

CITY OF MYRTLE BEACH
Cultural Resource Committee

UPDATE FOR CITY COUNCIL WORKSHOP

February 14, 2023

YEAR-IN-REVIEW

- **Target Focus = bringing ART to the Arts & Innovation District**
- **Recent attention surrounding downtown's future plans has greatly increased the public's interest in the City's efforts to increase Public Art**
- **Downtown received 3 new murals**
- **Focused in 2022 calendar year on prioritizing recommendations juxtaposed to the 2023 infrastructure work to be started in the Arts + Innovation District. This will give our greatest return on investment in the near-term.**
- **No recommendation to move forward with Golf Tee sculpture at the MB International Airport as presented in 2022.**

YEAR-IN-REVIEW

- **Hosted workshop over the summer for discussion and planning strategies to increase public art in downtown with three specific projects**
 - **CCU Cube Galleries**
 - **Murals**
 - **Sculptures**
- **Since this workshop, efforts have produced:**
 - **Successful conversations with CCU to expand their Cube Galley in Downtown MB.**
 - **2 new murals funded by the Public Art Fund with a RFQ for muralists on the streets**
 - **RFQ for sculptors / metal artists with prioritized locations**



522 Broadway Street Mural completed with a little help from one of the tenants, *Our Kids Create*



ARTS & INNOVATION
MYRTLE BEACH



Arts + Innovation District branded mural completed by volunteer City Staff. Interior Parking lot of district.

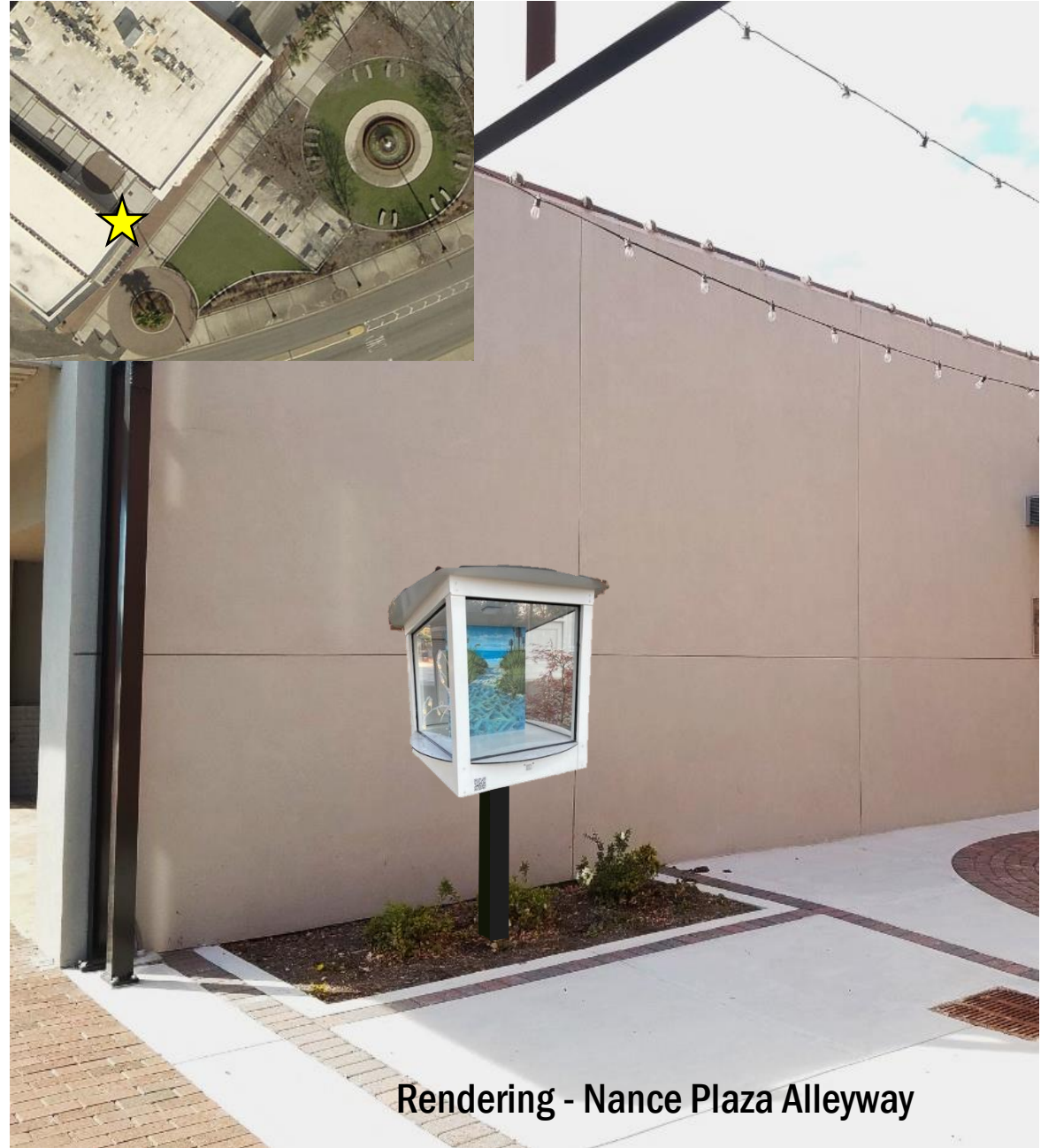
CCU's Cube Galleries – We Have Our Cube!



- The Cube Galleries are a series of satellite, mini-galleries found on the campus of Coastal Carolina University and downtown Conway built to create spaces on campus for students, faculty, and staff to experience artwork created by artists in the community and beyond campus.
- From [Coastal.edu](https://www.coastal.edu) – “Much like the Free Little Libraries that have popped up in neighborhoods throughout the country, The Cube Galleries bring contemporary art to the people where they are.”
- Installation timeline to coincide with this semester's Exhibitions, currently in production. Will include unveiling and media day to mark the occasion.



Downtown Conway, SC



Rendering - Nance Plaza Alleyway

Active and Ongoing

1. Two (2) Active Mural Discussions

- In general, Staff and Committee are finalizing contractual language for completing public art murals on privately owned walls.
- We have two professional artists and two downtown property owners in conversation for large-scale murals to completed this spring.
 - House Parts | 801 N Kings Hwy
 - Beach Bike Shop | 715 Broadway St
- Est. Budget: \$35,000 = (\$20k and \$15k)

2. RFQ for Mural Artists

- Request For Qualifications released February 13th, targeting local and regional Mural Artists to respond.**
- Collaboration with COMB, Cultural Resource Committee, and MBDA.**
- CRC has developed a list of possible locations with consideration to visibility by pedestrians and vehicles, wall material, and risk factors such as excessive sun exposure, adjacent property type and potential for redevelopment.**
- Recommended murals will range in scale and detail appropriate to streetscape and surrounding buildings.**
- Est. Budget: \$50k - \$75 in calendar year 2023 = (6+/- murals)**



Typical sidewalk experience in
the Arts + Innovation District

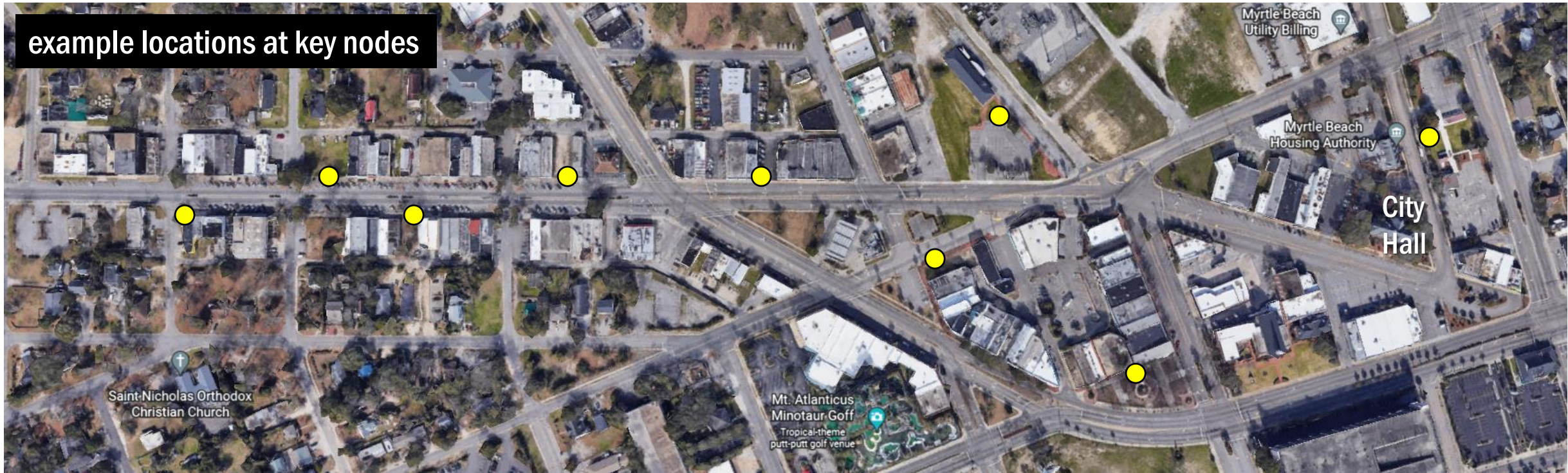


... this is a better sidewalk experience.
“We can do this too!”

3. RFQ for Creative Bicycle Racks

- Request For Qualifications released February 13th, targeting local and regional sculptors to respond.**
- Collaboration with COMB, Cultural Resource Committee, Bicycle & Pedestrian Committee, and MBDA.**
- CRC and MBDA have identified this opportunity to fill a void and plan for the future. Artistic/creative bike racks check several boxes including beautification, access, and public art.**
- Recommended bike racks should be appropriate in size and function.**
- Est. Budget: \$10k - \$30K = (\$2k - \$3k each for 5 to 10 bicycle racks)**

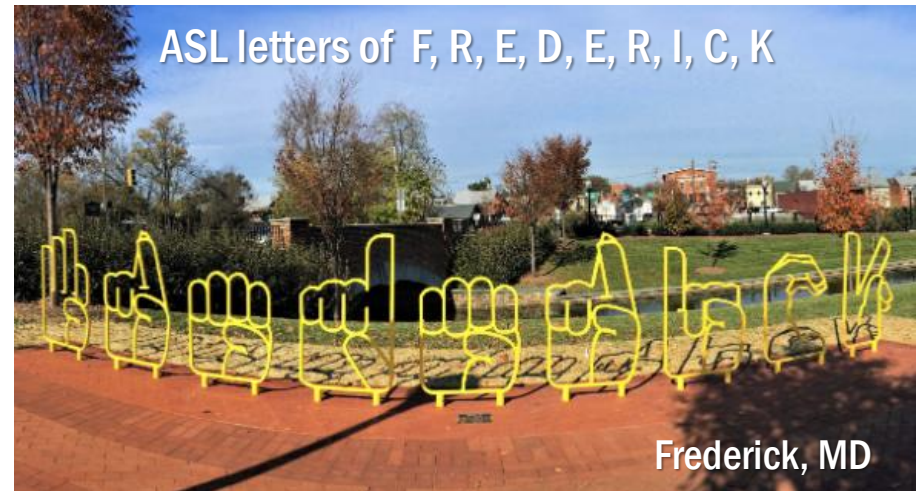
example locations at key nodes



Nashville, TN



Sacramento, CA



ASL letters of F, R, E, D, E, R, I, C, K

Frederick, MD

RFQ Process

- **MBDA will assist with management of RFQ process during the open-period. Staff will collect this first round of submissions and continue to assist with artist inventory and future submissions.**
- **Responders to the RFQ will be scored by a review team using the provided grading rubric posted in the RFQ.**
- **When RFQ period is closed, Cultural Resource Committee and staff will begin negotiating/pairing qualified artists with projects directly, or releasing Requests for Proposals to multiple artists for a single project.**
- **The current RFQs will be open for a limited period to encourage immediate responses and to allow City to proceed with specific projects in the near-term.**
- **Subsequent RFQ(s) will follow to allow more artists opportunity for future projects.**

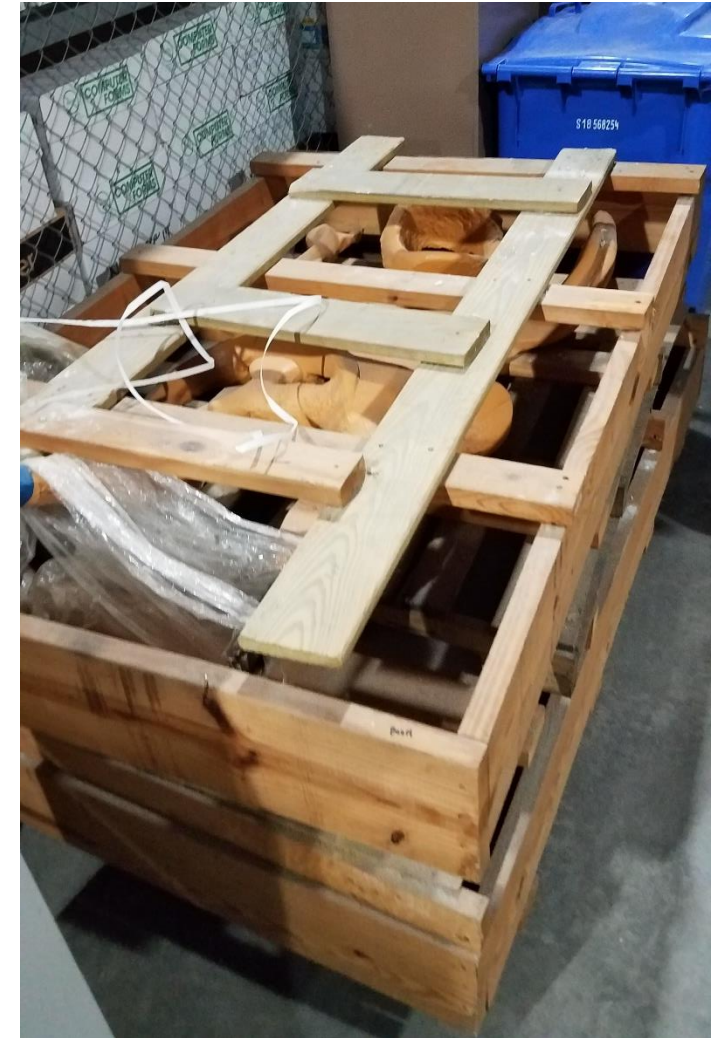
4. “Painted Ponies” 2003 Carousel Horse Project

- Committee desires to reestablish the presence of a painted carousel horse in the A+I District.
- We are seeking the whereabouts of any “painted pony” from the 2003 Myrtle Square Mall carousel project. The project and mall has an interesting and significant history for Myrtle Beach and it should be preserved.
- Anyone willing to donate their painted carousel horse or knows of any horse in storage please contact City Staff, Brian Schmitt.
bschmitt@cityofmyrtlebeach.com



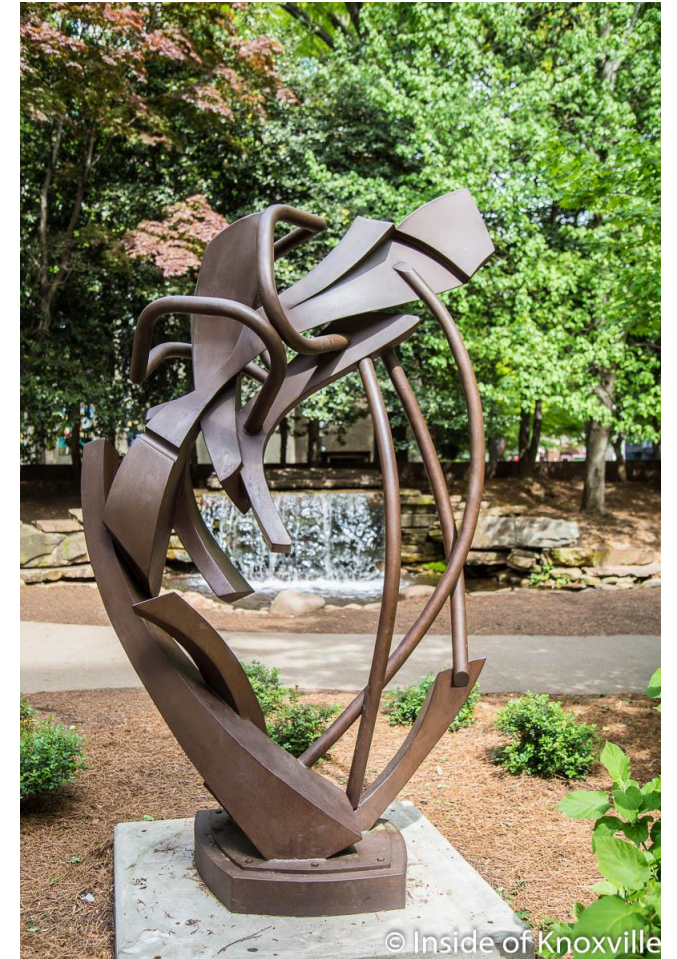
5. Rivoli Theater Statues – need a new home

- Rivoli Theater statues are currently in warehouse storage.
- Investigating current condition and what is required to return to public enjoyment.
- Nance Plaza as a good candidate for location.



6. Concrete slabs for changeable/leased public art

- **ON HOLD** – need to understand more regarding phasing of Arts + Innovation District infrastructure improvements.
- Construct five (5) concrete bases/slabs at key nodes within the Arts & Innovation District and Broadway Street for the purpose of displaying public art sculptures. Art would be selected on a leasing model to encourage turnover and highlight multiple artists and styles year over year.
- Est. \$40k - \$50k for base slab and 1st year leasing
 - Art is generally leased at 10% of the piece's retail value - *artaroundthecorner.org*
- Locations under review





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Exploring How ART meets INNOVATION in downtown

- Interactive and Augmented Reality (AR)
- Teaching Opportunities
- Light Projected Murals



Video https://vimeo.com/310379678?embedded=true&source=video_title&owner=83820788

Myrtle Beach Poet Laureate

- Typically as an honorary position, the poet serving in these roles is an ambassador of the art form, literature, literacy, and storytelling.
- Discussed at most recent committee meeting. 2/9/2023
- Beautiful idea to highlight and collaborate with all the incredible organizations and efforts in Myrtle Beach with a commitment to promoting awareness of poetry.
- Let's begin this literary arts tradition here, now!
- Next Steps
 - Committee will begin researching the significance and impact Poet Laureates are having in our cities and towns across South Carolina.
 - Reach out to CCU for any information they have in this space.
 - Connect with the Chapin Library, reading groups and literacy organizations for support and advice.
 - Report back to Staff / City Council with recommendation on process and Poet Laureate duties.

Public Art Fund Recommendations

- 4 +/- murals in and around the Arts + Innovation District through the remaining fiscal year. Should include murals of all sizes and level of detail with priority given to local and regional artists. **Estimated: \$50k - \$60k**
- Fund the artistic bike racks program, spring 2023. **Estimated: \$20k**
- Continue to appropriate additional funds this coming FY 23-24: **\$100k**
- 6 +/- murals in and around the Arts + Innovation District during fiscal year 23-24. **Estimated: \$50k - \$60k**
- Reestablish works of art and historic artifacts for public view.
- Consider graffiti-style and newer forms of media as public art such as light projection.
- Public Art Fund expenses to date = \$12,825

NEXT STEPS for 2023 | January 1st – June 31st

- **Complete the open RFQ artists inventory**
 - Identify committed property owners to host public art on their wall / property
 - Begin connecting qualified artists directly or through RFP
- **Plan and implement artistic bicycle rack project**
- **Develop recommendations for Poet Laureate**
- **Find a display opportunity for Rivoli Statues**
- **Develop additional recommendations for Public Art fund by July 2023**

Thank You For Your Support

**Happy
Valentine's
Day**

The text 'Happy Valentine's Day' is rendered in a vibrant red, cursive script. The word 'Happy' is on the top line, 'Valentine's' is on the middle line, and 'Day' is on the bottom line. The letters are thick and rounded, with decorative flourishes. Several small, solid red hearts are scattered around the text: one above the 'y' in 'Happy', one above the 'e' in 'Valentine's', one to the right of 'Happy', one to the right of 'Valentine's', and two below 'Day'.