



**City of Biddeford  
Public Art Commission**

March 12, 2026 at 5:00 PM

J. Richard Martin Community Center, Room 2 & Teams

[Join Teams Meeting Online](#)

Meeting ID: 262 292 296 949 53

Passcode: dM7K38UD

Or call in by phone: +1 872-242-8054

Phone conference ID: 442 106 187#

1. Call to Order
2. Approval of Minutes
  - 2.a DRAFT February 12, 2026 PAC Minutes
3. Discussion Items
  - 3.a Recap City Council presentation
  - 3.b Commission Goals 2025-2026
  - 3.c Master Plan Next Steps: Recap meeting with City Manager
  - 3.d Five Points Sign Project with Downtown Development Commission – Maine Arts Community Creative Communities Grant opportunity, deadline March 30th
  - 3.e City Hall Gallery
  - 3.f Plan to spend budget by end of FY26
  - 3.g Supporting community groups historical artifact display: LaKermesse, St. Louis Alumni Association
4. Other Business
5. Adjourn
6. Ongoing Projects: featured list of potential projects for the PAC
  - 6.a
    - Tiny Art
    - Traffic Calming Interventions: safe crosswalk initiative, etc.
    - Tactical urbanism, or “quick builds” – temporary speedbumps and crosswalk sticks
    - Sharing the Stories of Biddeford: wheat paste mural example with QR code narrative

- PAC introductory letter/collaboration with existing city commissions
- Merc Building
- Wayfinding signage at parks and trails
- Support/Promotion of Five Points project stewarded by the DDC
- Conduct a training in partnership with the Chamber on how to bring art to your space

**City of Biddeford Public Art Commission  
Meeting Minutes – February 12, 2026**

**In attendance:**

- Jessica Muise, Chair
- Commission: Rebecca Cote, Kim Largey, and Beth Whitney
- Staff Liaison: Erika Dube, Deputy Recreation Director
- Council Liaison: Councilor Abigail Woods
- Absent excused: Coco Corral and Braden Drypolcher (attended briefly via Teams)

*One Commission Vacancy: Student Liaison*

**Meeting Called to Order:** 5:02PM

**Welcome new Commission Member, Beth Whitney**

**Approval of January 2026 Meeting Minutes:**

- Motion to Approve: Rebecca Cote
- Seconded: Kim Largey
- Discussion: none
- Vote: Unanimously approved

**Discussion Items**

**4.a Council Presentation – February 17, 2026:** Jess Muise presented the final council presentation to the commission, provided a walk-through of the information included, and requested feedback from the attending commission members on the accompanying speech. The group discussed clarifying specific language such as “works” vs. “projects”. Councilor Woods noted she will follow up with Council to make them aware that the presentation and supplemental materials are now available prior to the council meeting. *Presentation is available under City Council Agenda Packet for 2/17/26.*

**4.b Commission Goals 2025-2026:** Discussed in conjunction with other agenda items.

**4.c Master Plan Updates:** Jess Muise and Erika Dube have a meeting scheduled with City Manager Dever on February 19<sup>th</sup> to present the current draft of the Master Plan and identify a potential date to add this to an upcoming Policy Committee agenda.

**4.d City Hall Gallery:** This project will be led by a sub-committee of Kim Largey and Rebecca Cote. Rebecca shared an overview of the proposed timeline, structuring the gallery as show periods, for example a student show in April/May followed by a two-month exhibition during the summer season. The Commission discussed ways to amplify and

support this project including: 1) identifying specific themes for future shows; 2) working with Art of Biddeford to connect with artists on their mailing list and make them aware of the exhibit opportunity; 3) inviting artists with connections to Biddeford, residency not required; 4) hosting an invitational exhibition in the future; 5) promoting access to the exhibit within the community; and 6) identifying a selection committee and transparent process.

The group discussed an Open Call for submissions with clarity on who the juror(s) is/are, and outlining clear selection criteria. Information about this opportunity could also be promoted in the Biddeford Beat and shared to the Maine Arts Commission Database. Ultimately this project would be beneficial in building community interest in the work of the commission and supporting public outreach goals/access to art.

**4.e Budget Discussion for FY26 Funds:** The PAC has been allocated \$1,250.00 to spend by June 30, 2026. One project discussed was using this budget to fund a wheat paste mural version of the Five Points project artwork that is stewarded by the Downtown Development Commission and led by city staff liaison Brad Favreau. A brief outline of this project could look like:

- 0-4-0-0-5: separate wheat paste murals per location for each number
- Next Steps/Homework for March meeting: confirm with artist the idea; gather budgetary data; identify potential locations for installations.

**5.a Other Business:** Discussion Items:

- Discussion of making sure to include “Other Business” to future agendas
- Discussion about the agenda format with the “Ongoing projects” added to the end. Each of the projects were briefly reviewed, with “tactical urbanism” being added adjacent to traffic calming interventions. Additionally in regards to the Merc building project, Councilor Woods will confirm property ownership of this building for future discussions.
- Erika Dube confirmed with Commission members their current email contact information for the PAC, and for those interested in having a city-issued email, recommended re-submitting the request.
- Jess Muise shared information regarding the HOB/Art of Biddeford case study of National Main Streets that highlight art interventions; will be shared with the commission for a future agenda.
- Jess will follow up with the inquiry sent to the PAC in early February regarding rental space for artists.

**Next Meeting:** Thursday, March 12, 2026 at 5:00PM. Location: Room 2, J. Richard Martin Community Center – 189 Alfred Street

**Meeting Adjourned:** 6:45PM

- Motion to Adjourn: Kim Largey
- Seconded: Beth Whitney
- Discussion: none
- Vote: Unanimously approved

DRAFT



City of  
**Biddeford**

# PUBLIC ART *Commission*

PAC Presentation to City Council, February 17, 2026

# Presentation Agenda

Commission Purpose

Work to date

2025-2026 Commission Goals

What's Next

“Can you see me?” by Jane DeDecker



# Commission Purpose

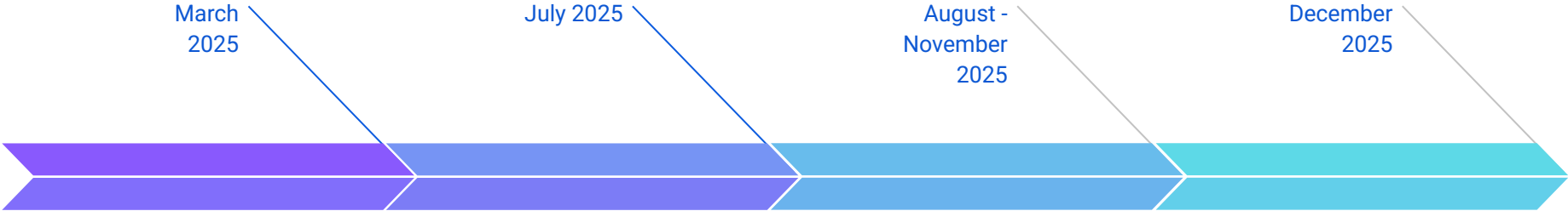
The purposes of the Public Art Commission shall be to administer a Public Art Program, including:

- Ensure the enhancement of art in the City;
- Promote the access and enjoyment of the arts;
- Improve public buildings, facilities, and outdoor spaces through artistic endeavors;
- Respond to Biddeford's diverse community and imagination.



Clockwise from top left: "One Blue Sky" by Pat Perry and collaborators; "230 Main" by Susan Bartlett Rice, "265 Main" by Julie Gray, and "Mainer" by Pigeon

# Commission work to date



March  
2025

July 2025

August -  
November  
2025

December  
2025

## Public Art Commission Ordinance Adopted

Concluding several years of work by residents, community organizations, and city staff.

## Inaugural Meeting

Following ordinance adoption and appointments, the commission held its first meeting and shared experiences with public art.

## Commission Goals Master Plan Draft

Commission set 2025-2026 Goals. A subcommittee was formed to draft a master plan for policy committee and council review; included review of cultural data and outreach to other communities and partners to implement best practices.

## Master Plan Submitted to Policy Committee

# Commission Goals 2025-2026

Goal 1: Complete the Public Art Commission Master Plan and move through all required stages to adopt.

Goal 2: Establish a budget for the Public Art Commission and identify funding sources.

Goal 3: Fill all Commission seats.

Goal 4: Define the Public Outreach Strategy for the Art Commission.

“230 Main Mural” by Susan Bartlett Rice



**Goal 1: Complete the Public Art Commission Master Plan and move through all required stages to adopt.**

# Master Plan

- Informed by data from Biddeford Cultural Plan and partner surveys
- Invites temporary as well as permanent work
- Concept of “community works” - clarifying what kinds of projects the City invests funds in
- Draws from best practices and policies in similar communities



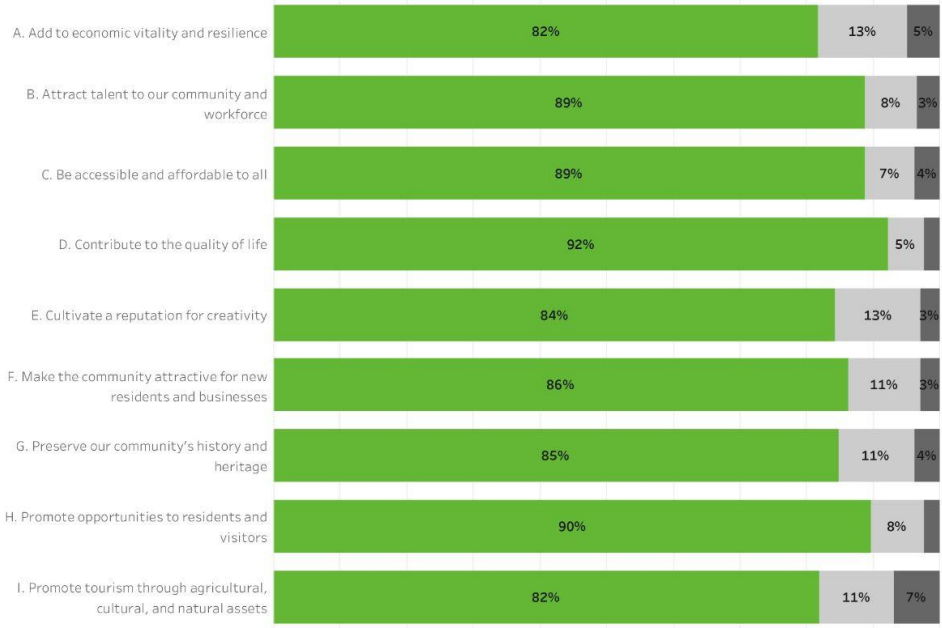
# Biddeford Cultural Plan

Reinholt Consulting | November 2021

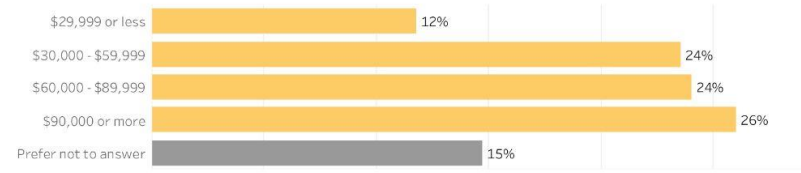


**Likert scale question analysis based on 3 point scale**

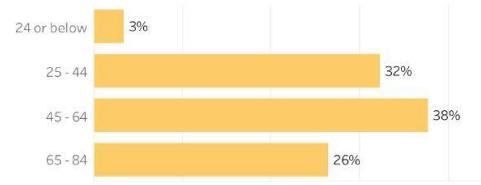
- Do you agree/disagree that cultural assets should...
- How important are the following outcomes of public arts projects?
- How interested are you in participating in these community art projects?
- How interested are you in participating in these offerings?
- How often do you turn to the following for information on cultural offerings?
- Rate the following aspects of Biddeford's cultural offerings?



**Income**



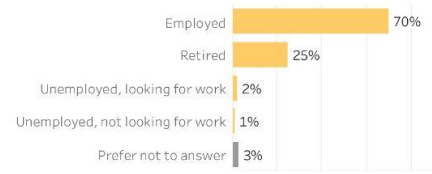
**Age**



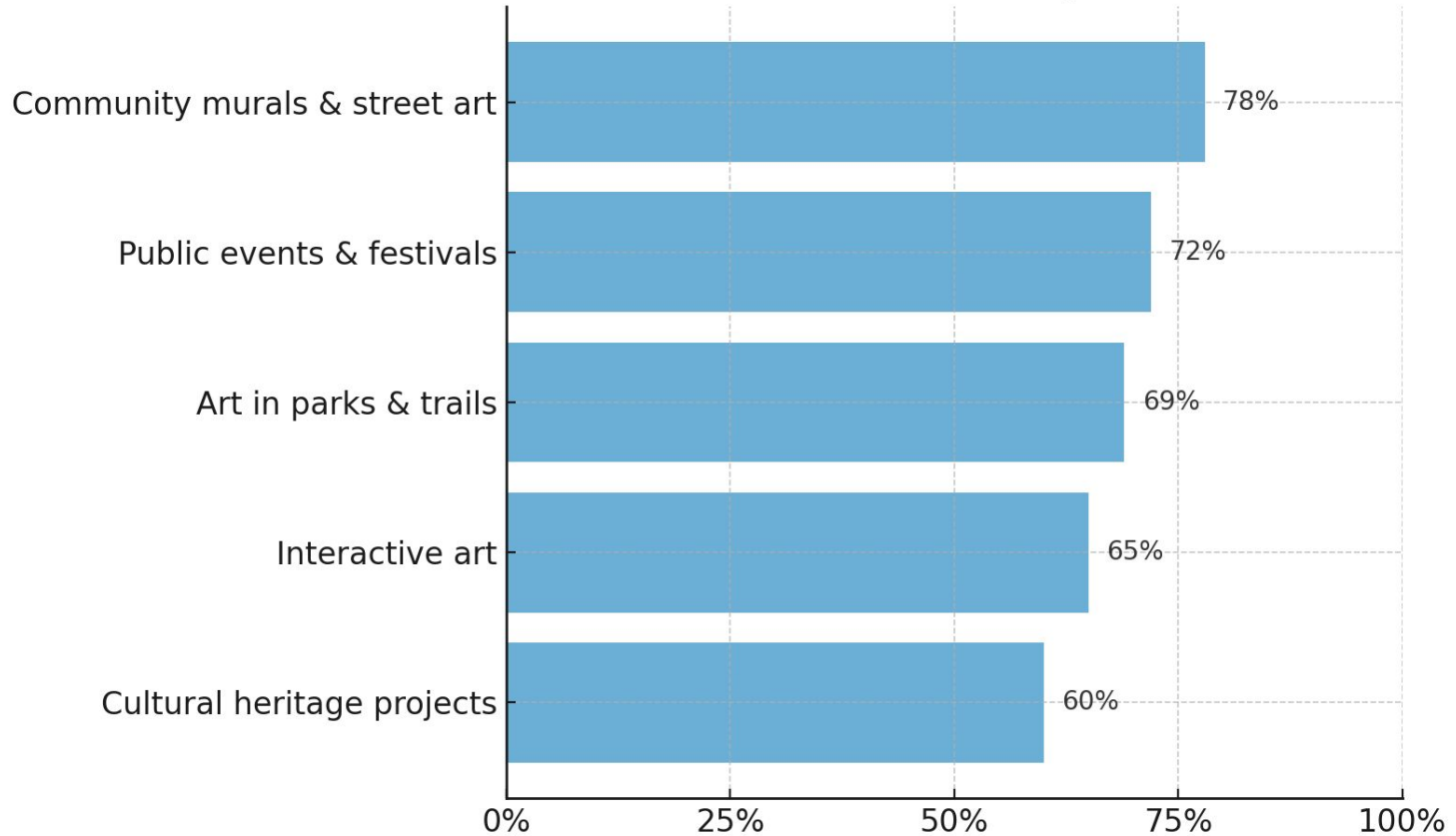
**Education**



**Employment**



## Public Art Interest — Top 5 Priorities



Survey respondents prioritized community murals, public events, and art in parks/trails as the most desired forms of public art in Biddeford.

“How’s it growing,  
Sunshine?”

Mural on Hill St

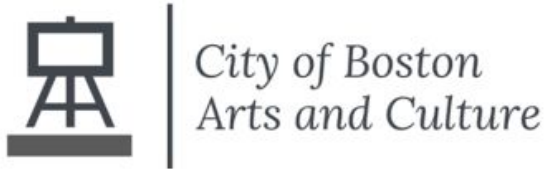
By Forging Commons/  
Rebecca Cote and  
Biddeford residents



# Examples from other communities



CITY OF  
**SOUTH  
PORTLAND**



TOWN OF  
**VIENNA**  
since 1890





“One Blue Sky”  
by Pat Perry and collaborators, Biddeford 5th Grade Students

## Goal 2: Establish a budget for the Public Art Commission and identify funding sources.

## **A budget allows the City to:**

Establish a Public Art Collection

Commission new works that reflect the current and future imagination of our residents

Accept gifts

Maintain that collection over time

Inspire the creativity of our community

# Project Examples

Commission has sourced a set of project examples to help the council understand what budgets might be for different types of projects

This list reflects projects that involve the community, and have the potential integrate with other city initiatives.



“Mainer - Who decides who belongs?”  
By Orson Horchler, aka “Pigeon”



CITY OF  
**Saco**  
ARTS COMMISSION

Artist Lilly Page

# Funding Strategies - Integration

One of the strongest themes in the feedback data from residents and examples from other communities is integration. Public art works best when it's woven into city planning — parks, recreation facilities, riverwalk improvements, and infrastructure projects.

Public safety. Pedestrian safety. Walkability. Bike and trail access. Climate and sustainability goals. These are shared city priorities. Public art can support them.

We plan to reach out to other city commissions to identify shared priorities - whether that's parks, planning, transportation, or DEI.

Public art works best when it supports broader city goals and it is our hope that the city will be creative with us to identify these opportunities.



CITY OF  
**Saco**  
ARTS COMMISSION

# Funding Strategies continued

## Percent for Art

- Model the State's percent for art program in an ordinance
- 1-3% percent of Capital Improvement Projects budget
- Expand from buildings to include public infrastructure such as trails, roadways, and other public facilities

## Grants & Crowdfunding

- Public and private sources

## Public-Private Partnerships

- Incentives for developers
- Technical support for projects on private property

# From Maine's Arts & Economic Prosperity Study

**TABLE 5: Nonprofit Arts and Culture Event Attendees Spend an Average of \$31.38 Per Person in the State of Maine (excluding the cost of event admission)**

	Residents	Nonresidents	All State of Maine Event Attendees
Refreshments/Snacks During Event	\$4.29	\$5.91	\$4.51
Meals Before/After Event	\$10.82	\$19.68	\$12.00
Souvenirs and Gifts	\$3.40	\$8.41	\$4.07
Clothing and Accessories	\$1.26	\$1.45	\$1.28
Ground Transportation	\$2.66	\$7.21	\$3.27
Event-Related Child Care	\$0.28	\$0.23	\$0.28
Overnight Lodging ( <i>one night only</i> )	\$2.89	\$23.01	\$5.58
Other	\$0.36	\$0.60	\$0.39
<b>Total Per Person Spending</b>	<b>\$25.96</b>	<b>\$66.50</b>	<b>\$31.38</b>

# Key Partners



# Goal 3: Fill all Commission seats.



“Flowers for Tammy, Flowers for Biddeford” by  
Tessa G. O’Brien and Will Sears



“Pollinator Utility Box”  
by Biddeford High School Students in collaboration with Biddeford Community Gardens



## Goal 4: Define the Public Outreach Strategy for the Art Commission.

# Public Outreach Strategies

## **Integrated and Ongoing**

Public input is embedded in planning, site selection, and artist selection—not added at the end. Engagement continues through project development, installation, interpretation, and evaluation.

## **Multiple Entry Points for Participation**

Community members engage as applicants, collaborators, reviewers, and participants.

## **Equity-Driven Outreach**

Outreach prioritizes accessibility, geographic balance, and historically underrepresented voices.

## **Transparent & Public Process**

Open meetings, public comment periods, and publicly posted materials guide decision-making.

# What's Next

Master Plan Review and Adoption

Integration with other commissions and city departments

Public outreach

Establish FY27 Budget

Planning for City Hall gallery exhibitions; 'community works' program



Five Points Sign  
Revitalization  
Downtown Development  
Commission  
Artist: Tory Gordon

# Why The Work Matters

Big money, big demand, big benefits

Culture adds **\$2.5 Billion** to Maine's economy each year - that's **2.7%** of our state GDP.

*U.S. Bureau of Economic Analysis*

At **71%** Maine is the **#2** state for participation in culture and creativity.

*National Endowment for the Arts; U.S. Census Bureau*

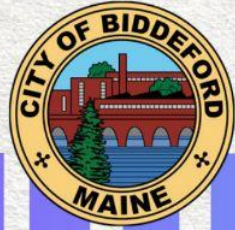
Culture strengthens **talent attraction, physical and mental health,** and **civic life.**

*American Planning Association; Nature; BMC Public Health; National Civic League*

**“Arts and public arts have been a big part of the Biddeford renaissance”**

- City Councilor Norman Belanger, Page 34 of 35

**CAM**  
culturalmaine.org



City of  
**Biddeford**

# PUBLIC ART *Commission*

Thank you! Questions?

To: Biddeford City Council

From: Biddeford Public Art Commission

Re: Memo to accompany Public Art Commission Presentation February 17, 2026

Dear Mayor and Members of the City Council,

The Biddeford Public Art Commission respectfully submits this memo to accompany our presentation and to provide a concise summary of the Commission's work to date, current priorities, and near-term direction.

### **Commission Formation and Charge**

The Public Art Commission was formally established by ordinance in March 2025 and convened its first meeting in July 2025. Since formation, the Commission has focused on building the foundational systems required to steward public art responsibly and transparently, in alignment with the City's Cultural Plan, Comprehensive Plan, and adopted ordinance. This work has included establishing annual goals, reviewing peer municipal models, and initiating development of a comprehensive Public Art Master Plan. From the ordinance, "The purposes of the Public Art Commission shall be to administer a Public Art Program, including:

- Ensure the enhancement of art in the City;
- Promote the access and enjoyment of the arts;
- Improve public buildings, facilities, and outdoor spaces through artistic endeavors;
- Respond to Biddeford's diverse community and imagination."

### **Commission Goals 2025-2026**

The Commission set the following goals for our work from July 2025 - June 2026:

- Goal 1: Complete the Public Art Commission Master Plan and move through all required stages to adopt.
- Goal 2: Establish a budget for the Public Art Commission and identify funding sources.
- Goal 3: Fill all Commission seats.
- Goal 4: Define the Public Outreach Strategy for the Art Commission.

### **Goal 1: Public Art Master Plan Development**

A primary focus of the Commission's first several months has been drafting the Public Art Master Plan, which is intended to guide the selection, placement, maintenance, and deaccessioning of public art citywide. The draft plan aligns with ordinance requirements and includes guiding principles; artist and artwork selection criteria; community art processes; equity and accessibility standards; maintenance and lifecycle planning; and procedures for both permanent and temporary installations. The Commission anticipates completing internal review and moving the draft forward through the City's policy and council review process over the next few months. As part of the Master Plan, the Commission has established an inventory of existing public art assets per the ordinance.



**Goal 2: Establish a budget for the Public Art Commission and identify funding sources.**

A healthy budget for the Public Art Commission will allow the City to:

- Establish a Public Art Collection
- Commission new works that reflect the current and future imagination of our residents
- Accept gifts
- Maintain that collection overtime
- And ultimately inspire the creativity of our community

In accordance with its responsibilities under the Public Art Commission ordinance to establish and maintain an operating framework, seek funds, and steward public art responsibly, the Commission is pursuing a diversified, long-term funding approach. This includes examining Percent for Art models used by peer municipalities, which allocate a percentage of eligible capital improvement projects toward integrated public art.

In addition to City investment through a Percent for Art policy, the Commission is actively leveraging a range of external funding pathways to support public art implementation. Key partners include the Maine Arts Commission and the New England Foundation for the Arts (NEFA), both of which offer programmatic, project-based, and technical assistance funding that supports public art, creative placemaking, artist fees, and community engagement. Additional opportunities include private and family foundations, regional economic development initiatives, corporate and institutional sponsorships, and partnerships with local nonprofits and developers. Many of these public and private funding sources require a formal commission, adopted policies, and a clear implementation framework—conditions the City will soon be positioned to meet. For select projects, particularly community-driven and temporary works, the Commission also anticipates using crowdfunding and grassroots fundraising to increase public participation, demonstrate community support, and supplement larger funding packages. Together, these pathways allow the City to braid public and private resources, extend the impact of municipal investment, and advance public art projects in a fiscally responsible and scalable manner.

To support these efforts, the Commission is actively building technical capacity and learning from best practices. The Commission is a member of Public Art Exchange, and one Commission member attended a recent convening in Boston, engaging with peers from across the country and learning from models such as *The Triennial* and other large-scale, phased public art initiatives in the region. We will continue to review policies and examples from comparable communities to inform local decision-making.

Data from the Americans for the Arts Arts & Economic Prosperity studies show that for the State of Maine, every \$1 invested in arts and culture programs catalyzes an additional \$8 in spending in the local economy. If you include state and local tax revenues, the estimated return on investment is 15x.

**Goal 3: Fill all Commission seats.**

Two of our commission members moved out of Biddeford, and resigned following initial meetings. We recently welcomed new commission member Beth Whitney who was appointed at the February 3, 2026 City Council Meeting. Our youth seat remains open, and we welcome support identifying candidates.



**Goal 4: Define the Public Outreach Strategy for the Art Commission.**

Community engagement is central to this plan. Engagement happens through public meetings, open calls, Community Art Works projects, and ongoing feedback. The goal is to ensure residents can shape public art at every stage — from idea to implementation.

The Public Art Master Plan is intentionally designed so that community engagement is not a single outreach moment, but an ongoing practice throughout the life of public art projects. Outreach begins at the planning and policy level. The Master Plan itself is grounded in Biddeford’s 2021 Cultural Plan and advances ordinance goals related to placemaking, accessibility, and quality of life. Public feedback is invited during Policy Committee review and Council consideration, ensuring transparency at the adoption stage.

The Master Plan creates multiple access points for participation. Residents and organizations can engage through Community Art Works projects, public meetings tied to specific sites, open artist calls, temporary art applications, and public comment during review processes. Cultural equity is a guiding framework, not a separate program. Outreach efforts aim to reach across neighborhoods, age groups, and communities, with attention to language access, ADA compliance, and equitable distribution of public art citywide. The Commission also commits to ongoing outreach to attract diverse applicants for both projects and Commission service. The Master Plan emphasizes transparency and public trust. Artist selection panels include community representatives, meetings are open to the public, and draft materials and decisions are shared publicly whenever possible.

Engagement does not stop once an artwork is installed. The Plan includes commitments to interpretation, education, documentation, and periodic evaluation—ensuring the public can understand, respond to, and learn from the work over time. This Master Plan establishes public art as a collaborative civic process, shaped with the community rather than delivered to it.

**What’s Next**

In the coming year, the Commission’s priorities include finalizing and advancing the Public Art Master Plan, continuing to build foundational tools for stewardship and transparency, piloting appropriately scaled public art projects, and clarifying long-term funding and growing the City of Biddeford’s Public Art Collection and Program.

We appreciate the City Council’s continued support and welcome feedback, questions, or guidance as this work progresses. The Commission looks forward to continued collaboration in ensuring public art meaningfully contributes to Biddeford’s quality of life, cultural vitality, and sense of place.

Respectfully submitted,

Jessica Muise, Chair

On behalf of the Biddeford Public Art Commission

# Public Art Data Summary

## 2021 City of Biddeford Cultural Plan

Public Art Commission Memo

Link to Cultural Plan: <https://www.biddefordmaine.org/3132/Cultural-Plan>

**Why this matters:** This memo summarizes the most relevant findings from the City of Biddeford’s Cultural Plan surveys and community conversations so that the Public Art Commission can begin with a baseline of public data as it relates to public art needs identified by the community. Although sourced in 2021, this data set can inform our approach to gather new data as described in the ordinance.

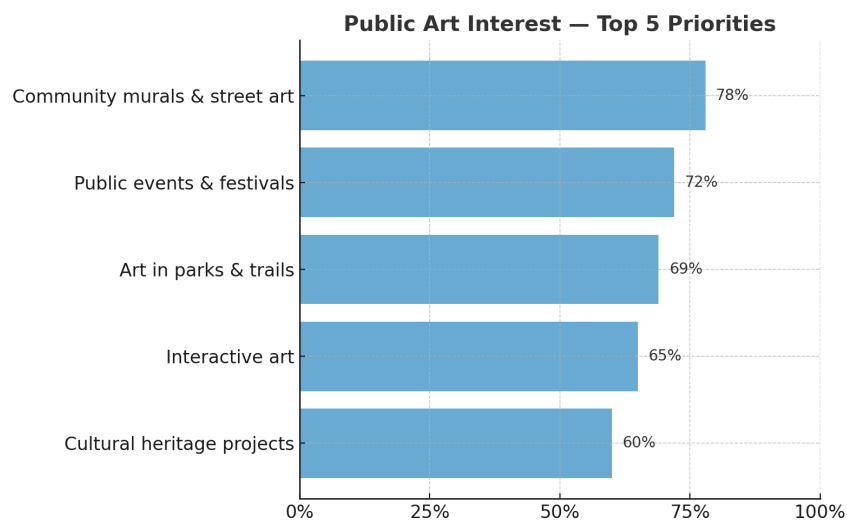
**Who responded (surveys):** >200 Public Opinion; 24 Artists & Makers; 12 Cultural & Creative Industries (orgs).

What public art should do (top agreement):

- 92% Make the downtown vibrant & welcoming
- 83% Transform public spaces into meaningful gathering spots
- 79% Celebrate our diverse cultures
- 77% Promote our history & heritage
- 71% Engage residents in creative projects & activities

What kinds of involvement the community wants to have:

- 73% Participating in a community committee that selects professional public art proposals
- 69% Decorating community planters, benches, bike racks, & rubbish cans
- 65% Painting a community mural with the guidance of a teaching artist



Survey respondents prioritized community murals, public events, and art in parks/trails as the most desired forms of public art in Biddeford.

#### Other key findings:

- Biggest participation barrier (public): “Lack of information” cited by ~40% of respondents.
- Where people actually look for event info (most often/often): Word of mouth, social media, email/newsletters, and online (web) top the list in the frequency data.
- Youth focus has broad backing: ~93% support putting resources toward ensuring youth access to arts/culture; ~89% say offerings should be accessible & affordable to all.
- Key theme from conversations (orgs, businesses, municipal): Appetite for placemaking that ties parks, trails, riverfront, and heritage storytelling to downtown.

### **Recommendations for the Public Art Commission**

- Use existing language around public art definitions, goals, and community needs to inform the Master Plan and other policy documents.
- Include meaningful opportunities for community participation in our commissioning and selection policies and procedures.
  - Outreach to youth for this opportunity; set aside budgets for access (translation, free entry components, transit stipends where needed). Public support for youth access is overwhelming.
- In any commissioning and selection work, refer to the media and participation formats residents most desire to see and co-create.
- Prioritize locations that welcome and create gathering places e.g., gateway markers, plaza activations, trailhead art- co-designed with neighborhoods.
- Make discovery of Biddeford’s public art easy. Stand up a lightweight central info hub and push through word-of-mouth ambassadors, social media, email/newsletters, and the city website/events feed — the channels people already use.
- Lay the policy groundwork; a percent for art ordinance, etc.

## Key Objectives and Strategies from the Cultural Plan

### PLACEMAKING Goal C: Weave art and culture into Biddeford's public spaces

Objective C.1: Foster public engagement through community art projects

#### Strategies

- Host forums focused on public art for residents, artists, and community leaders. Collect and utilize community visions, input, and ideas.
- Promote opportunities for socially engaged art and civic art practices.
- Facilitate artist led community art projects such as downtown murals, mosaics, and street furniture.
- Advocate for a community driven review and selection process for public art installations.
- Utilize public art at city parks, gateways, neighborhoods, and trails to welcome people and provide a sense of place.
- Activate Biddeford's outlying neighborhoods with programming, placemaking, and creative projects.
- Invite building owners and businesses to participate in creating an inventory of spaces available for public art projects.

Objective C.2: Highlight Biddeford's history and its connection to the built environment

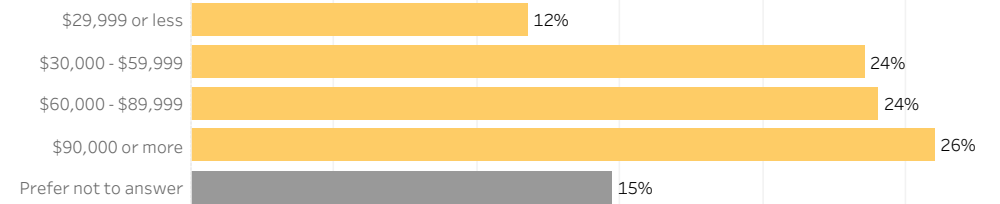
#### Strategies

- Inspire public projects with stories of Biddeford culture and history.
- Increase collaborations with arts organizations.
- Explore models of temporary displays such as downtown wheat paste murals depicting historic photos, and cultural images on downtown street banners.
- Utilize heritage programming in Biddeford to connect the stories of Biddeford past and Present.
- Consider labeling historic buildings with informational plaques.
- Explore the feasibility of developing an app that functions as a multi-sensory history tour. Look to successful models such as the Androscoggin Land Trust's L/A Riverwalk Tour (Travel Storys App), [androscogginlandtrust.org](http://androscogginlandtrust.org).

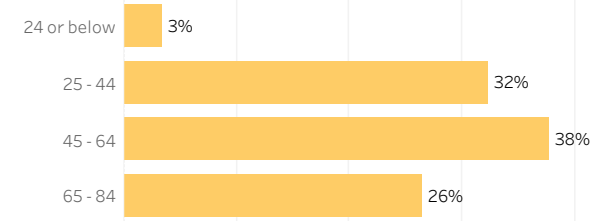
**Likert scale question analysis based on 3 point scale**

- Do you agree/disagree that cultural assets should...
- How important are the following outcomes of public arts projects?
- How interested are you in participating in these community art projects?
- How interested are you in participating in these offerings?
- How often do you turn to the following for information on cultural offerings?
- Rate the following aspects of Biddeford's cultural offerings?

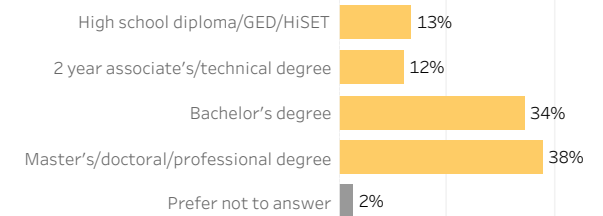
**Income**



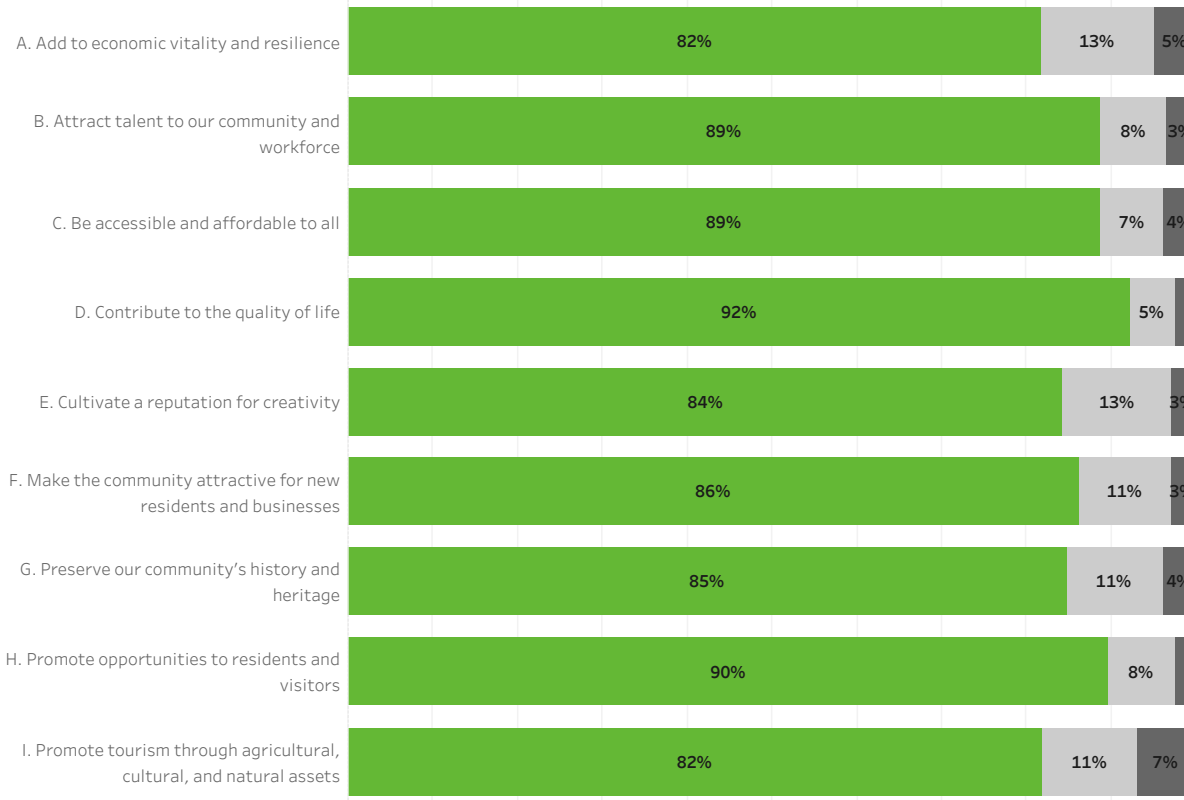
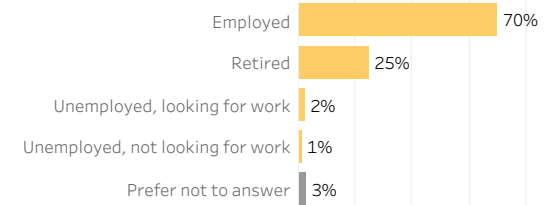
**Age**



**Education**



**Employment**





## **Summary of Project Types**

### **Wheatpaste Murals (Temporary)**

Low-cost, temporary murals applied to building facades or walls to activate underutilized spaces. These projects allow for experimentation, storytelling, and community participation while remaining flexible and easy to remove or refresh.

Typical Budget Range: \$1,800 – \$3,800 per installation

### **Painted Electrical Boxes (Temporary)**

Artist-designed paintings on utility boxes that transform everyday infrastructure into neighborhood-scale public art. Projects can be implemented incrementally and expanded citywide over time.

Typical Budget Range: \$1,200 – \$3,100 per box

### **Painted Road Surfaces and Intersections (Temporary)**

Painted crosswalks, intersections, or street treatments that support placemaking and traffic calming. These installations improve visibility and reinforce pedestrian priority areas while introducing public art into daily travel routes.

Typical Budget Range: \$2,500 – \$5,500 per location

### **Safe Crosswalk Initiative (Program Concept)**

A coordinated public art program focused on enhancing pedestrian safety through artist-designed crosswalks and sidewalk treatments. The initiative aligns with City safe streets goals and prioritizes locations near schools, parks, senior housing, and high-use walking routes.

Budget Approach: Pilot-based implementation with scalable funding per location

### **Placemat Project – Community Art Walk Engagement**

A participatory project that engages the public during Biddeford Art Walks by creating placemats for a shared community meal at Fringe Fest. The project emphasizes accessibility, creativity, and community connection across all ages and backgrounds.

Estimated Budget: \$3,100 total

### **Community Mural Event – Paint-by-Numbers**

A large-scale, paint-by-numbers mural inspired by youth responses to community questions such as “How’s it Growing, Biddeford?” Designed for broad public participation at events like River Jam.

Typical Budget Range: \$2,800 – \$5,700

### **Community Story Wheatpaste Project**

Residents share personal stories tied to specific locations in Biddeford. Images generated from these stories are wheatpasted downtown, with QR codes linking viewers to the full narratives online.

Typical Budget Range: \$3,700 – \$6,200



## Biddeford Public Art Commission

### Project Examples with Planning-Level Estimated Budgets

The following examples illustrate a range of public art and community engagement initiatives appropriate for implementation in Biddeford. Budgets shown are order-of-magnitude estimates intended for planning, discussion, and comparison purposes only. Final costs will vary based on artist selection, scope, materials, site conditions, and level of community participation.

#### Project: Wheat Paste Mural

Type: Temporary

#### Estimated Budget (Planning Level):

Artist fee(s): \$1,500 – \$3,000

Materials and printing: \$300 – \$800

Estimated Total: \$1,800 – \$3,800

#### Impact:

Wheatpaste murals offer a low-cost, temporary way to activate blank or underutilized facades in public spaces. Because of their temporary nature, they allow for experimentation and can respond quickly to community themes, events, or storytelling initiatives. This project type easily incorporates community input in design development, artist selection, and installation.





*Downtown Bangor*

**Downtown Bangor**  
**Project: Painted Electrical Boxes**  
**Type: Temporary**

**Estimated Budget\* (Planning Level):**

Artist fee(s): \$1,000 – \$2,500 per box

Materials and coatings: \$200 – \$600 per box

Estimated Total (per box): \$1,200 – \$3,100

**Impact:**

Painted utility boxes transform everyday infrastructure into moments of visual interest, helping reinforce neighborhood identity and reduce graffiti. Projects can be implemented incrementally and scaled citywide over time.



*Saco Arts Commission*

**\* Budget Disclaimer**

All budget figures included in this document are **preliminary, planning-level estimates** provided for discussion and comparison purposes only. These estimates are intended to illustrate potential cost ranges and do not represent final pricing or a commitment of City funds. Actual project costs may vary based on artist selection, final scope, materials, site conditions, permitting requirements, installation methods, coordination with City departments, and market conditions at the time of implementation.



### Saco Arts Commission

**Project:** Painted Road Surfaces

**Type:** Temporary

**Estimated Budget (Planning Level):**

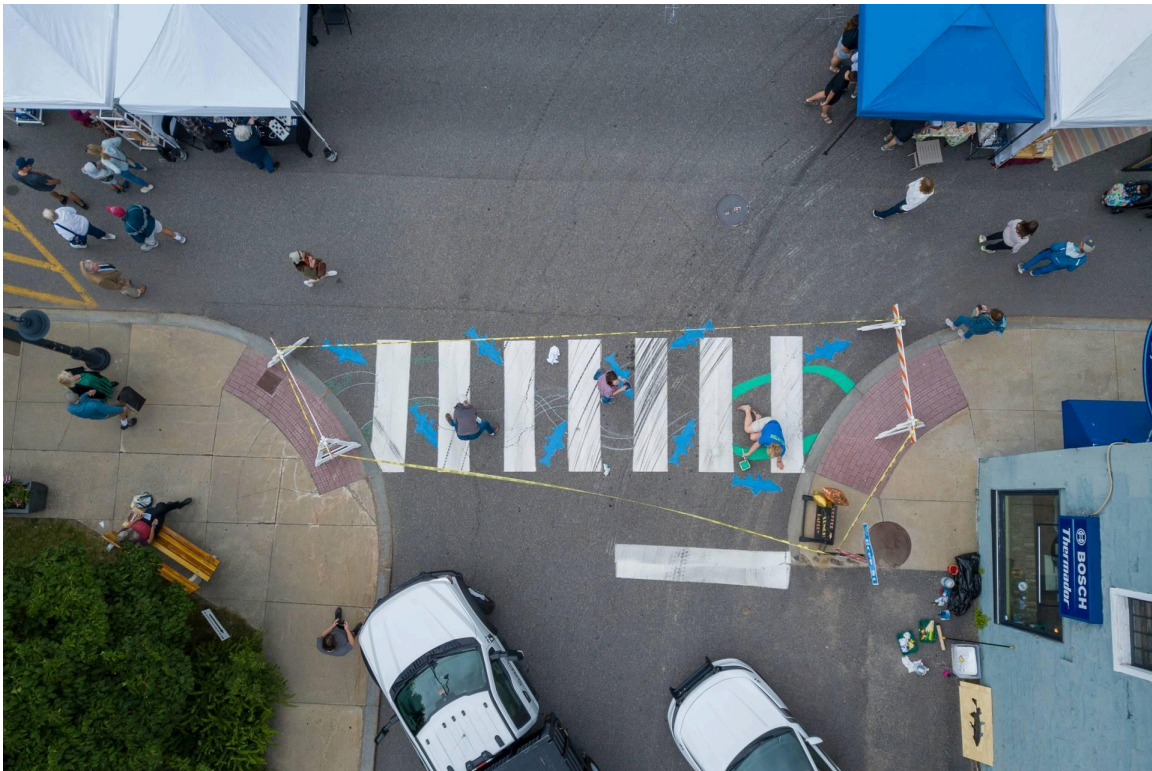
Artist fee(s): \$2,000 – \$4,000

Specialized paint and materials: \$500 – \$1,500

Estimated Total: \$2,500 – \$5,500

**Impact:**

Painted road surfaces and intersections create highly visible placemaking and traffic-calming features. These installations can support pedestrian safety goals while introducing public art into the daily experience of streets and neighborhoods.



**\* Budget Disclaimer**

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**Public Art Commission Brief**  
**Safe Crosswalk Initiative**

**Purpose:**

The Safe Crosswalk Initiative uses public art as a tool to promote pedestrian safety, calm traffic, and strengthen neighborhood identity. Artist-designed crosswalk and sidewalk treatments draw attention to pedestrian zones and create visual cues for drivers and walkers alike.

**Objectives:**

Improve pedestrian safety by increasing visibility at crosswalks and sidewalk approaches.  
Create a distinct community identity by reflecting Biddeford's culture, character, and neighborhoods.  
Engage local artists and community members through inclusive design and feedback processes.  
Align with the Public Art Commission's mission and established review and maintenance standards.  
Support citywide safe streets goals, particularly near schools, parks, senior housing, and high-use walking routes.

**Program Description:**

The initiative will identify pilot locations where enhanced crosswalk or sidewalk art can be installed. Treatments may include painted crosswalks, sidewalk aprons, curb extensions, or intersection accents. Artists will be selected through a call for artists process. All materials will be durable, anti-slip, and appropriate for high-traffic urban conditions. Coordination with Public Works and Planning will ensure compliance with MUTCD and ADA standards.

**Expected Outcomes:**

Increased visibility and awareness at pedestrian crossings  
More welcoming and visually engaging streetscapes  
Expanded public art presence in everyday life  
New partnerships among artists, schools, and neighborhood groups  
A scalable model for future citywide implementation

**Next Steps:**

Identify pilot locations in collaboration with Public Works and Planning  
Develop and issue a call for artists  
Present the initiative to City Council for approval and funding alignment  
Coordinate installation schedules with City staff and community partners



**Placemat Project: Community Art Walk Engagement**

Design and create art kits and distribute to 4 Biddeford Art Walk Artist that engage the public participants of art walk in making placemats for the Pie Luck table at Fringe fest. Taking place over 4 consecutive art walks to generate numerous placemats and encourage people to attend fringe fest and also cultivate contribution to community, sharing meals to strengthen community, and celebrate our innate capacity to create. All ages and backgrounds of people creating something unique in a similar format demonstrates the diversity of expression.

**Estimated Budget\*:**

Project design, kit preparation, delivery, and collection: \$800

Materials: \$400

Marketing materials (covered by HOB): \$300

Artist facilitation fees: \$1,600

Estimated Total: \$3,100

**\* Budget Disclaimer**

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**Project: Community Mural Event**



Paint by numbers design inspired by youth responses to “How’s it Growing Biddeford?” Participants of River Jam were invited to paint any amount of the paint by numbers mural.

**Budget:**

Hill St Mural Project Budget		
	Need	Description
Lead Artist Fee	1800	Art and youth direction, design, implementation, Admin
Marketing, Publicity	400	Fundraising and community awareness campaign
Youth Stipends	500	5 youth- 5 2 hour days= 10 hours per youth
Digital and artist fees	400	Digital transfer, design and projection
Marketing Materials	175	Postcards and Flyers
Wall repair and application materials	375	See Comment for materials list
Paint and top coat	500	paint, isolation coat, top coat
Event material	50	crew relations
	<b>4200</b>	



**Community Story Wheat Paste Project**

Residents are chosen to tell stories about location in town; Images are generated based on the story and wheat pasted in several downtown places. QR codes on the images link to personal stories.

<b>EXPENSES (suggestions)</b>	
Project Coordinator and Artist Fee	\$3,206.00
Printing of large format images	\$384.00
Print marketing material	\$150.00
Assistant fees	\$200.00
Documentation (printing, photo, video)	\$500.00
Transcription fees	\$450.00
Web and media	\$110.00
<b>TOTAL EXPENSES</b>	<b>\$5,000.00</b>

**\* Budget Disclaimer**

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**Union Riverwalk North & Sculpture Trail Initiative**

The Union Riverwalk North project builds on Ellsworth’s existing riverwalk system to create a connected recreational, cultural, and tourism asset along the Union River. With support from a Community Outdoor Recreation Assistance (CORA) grant awarded by the Maine Office of Outdoor Recreation, the project advances long-term goals for downtown revitalization, outdoor access, and public art integration. The initiative transforms Riverwalk North into a destination that



serves residents, workers, and visitors while reinforcing Ellsworth's identity as a gateway community and regional hub.

### **Project Overview**

The project extends the existing quarter-mile Riverwalk into an approximately 0.75-mile pedestrian loop, connecting downtown Ellsworth, Knowlton Park, and U.S. Route 1. Improvements include trail extensions, resting areas, enhanced river access, and the introduction of the Union River Sculpture Trail, a rotating exhibition of sculptures on loan from Maine-based artists. Together, these elements blend outdoor recreation with cultural placemaking and create new opportunities for community gathering, passive recreation, and tourism.

### **Project Goals**

- Extend and connect the Union Riverwalk into a continuous pedestrian loop linking downtown Ellsworth, Knowlton Park, and U.S. Route 1
- Establish the Union River Sculpture Trail as a new cultural feature that integrates public art into the natural landscape
- Improve visibility, accessibility, and appreciation of the Union River as a defining community asset

### **Tourism Development**

Supports the Maine Office of Tourism's Destination Management Plan by strengthening Ellsworth as a cultural and recreational destination and helping reduce visitor pressure on Mount Desert Island.

### **Historical and Cultural Significance**

Celebrates Ellsworth's granite quarrying history and Union River heritage while aligning with the Downeast Maine National Heritage Area's mission to promote regional history, art, and outdoor recreation.

### **Community Recreation and Quality of Life**

Advances priorities identified in the Maine State Comprehensive Outdoor Recreation Plan by expanding access to outdoor spaces, improving trail connectivity, and enhancing year-round recreational opportunities for residents and workers.

### **Key Partnerships**

- Frenchman Bay Conservancy (FBC)  
Trail access coordination and long-term maintenance partner.
- Ellsworth Public Library (EPL)  
Hosts trailheads and outdoor programming along the route and supports accessibility initiatives.
- Schoodic International Sculpture Symposium (SISS)  
Provides sculptures on loan for the Union River Sculpture Trail, strengthening ties between regional artists and public spaces.
- Heart of Ellsworth (HE)  
Leads community engagement, project coordination, fundraising, and long-term stewardship.

# Using Art to "Repair" Your Downtown



**MAIN STREET** *Now*

*Philadelphia*  
APRIL 7-9 2025  
P E N N S Y L V A N I A

# Small Solutions can have a big impact



“There is a power in small things, the silly and dismissible idea that makes people smile. There is a game-changing power in these small things... Small aspirations become big, and a few iterations down the road, silly projects and their instigators may create a transformative project for the city.”

- *Peter Kageyama* from his book *Love Where You Live*

# About Gallup, NM



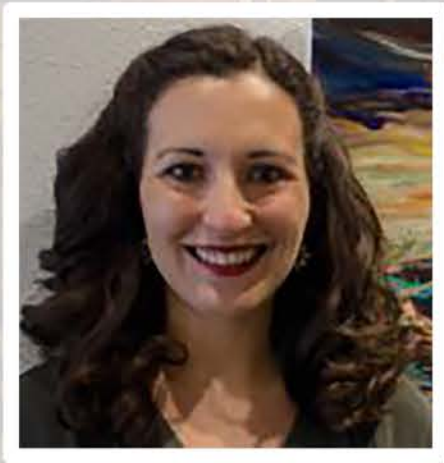
- We are located near the border between NM and AZ
- We neighbor the Navajo (Diné) Reservation and Zuni Pueblo
- Our Population is approximately 20,000 with 50% Native American
- We are a NM State Certified Arts & Cultural District
- Named for David Gallup the Paymaster for the Atlantic & Pacific Railroad later the BNSF RR.
  - First Settled in 1880 as a Stage Coach Stop then in 1881 it became the headquarters for the southern transcontinental railroad.
  - Workers would say “we’re going to Gallup to get paid and the name stuck.
- Known as the Gateway to Native America
  - Responsible for more than 70% of the nation's Native American jewelry manufacturing

# We have an image problem that you may share



## • Issues that make our Historic District look worn down

- People think Downtown Gallup is dirty and unsafe.
- Small areas of damaged infrastructure often go unnoticed by locals, but contribute to the overall worn down look.
- But we are an officially NM State designated Arts & Cultural District and we are partnered with GallupARTs in that designation.



**Rose Eason**

**Executive Director,  
gallup ARTs**



**Michael Bulloch**

**Executive Director,  
Gallup MainStreet Arts  
& Cultural District**

# Why this project exists.



- **New Mexico Arts challenged local arts groups in the state to install several small public art projects in their communities.**
  - They gave each group \$500 in seed money to start the project.
- **gallup ARTs' director Rose Eason approached us to help with what we eventually called the Tiny Art Project**
  - Based in the concept of Tactical Urbanism & the Japanese technique of Kitsugi which is fixing cracks in pottery with gold.
  - The goal of the **Tiny Art Project** is to beautify blemishes in the built environment through very small-scale (and very whimsical!) public art installations.

# What can you do to solve this?

## Our First Steps

- Walk the district like a first time visitor
- Look in all the nooks and crannies, walk down alleys, side streets, and check out public spaces.
- Look for things like cracks, missing tiles, broken concrete, and ugly pipes.

## Most of our issues were on Public Property

- We proposed the project to our Mayor and Council.
- For the first phase we asked for discretionary funds for the project.
- The Mayor and one Council member each gave us \$1500 for a total of \$3000 + the \$500 seed money from NMART.
- Phase 2 was funded by a \$3500 grant from the **New Mexico Resiliency Alliance.**



# Examples of Damage in Gallup:



# Examples of Damage in Gallup:



# Examples of Damage in Gallup:



# Call to Artists



**Gallup is fortunate to have a wealth of talented artists who live in and around town.**

- GallupARTs put out a call to artists inviting them to create something that would "fix" the problem.
- Rose and I developed guidelines for things we felt were appropriate for public art. (see attachments in app)

## Selection of Artists

- We formed a selection committee to review the proposals.
- Rose and I presented selections to Mayor and Council for final approval.
- We created an artist contract and arranged for payment after completion. (see attachments in app)

# Examples of Sketches Submitted



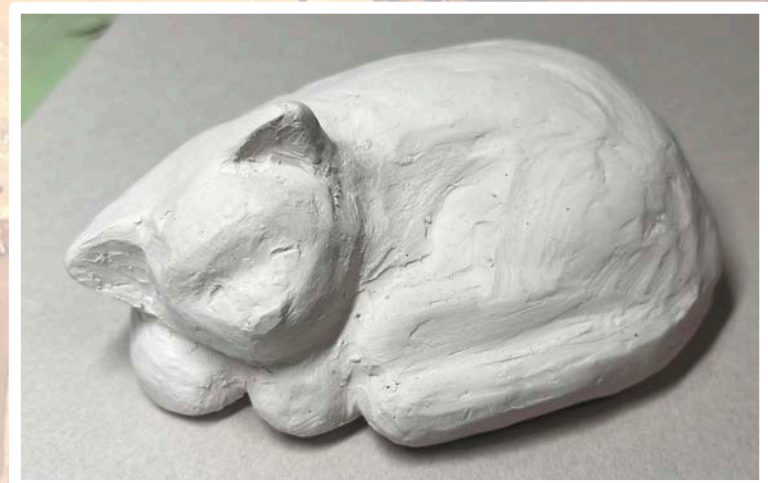
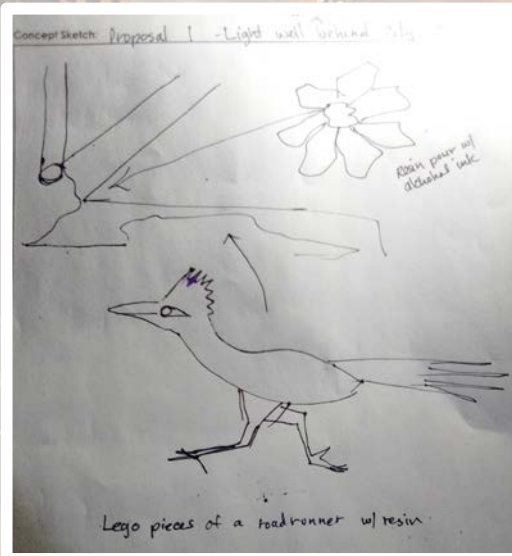
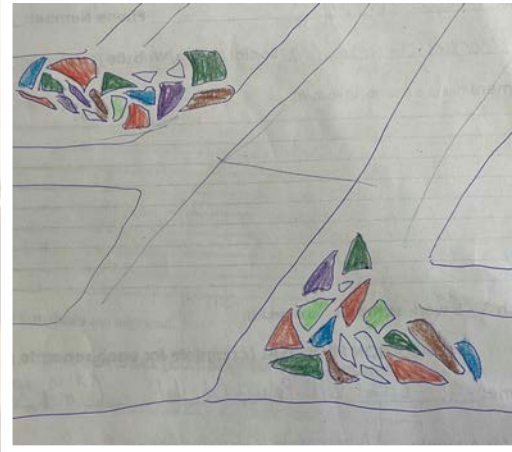
Hi Tasha,

I did this quick sketch of an idea we had, about making a Sculpture of a Navajo Child carrying her lamb. As a symbol of our life source and the powerful Native Women all over the world. I am also open to new ideas. I know it said "Tiny Art Project" so am just curious how tall and how wide are we allowed to make the sculpture? Obviously, a small sculpture will take a few weeks, but the bigger the sculpture, the more metal material we'll need, the more time to complete the sculpture and the heavier it will be.

Throw me some ideas, and we'll figure out how to make it all work.

Thank You!

Casey Tom  
UNM Welding Dept.



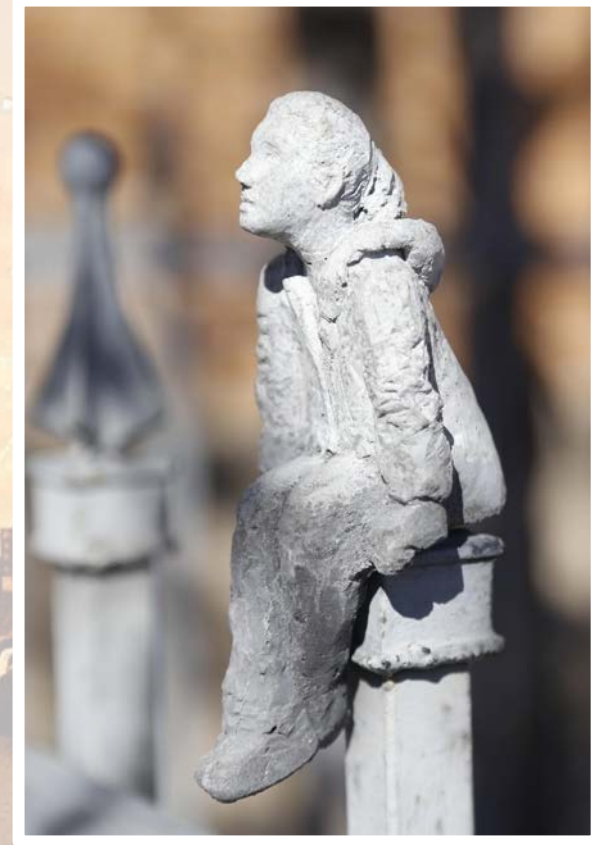
# Examples of Finished Projects



Navajo Girl & Her Sheep by Casey Tom



Seated Girl by Rachel Brown



# Examples of Finished Projects



Resin Embedded Pressed Native Flowers  
by Sheila Nez



Whimsical Garden (rain garden) by Raven Bright



# Examples of Finished Projects



Broken Bottle Mosaic by Katie Shultz-Benally



"Metal Band" by Anonymous

# Thank You!

## Michael Bulloch

Executive Director,  
Gallup MainStreet Arts & Cultural District  
[director@gallupmainstreet.org](mailto:director@gallupmainstreet.org)  
505.879.0366

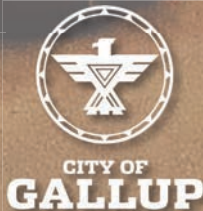


Our Tiny Art Project Partners



gallup  
ARTS

n m a  
new mexico arts



MAIN  
STREET  
2025  
*Now*