commons and a performing arts center, recommended later in this plan. Mainly, whether recommendations for a community-focused performance space are included and implemented as part of a larger venue project; or elsewhere in town and whether an outdoor gathering and event space for downtown is most appropriate on Walnut Street behind the theater. **Given the already high usage at the Farr Best and even higher existing demand for performing arts space, converting the Farr Best into a less traditional performance space without ensuring sufficient space is available elsewhere in Mansfield would stifle the rapidly growing arts scene and force groups that currently call Mansfield their home to look to surrounding communities.**

Therefore, the Farr Best could be renovated as a historic theater closest to its current configuration (Option A) or transformed into a single-level multi-use space (Option B). Regardless of which option is chosen, it is important to explore expanding the existing space to provide adequate support and gathering areas, enhancing the comfort and versatility of the venue.

- **140%** increase in space usage since 2021
- **Only 9 days** still available for use in the 23-24 fiscal year.
- **400%** increase in patrons since 2021
- Annual attendance **Up 10X** since 2021.
- **180** events per year
- **Thousands of dollars** of in-kind support to local arts organizations.

PRIORITY ACTIONS:

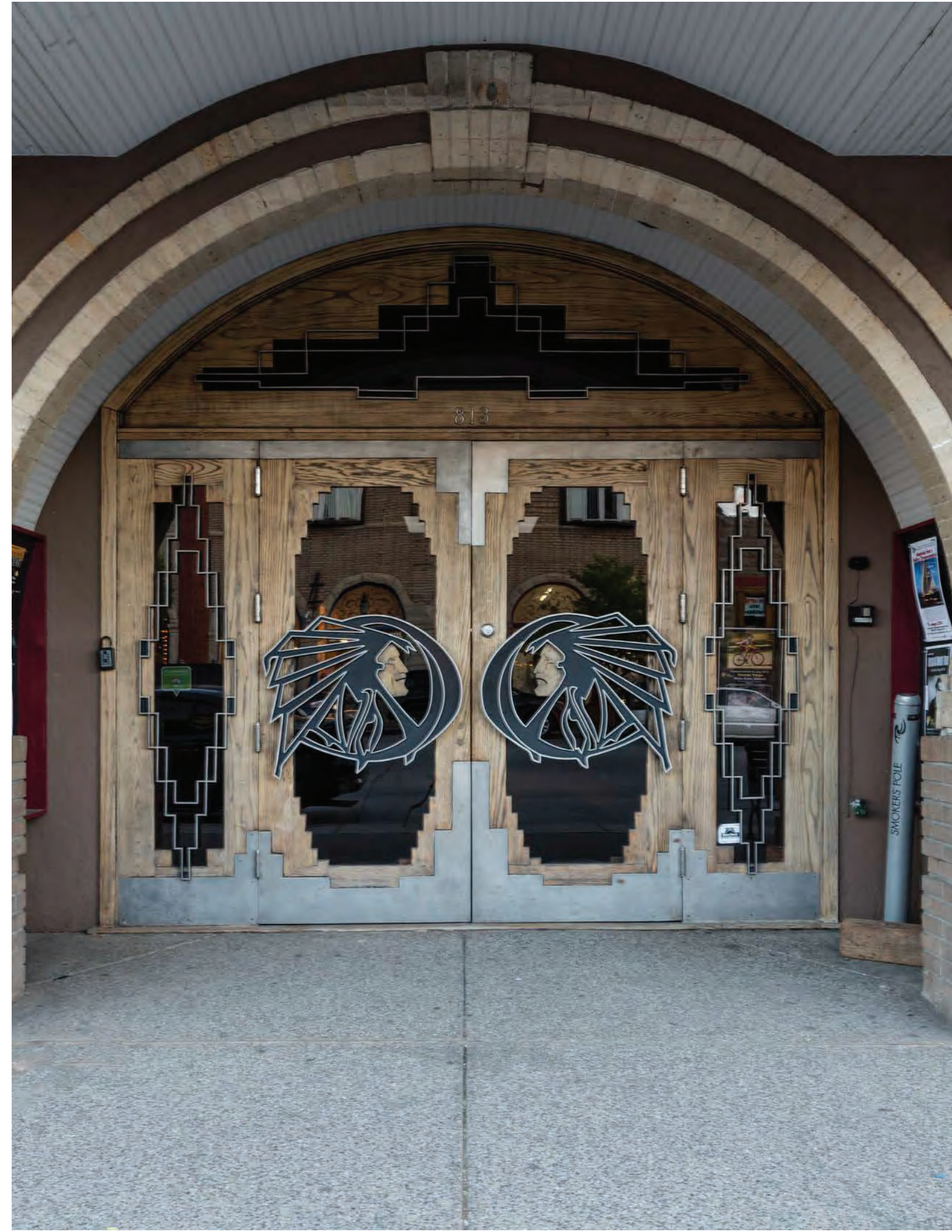
- Consider expanding the existing footprint of the Farr Best Theater. The addition of this space would greatly enhance the possibilities within the Farr Best Theater; creating additional space and opportunities for restrooms, a larger lobby, concessions / catering, storage and so on.
- Identify approximately \$40,000-\$75,000 for a detailed building assessment for the Farr Best Theater
 - ◇ The scope of work should include a full review of relevant codes and regulations, a theatrical suitability and systems evaluation, an evaluation of the building's historicity and eligibility for the National Register of Historic Places, and a cost estimate for design and renovation of the space.
 - ◇ The ideal planning team would include architects; including a preservation architect, engineers, a theater planning professional, and a cost consultant.
- Decide to implement option A or B to best serve the adopted downtown development strategies:
 - ◇ **Option A** would maintain the fixed-seat historic theater configuration and should include:
 - ◇ updating electrical, mechanical, plumbing, and structural building elements, as needed,
 - ◇ ensuring the building meets all current building code and ADA compliance standards,
 - ◇ reworking the stage,
 - ◇ removing or updating the balcony and second floor,
 - ◇ improving backstage loading capabilities,
 - ◇ new theatrical lighting and sound systems,
 - ◇ consideration to list Farr Best Theater on the national historic registry, and
 - ◇ exploring the possibility of creating a pedestrian link to Walnut Street by opening the back of the building.
 - ◇ **Option B** would involve transforming the theater by removing its balcony, second floor, and stage, by leveling the floor to create a flat, open space. This single level could serve as an exhibition, event, and pass-through space, linking Main Street at the front of the building and Walnut Street to the rear by opening up the back of the building. This flexible space could also be outfitted with retractable seats and professional, theatrical audio/visual equipment to accommodate performance events, speakers, or other activities that require a performance setting.

Timing: Medium-term
Relative Cost: \$\$ to \$\$\$
Relative Impact: High



Case Study: The Chief Theater | SteamBoat Springs, Colorado

The Chief Theater, a historic cultural landmark in Steamboat Springs, Colorado, has been an integral part of the community since its construction in 1926 as a 500-seat motion picture house. Over time, its ownership and purpose underwent changes, remaining a cherished part of the community. In 2021, the community and the theater's owners initiated significant renovations to transform the space into a multifunctional/versatile venue capable of hosting a wide variety of performances, including live theater, comedy, symphony and more, to enhance support for the arts. In January 2023, Chief Theater representatives announced that renovations will begin upon securing final financing. The theater primarily seeks funding from investors with a for-profit business model. Once completed, it is expected to become the anchor of the city's creative district, providing a "community-centered arts and entertainment experience."



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SMOKERS POLE

Case Study: The Merc | Temecula, California

The Merc is a performance venue housed in a historic mercantile building built in 1891 and is known as the first brick building in Temecula, California. The venue now functions as an art gallery, box office for the neighboring larger theater, and a small 48-seat performance venue mainly hosting jazz performers, concerts, and plays. Both the Merc and the neighboring theater opened in 2005, but the Merc building itself has lived many lives as an auto shop, antique shop, and antique emporium until it was purchased by the city in 1998 with the intent to renovate it and preserve its history. It was initially decided that the building would serve as a box office for the theater being built next door, but local musicians deemed it a great performing space. The building has since transformed into its present form, consistently hosting sold-out performances and weekly events.







Strategy: Plan capital improvements at The LOT Downtown

The Live Outdoor Theater Downtown (The LOT) is a valuable, yet currently underutilized, piece of real estate in Historic Downtown Mansfield. It holds the potential to serve as a central anchor destination and gathering space within a downtown cultural district. Activation of this space through regular concerts, movies, small theaters, art fairs, seasonal markets, and children's shows can stimulate foot traffic and invigorate the neighborhood. However, despite its aesthetic appeal, there are significant challenges, as mentioned below, with the built environment that need to be considered to fully establish The LOT as the premier location for arts and culture in the city and harness its potential as a revenue generator.

- There are no publicly available restrooms despite a facility capacity of 1,900 guests. Every time an event takes place, portable restrooms must be brought in. This service can cost \$500-\$1,500 per event for basic portable toilets. Additionally, the sole space for these restrooms needs to be better lit for evening events.
- There is no built-in stage lighting or audio equipment. The facility does own some professional quality audio equipment, but the collection needs to be completed and requires supplementation as well as a two-person crew to hang and operate the equipment for each show. The facility owns no stage lighting and requires rentals for an evening event. Depending on the equipment rental needs, it may cost \$3,000-\$10,000 to fulfill the audio-visual requirements of any show.
- The circular stage is an unusual shape that many artists and lighting engineers need to familiarize themselves with, adding a layer of difficulty. Furthermore, it extends beyond the bandshell, making it impossible to light the front of the stage entirely.
- The non-reinforced wood ceiling beams in the bandshell prohibit easy hanging of production equipment and won't support the weight of a full complement of lights, audio, and visual equipment that larger bands or theatrical groups require.
- There needs to be more storage, backstage, and greenroom space.
- A loading zone with suitable access to the stage and backstage areas is required.
- There are no wings on the stage.
- The wall enclosing the facility hides it from view, making the space uninviting or even unnoticeable from Main Street.
- The lack of shade and drinking fountains makes the venue unappealing during the hot Texas summers.

PRIORITY ACTIONS:

Assuming the City is going to retain ownership and operation of the facility Prioritize the following initial improvements listed below in the order of importance:

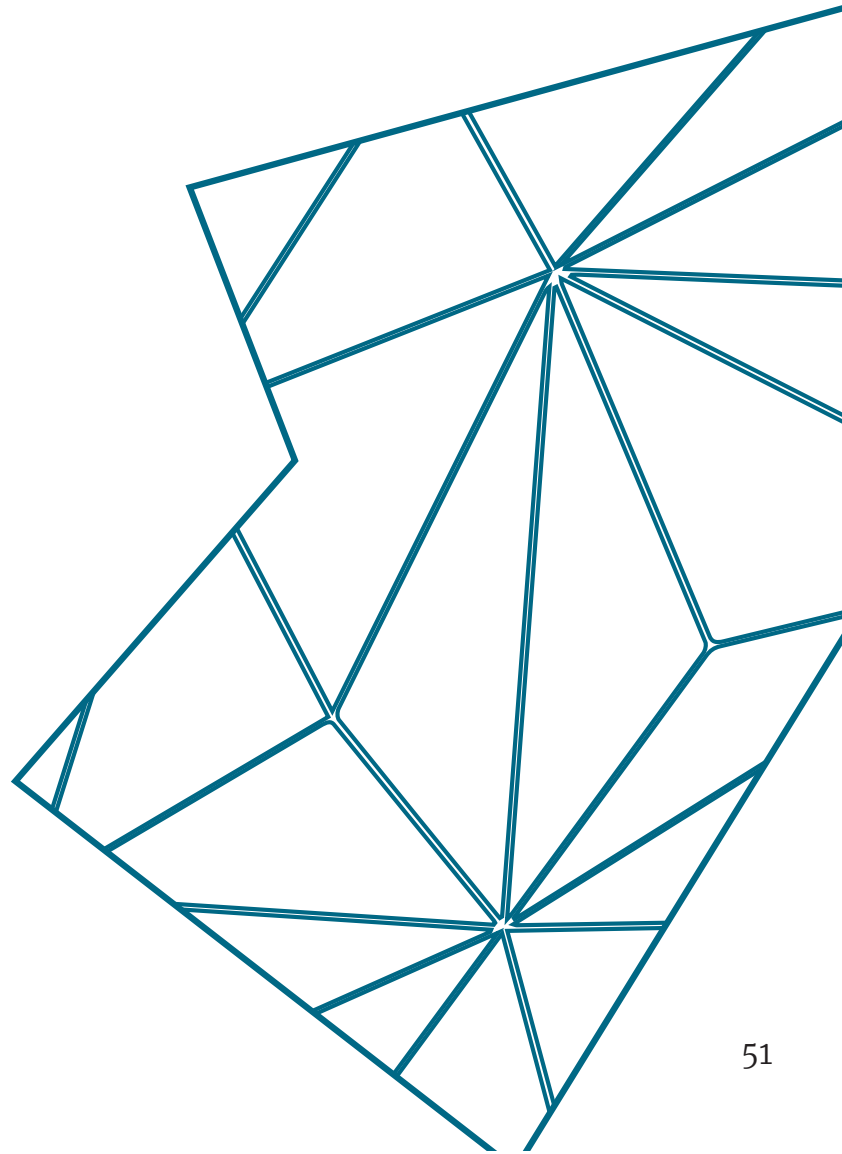
- Add drinking fountains, public restrooms, and perimeter shade trees.
 - ◊ Public restrooms could be added in conjunction with the Walnut Commons and an overall urban design for HDM.
- Design a new connection to Main Street that produces an inviting entrance and gathering spot: Incorporate landscape, lighting, deep seating, and shade.
 - ◊ Shade structure could be an opportunity for a public art piece.
- Assess the technical capacity of the stage at The LOT for various performance needs and replace, renovate, or redesign the stage area as appropriate to accommodate the types of shows desired at the venue.
- Design a pedestrian connection to the Walnut Commons as part of an overall urban design plan for HDM.

Timing: Medium-term
Relative Cost: \$\$ to \$\$\$
Relative Impact: High

Case Study: Levy Park | Houston, Texas (Stage and Green Space)

Levy Park is the result of a 1941 bequest from the estate of Leon Levy. In 2015, the Upper Kirby Redevelopment Authority, in partnership with the Upper Kirby District Foundation, transformed Levy Park into a world-class park in the heart of Houston. A signature feature of the park is an ample green space and a shaded stage. The Event lawn hosts concerts, children's activities, exercise classes, and seasonal markets. Its shady lawn allows audiences to participate in the summer months comfortably





Strategy: Identify and develop the Mansfield Event Park with restrooms, electric, parking, and on-site storage improvements

The City is known for its outstanding events, but the struggle to find locations to host these events is significant. The City has no designated area that provides bathrooms, electricity, ample parking, or on-site storage necessary for large-scale events. Shutting down city streets and parking lots for events incurs significant expense, creates safety concerns, and inconveniences residents and businesses. The City should identify

“Location of events does not have adequate parking or space for the number of people attending.”

an ample open space within new development that could accommodate these needs and become the City’s designated event space. This site could be up to five acres, including paved parking and improved bathrooms. When not utilized for large festivals, secondary uses for the area should be considered so the venue can be occupied when a festival is not occurring.

If implemented, Walnut Commons will provide an excellent community gathering and small event space within the downtown. However, given its existing development and layout, it will not accommodate the size, parking, or storage needed to host the City’s most prominent events safely and comfortably. Already festivals like Mansfield Rocks, Hometown Holidays, and Pickle Parade are too large or pose logistical and safety concerns in the downtown area. The demand for more, bigger, and longer events only increases the need for well-designed festival space. Additionally, well-designed festival space could entice new or touring events to select Mansfield as a home.

“The events, especially the arts festival, makes Mansfield feel like a diverse community.”

PRIORITY ACTIONS:

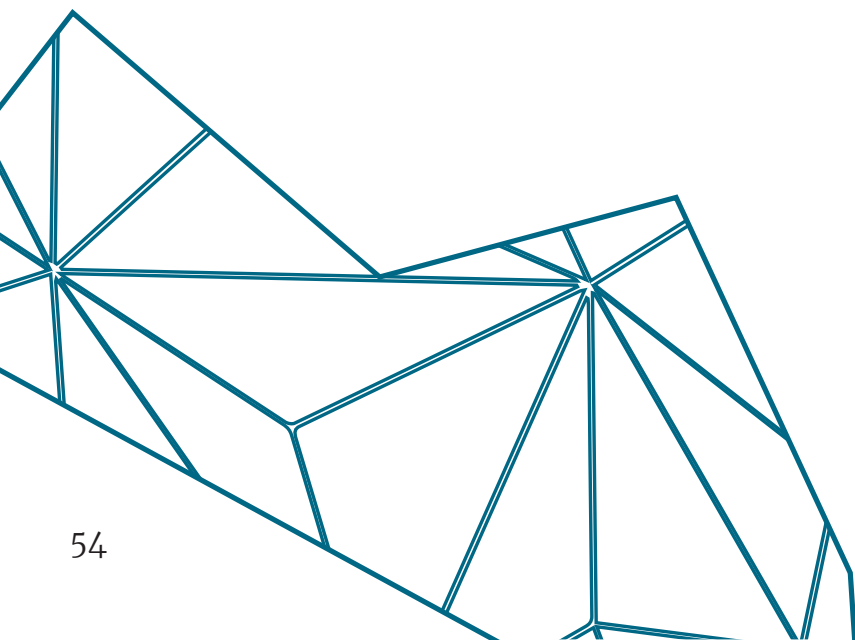
- Identify potential locations the City owns or other ideal locations that are privately owned within new development.
 - ◇ Understand the properties of each potential location such as: the ease of running utilities to the site, shade properties, potential issues with drainage, and potential locations for restroom facilities.
 - ◇ Consider future uses in addition to city produced festivals and events such as renting the facility or using it as a park or civic space.
- Purchase or designate the best site for the Mansfield Event Park. Depending on size and location, consider a partnership to share costs and maximize usage.
- Design, fund, and construct the facility

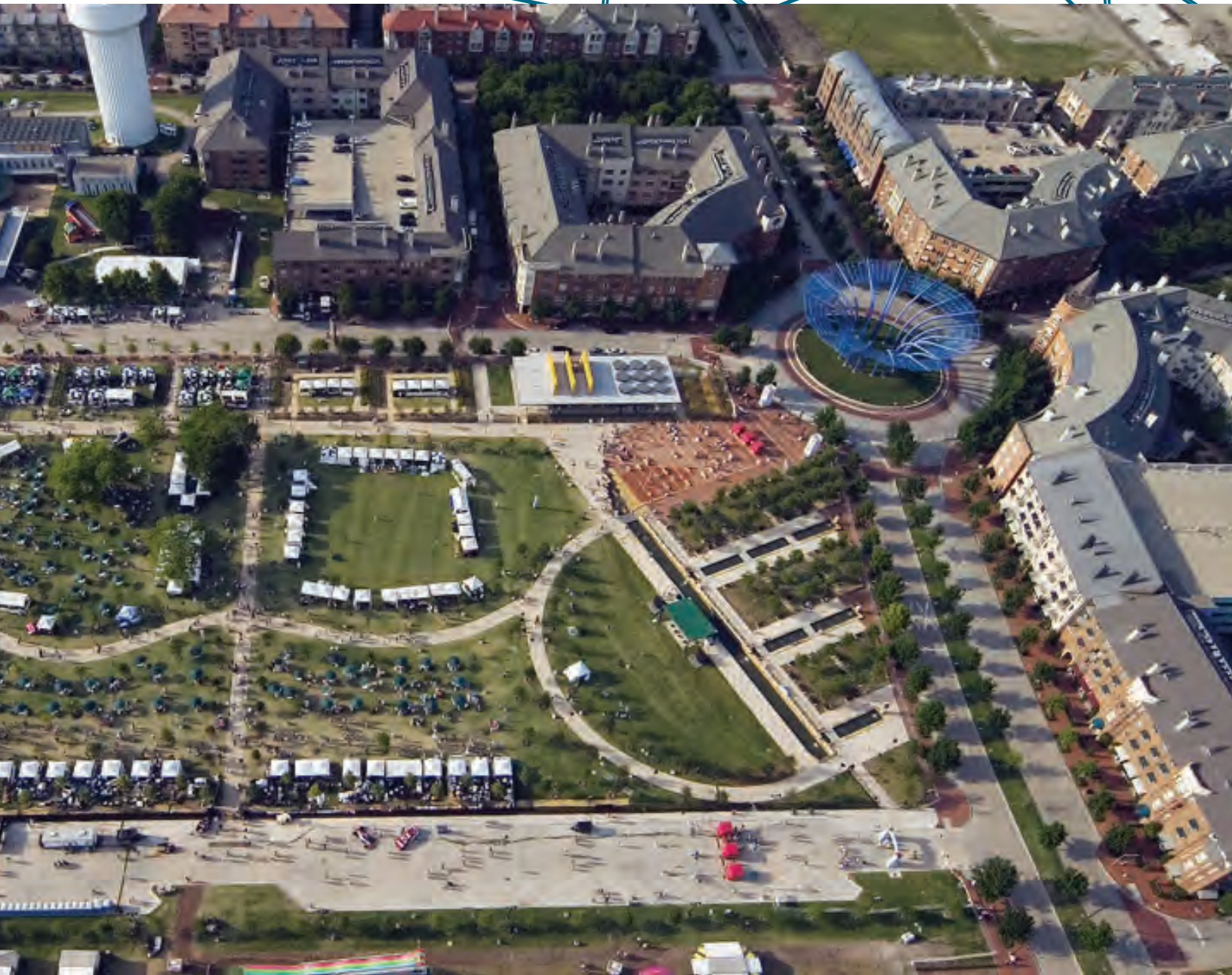
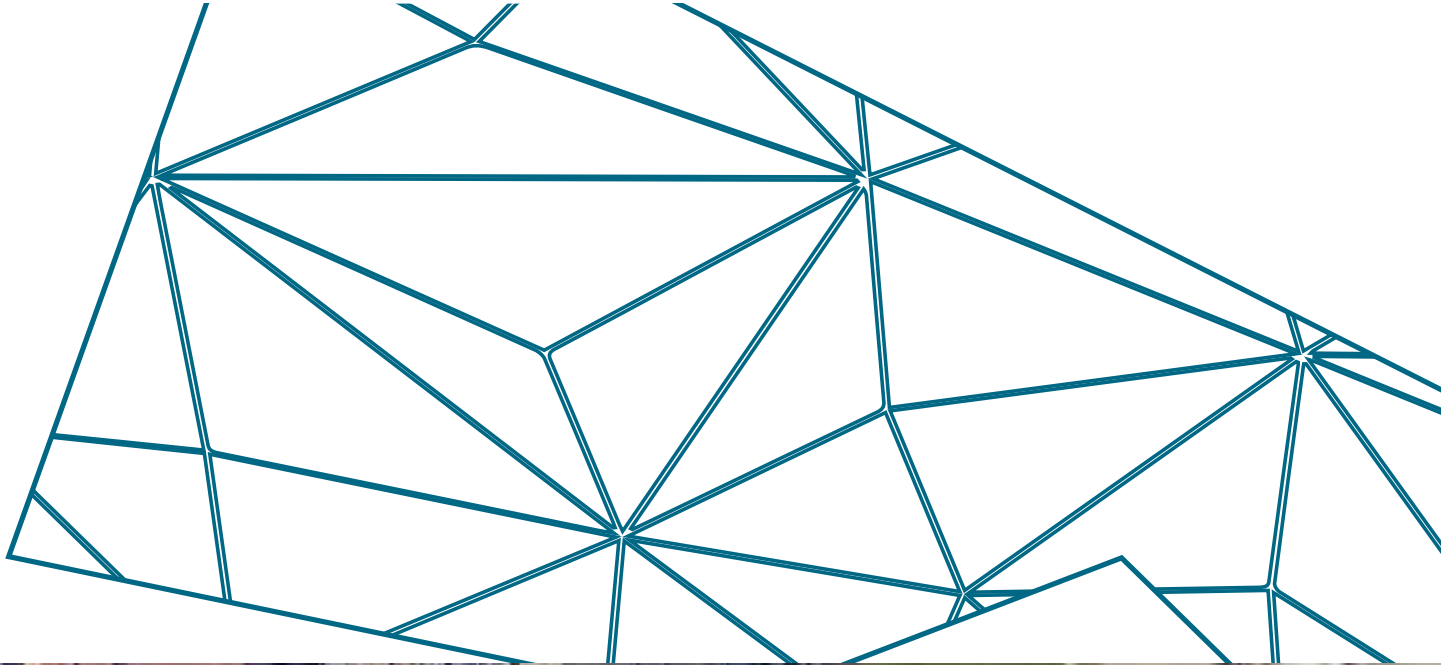
Timing: Long-term
Relative Cost: \$\$
Relative Impact: High

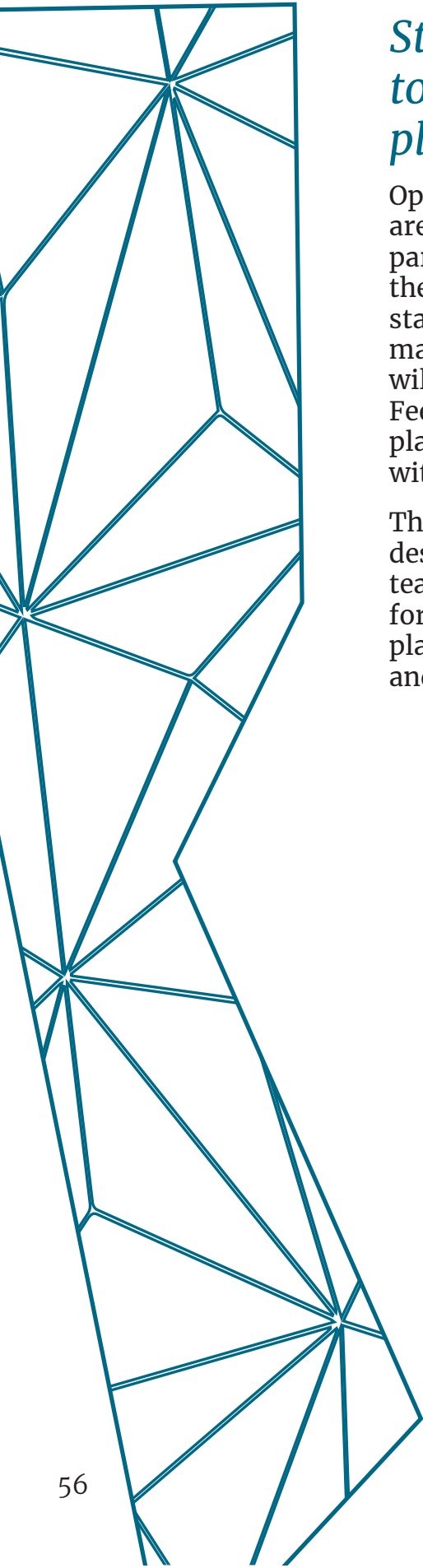


Case Study: Addison Circle Park | Addison, Texas

Addison Circle Park is a 372,000-square-foot (8.5 acre) special event site centrally located in downtown Addison, Texas, near an urban area known as Addison Circle. The venue features three performance sites including spaced-out water and electrical hookups, a rentable pavilion, interactive fountains, water features, a concessionaire, a pergola for booths, restrooms, benches, and parking for 2,100 cars. The area has annual special events like Fork & Cork, Addison Oktoberfest, and Taste Addison. Addison Outdoors offers programming like fitness classes, games, and an activity trailer when festivals and concerts are not held. Before its development, which occurred in tandem with the residential Addison Circle around the early 2000s, events in the city were held inconveniently in a field within the city limits. An absence of a proper event space caused officials to create Addison Circle Park to establish a coherent core and stimulate town growth, and today, the park has accomplished that task.







Strategy: Work with a public artist to develop a signature monumental playground within a future arts district

Opportunities for families to spend time together while outdoors are a priority for the City and amenities within Mansfield parks are paramount. The 2020 Parks and Recreation Master Plan, suggests the City will add 14 new playgrounds by 2030 to meet industry standards within Mansfield and that playgrounds will be one of four main focus areas in the next 10 years. Fifteen (15) existing parks will also receive playground upgrades within the next 10 years. Feedback from the master plan also suggests residents want varied playground experiences and seek non-traditional play options within new playgrounds.

The City should select an existing or planned new park for a large destination playground where an artist is integrated into the design team. Instead of ordering a standard conventional playground for a new park in Mansfield, build a one-of-a-kind destination playground that draws families and visitors from across the region and state.



PRIORITY ACTIONS:

- Begin identifying potential locations for a large-scale destination playground utilizing the City's Parks Master Plan (2020) as a starting point. Understanding which parks would support this type of play is vital to deciding on a location.
- Identify the scale of the destination playground and the resources available to support the vision. Funds will likely need to be pooled from multiple sources.
- Once the site is selected, explore the playground's themes and the programming of the space beyond the playground. This engagement should include children and their families.
 - ◊ Explore trail connections to the playground so residents can access the playground by bike or foot.
- Ensure an artist or artist team is an integrated and essential part of the process throughout the entire design and build phases.

Timing: Long-term
Relative Cost: \$\$\$
Relative Impact: High



Case Study: The Gathering Place | Tulsa, Oklahoma

The Gathering Place in Tulsa, Oklahoma, is a riverfront park that broke ground in 2014 and opened in 2018. The world-class hybrid park was built on 66 acres along the Arkansas River with the help of Michael Van Valkenburgh and his associates, Crossland Construction Company, and the community. The Gathering Place is accessible for community members of all ages to enjoy. It contains several attractions, including a 5-acre playground, sports courts, restroom facilities, a boat house, a BMX track, and a skate park. A hands-on museum called the Discovery Lab was also added in 2022 to the programming offered at the Gathering Place. Before it opened, officials expected the park to attract around a million visitors yearly, but attendance in the first year was over 3 million. This number stands as a testament to the park's success. Since its opening, the Gathering Place has put Tulsa on the map and has gained national recognition through several titles, such as "Best New Attraction 2019" through the *USA Today* Readers' Choice awards. It also made *Time* magazine's list of the World's 100 Greatest Places of 2019, *National Geographic's* list of 12 Mind-Bending Playgrounds Around the World, and the American Planning Association's list of six great public spaces in America.

Domino Park | Brooklyn, New York

Domino Park opened in 2018 and is a 5-acre public riverside park stretching across a quarter mile of land next to the East River. Inside Domino Park, community members can enjoy a garden, children's playground, dog park, volleyball court, bocce court, taco stand, open lawn areas, playing field, and an Artifact Walk featuring the salvaged factory equipment that stands as a part of the area's history. The park also hosts programming like children's sensory play days, entertainment, and fitness and dance classes. Since the park was built in a space that formerly functioned as part of the area's sugar refinery, designers worked to maintain the integrity of the community's history by using reclaimed wood from the refinery and designing some aspects, like the playground, to resemble the sugar refining process. The park was also built to make the waterfront more easily accessible, but interactive activities involving the riverfront were not possible as the entire park had to be elevated above the floodplain. Domino Park has received the American Society of Landscape Architects 2019 Award of Excellence and the Urban Land Institute's 2020 Open Space Award.



Strategy: Develop city-owned gallery space

Mansfield's exhibition spaces are limited to walls in restaurants, hospitals, and other pass-through areas. To elevate visual arts in Mansfield and provide established and emerging local artists with professional exhibition and display opportunities, the City of Mansfield should, either independently or through public/private partnership, select professional-grade gallery spaces in up to two locations in Mansfield. These galleries should have movable walls and pedestals, gallery lighting, temperature control, storage, and reasonable security. Gallery spaces should be suitable for small gatherings (artist talks, opening receptions, intimate concerts) and private events.

The City should consider and focus on two gallery concepts. Initially, these could be housed in the same venue but may grow into separate venues as the visual art community and audience develops in Mansfield. The first concept involves establishing a gallery focused on local Mansfield and Dallas-Fort Worth area artists, providing a space to display and sell their work as well as facilitating visual art education, networking, and creative endeavors. This concept would support the grassroots art scene and provide visitors with a uniquely Mansfield experience. The second concept is an exhibition space that brings regional, national, and international artists and touring art-based exhibits. This concept would provide regularly rotating state-of-the-art exhibitions in Mansfield that would attract visitors, provide remarkable experiences for residents, and inspire area artists.

Timing: Short-term

Relative Cost: \$

Relative Impact: Medium

“A variety of options would be nice. Not everyone wants to be an actor, some are quiet artists that need a studio space. The classes with MAC are pretty good, but a space to create on your own with materials and no instructor would be even better.”

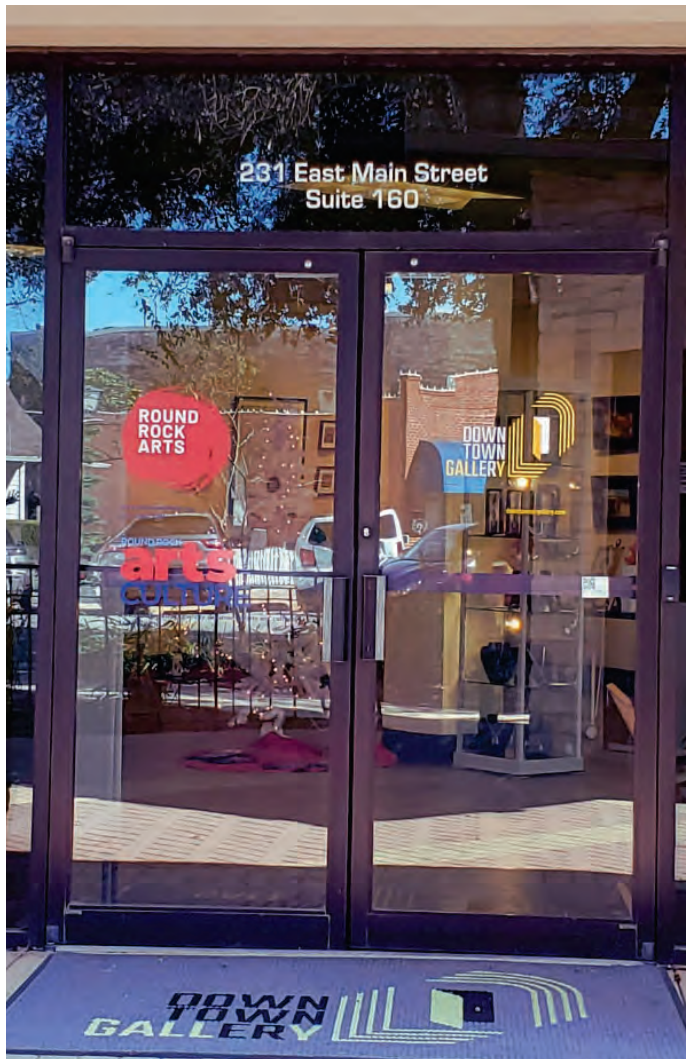
PRIORITY ACTIONS:

- Develop a programming and operating plan for temporary gallery space(s) in Historic Downtown Mansfield that could pilot both gallery concepts to gauge their feasibility and success over 1-2 years.
- Identify vacant/underutilized storefronts that could temporarily be converted to gallery/exhibition space.
- Work with the City's building safety team and an individual with expertise in gallery operations to complete a building conditions assessment to determine the identified structure's suitability for gallery use. The assessment should consider art display capabilities, ADA access, essential amenities like restrooms, running water, electrical systems, security, and storage facilities, amongst other provisions.
- Secure potential gallery spaces and implement the one-year operating plan as a pilot program. If the pilot is successful, proceed with converting the temporary gallery into a permanent space and, if needed, refine the programming during the second year.
 - ◇ Depending on circumstances like; ownership, building characteristics, and business adjacencies, spaces may be rented long-term or purchased. If a gallery is identified for inclusion within a new development, the City may choose to build a venue.
- As the space matures, consider the viability of additional gallery space in other city areas.



Case Study: Downtowner Gallery | Round Rock, Texas

The Downtowner Gallery in Round Rock, Texas, is a gallery space established and hosted by the City of Round Rock's Art & Culture Department. The gallery opened in 2019 and features eight to 10 exhibits annually (all curated by Round Rock Arts), a gift shop, and scheduled events like art shopping and educational events. Each show presents artwork made by local/area artists who can submit their work through Round Rock Arts' "Call For Art" portal. The public is welcome to enter for free, and the gallery is located across from the local library and visitor center.



Center for the Arts / Dalton Gallery | Rock Hill, South Carolina

The Center for the Arts is in the historic Downtown Rock Hill Cultural District. The 1,800-square-foot space features three galleries and room for workshops, receptions, and small performances. Throughout the year, the Center for the Arts offers various festivals and events, classes, art talks, event rental opportunities, and seven to nine annual exhibits from artists from local to international backgrounds. The Arts Council of York County manages and maintains the center as well as galleries in the area.





Strategy: Explore an immersive experiential venue as a cultural anchor

Immersive venues, where a patron can touch, interact with, or even add to art displays that fully encompass sensory and intellectual experiences, have become economic drivers in cities nationwide. Immersive venues often include multiple experiences within one location and allow the viewer to enter the art piece. Some immersive venues use technology-focused art to draw in users, while others have artists create specific rooms or experiences that change regularly.

National brands like Meow Wolf work much the same way other economic development does - the parent company decides an area is an excellent place to invest, they work with a municipality on logistics of putting down roots in the area and then hire local and regional staff and artists as they develop in the city.



PRIORITY ACTIONS:

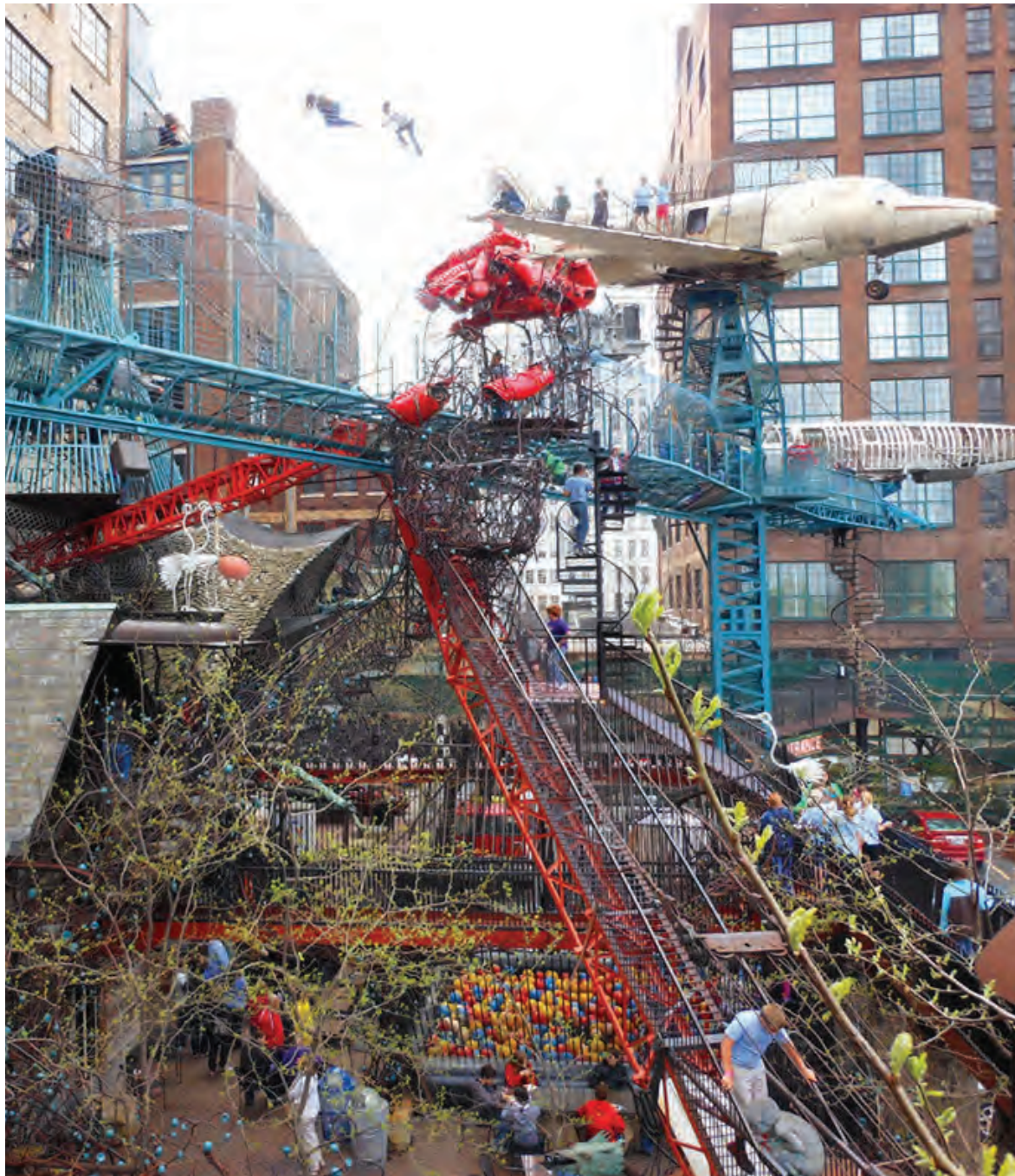
- The City should pursue existing brands across the country to develop a satellite location while simultaneously identifying more localized artists or cultural partners that could create a homegrown immersive experience in partnership with the city.
 - ◇ Maintaining an immersive art venue as an option in developing new commercial mixed-use districts throughout Mansfield or repurposing industrial and warehouse space is likely the least labor-intensive investment for the city. It ensures the new venue will be high-quality and well-run from the beginning.
 - ◇ Working with local artists makes a uniquely Mansfield experience and allows for more flexible testing in the beginning (temporary pop-ups, limited-time experiences, different venues) to determine what works best in Mansfield's market.
 - In addition to financial incentives/support, a locally built venue may need administrative or organizational help for several years.
 - ◇ Explore financial incentive packages for the future tenant before approaching potential partners. Potential partners could be a national brand or a local partner with access to local artists. The package could include build-out dollars for the tenant, rent subsidy, or annual dollars for the facility's operation.

Timing: Long-term
Relative Cost: \$\$
Relative Impact: High



Case Study: City Museum | St. Louis, Missouri

The original immersive art venue, City Museum, is housed in an old shoe factory in Downtown St. Louis. The brainchild of internationally acclaimed and classically trained sculptors Bob and Gail Cassilly, it is an ever-evolving, always-thrilling, artist-built playground full of spaces to explore made from all the weird and wonderful things that cities leave behind. When City Museum opened in 1997 as a passion project, and indoor, outdoor, underground playground they had no idea they would welcome adventurous visitors from across the globe and spark a global movement.





Department of Wonder | Sugarland, Texas

Department of Wonder is a creative collective that brings immersive experiences, and intellectual property to life through emerging tech, exquisite stagecraft, and aspirational storytelling.

Department of Wonder is an award-winning immersive, mixed-reality fantasy that intrigues and surprises. Guests wield a light-gathering lantern and are charged with bringing light to the darkness by unraveling stories and solving puzzles amidst a fantastical universe of remarkable interactive experiences and curiously colorful characters. Built by a team of creatives including film directors, storytellers, designers and more, this experience captivates adults and kids alike.



Strategy: Attract a boutique hotel to Mansfield

Attracting a boutique hotel to Mansfield requires careful planning and execution. Here's a step-by-step approach to prioritize actions and attract a boutique hotel to Mansfield to further our cultural identity and increase economic activity.

PRIORITY ACTIONS:

- Research and Identify Market Potential
 - ◇ Identify the unique selling points of Mansfield that can attract visitors and make it an appealing location for a boutique hotel: including tourism trends, business opportunities, and visitor demographics to determine the potential customer base.
- Develop a Compelling Story
 - ◇ Highlight the distinct features, amenities, and experiences it will offer to guests.
 - ◇ Emphasize how the hotel will contribute to the local economic community and align with the city's vision.
- Engage with Local Stakeholders
 - ◇ Establish connections and partnerships with local organizations, tourism boards, and Mansfield Economic Development Corporation. Seek their guidance and involvement in attracting potential investors, developers, and operators to Mansfield.
- Showcase Development Opportunities
 - ◇ Create a compelling prospectus or presentation package to showcase the development opportunities to potential investors and developers.
 - ◇ Identify suitable locations and hotel operators to discuss the boutique hotel development including site plans, zoning regulations, market research findings and any incentives or grants available for hotel development.
- Discuss infrastructure improvements
 - ◇ Examine infrastructure improvements that can attract hotel developers and will contribute to the city's economic growth, tourism promotion, and community development.

- Marketing and Promotion
 - ◇ Utilize digital marketing channels, industry events, and trade shows to raise awareness among potential investors, developers, and operators.
 - ◇ Highlight unique attractions, cultural offerings, and business opportunities in Mansfield to attract interest.
- Follow-up and Relationship Building
 - ◇ Cultivate relationships with potential investors, developers, and operators who have expressed interest in Mansfield. Provide them with additional information, site visits, and personalized proposals to showcase the viability of the boutique hotel project.

By following these steps, Mansfield can create a conducive environment and attract the right stakeholders to develop and operate a boutique hotel that adds value to the community and enhances the tourism and economic landscape of Mansfield.

Timing: Long-term
Relative Cost: \$ to \$\$\$
Relative Impact: High

Case Study: The Crawford Hotel / Denver Union Station

In 2014, Denver Union Station and The Crawford Hotel officially reopened their doors exactly 100 years after the first opening of the building. Denver Union Station is a cultural hub of the city featuring world-class dining, shopping, and the award-winning Crawford Hotel. The railway station and hotel were completely restored and renovated from the original 2,700 columbine flowers etched into the walls to the elegant rooms and suites above the station that retain exposed brick, timber, and other elements of the past. Throughout the station and hotel rooms, guests can discover a “Colorado-curated” collection of art and artifacts from large scale design, such as the Beaux Arts façade, to thoughtful touches on the “Lost and Found” wall, including wallet photos, pocket change, and trading cards.





Strategy: Investigate a new, purpose-built performing arts facility

Research and community engagement throughout the master plan process indicate a significant need for performing and visual arts venues for existing and future grassroots arts and culture organizations in Mansfield. Additionally, there is an opportunity and desire for truly world-class cultural arts entertainment options right here in Mansfield. Cities similar to Mansfield across the country have accomplished both goals successfully, but there is not a singular path to success. The ways cities build, fund, operate and manage large arts centers are as diverse as the cities themselves. Mansfield needs to explore several options and determine which methods are the most sustainable, feasible, and valuable for the community.

A financial feasibility analysis has identified that there is **an opportunity for a flexible 1,500 – 2,000-seat theater** connected to a multi-use meeting space and hotel.

This will create operational synergies with the venue and allow for dual utilization of both spaces by theater groups or professional business groups. The venue space will likely need a public subsidy.

Content opportunities for the venue include a variety of ticketed events, such as Latin shows, R&B, country, comedy shows, family shows, and keynote speakers. A commercially driven venue, featuring regular touring acts and conveniently connected to a hotel convention space, would likely be managed by an external entertainment group in affiliation with the neighboring hotel. Such a setup could potentially be established through a public-private partnership.

By regularly hosting high-quality acts, this arts entertainment space would cater to residents who currently travel to Dallas, Fort Worth, or northern Metroplex suburbs for arts entertainment, **boost tourism, create job opportunities, and stimulate significant direct and indirect economic benefits.** Additionally, a more commercial focus on ticketed touring acts promises to generate higher revenue and attract more tourism over time.

At the same time, **we recognize the importance of cultivating local arts organizations that contribute to Mansfield's unique "hometown" atmosphere.** Fostering arts engagement opportunities, reflecting our community through our cultural resources and offering affordable entry costs create a welcoming entry point for both residents and visitors, enabling them to be

introduced to arts entertainment that could increase more frequent engagement, even at higher price points. **Facilities in Mansfield must meet the needs of our current groups, and simple renovations to existing facilities will fall short of fulfilling current and future needs.** Additionally, a commercially-driven single-venue arts facility would likely not have the time and space to accommodate all of Mansfield's local arts organizations, and would likely charge rental fees that would be financially impossible for these organizations.

So, Mansfield could explore alternative venue options focused on local arts organizations in addition to a commercially driven arts venue. Smaller spaces such as art galleries, two to three small to mid-size performance halls, maker-spaces, and shared visual and performing artist studios could be scattered throughout the city. This option would expand access to the arts beyond a central location, potentially reaching more citizens with shows and programming. Or vacant warehouse or industrial space could be repurposed as a funky, unique art collective to accommodate local performing and visual arts with sufficient space for multiple groups and uses at once and quickly fulfill some of the more industrial needs like workshops and loading zones that many theaters, visual artists, film crews, and even large musical groups need. Whether Mansfield elects one larger facility or several smaller venues, they could be city-owned, or partnerships could be explored with one or more local arts organizations that could run the facility with initial support from the City but potentially less long-term investment than a City-owned venue would require.





Another option exists that marries the desire for high-quality touring productions and supporting local arts organizations. Municipalities throughout the country frequently build and manage extensive arts facilities that house performance spaces of different sizes to accommodate a range of world-class touring shows, local performances, art galleries, exhibition space, rehearsal and studio space, classrooms, and meeting space, and loading areas, greenrooms, and back-of-house amenities to accommodate a wide range of arts groups. **Housing a variety of cultural arts amenities in one place has advantages:**

- **Cultivating a Creative Community:** Centralized venues foster a dynamic and collaborative creative community, providing synergy for artistic growth and innovation.
- **Convenient Access for Residents:** Offering a precise location to explore classes, events, and entertainment ensures easy accessibility and engagement with the arts.
- **Streamlining Operations:** Centralizing resources allows staff to work more efficiently, eliminating the complexities of managing multiple scattered locations.
- **Efficient Resource Sharing:** With amenities concentrated in one place, materials and supplies can be shared more effectively, optimizing resource utilization.
- **Flexibility and Cross-Promotion:** Central venues have the flexibility to accommodate various activities and diverse groups. Multiple activities happening simultaneously in a venue ensures cross-promotion of events and enables a vibrant arts ecosystem.
- **Favorable Service Contracts:** Negotiating service contracts becomes more advantageous when multiple service points are located in one facility, benefiting from economies of scale.

Considering these significant benefits, exploring the **establishment of a city-owned and operated multi-use arts space is suggested.** Some cities even contract with local nonprofit arts organizations to manage these types of facilities.

Whatever direction the City ultimately chooses, it is clear there is both opportunity and need.

PRIORITY ACTIONS:

- Prioritize the types of art spaces the city wants to invest in and determine the level of investment desired.
- Identify potential locations and configurations for an arts center or multiple arts facilities.
- Identify potential partners that may manage, build, or utilize the facility to understand how the building could be owned, operated, activated, and financially sustained.
- Perform a feasibility study on one or more potential spaces, and select the best fit.
- Complete a business plan for the selected facility to determine whether it is a good investment.
- Move forward with other facilities recommended previously in this section as appropriate based on the outcome of this facility study, and, if applicable, move forward to design and build phases for an arts center.

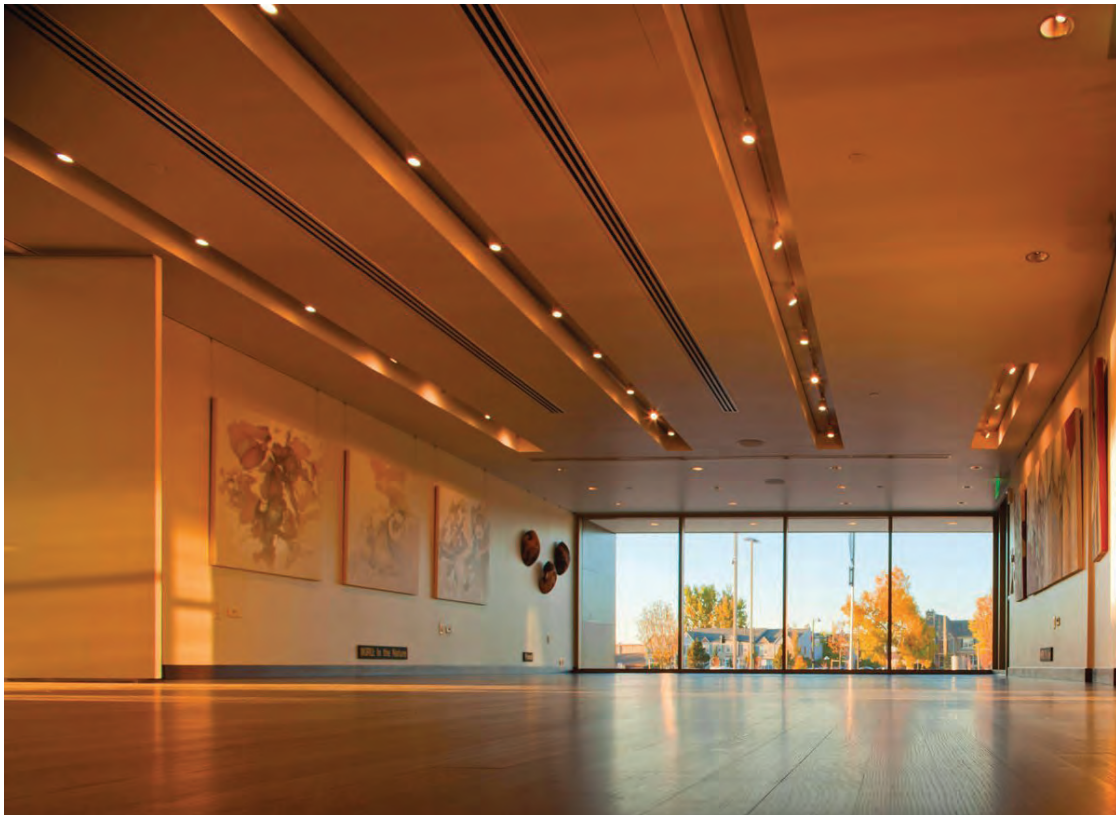
Timing: Short-term
Relative Cost: \$
Relative Impact: High



Case Study: Parker Arts, Culture & Events | Parker, CO

The PACE Center, owned and operated by the City of Parker, Colorado opened its doors in 2011. It contains a 534-seat theater, small art gallery and several pieces of public art, banquet space complete with a commercial kitchen, multiple classroom and meeting spaces, concession area, ample greenroom and loading areas, and both indoor and outdoor reception space. The venue is filled with shows from local and touring performers, meetings, parties, art displays and receptions, and performing and visual arts classes. The building is the hub of cultural life in Parker.





GOAL 2:

ESTABLISH THE MANSFIELD PUBLIC ART PROGRAM THROUGH ADOPTION OF SOUND POLICIES AND INVESTMENT IN ICONIC ART

Strategy: Adopt the Mansfield Public Art Policy

To establish a successful Public Art Program, Mansfield will adopt policies and guidelines to ensure the City is following consistent procurement practices, maintaining its commissions through long-term planning and maintenance, funding public art effectively, governing the program with strong public trust, using shared and consistent language to make decisions, and providing clear direction for artists, city staff, city contractors, private developers, and donors to follow when participating in the program.

The policy includes:

- Definitions
- Roles and responsibilities of the Public Art Advisory Committee
- Funding and use of funds
- Development and selection process for public art projects
- Gifts and loans
- Mural process and guidelines
- Collection management

PRIORITY ACTIONS:

- Adopt policy to govern the Mansfield Public Art Program.
- Establish measurable metrics to assess the policy's effectiveness and gauge impact.
- Evaluate the adopted policy at year 5 to identify potential modifications or necessary adjustments.

Timing: Short-term

Relative Cost: \$

Relative Impact: High



Strategy: Fund the public art program through the creation of a percent-for-art ordinance

Sustainable funding is necessary to achieve the community's vision for public art in Mansfield. There are many options for funding a municipal public art program, and several factors were considered when determining the best mechanism for Mansfield.

The City of Mansfield should allocate a percent of its capital improvement budget for public art. This funding stream guarantees funding for public art projects, regardless of economic events that cause constrictions. This policy also guarantees that public art projects are planned for and executed annually as long as Capital Improvement Projects (CIP) are underway, and municipal construction continues.

The allocation for all projects should be calculated based on the total construction costs, excluding all fees for demolition and real property acquisition for any given capital project. In addition, the appropriation for public art should be calculated only on the original design and construction services budget, excluding any amounts appropriated for change orders. A public art allocation should not be made for road maintenance, underground infrastructure, and underground utility projects with no above-ground components other than roads. When there are utility projects with above-ground features that are visible, a donation toward public art should be considered.

Types of projects to include public art within:

- Community facilities
- Fire and Police stations
- New road construction
- Parks and trails
- Streetscapes

It should be noted that funding from capital improvement projects has some legal restrictions. For a sustainable, prominent, and well-managed program, additional funds must be set aside for maintenance, staff salaries, and community engagement through an alternate revenue stream.

PRIORITY ACTIONS:

- Adopt a Percent-for-Art Ordinance cementing Mansfield's commitment to public art.
- Project the budget and specific project for the years in which this policy will generate funding for public art within respective capital projects.
 - ◊ Based on the projections of qualifying capital projects, determine what year to hire a public art manager.
 - ◊ If the first few projects do not yield enough funding to warrant the hiring of a public art coordinator, a consultant could assist with the first few projects.
- Establish measurable metrics to assess the policy's effectiveness and gauge impact.
- Evaluate the adopted policy at year 5 to identify potential modifications or necessary adjustments.

Timing: Short-term
Relative Cost: \$\$
Relative Impact: High





Case Study: Frisco, Texas

In 2002, Frisco, Texas, began its public art program through an ordinance to fund the public art program by annually designating up to 2% but not less than 1% of capital improvement funding for the acquisition of public art (commonly referred to as the Percent For Art mechanism). In 2018 they updated their public art plan and policy and reaffirmed percent for art funding. These funds can be extracted from Frisco's Capital Project Fund, project partners, and grants. Acceptable expenditures listed in the ordinance include

- the cost of the artwork and its installation;
- water, electrical and mechanical aspects of the artwork; and
- bases or foundations necessary for the artwork.

The 60+ public art pieces around Frisco are a testament to this funding system.





Strategy: Explore the inclusion of public art and cultural amenities in new private development

As Mansfield develops to accommodate new residents and visitors, a private contribution to public art and cultural amenities provides an opportunity for artistic growth and enables the city to meet the needs and desires of its expanding and diversifying population. This investment will ensure creativity and culture are infused into every area of the city.

PRIORITY ACTIONS:

- Work across City departments and with private investors to negotiate integrating public art or cultural amenities into a significant new development that receives municipal incentives.
- Mansfield should first develop its publicly funded art collection, programs, and facilities, while ensuring proper mapping and documentation to demonstrate public investment.
- Evaluate the program's effectiveness every five years to assess if changes should be made.
- Eventually, adopt a percent-for-culture-in-private-development policy, modeled after the parkland dedication and development fees, can be explored and implemented.
 - ◇ Implementation can happen as an ordinance or as part of the zoning code across the city or within one or more particular districts.

Timing: Long-term
Relative Cost: \$
Relative Impact: High





Case Study: Santa Monica, California

To ensure the presence and sustainability of public art and cultural resources across the community, the City of Santa Monica, California introduced a “Private Developer Cultural Arts Requirement” in 2015. This mandates that most private development projects in Santa Monica incorporate a public art or cultural facilities component. Alternatively, developers can contribute to a City arts fund designated for public art and cultural resources and facilities instead of installing such art. Developers can either integrate public art or cultural facilities into their projects with a value equivalent to at least 2% of the average square foot construction costs, or they can opt to pay a fee to the city’s cultural arts development fund at the time of building permit approval, amounting to 1% of the average square foot construction costs.







Case Study: Port St. Lucie, Florida

The City of Port St. Lucie, Florida has a dedicated Art in Public Places code that was created with the city's ordinance, which mandates applicable private development to either dedicate 1% of the project construction costs (over \$100,000) to public art on their site, pay the 1% into the Art in Public Places Fund, or a combination of both. The fund implements permanent public art throughout neighborhoods on city property. Projects that Port St. Lucie has deemed applicable for this code include all private non-residential and residential development projects with more than 10 units or a renovation where the renovation is touching 50% or more of the structure. Developers must choose whether to dedicate 1% to art on their site or the fund within 90 days of the first permit issuance to comply with the code. Since its establishment, the fund has fully paid for at least one new public art structure.





Strategy: Establish the Mansfield Public Art Advisory Committee

The City should establish a Public Art Advisory Committee to steward the Mansfield Public Art Program and build a world-class public art collection of art professionals throughout the region and Mansfield residents. The committee should be made up of seven members recommended by staff and approved by City Council. These seven individuals should be committed to curating a selection of high-quality public art.

The committee should include the following:

- Five members with expertise in the field of art, such as, an art historian, gallery director, art professor or instructor, or other art professional
- Two members of the community at large

The Public Art Advisory Committee has the following responsibilities:

- Support staff in establishing criteria and eligibility standards for applicants of projects;
- Support staff in establishing criteria for awarding projects;
- Support staff in evaluating proposed donations of public art;
- Support staff in assessing the removal of artwork from the public display; and
- Act principally in an advisory capacity to staff on public art.

PRIORITY ACTIONS:

- Work to develop a short list of candidates for the committee with various backgrounds and professional engagements.
- Ensure each potential member is interested in serving the allotted term and understand if each member would accept/require a stipend for participation.
- Appoint committee members to the Public Art Advisory Committee.
- Establish performance metrics to evaluate the continued suitability of each member to serve on the advisory committee.

Timing: Long-term

Relative Cost: \$

Relative Impact: Medium



Celebrate
JUNETEENTH



Strategy: Invest in public art along Mansfield's extensive trail system to support trail users' experience

An investment in public art along Mansfield's extensive and well-used trail system would be an early win for the program and would demonstrate the City's continued commitment to remarkable experiences. The City should invest in sculptures along the trails that vary in scale and size and are placed throughout the trail experience. Some pieces should be at trailheads, while others should only be accessible to those using the trails by bike or walking.

PRIORITY ACTIONS:

- The Public Art Manager should coordinate with the Parks Master Plan to identify funding for public art along the existing trail system. Consider grants and donations in addition to internally based funding mechanisms.
- Develop a plan for placement along the trails and a priority list of projects. Consider trailheads, intersections with major roadways, and park connections as significant opportunities for art placement.
- Prioritize continued public art investment on new trails through the City's Percent for Art in Capital Improvement Projects Ordinance.

Timing: Medium-term and Ongoing
Relative Cost: \$\$
Relative Impact: High

Case Study: Indianapolis Cultural Trail | Indianapolis, Indiana

The Indianapolis Cultural Trail is an 8-mile urban bike and pedestrian path throughout downtown Indianapolis, Indiana. The trail uses the city's greenway system and connects users to neighborhoods, six of the seven cultural districts in the city, museums, theaters, shops, restaurants, hotels, and parks. Along the trail, one can find seven public art pieces, most of which were commissioned for the neighborhoods the trail passes through, and it is estimated that the trail is near at least 61 art pieces that users can step away to enjoy. The trail opened around 2013 after 12 years of planning and six years of construction. It is now managed and maintained by the nonprofit Indianapolis Cultural Trail Inc (ICT Inc). It is estimated that the trail's economic impact since opening is \$864.5 million, and the Indianapolis Cultural Trail has inspired several other projects across the US and Canada.



Folsom Cash Art Trail | Folsom, California

The Johnny Cash Trail in Folsom, California, is a 2.5-mile bike and pedestrian trail that opened in 2017 and connects users to the Folsom Historic District, two waterways, and historic prison grounds and stands as an addition to the existing 50-plus miles of paved trails in the area. This project is ongoing, but once the installations are finished, one will find eight sculptures inspired by Johnny Cash's historical performance in Folsom and one of Cash's songs, "Man in Black." The sculptures that will be seen were designed by artists from the local public art firm Romo Studios and the Illinois-based Fine Art Studio of Rotblatt Amrany. As the trail user walks through, they can use an app on their smartphone to take a free self-guided tour through Cash's life using each art piece as a benchmark. As the project progresses, funds are being raised chiefly through donations from the community.



Strategy: Develop a signature public art event that occurs on a biennial basis

Temporary public art events are gaining popularity worldwide and significantly benefit the host communities. Typically, lasting for multiple days or even weeks, these art events are centered around a theme and enriched with diverse cultural experiences, augmenting the main attraction of public art. The artwork could be lights, murals, or sculptures. Events are often ticketed to partially recoup associated event costs, and frequently biennial with the aim to become regional destinations. Additionally, a permanent or semi-permanent piece of art may remain in the city as a result of the event.

Signature public art events cover a wide range of genres and budgets, spanning from simple, single-day festivals like a “Chalk the Block Festival,” to expansive mural festivals lasting a weekend or week, where local, national, and international artists paint murals on preselected walls while involving the community in the creative process. Furthermore, some events host 6-12 week-long exhibitions of temporary lighted pieces placed along a trail, showcasing the talents of international artists and inviting visitors to actively engage with the artwork.



Timing: Medium-term
Relative Cost: \$\$
Relative Impact: High

PRIORITY ACTIONS:

- Determine what type of event the City of Mansfield should host and what year would be appropriate to host the first event. Sample budgets for the events listed above are:
 - ◇ Chalk the Block Festival: \$15,000-\$30,000
 - ◇ Mural Festival: \$100,000-\$200,000 (includes murals, travel stipends, and material costs)
 - ◇ 1.5-3 month temporary light festival: \$400,000-\$1,000,000
- Select a site for the first annual event and begin marketing the event to artists and residents.
 - ◇ Release a call for artists to participate with approved budgets for each work, locations, dates, and times for the event.
 - ◇ Select artists
 - ◇ Book secondary activities and programming for the event
 - ◇ Market event to residents
- Execute the first temporary public art event and gauge participants on their appetite for future events that may be more ambitious. Surveys could be completed, and the level of social media activity around the first event could be monitored.

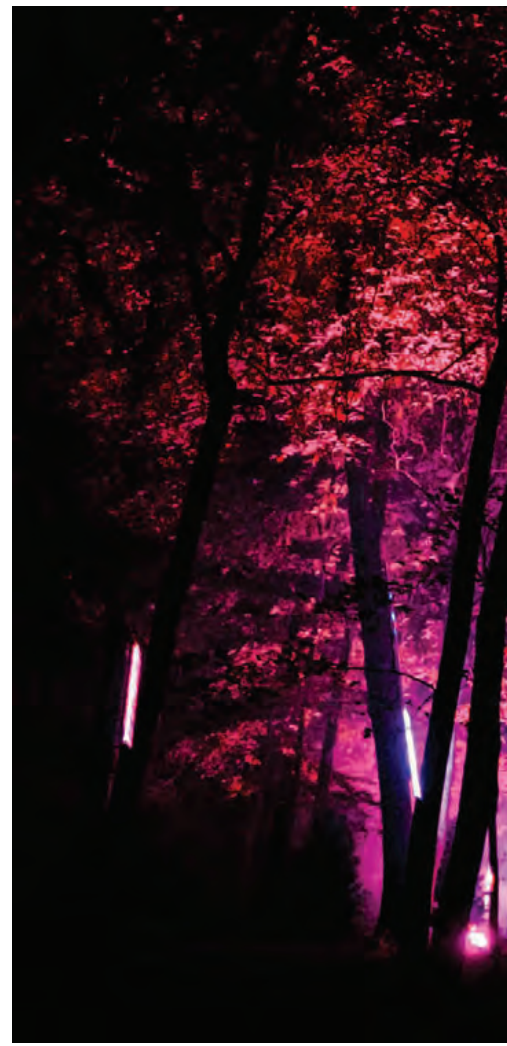


Case Study: Glow | Santa Monica, California

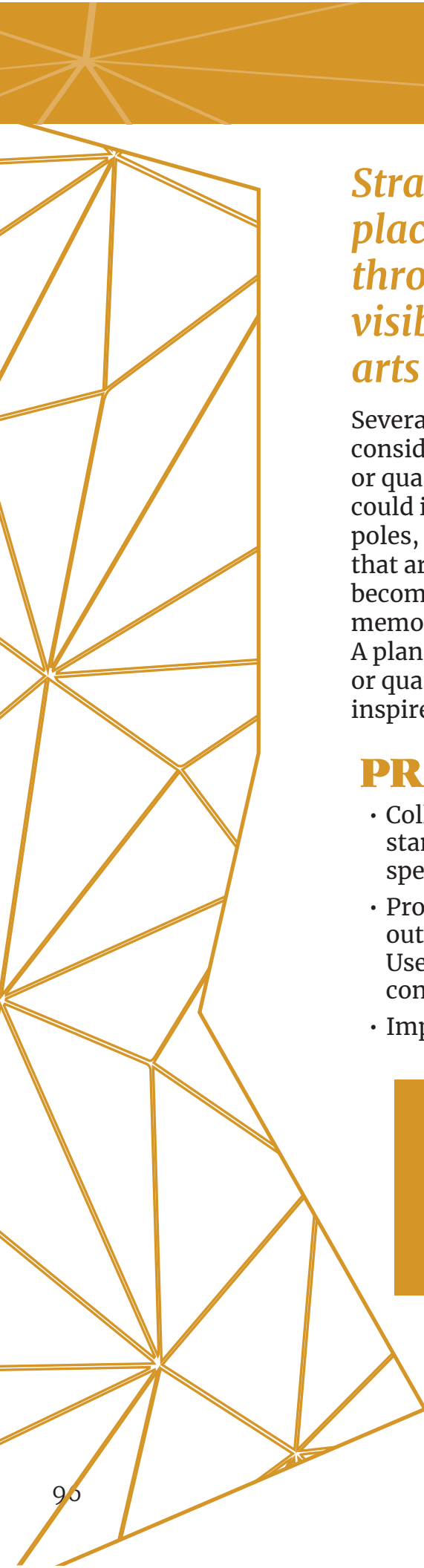
The Glow Festival hosted on the Santa Monica Pier in California is listed as the “country’s only nighttime arts celebration that showcases all original work.” The festival took place three times, in 2008, 2010 and 2013. For each event, the City of Santa Monica brought approximately 100 artists from California and around the world to feature their art at this one-time event that received widespread attention. The festivals featured 15-27 large-scale, lighted interactive art installations and drew crowds of 100-200,000 visitors to the one-night event.

North Forest Lights | Bentonville, Arkansas

North Forest Lights is a seasonal nighttime lighting experience that pops up annually in Bentonville, Arkansas. The exhibition, originally premiered in 2019, has been an annual community favorite, returning each year with a new theme due to popular demand. This captivating exhibit takes visitors through an outdoor trail, featuring five to eight installations with unique light, sound, and sensory effects. The concept was created and produced by Moment Factory and was brought to Bentonville by the Crystal Bridges Museum of American Art.







Strategy: Ensure small scale artistic placemaking interventions take place throughout Mansfield and are highly visible in downtown and in any future arts districts

Several specific placemaking interventions should be considered within historic downtown and in any future districts or quarters that emphasize arts and culture. These strategies could include investing in artist-designed benches, unique light poles, trash cans, and tree grates integrated into the streetscape that are unique to each district. These improvements could become standard on a district-by-district basis, creating memorable experiences between future districts and downtown. A plan should be pursued for downtown and each future district or quarter to establish design standards for amenities that are inspired by artists that elevate and support pedestrian activities.

PRIORITY ACTIONS:

- Collaborate with appropriate departments on placemaking standards and districts that emphasize arts, culture and specific standards for urban design.
- Promote the implementation of placemaking standards outlined in the adopted D, Downtown District, Future Land Use Plan and any Comprehensive Plan components to continue to create a vibrant and welcoming environment.
- Implement each plan.

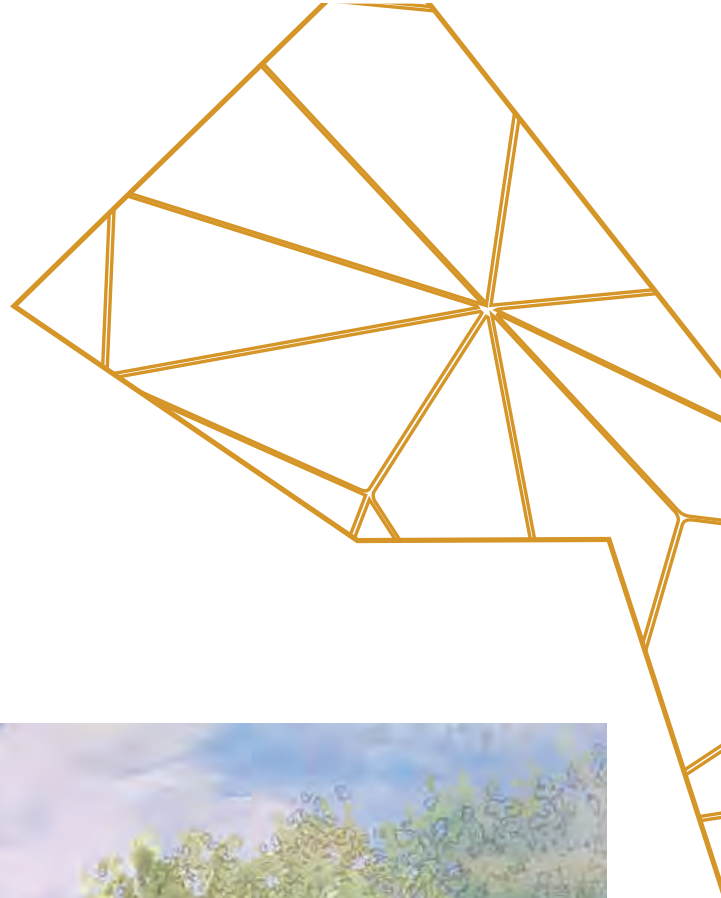
Timing: Long-term

Relative Cost: \$\$

Relative Impact : Medium

Case Study: Cape May County, New Jersey

In 2018, Cape May County launched a Creative Placemaking Plan, encompassing elements like reasoning, development steps, brand guidelines, a framework for public art, custom designs, and a waterfront park concept. The implementation includes benches, bike racks, and table sets that now serve as a design guide for future projects.



OPEN SPACES
CAPE MAY COUNTY

CAPE MAY COUNTY
CREATIVE PLACEMAKING PLAN

Summer 2019

Strategy: Invest in temporary public art projects to enhance the identity of Mansfield

An investment in temporary public art projects in a specific geographic area can make a high impact with relatively low costs. Some communities develop a sculpture tour program in which plinths are poured and sculpture rotates annually. Other communities invest in murals on privately owned walls, creative lights or small-scale pieces in street trees, enhancing the pedestrian experience for those within the specific geographic area.

Mansfield should invest in temporary projects that enhance the built environment for approximately three months to one year at a time. The investments should continue to rotate to draw the attention of residents and visitors.

PRIORITY ACTIONS:

- Review existing murals in downtown to assess condition and ownership. Consider deaccession, maintenance, or replacement as appropriate, possible, and necessary, and codify how existing downtown murals will be managed as part of the new public art collection.
- The Public Art Manager will develop a plan for executing the temporary public art investment, including a timeline for a Request For Quotation (RFQ) release, allowable locations for placement of art, duration of installation, maintenance guidelines for work, and any additional programming surrounding the installation.
- Execute the installation of the artwork.

Timing: Long-term
Relative Cost: \$ to \$\$
Relative Impact: Medium

Case Study: ArtAround | Roswell, Georgia

ArtAround is a free public art sculpture collection hosted in various parts of Roswell, Georgia's downtown area. This "museum without walls" started in 2016 as an entirely temporary display of sculptures but has since evolved to show ten temporary loaned sculptures available for purchase and ten other permanent sculptures.

ArtAround is made possible through a partnership between the City of Roswell and Roswell Arts Fund, who work together to fund the project and determine which art will go where and when. Pieces are selected based on diversity, quality, conversation possibilities, and space activation criteria. Following each annual installation, a map details where each new and permanent sculpture can be found. This project has continued to be one the community has accepted as a tradition and looks forward to interacting with each year.



GOAL 3:

ACHIEVE CULTURAL DISTRICT DESIGNATION THROUGH THE TEXAS COMMISSION ON THE ARTS

Strategy: Designate Historic Downtown Mansfield as a Cultural District

By investing in the arts and cultural activities, cities can create a sense of place and foster community pride. Moreover, cultural districts can attract visitors, generating revenue for local businesses and creating new jobs. By nurturing these districts, cities can help make sustainable economic growth while preserving their communities' unique character and identity. The City of Mansfield should designate Historic Downtown Mansfield (HDM) as a Texas state cultural district. This designation will bring additional visibility and identity to Mansfield's downtown. While established at the city level, the district should be formed with the long-term goal of receiving a Cultural District Designation from the Texas Commission on the Arts (TCA), which will lend credibility to the district as a destination for arts, culture, and creativity and make it eligible for additional grant funding.

“State-designated cultural districts produce a remarkable return on investment. Most directly, grant funding from the state is available specifically for projects within these districts.”

PRIORITY ACTIONS:

- Review the Texas Commission on the Arts Cultural District Designation Application, training videos, and other Cultural District Program resources to gain a baseline understanding of the application process and criteria. Cultural Districts Program | Texas Commission on the Arts
- Adopt the proposed boundaries for a Cultural District to align with the D, Downtown District and supporting neighborhoods.
- Create a leadership and operating plan for the District.
 - ◊ The operating plan should identify a steering committee and manager. Current subcommittees may be combined in marketing, cultural resources, design, and historical preservation to align with the district's vision.
- The district's leadership team should establish a vision and mission for the district to align with the downtown strategies, as well as primary goals and objectives.
 - ◊ Suggested goals and objectives might be:
 - Invite the Texas Commission on the Arts to recommend improving ADA access within the District.
 - Continue to increase and diversify utilization of the Farr Best Theater and The LOT.
 - Establish additional creative/cultural partnerships throughout HDM.
 - Support the development of additional downtown cultural assets, like gallery space and public art.
 - Establish a quarterly methodology for tracking visitation with Placier.ai, local intelligence and foot traffic data.
 - Merge City downtown sub-committees into one coordinated effort.
- Quarterly meetings with other downtown interest groups
- Establish a brand standard and marketing plan for the district.
- Launch the Downtown Mansfield Cultural District.
- Once significant progress has been made, revisit the TCA Cultural Districts Program guidelines and application to pursue designation if practical.

Timing: Medium-term
Relative Cost: \$ to \$\$
Relative Impact: High

Case Study: McKinney Cultural District | McKinney, Texas

Downtown McKinney, Texas, has settled into its role as a Cultural District and is prospering partly because of this. The McKinney Cultural District has become a destination where people from all 50 states and 90 countries have come to visit to experience the nostalgic and historical setting created there. The district received Cultural District Designation from the Texas Commission on the Arts in 2018 after applying, and since then, the city has used the newly available cultural resources like grants and preservation capabilities to develop the area into what it is today. The most recent developments in McKinney include a new City Hall complex and a 100-foot mural displayed on historic silos.

Waco Downtown Cultural District | Waco, Texas

Downtown Waco was named a Cultural District by the Texas Commission on the Arts in 2016 due to Creative Waco's initiative in submitting the application that took at least two attempts to get approved. When going through the application process, Creative Waco also created a cultural plan and a Cultural District Task Force, now known as the Cultural District Committee, which continues to develop Waco as a cultural center. After being named a Cultural District, downtown Waco began creating signage to mark the district's bounds, marketing Waco as a cultural destination, and aiding businesses in receiving new and improved attention from the public.





GOAL 4:

CULTIVATE AN AUTHENTIC CULTURAL COMMUNITY IN MANSFIELD

Strategy: Complete a rebrand of the city's cultural and tourism marketing material and digital presence

Establishing a unique brand helps to create a recognizable and consistent identity for the city. With launching the Cultural Arts Master Plan, using a solid brand will differentiate Mansfield in the Dallas-Fort Worth area and can help build trust and credibility with stakeholders. It can also help to communicate the mission, values, and objectives more effectively to the community and potential supporters. Currently, the city has many logos, websites, and collateral that don't intersect and need to be clarified for the user.

Timing: Medium-term
Relative Cost: \$\$
Relative Impact: High

PRIORITY ACTIONS:

The current branding for the City of Mansfield Cultural Arts and Tourism divisions requires a greater cohesion and unified message. Additionally, the digital presence needs to be updated and enhanced for better effectiveness and user experience. Currently, ticketing and calendar features are not integrated and can be confusing for the patron.

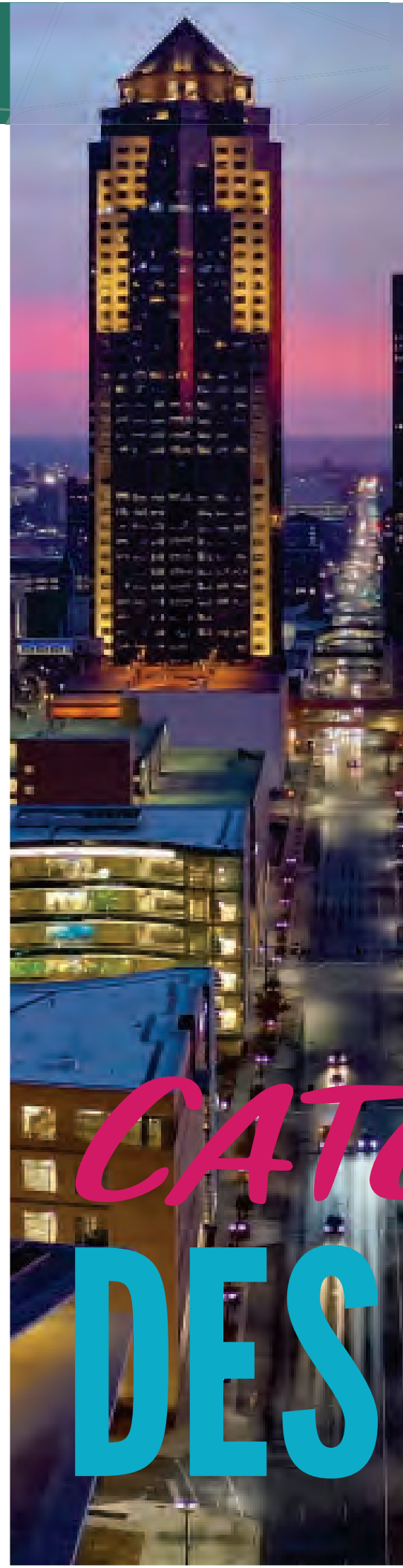
Here are some additional steps to consider in the rebranding process:

- **Conduct a brand audit:** Evaluate the existing brands, including logos, taglines, messaging, and visual elements of the cultural arts and tourism departments. Identify inconsistencies and areas where the brands are not aligned. Assess the digital presence, including websites, social media profiles, and online marketing efforts, to determine gaps and areas for improvement.
- **Create a brand strategy:** Develop a comprehensive brand strategy that aligns the cultural arts and tourism divisions under a unified message. Define the core values, mission, and vision guiding the new brand identity. Determine the target audience and the key messages you want to convey. Ensure the brand strategy addresses the challenges and shortcomings identified in the disjointed brands.
- **Integrate the brands:** Work toward creating a cohesive and unified brand identity that reflects the City of Mansfield's cultural arts and tourism offerings. This may involve redesigning or refining the logos, taglines, and visual elements to ensure consistency and alignment. Seek to create a brand representing both departments and a shared vision.
- **Update the digital presence:** Overhaul the digital presence of the cultural arts and tourism departments to ensure they are modern, practical, and up-to-date. This may involve redesigning websites to make them more user-friendly, implementing a consistent design language across all digital platforms, and optimizing content to align with the new brand strategy.
- **Consider incorporating features like online ticketing, event calendars, and interactive maps to enhance the user experience.**
- **Implement a content strategy:** Develop a content strategy that effectively aligns with the new brand and engages the target audience.



Case Study: Des Moines, Iowa

Des Moines hosts an ever-growing number of nationally acclaimed cultural events – the award-winning Des Moines Arts Festival, Iowa State Fair, and World Food Festival. Music enthusiasts can also see national acts such as the Flaming Lips and Girl Talk at the city’s 80/35 Music Festival. With all those fun, modern attractions in this Midwestern city, the Greater Des Moines Convention and Visitors Bureau (CVB) felt the city was being perceived as a traditional destination. To help attract visitors to experience the best of Des Moines, the CVB developed a new brand – “Catch Des Moines.” The new message suggests that it’s easy to catch a table on short notice, to see a fantastic festival, and to catch more than you previously knew about the city.



FUN FACT
700,000
Population

PRONUNCIATION
Des Moines.
Only the S's
are silent.

13,000+

HOTEL ROOMS IN
GREATER DES MOINES

5,000

LARGEST HOTEL BLOCK

2,800+

DOWNTOWN HOTEL ROOMS

23

CONVENTION HOTELS

75+

ANNUAL EVENTS DRAWING
IN MORE THAN 5,000
ATTENDEES EACH

4-MILE

CLIMATE-CONTROLLED
DOWNTOWN SKYWALK

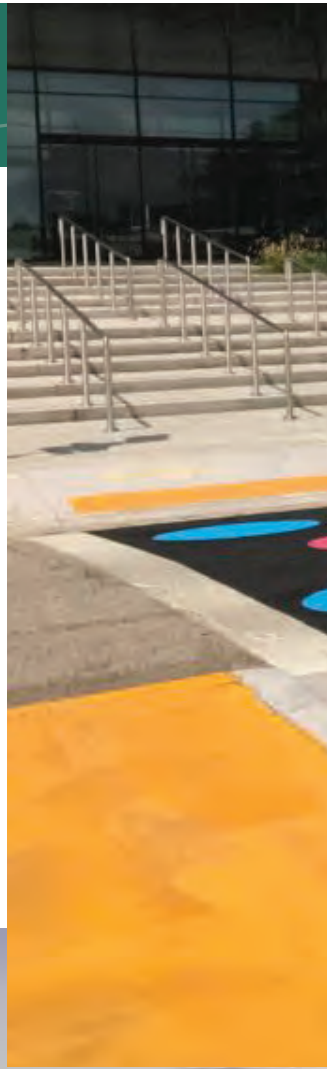
160

CH

MOINES

Lubbock Cultural District | Lubbock, Texas

Spanning over 1.42 square miles, Lubbock's Cultural District allows West Texans to experience culture and art authentically. The Lubbock Cultural District has numerous facilities encouraging arts, culture, and entertainment. Lubbock's cultural district is a relatively new concept; the City of Lubbock officially declared a defined geographic area as the Lubbock Cultural District in 2016.





Strategy: Diversify participatory arts and cultural programming to meet the needs and interests of all Mansfield residents

Participatory programs serve as a vital cultural arts touch-points for residents and visitors fostering a foundation for regular arts engagement within the community. Mansfield should encourage inclusive and diverse programming for the whole population.

Participatory programs are one of the first cultural arts touch-points for many residents and visitors. The variety and accessibility of these programs builds the foundation for regular arts engagement in a community. Expanding the range of programs for all of Mansfield could substantially boost interest, engagement, and visibility within the city's cultural community as a whole.

“The ISD has a wide variety of fine arts offerings, and most extracurricular class offerings are geared for youth. I think offering, particularly outside of school is uneven – lots of dance and theater, not nearly as many music or visual art opportunities especially for older/more advanced youth.”



PRIORITY ACTIONS:

- Meet with program providers to understand challenges in offering expanded programming and identify areas where the city might provide support.
- Promote diverse and expanded programming suitable for a variety of age groups throughout Mansfield.
- Create a plan to support program providers in adapting programming or expanding to other neighborhoods.
- Where program providers are not able to adapt:
 - ◊ Recruit regional program providers to relocate to Mansfield or establish satellite Mansfield locations.
 - ◊ Evaluate whether the city might augment programming through Cultural Arts or Parks and Recreation.
- Implement, inventory, and evaluate new programs.

Timing: Ongoing
Relative Cost: \$
Relative Impact: Medium





Strategy: Redefine the role of the Mansfield Commission for the Arts to focus solely on advocacy and fundraising

This master plan suggests significant and wide-ranging growth strategies for the arts in Mansfield. As these strategies are implemented, there will be a need for more arts-based advisory boards within the City, so it becomes imperative that each board has a defined role. For example, the Public Arts Advisory Board will specifically review public art initiatives and make recommendations for the use of public art funds and must have the professional expertise to evaluate public art. Similarly, each state-designated cultural district must have an advisory board of district-based members that focuses on programming and activities within the district.

Since it is set up as a 501c3, The Mansfield Commission for the Arts is uniquely positioned to fundraise. It should narrow its focus to fundraising for the arts and providing local support for arts organizations and various city arts efforts. The city should continue to act as its fiscal agent.

PRIORITY ACTIONS:

- Update the bylaws of the Mansfield Commission for the Arts.

Timing: Short-term
Relative Cost: \$
Relative Impact: Low





CONCLUSION

It's impressive to see the progress that Mansfield has made in its cultural arts programming in just seven years. The newly designed formal plan is aimed at channeling and nurturing the ongoing artistic growth that the city has experienced and will continue to experience in the future. This plan covers all aspects of the cultural sector, providing Mansfield with a clear roadmap for investing in and supporting the flourishing creativity that its residents value. It also serves as an attraction for visitors.

While some may not immediately associate the arts with traditional government functions like infrastructure or public safety, they play a crucial role in shaping the unique character of a community. The arts align well with the City of Mansfield's guiding principles of True NORTH. These principles likely emphasize the importance of culture, creativity, and community identity, showcasing how the arts contribute to these values. Mansfield recognizes the significance of the arts in enriching the lives of its residents, enhancing the city's appeal to visitors, and the growing business community.



Noteworthy Essentials: Public art throughout the city, new facilities, more diverse programs, and the vision to make the arts easily accessible to all will significantly enrich the arts presence throughout Mansfield, simultaneously encouraging safe, proud, community-oriented neighborhoods and residents.

Organizational Excellence: Creativity makes businesses better. The City of Mansfield prides itself on being a great place to work and having staff who are dedicated public servants and excellent stewards of public funds and public trust. The creation of this plan, the work it entailed across multiple City departments, and the commitment to integrate the arts into the fabric of Mansfield now and in the future demonstrate Mansfield's desire and willingness to foster creativity in its workforce and residents and continually work toward an even better tomorrow.

Remarkable Experiences: People travel for new, unique and remarkable experiences. As Mansfield looks to build its tourism market beyond sports, and this plan sets forth a vision to become the premier arts and culture destination in the south Metroplex, providing unique and remarkable arts experiences – like an immersive arts venue, a signature artist-designed playground, an arts center bringing in touring productions, a new public art festival, and a boutique arts-based hotel – will make Mansfield a destination.

Together As One: Arts participation has a positive effect on social cohesion by bringing generations together, encouraging partnerships and intercultural understanding, reducing fear of crime, and fostering organizational skills. Recommendations throughout this plan provide opportunities for people to participate in the arts. Specifically cultivating visibility for the cultural community that engages residents and ensures they are aware of where and how they can participate in arts opportunities will ensure everyone has access to come together through the arts.

Healthy Economy: The economic impact of the arts is wide ranging. One example: from 2007-2014, the downtown Phoenix creativity hub yielded a 105% increase in tax receipts, compared to a city-wide decline of 1.04 percent. Like the creative hub in Phoenix, Arizona, this plan recommends Mansfield work toward one or more state designated cultural districts. These districts are designed to be engaging places with a variety of activities, welcoming, beautiful spaces, excellent food, and comprehensive retail all in a walkable area that encourages staying, playing, and spending. The arts are the linchpin for these districts, harnessing their power for tremendous financial and social return on investment.

*Source: Americans for the Arts Social Impact Explorer,
<https://ww2.americansforthearts.org/explorer>*

Arts-rich communities have 18% less serious crime and 14% fewer reports of abuse and neglect.

Teams with arts-based training show..

111%

greater insight into a challenge

74%

greater ability to clearly identify a relevant problem

43%

improvement in problem solving

68%

more impact

68% of Tourism

in the U.S. is driven by art.

9 out of 10

arts participants report meeting new people and making new friends through their arts experiences.

20%

Is the amount residential properties values can increase due to nearby cultural organizations.



The comprehensive visions, goals, and strategies devised and laid out in this plan will lead Mansfield closer to its True North. Similar to other departments and organizations, the City of Mansfield should update the Cultural Arts Master Plan every 10 years or after a significant change has occurred to maintain alignment with our vision and goals. Implementing the plan can't be done without the same support and engagement that it took to create it. To execute this plan we will need the help of city staff and support from City Council and residents. The entire community's dedication and involvement are necessary to achieve the desired outcomes. By working together, Mansfield can realize its cultural arts vision and create a vibrant, thriving, and prosperous community.

In summary, the cultural arts plan is a collaborative effort that relies on the collective dedication and involvement of every resident. By actively participating, attending events, providing feedback, supporting financially, and volunteering, the community can work together to realize the cultural arts vision and contribute to a vibrant and thriving Mansfield.



ACKNOWLEDGMENTS

Mansfield City Council

Michael Evans, Mayor
Todd Tonore, Mayor Pro Tem
Tamera Bounds
Casey Lewis
Julie Short
Larry Broseh
Brent Newsom

City of Mansfield Staff

Joe Smolinski, City Manager
Troy Lestina, Deputy City Manager
Matt Jones, Assistant City Manager
Vanessa Ramirez, Assistant City Manager
Shelly Lanners, Retired Deputy City Manager
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Yvette Dorval, Community Engagement Administrative Assistant II
Dustin Dangli, Communications & Public Affairs Manager

Contributing Design Teams

Designing Local, Ltd.
DLR
Hunden Group
Little Industries
Addeline Kelley

Mansfield Commission for the Arts

Christopher Bryant, President
Claude Cunningham, Vice President
Eric Peterson, Treasurer
Russ Schultz, Treasurer 2018-2022
Stevie Dawn Carter, Secretary
Anita Moore, Secretary, 2018-2022
Debbie Godfrey, Member at-large
Fredrick Tran, Member at-large
Marron Gebremeskel, Member at-large
Crystal Brown-Tatum, Member at-large
Jessica Sanchez, Member at-large
Tondalah Stroud, Member at-large, 2020-2022

Steering Committee

Amanda Alms
Angie Henley
Art Wright
Bart VanAmburgh
Bernadette McCranie
Chris Ray
Jason Alexander
Jason Moore
Nicolette Ricciuti
Rosalie Gilbert
Shelly Lanners
Theresa Cohagen
Tim Roberts
Troy Lestina
Yvette Dorval

APPENDIX 1 -

KEY TERMS

Accession: a process for the acceptance of artwork into the City of Mansfield's Public Art Collection.

Artist: an individual generally recognized by critics and peers as a professional practitioner of the visual, performing, or literary arts, as judged by the quality of that professional practitioner's body of work, educational background, experience, public performances, past public commissions, sale of works, exhibition record, publications, and production of artwork. The members of the architectural, engineering, design or landscaping firms retained for the design and construction of a development project covered by the Public Art Policy shall not be considered artists for the purposes of the Public Art Policy.

Artwork: an aesthetic creation of permanent or temporary medium or combination of media resulting from the skill and creativity of an artist or artists.

Amphitheater: an open-air circular or oval entertainment venue with a central space surrounded by tiers or seats for spectator

Black Box Theater: simple indoor performance space with plain black wall and a level floor, typically designed to provide flexibility in the configuration of the stage and the audience seating

Built environment: man-made structures, features and facilities viewed collectively as an environment in which people live and work.

Cultural Facility: a structure that houses, and has as its primary purpose the presentation of, one or more cultural resources, and that is operated by public entities or non-profit organizations dedicated to cultural activities available to the public. A Cultural Facility may include without limitation, a cultural art incubator, a museum, performing art center, and theater. A Cultural Facility may include other facilities subject to review and approval by the City Manager or their designee. Facilities that do not meet this definition are places for religious assembly, schools, commercial movie theaters, sports stadiums or other sports facilities, bookstores, buildings dedicated primarily to residential or administrative activities, and for-profit facilities used for profit activities.

Cost:

\$ - \$0-\$500k

\$\$ - \$501k-\$2.5MM

\$\$\$ - >\$2.5MM

Deaccession: a process for the permanent removal of Artwork from the Mansfield Public Art Collection and the determination of its future disposition

Event Space: any space that may be used for the holding of events

Immersive Venue: a venue that hosts experiences that provide attendees with the perception that they are surrounded by or part of a different environment

Public Art: elements of a Public Space that are designed by a professional Artist or Artist Team and include sculpture,



APPENDIX 1 -

KEY TERMS

statues or monuments in any material or combination of materials; painting; Murals; graphic arts including printmaking and drawing; photography; crafts in clay, fiber and textiles, wood, metal, plastics, glass and other materials; mixed-media, any combination of forms or media, including collage; functional art such as street furniture, as defined by the Mansfield Cultural Arts Master Plan; environmental art consisting of landforms and artistic landscape composition. Public Art can be permanent or temporary.

Placemaking: a participatory process for shaping public spaces that people want to live, work and play in through planning and urban design management

Public Art Advisory Committee or Committee: a committee made up of 7 members, appointed by City Council, that is committed to curating a selection of high quality Public Art for the Mansfield Public Art Collection.

Public Space: any area or property (public or private) which is accessible or visible to the general public.

Term lengths:

Short-term: 1 to 3 years

Medium-term: 4-9 years

Long-term: 10+ years

APPENDIX 2 -

CASE STUDIES

Goal 1:

Farr Best

- Chief Theatre – SteamBoat Springs , Colorado
- The Merc – Temecula , California

The LOT

- Levy Park, Houston, Texas

Walnut Commons

- The Augusta Common | Augusta, Georgia

Mansfield Event Lawn

- Addison Circle Park, Addison, Texas

Signature Artist Designed Playground

- The Gathering Place | Tulsa, Oklahoma
- Domino Park | Brooklyn, New York

Gallery Space

- Downtowner Gallery – Round Rock, Texas
- Center for the Arts / Dalton Gallery, Rock Hill, South Carolina

Immersive Art Venue

- City Museum | St. Louis, Missouri
- Department of Wonder | Sugarland, Texas

Boutique Hotel

- The Crawford Hotel, Denver Colorado

Arts Center

- PACE Center, Parker, Colorado

Goal 2:

Percent for art in public development

- Frisco, Texas

Percent for Culture in private development

- Port St. Lucie, Florida
- Santa Monica, California

Art on trails

- Indianapolis Cultural Trail | Indianapolis, Indiana
- Folsom Cash Art Trail | Folsom, California

Public Art festival

- Glow | Santa Monica, California
- North Forest Lights | Bentonville, Arkansas

Small-scale placemaking

- Cape May County, New Jersey

Temporary art

- ArtAround | Roswell, Georgia

Goal 3:

Designate Historic Downtown Mansfield as a Cultural District

- McKinney Cultural District | Mckinney, Texas
- Waco Downtown Cultural District | Waco, Texas

Goal 4:

Cultivate an authentic cultural community in Mansfield

- Des Moines, Iowa
- Lubbock Cultural District | Lubbock, Texas

APPENDIX 3 - SURVEY RESULTS

For comprehensive survey data
scan this QR code:



APPENDIX 4 - PARTICIPATORY ARTS PROGRAM PROVIDERS

Arts Institute of Mansfield, First United Methodist Mansfield Church,
777 N Walnut Creek Dr

Board & Brush Creative Studio,
120 N. Main Street

Busho Kai Martial Arts & Fitness,
1501 FM 157

City of Mansfield: Environmental Services,
620 S. Wisteria Street

City of Mansfield: Oliver Nature Park,
1650 Matlock Rd

Dance Academy of Mansfield,
208 E Broad St #108

Destiny Voice and Music Studio,
747 U.S. 287 Frontage Rd suite b

Family Dream Center,
1496 Heritage Pkwy #100

Fleetwood Project, Farr Best Theater,
109 N. Main Street

Gensheer's Art Studio,
218 N Walnut Creek Dr

Heidi Tournoux Studios, Farr Best Theater,
109 N. Main Street

Kidcreate Studio,
920 U.S. Highway 287, Suite 300

Luminosity Theatre Center, Farr Best Theater, 109 N. Main Street

Mainstage Classic Theatre,
777 N Walnut Creek Dr

Mansfield Activity Center,
106 S Wisteria Street

Mansfield Guitar School,
9 Watergrove Ct

Mansfield Music Mentors,
104 N Main Street

Mansfield Public Library,
104 S Wisteria St

Motiv8ion Dance Studio,
1345 FM1187, Suite 113

Music & Arts,
121 W Debbie Ln Suite 105

Music Place Mansfield Conservatory,
1802 Mansfield Webb Rd Building 300

New Mansfield YMCA,
78 Regency Parkway

Painting with a Twist,
2851 Matlock Rd #442

Pizza Chapel Theatre Co, Farr Best Theater,
109 N. Main Street

Premier Yoga & Fitness,
2401 Calender Rd Ste 111

StageDoor Dance Centre,
1315 FM1187 Suite 102

The Little Gym of Arlington/Mansfield,
1724 E Broad St Unit 108

The Movement Academy,
1211 E Debbie Ln

Yogi Cubs,
105 E Oak St Ste. 101

APPENDIX 5 - LOCAL BUSINESS ART DISPLAYS

AIDENDO, 1900 Matlock Rd.

Blasted Tattoos and Piercings and Art Gallery, 107 N. Main St.

Blood Moon Tattoo Gallery, 1219 E. Debbie Lane

Dirty Job Brewing, 117 N. Main

Farr Best Theater, 109 N. Main

Family Dream Center, 1496 Heritage Parkway

Flying Squirrel Coffee Company, 110 N. Main St.

Lil' Blue Goat, 126 N. Main St.

Mansfield Public Library, 104 S. Wisteria St.

Methodist Mansfield Medical Center, 2700 E. Broad St.

Music Place Mansfield, 1802 Mansfield Webb Rd.

Poured, 1601 E. Debbie Lane

Texas Health Hospital Mansfield, 2300 Lone Star Rd.



APPENDIX 6 - COMPLETE LIST OF INTERVIEWS

Interviews with individual City Council and staff steering committee members:

- Michael Evans, Mayor, Place
- Mike Leyman, Former Council Member, Place 3
- Amanda Alms, Assistant Director of Parks & Recreation
- Rosalie Gilbert, Manager of Arts and Event Services
- Angie Henley, Special Events Manager
- Chris Ray, Former Park Planner II
- Bart VanAmburgh, Retired Executive Director of Infrastructure Development

Interviews with individual Mansfield Commission for the Arts Board members:

- Christopher Bryant, MCA President and Arlington Independent School District's Center for Visual and Performing Arts Director
- Claude Cunningham, MCA Vice President and retired Mansfield Independent School District's (MISD) associate superintendent for curriculum and instruction
- Russ Schultz, MCA Treasurer from 2018-2022 and the retired Dean of Fine Arts at Lamar University
- Debbie Godfrey, Member-at-large, local realtor in Mansfield
- Frederick Tran, Member-at-large, CEO of Four Palaces Publishing, which seeks to publish the work of unpublished authors from underrepresented communities

Interviews with members of the Farr Best Theater partner program:

- Mainstage Classic Theater, founded in 2009 to present classic Broadway Musicals to local audiences.
- Braden Daniels, a local magician that performs at the theater often and is the creator of the “Magic and Mystery” and “Brainstorm” magic shows
- Luminosity Theatre Center, founded in 2021, believes in presenting an immersive experience to all patrons
- Pizza Chapel Theatre Company, offers contemporary plays in nontraditional venues and pay-what-you-can classes that draw in a diverse audience
- MicHill Entertainment, founded by MISD graduate Michael Hill, is a film-making company that has produced a sci-fi series called “SmallTown Outsiders”
- Fleetwood Project Inc., founded by MCA board member Stevie Dawn Carter.
- Heidi Tournoux, co-founder of the visual artist coalition Tourniqué Collective and a visual artist and art therapist.
- MPM Conservatory, provides music and acting lessons for individuals ages 5 to adulthood. Their mission is to support students in developing their talents and passion for the performing arts while encouraging a lifelong love of music and theatre

Interviews with local artists and performers:

- Dallas Williams, Mansfield Timberview High School art teacher and one of the district’s senior visual art teachers. She also heads the Timberview art club and is a member of Artium, a Mansfield visual art association
- Dance Academy of Mansfield, focuses on teaching ballet, tap, jazz, and modern dance to students.
- Destiny Studio offers a wide variety of music lessons where artists can practice and gain confidence in a safe, nurturing, and encouraging space.
- Geraldine Brettmann, local visual artist with the Tourniqué Collective who has had her art exhibited at several Mansfield businesses
- Jessica Mang, a visual artist and former Artium Art Association president
- Kameryn McGlothlin, up-and-coming Mansfield singer/songwriter that has been featured at several festivals
- Magnificent Theatre Company, worked for several years in Mansfield producing original comic plays that engaged audiences

- Mansfield Wind Symphony, an all-volunteer organization of adult musicians who perform advanced wind band literature
- Mary Elizabeth and Eddie Phillips, owners of the Lil Blue Goat micro gallery and Mansfield Tattoo in Historic Downtown Mansfield. They created many of the murals and sculptures that exist today in the Historic Downtown District. Mary Elizabeth Phillips is a founding member of the Mansfield Commission for the Arts.
- Scott Ferrell, Music Director at First United Methodist Church and a board member for the Mansfield Philharmonic and Mainstage Classic Theatre
- Timberview High School Art Club members
- Sunshine Yoga Shack, is a highly-regarded yoga studio that has been voted the best by Living Magazine

Interviews with Mansfield-specific cultural arts allies:

- Justin Gilmore, President of the Historic Mansfield Performance Park, which owned The LOT Downtown until October 2022, and owner of Level 5 Architecture
- Rhonda Meadows, former manager of the Farr Best Theater and a founding member of the MCA
- Amanda Rodgers represented the Pickled Mansfield Society, a Mansfield organization that has grown the Pickle Parade & Palooza from a parade in 2012 to a multi-day festival held in Historic Downtown Mansfield
- Chuck Roe, MISD Assistant Fine Arts Director who partners with city staff to integrate the fine arts in MISD and the city
- Flo Torres, Director of the Dr. Jim Vaszauskas Center for the Performing Arts, who partners with city staff on many events and festivals

Focus Groups:

- City Council
- Staff Steering Committee
- Mansfield Commission for the Arts
- Mansfield Wind Symphony
- Fleetwood Project
- Dance Academy of Mansfield
- Timberview Art Club
- MPM Conservatory
- Artists of the Tourniqué Collective
- Magnificent Theatre Company

APPENDIX 7 - FEATURED ART AND ARTISTS

- Pg 9:** Kaleidoscope and postcard mural by Mary Elizabeth and Eddie Phillips
- Pg 10:** *Welcome to Historic Downtown* Mural by Mary Elizabeth and Eddie Phillips
- Pg 21:** “Mansfield Legacy” by Mary Elizabeth and Eddie Phillips
- Pg 32:** *untitled* Historic Downtown Mansfield mural by Mary Elizabeth Phillips
- Pg 59: (top image)** artist designed Chapman Adventure Playground at The Gathering Place
- Pg 59: (bottom image)** Domino Park, Playground Artist, Mark Reigelman
- Pg 77:** “Love Your Vibe” by Jerod “DТОX” Davies
- Pg 79:** “Have a Ball on The Moon” by Color Factory Houston
- Pg 81:** “Transparent Strength” by Damian Priour
- Pg 83:** "Untitled" Image courtesy Paul Volkmer via Unsplash
- Pg 87:** “Duo” by Charles Strain
- Pg 89:** *untitled* mural by Ratu Adil
- Pg 95: (top image)** “The Space Between Us” by Janet Echelman
- Pg 95: (bottom image)** “Forest Frequencies” by Moment Factory
- Pg108-109: (top image)** “Music” by Mery Godigna Collet
- Pg 109: (bottom image)** Dr. Pepper mural on the Cactus Theatre by Allison White
- Pg 126:** *Tapigami Flowers* by Danny Scheibl



REMBRANDT
SOFT PASTEL

REMBRANDT
SOFT PASTEL



MANSFIELD
2035

**CULTURAL ARTS
MASTER PLAN**