

ART in BARTOW

PRODUCING, CREATING & ADVOCATING FOR PUBLIC ART

The primary goal of this report is to recommend how Art in Bartow should be organized, funded, and staffed. It includes a summary of the process and recommendations based on interviews, calls, and an online survey.

This report is for internal use only, not to be distributed online. It can be shared with interested parties, but it was not designed for public consumption. Once the full project is restarted and completed, a final report designed by Lara J Designs will be created and presented to the community.

Review of Purpose and Goals

Mission Statement of Art in Bartow Grant Research Program:

Recognizing the arts as a tool for advancing economic development through tourism, the mission is to determine the most effective means to increase public awareness and enjoyment and to provide equitable accessible opportunities for residents and visitors to experience the arts.

While the research grant covers more than what is found in this single report, our current focus is on a recommendation for growth and forward movement. The research began with interviews with local leaders in the arts and in government, as well as leaders of other Georgia communities who are also pursuing growth in Public Art. Overall, there were similarities in the responses of the interviewees.

When meeting with leaders and **representatives from each municipality**, the responses were very positive. We heard: 1. Public Art isn't a current priority among staff and budgets. 2. There is a lot of interest in growing the arts in the area.

When meeting with leaders and **representatives from local nonprofit arts organizations**, the responses included: 1. We like what we've seen recently in the community. 2. How will a new structure affect us going forward? There were also repeated questions as to how it would be funded, reminders that the current structures didn't have a lot of bandwidth to take it on, and assurances that if someone else leads it, it would be supported and appreciated.

When meeting with leaders and **representatives from other communities in Northwest Georgia**, overall the responses were: 1. Understand that this will take time. 2. Make sure you get the structure and plan approved, not just the idea of *more arts*.

Outside Bartow, multiple sources commented that merely having a plan wasn't enough. Numerous communities had paid for and approved beautiful Public Art Plans, and then things ground nearly to a halt with the next steps. Bartow County is unique among the Northwest Georgia communities because we seek to do a project that is inclusive of the entire county. While others have to answer to a single entity, consider a single set of ordinances, and manage a single budget, by taking a countywide approach, Bartow County would take into account multiple decision makers, multiple ordinances, and multiple budgets. We won't be able to grow public art without having a structure around the process: Who will install? Who will insure? What contracts should be in place?

The research points us toward the establishment of The Bartow Public Art Commission - Art in Bartow.

Organization for Art in Bartow

This commission, established by the County Commissioner, would function under the administrative umbrella of the CVB and serve in three specific ways:

1. They will serve the community as a first stop for new ideas.
2. They will set Public Art priorities.
3. They will approve project budgets.

The members should include representatives from Adairsville, Emerson, Cartersville, Cartersville City Government, Cartersville Downtown Development Authority, Bartow County Government, Cartersville-Bartow County Convention & Visitors Bureau, Bartow County Chamber of Commerce - Cartersville, Etowah Valley Historical Society, Georgia Museums, Inc, and educational institutions, among others.

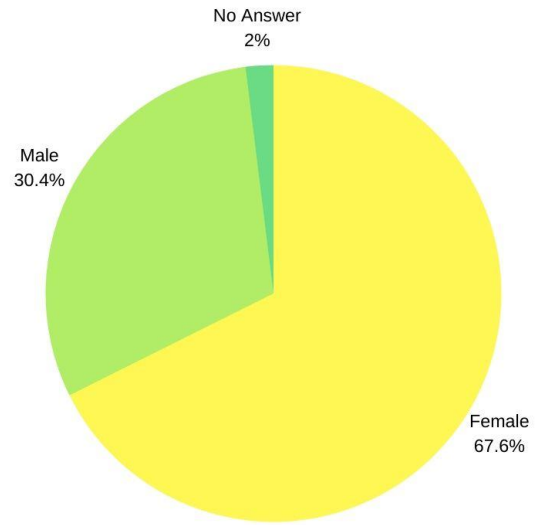
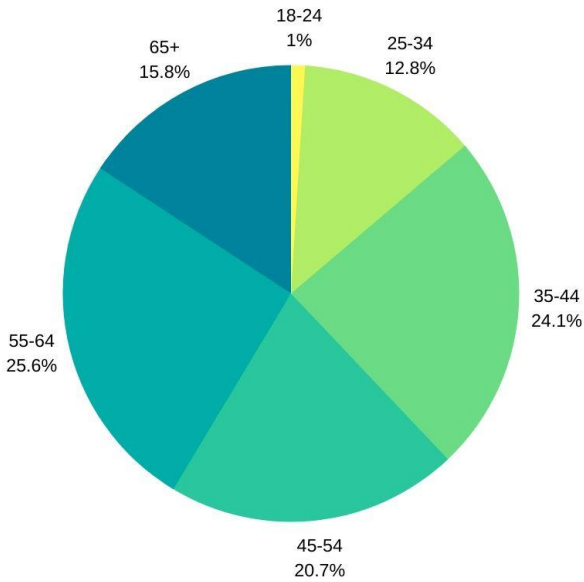
There have been a number of successfully installed new Public Art pieces in the past three years. Those projects have been successful due to the tenacity of key volunteers and the overall desire of the community to see these pieces come to life. These successes confirm the readiness of the community to put a process in place for future growth. To ensure this growth happens in a timely manner, to ensure Bartow County is represented in Public Art conversations across Northwest Georgia, and to ensure these Public Art pieces draw additional tourism to Bartow County, we recommend that an Executive Director role be considered, commensurate with growth. From planning to producing, from advertising to monetizing, having a process in place is only the beginning. Bartow County and the Art in Bartow project can benefit from a representative whose primary focus is the arts.

Certainly no conversation about Art in Bartow can be had without recognizing that things have changed with the coronavirus outbreak. Nationwide, we've seen an amazing surge in online art experiences and free online events and concerts with the cancelation of ticketed events. The arts have shown themselves to be a uniting agent and that is no different for Bartow County.

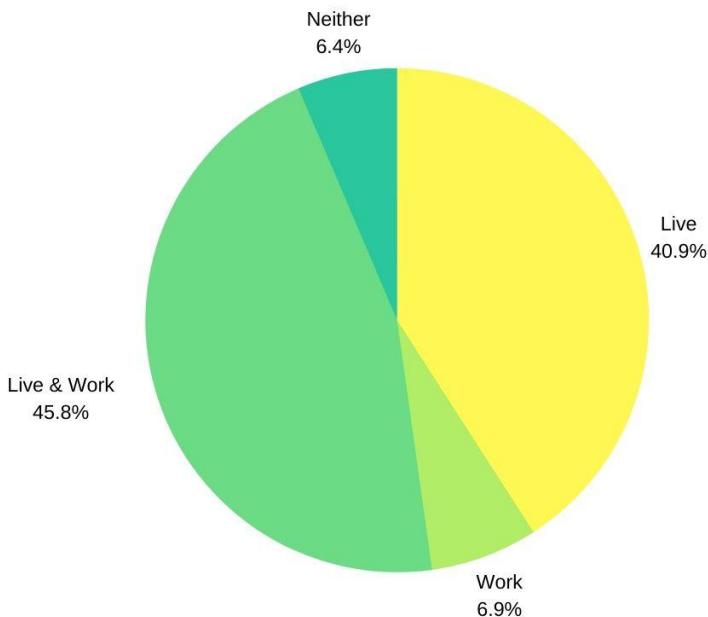
So many projects are already in place thanks to the Art in Bartow Task Force, and others can be finished in a timely way to remind our community that we will pull through and that the future we will create is bright.

The Community Engagement Process: What We Heard

I am:



Do you live or work in Bartow County?:



We were successful in reaching our desired audience for the survey as more than 86% of those answering the survey live in Bartow County. And, as noted on the previous page, we received the majority of our responses from women ages 45 and above, who have proven to be supporters of the arts financially through other data sources.

I would describe Bartow County as:

A County that is rapidly changing from a sleepy bedroom community to a flourishing economic center that offers cultural, sporting and shopping opportunities that adds to the overall quality of life for our citizens.
a county with lots of cultural opportunities
a hidden gem, close to things beautiful with nature
A jewel in northwest Georgia
a lovely place to live with a lot interesting, entertaining, and recreational opportunities.
a metro-fringe county that continues to grow.
A nice place to live
A nice place to live with a lot of untapped outdoor recreation and art opportunities.
a pretty great southern community.
A progressive community that appreciates and protects the past while pleasantly planning for vitality in the future
A progressive county, or trying to be
A progressive, up and coming place to be.
Whether it be industrial, commercial, residential, educational, or cultural entities one is seeking, Bartow has something for everyone.
A scenic, vibrant and wonderful community, in a great location, that continues to grow and improve.
a special place
a sprawling community
a town steeped in history and reaching for a broader awareness of the world while still keeping those small town values.
A wonderful place to have lived for my entire life!
A wonderful place to live and raise a family!
A community of friends and family that cares for others. Been here my entire life!
a wonderful place to live, although its rapid growth is concerning.
A wonderful place to live. (2)
A very active community that looks after the welfare of its residents. Lots to do and see.
A wonderful place to raise a family.
A wonderful place with lots of open space and friendly people and a SUPER downtown Cartersville.
an amazing community changing for the best
An amazing place to live, work, and play
Awesome and Growing

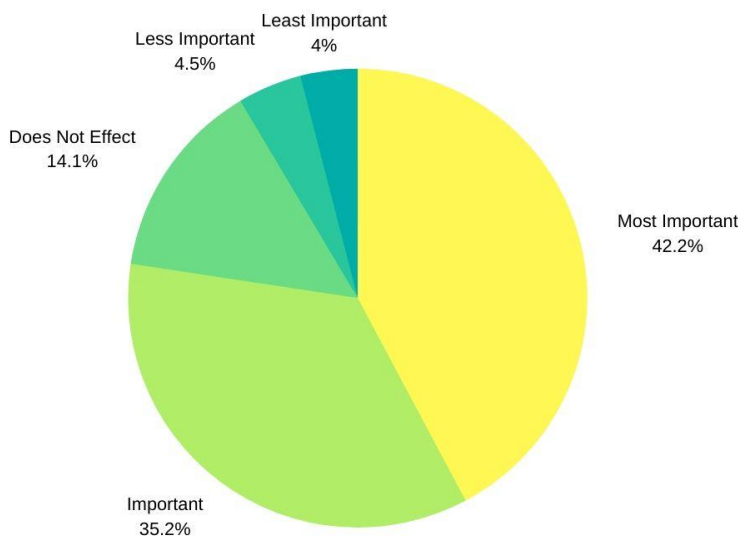
Beautiful (3)
beautiful active community
beautiful mix of countryside, business, and development
Beautiful, Wonderful Close-knit community
Becoming a destination county due to the museums, restaurants, shops and art community.
Busy lifestyle nestled in the foothills
Caring and giving community that must be very careful with future growth.
Changing (2)
Charming (2)
Charming, growing, with great potential.
Close to large cities, however, offers a lot to its people in the way of The Arts.
Conservative, sparse
Convenient, vibrant, growing
easy going community
Evolving
family friendly (2)
Friendly
Friendly and quaint.
friendly, diverse, welcoming
frontier country with ties to old country heritage and big metro convenience
great place to live and for kids to go to school, nicest community by far (4)
Great place to live in.
Great place to live, work, play, and raise a family. Close enough to Atlanta to enjoy the city yet far enough away from the negative aspects.
Great place to raise a family
Great Tourist destination in the NW GA region
Growing (9)
growing in a great way
growing in all the right directions
Growing too fast
growing too quickly but a great place if they slow growth.
Historic & Charming
historic but adapted with responsible growth
Historic, beautiful and inviting
Historic, Progressive, Modern, Quaint
historical
HISTORY ABOUNDS
Home (11)
Home sweet home

I would describe Bartow County as:

Home; Growing Community
 Hometown, personal, loving, close knit.
 I've been here 50 yrs and Bartow has grown-
 I'm glad to finally see some things coming to
 the county.
 Methville
 Mostly quiet and cozy
 My home (2)
 My home, but in need of positive growth in
 small towns, similar to what has occurred in
 Canton GA!
 Needing more art and music venues in the
 county, especially in Adairsville.
 nice
 Not diverse
 Overcrowded
 Peaceful
 progressive
 Quaint and full of interesting venues
 Run down
 Rural (2)
 Rural small town america
 rural towns with friendly people
 Rural, Natural
 Simplicity/simple to live in
 Small but growing
 Small town close by
 Small Town Ready to Embrace Education
 and Growth

small town usa
 small town with charm
 Somewhere between Jesus and John Wayne.
 Southern eclectic
 stagnant with progress
 Supportive & friendly. Bartow County is currently
 a sleepy town on the verge of a great expansion
 in the coming decades. I am very excited for our
 potential growth.
 Supportive to our small business owners, and a
 great place to live and work
 The best county in the world
 The best kept secret in North Georgia!
 The best of all worlds.
 The best place ever to live!
 the BEST place to live
 The center of it all!
 the perfect place to live; close to the big city and
 shopping with a small-town, country feel.
 The perfect place to live.
 Too big of a County!
 Trying to keep up with the Joneses
 unique, OLD and changing diverse small
 community
 up and coming (3)
 Using money for some of the ugliest art in
 Adairsville. Does nothing for the downtown area.
 Visionary
 wonderful place to live

How important are arts and culture to your quality of life?



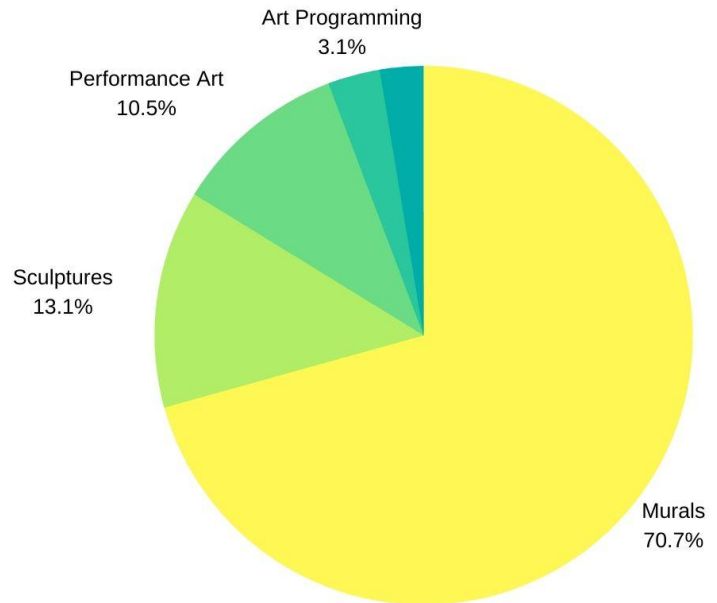
While it is clear in the comments that not all respondents see the arts as a priority, this question confirmed that more than 75% of respondents selected the arts as “important” or “most important” to their quality of life.

A number of these questions asked participants to rate choices in order of importance, so we have two sets of results. First, the actual count of how many times each selection was chosen (by vote) Second, we added weight to the selections, 5 points if selected in the first position, 4 points if selected in second place and so on (by weight).

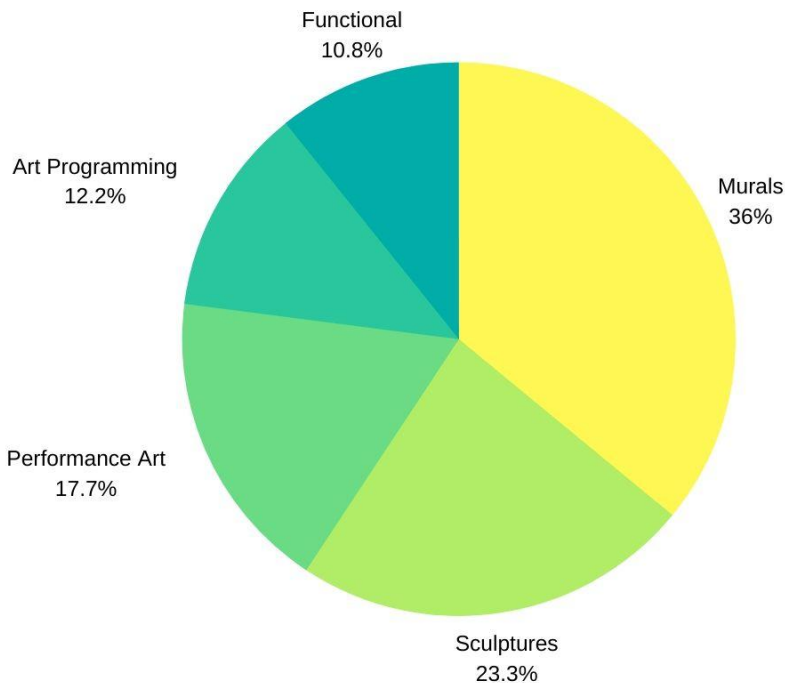
What types of projects would you **most** like to see: (by vote)

OPTIONS:

- Murals
- Sculptures
- Performance Art
- Interactive Art
- Art Programming / Temporary Art
- Functional Art
- Educational Art



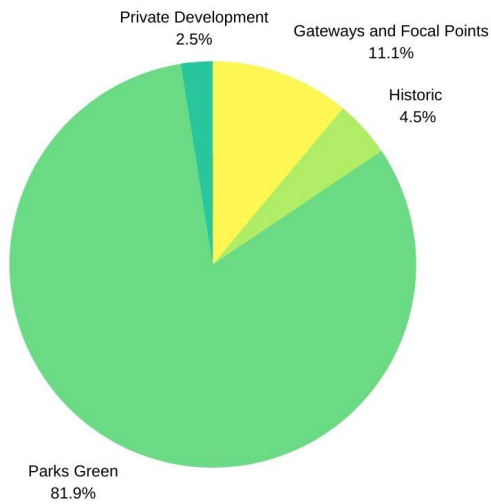
What types of projects would you **most** like to see: (by weight)



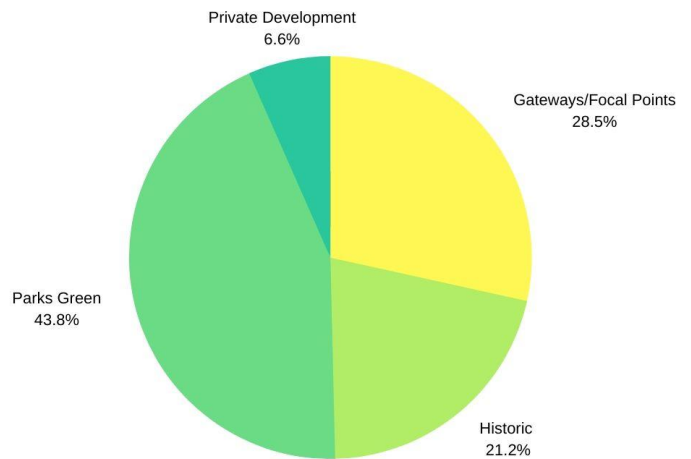
This graph, which shows the weighted results, confirms that while murals were selected by nearly every participant, there is strong interest in the other types of art and the results were more evenly weighted overall.

Where would you most like to see public art?

Parks and Green Spaces / Gateways and Focal Points
 Historic Locations / Private Development



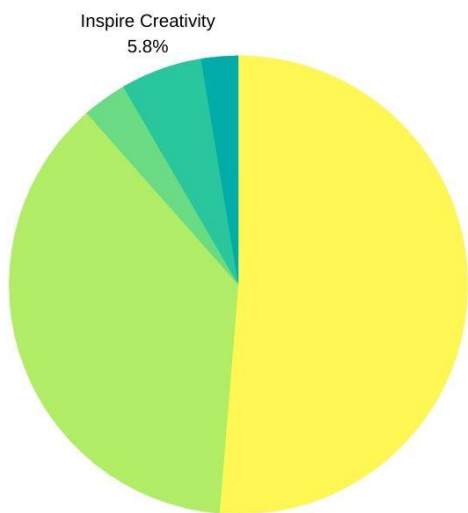
(by vote)



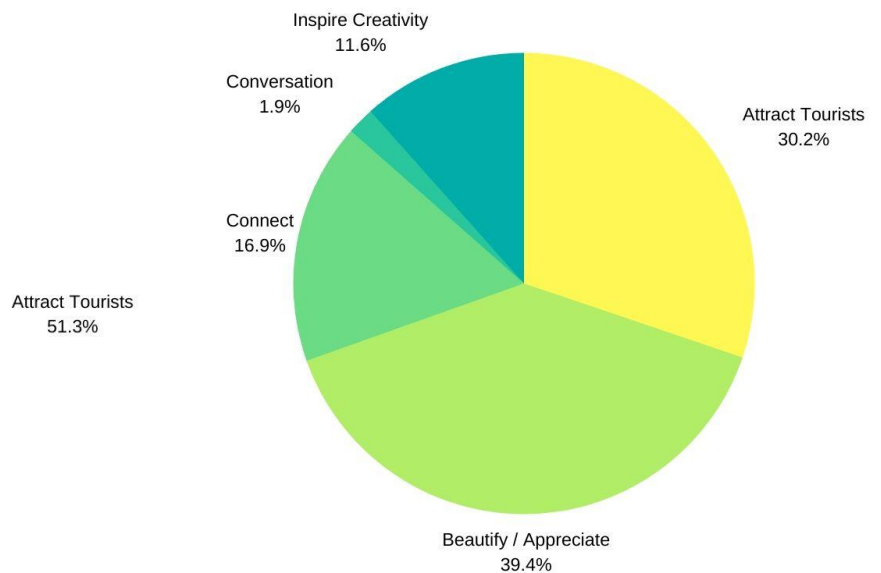
(by weight)

What primary impact should public art have in Bartow County?

Attract Tourism and Growth / Beautify, Build Awareness and Appreciation of Art
 Inspire Creativity / Create Spaces to Connect People in the Community / Foster Conversations
 within Different Parts of the Community / Showcase/Support Local Art Community



(by vote)



(by weight)

How can Bartow County improve their arts and culture offerings?

By being more open and transparent - the downtown mural under the bridge is a perfect example of how uninformed the community was about the program or content being represented and ultimately paid for by others. Information on events and potential programs should be advertised and promoted more through social media as well as traditional means of advertising.

By creating a position for someone whereby that "public art and art for the public" idea can be kept at the forefront. The other option is to create a council or committee with some specific tasks/agenda to push this idea forward each year.

By providing venues and opportunities for residents and visitors to enjoy art in various forms and formats. I love the idea of Pop UPs. Would like to see continuous opportunities to showcase local art and not limit the type of art. Beautify the area even more around the depot and the park area for weekend art show. Install more benches around town for residents and visitors to sit on.

Classes offered to youth.

Communicate and advertise local area performances.

Communicating better.

Continue asking Bartow County residents for input. There are untapped resources of talent.

continue doing what you are doing, there are so many wonderful things happening.

continue embracing the creative nature of Bartow Co.

continue to add visual arts to more public spaces.

Continue to be proactive and encourage and foster the arts as has been done for many years.

Continue to foster performing arts events and venues while creating more visual arts.

Continue to grow its identity as a desirable place to live, which will draw in talented and creative people.

Continue to grow the existing art and find new and creative places to display artwork (from lighting poles, atop buildings, in medians, etc.).

Continue to put more art in Historic Downtown Cartersville where people actually visit and more art that relates to the historical significance of the area. While abstract sculptures are great, remembering your audience and creating something that celebrates the history/area would be more impactful.

Coordinated program like this.

coordination and process

county sponsored committees to expand the arts. provide funds for development

Create a county-wide information source, such as a website or even an email, with a listing of all cultural events available in the entire county, not just in Cartersville.

Education. Involve schools

Encourage new and existing developments to include some form of art. Then recognize their efforts.

Encourage positive growth in areas other than big, metal, horrid commercial warehouses.

EVERYONE MUST GET INVOLVED

Get weirder

Hide these ugly sculptures that are in downtown Adairsville. Put that money to better use.

Highlight artists (chalktoberfest style), workshops,

I don't know. I like seeing sculptures in the square and concerts.

I recommend revolving displays and exhibits to keep them fresh and interesting among local community.

I think by these art shows like in the parks etc. free with maybe some vendors and art products for sale to help with the expense, but something people of all ages can do without a huge cost.

I would love to see more murals on the blank walls of buildings. It would be phenomenal to see the current and future bridge in downtown Cartersville covered in artwork.

How can Bartow County improve their arts and culture offerings?

improve art in the old downtown area
Improve Etowah Indian Mounds and interaction with local museums
Improve music venue(s)
Include musical performance
Including more in Adairsville
Increase special events offered in all areas of the county.
Increase the amount of events
Installing more art in community spaces. Offering affordable studio space for artists.
Interactive art that you would want to take a pic in front of. More color variety & some neat interpretations of local historical events.
Involve the artists in displays
Just continue to execute and bring things here as often as possible.
Just keep adding. Going in a good direction.
Keep doing what you are doing, and moving forward
Live Music! Where's that option? It's also art FYI
Make it a priority (2)
Make it more widespread, not just in Cartersville.
Make it so everyone feels welcome to participate
make offerings more accessible and better publicized. use downtown (tracks) area for more events and festivals, including art, music, food, etc.
Meeting with local artists and remain open to new ideas and different local artists to showcase metal working in a cool, brick downtown space. glass blowing business with classes downtown.
hold the iron pours at Red Top in downtown. Need to attract cool businesses with an artistic bent.
Enlist artists from local schools like GA Highlands, Berry College, KSU.
more advertising for events
More art in public spaces, outdoor gatherings for public to attend artistic events on a regular basis (weekly, monthly).
More art outside of Cartersville
More events promoting local artists
More funding to our art teachers.
More interactive art - add music as well as visual art
More murals
More places to sit and enjoy the art pieces that are placed outside
more plays and musicals
More promotion and awareness of what exists
More public displays
More visible installations (ex. the new mural under the bridge is fantastic, but almost hidden)
Move the art out of Historical Areas
Murals are a beautiful way to attract tourists and engage the younger generation just as the coca cola sign has.
Murals on buildings, spaces with seating and sculpture and plants
Need more events
Not a role of the government. Private entities may do what the market demands.
Not with modern art specially in a historic town.
Offer more affordable experiences
Offer more cultural diversity
Offering different culture and art lessons more frequently.
Open spaces to allow local artist to do their work. Not necessarily make them foll

How can Bartow County improve their arts and culture offerings?

Opening up opportunity to many types of local artists.

Provide educational & performing arts to the public

Pull together a team of local artists to create a large mural on the side of the Legion Theatre. Invite families (kids, parents) to come on a particular afternoon to paint on it under supervision of the team. Make it an event w/ food trucks, games, etc. this is just a START and would get the community involved.

use the windows of our vacant downtown buildings to showcase local art - kids and adults. These are just ideas to get the average person out there to start thinking and appreciating the use of ART in Bartow.

Recognize more than traditional.

Remove the sculptures.

Social Media

Sponsor art-related events, such as a chalk art competition OR a display of art from Bartow County school students

Start using Lake Point for concerts and events

Support diverse artists and art

support local artist

Support our museums

Take down the deformed sculpture guy by the train tracks near Cartersville City Hall.

Tasteful graffiti and murals

Tastefully adding neutral art that doesn't spark political or social arguments

Thank you for this survey. It asks for public input.

The downtown area and/or park areas could be used for shows and other functions more often.

The sculptures are great. A mural or 2 would be welcoming as well.

They should pay artists. The quality of art in Bartow can't be shown in public if the city isn't willing to pay. They will only attract amateurs that can afford to work for free.

too many to list

Try to really keep events going year-round. Summer & Fall are really pretty packed, and that's great.

Utilize the high school

Walking tour of art

We are great with the Booth Museum! I love classic art but don't appreciate most of the art today.

We are in great need of an inclusive environment. Art in and around the cities, where people gather would be an excellent way for one neighbor to look at another, realize they look different, but have this as common ground.

what I have seen has been great

Is there anything else you would like to tell us?

A local talent night or afternoon highlightings local talent and artist. I love the guys that sit outside of Appalachian Grill and pick...great entertainment!!!! Keep it simple!!

Add classical music including guitar

All the arts are vital. The African American History Initiative, committee of the Etowah Valley Historical Society, attempts to preserve the African American history and culture of Bartow and educate the public on this through arts presentations. The first year, the committee was called the Quilt Documentation Project and installed Pathways to Freedom, the sculpture in front of City Hall. It presented an exhibit of the work of 55 black quilters, documented 12 historic quilts, the records for which are at the Bartow History Museum and sponsored a trip to the Columbus Museum of Art to see an exhibit of 100 story quilts by black quilters. The next year the committee transitioned to The African American History Initiative, had a program entitled, A Taste of Africa and this year the program was The Sound of Africa. Next year it will be visual art and again the Black History Celebration Choir performing. In the future, we hope to present a play on the life of Dr. Susie Wheeler.

Art in its greatest form is nature. I'd like to see wildflowers and pollinator gardens

At some point in the process, this person could work with STEM programs to see how adding the A and creating STEAM would be including creativity into the scientific process, which is a wonderful process for developing a well-rounded student with problem-solving skills

Bartow County needs to develop a LakePoint with Motels, Bistros, & Shops. No more delay!

Be tasteful, and keep art non-political
congratulations on recent exhibits

Don't overdo it.

Don't do what has been successful in other communities.

Everything shuts down at 6 or 7 o'clock around here. It would be nice if there were more things to do in the evenings and on weekends.

Get the ball rolling for the arts

Great community but we must continue to grow and improve. Good work with this survey.

Great job starting up this initiative! The sculptures outside the courthouse look great.

How would someone get involved with this group? I have tons of ideas and would love to help make the county better.

I believe in all the arts, in promoting quality production. The Booth has improved the quality of local artists' work by offering excellent classes taught by good instructors.

I can't believe you didn't include music which is also an important form of art... Very disappointing survey

I don't agree with spending taxpayer dollars on art. Tap into the four high school art clubs to provide students with exposure and experience.

I don't think public art should always be by local artists but I do think it should START out that way to avoid people feeling like what's done in Bartow County doesn't involve them.

You want local people to buy into this idea and not alienate them.

I like the mural under the bridge and hope you will beautify other spaces like that. Seattle has a lot of public art and I enjoyed seeing it

Is there anything else you would like to tell us?

I love the art fence, the downtown gallery, and photo./art guilds through the Booth.

I really enjoy the current sculptures that are exhibited through Cartersville.

I think we are doing a great job. There are always areas to improve but generally we are doing a great job. Thanks for all the efforts!

I would love for the downtown ordinances to change to allow for murals (on painted brick and concrete - not on unpainted historic brick)

I would love to see artwork on the exit ramps off 75 and on bridges

I would prefer tax money spent on parks & recreation.

I'm excited about this initiative!

In the west, there are many counties and towns that incorporate art into every new development project. I would LOVE to see Bartow County do something similar.

keep it simple & beautiful without controversial art that would cause strife in our community

Keep it up!

Keep up the good work

KEEP UP THE GOOD WORK!!!

Keep up the great work! Like the artwork downtown. Cartersville is definitely a destination for the NW GA area with the Booth Museum, Tellus Museum and downtown Cartersville. Keep the historic and green space areas and don't over-develop Bartow. Enjoyed the African music at the Presbyterian Church last month too.

Love the local art in downtown Adairsville!

Murals on buildings in downtown Cartersville and Adairsville would look great

Museums in our county make us the ideal location for encouraging the arts!

Outdoor art events are not publicized enough ahead of time. I came from a town that created an "Artisan Alley" and every Friday night you could find artists selling their wares along with food vendors and adult beverages.

There was no charge for entry to the alley and there was seating and music. It was a great place just to gather and catch up on the week. What started out as a very small event expanded into another street and actually revitalized the buildings and street and the area immediately around it because of the popularity of the event. Once a quarter on Sunday afternoons, they would offer the same thing as the Friday evening events. I would love to see this for Cartersville.

So glad you are doing this

Tax dollars should not be spent promoting the arts.

there is a lot of talent in the bartow county area just waiting to be seen

They're an eye sore in downtown. It makes the historic area look trashy.

Use local artists

While I understand art is a cultural desire, I don't believe we should be spending tax dollars on it.

Types of art are subjectively attractive, and not everyone appreciates the same type. Not to mention, why is it so expensive. I would never spend so much of my own money on these things, and I don't want my local government spending my money on these things either. Why don't you tap into the high school art club?