Timeline leading to Plan Development:
2016 - Adopted the Northwest River District Master Plan
2017 - RFPs to place a mural on a vacant grain silo in the Northwest River District
2018 - Fort Dodge Fine Arts Association helped City Staff to Commission Guido van Helten
Spring 2019 - Floyd of Rosedale Commission begins. PickItUp Fort Dodge Project begins.
Summer 2019 - Public Art Commission formed under City wing to “plan and oversee public art projects and initiatives that further the City’s vision”.
Fall 2019 - We need a Plan! Let’s do it in-house!
2020 - Are we overcapacity?! Floyd, PickItUp, Public Art Master Plan, Other Projects Everywhere!
Winter 2021 - Engage a Professional: Dan Perry
Spring 2021 - Devise goals and objectives. ADOPT PUBLIC ART MASTER PLAN! ADOPT WORK PLAN!
Summer 2021 - Work Plan Implementation begins.

Fort Dodge Public Art Master Plan - Project Goals/Plan Objectives:
• Build support for and awareness of public art
• Create a shared vision for public art
• Make public art a priority
• Identify resources for public art
• Understand what Fort Dodge has in the way of public art

How it happened:
• Formed a subcommittee of 7 - our Public Art Commission is made up of members representing 12 groups/organizations. We established the requirement for said representation in our bylaws.
• Subcommittee identified plans we like and created an outline of our Plan.
• Subcommittee expanded upon existing Missions and Values to outline “what is public art?”
• Subcommittee established our project goals (aka Plan Objectives - see above)
• Subcommittee inventoried existing Public Art - focusing on visual art that an organization/group represented on our Commission took part in the commissioning of or existing City-owned public art.
• Originally planned for Public Engagement, due to COVID we turned our focus to Professional Engagement. We received a small grant from a local organization to host this session. Dan Perry provided an hour presentation/question & answer session with the Public Art Commission during a public zoom. We provided a list of questions relating to all-things public art in advance.
• Commission met once more following Dan Perry’s presentation in preparation of devising goals.
• Subcommittee Outlined Goals and Objectives.
• Subcommittee Finalized the Plan.
• Commission Adopted The Plan.
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• City Council Adopted the Plan.
• Commission adopted a Work Plan - a living document that is reviewed, at a minimum, annually.

Considerations when devising a Public Art Plan:
• Do you have staff or volunteer capacity to follow a planning process and put the plan in writing? If not, what funding may be available to help you hire to write a plan?
• What is your timeline?
• Do you have the Council’s support?
• Do you already have plans in place that support public art? If so, pull those in!