

The Trail Conservancy

2023 Butler Trail Arts + Culture Plan

Parks and Recreation Board

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ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

In Partnership with:



Advised by:

Arts + Culture Committee

TTC Board & Staff

AIPP

PARD

WPD

Austin arts leaders

Arts + Culture TAG

(Technical Advisory Group)

TTC Board & Staff

AIPP

PARD

WPD

Austin arts leaders

Community BrainTrust

Community arts leaders

Organizational leaders

ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

Vision:

We seek for the Trail to be radically welcoming — to embody the voices, presence and power of many groups, to embrace acts of “place keeping” in ways that are meaningful to people.

We seek for the Trail to be a place where people’s perceptions about art, environment, culture and history are engaged, heightened and, challenged by artists, engaged in support of this vision.

We are insistent on recognizing the histories of this place that have not been fully acknowledged, as well as embracing the culture of the surrounding community.

We encourage the thoughtful re-imagining of the Trail in response to the changes that are occurring around it.

We recognize that all of the above are essential for creating a diverse constituency for the long-term protection and stewardship of the Trail.



ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

Artistic Goals:

- Cultivate a body of site-specific art that challenges artists and offers Trail users fresh experiences— environmental, historical, cultural
- Create a sense of place through environmental awareness and the expression of environmental consciousness
- Embrace the connection of the Trail to the world around it — community, city, watershed, ecosystem



ARTS + CULTURE PLAN FOR THE BUTLER TRAIL

Community Goals:

- Acknowledge the history of racial disparities (Asian, Black, Latino, Native communities and others) that have shaped access to and ideas about public space, open space and sustainability in Austin
- Promote healing relationships – for communities, for individuals and for the land
- Create new meanings for users and expand Austin's collective memory about the Trail
- Expand people's connection to the trail, broadening and deepening the constituency that uses the Trail and sustains it.



**The
Trail**
Conservancy



Permanent Artworks

Temporary Artworks

Performance Artworks

Artist Residencies

Community Engagement, Planning & Design Projects

Arts and Culture Programming & Events





Year 1 - 2023

Temporary Projects

Temp. Projects RFQ - Plan & Implement: *Establish a theme; consider a location*

Creative Activation Zone RFQ/RFP - Plan & Implement: *Identify a location & seek proposals*

Partnerships - Plan & Implement: *Fortlandia*

Engagement / Planning / Design

Holly Area Projects: Play Area, Trailhead, Trail Enhancements - Plan: *Organize artist advisory group*

Holly Murals - Plan & Implement: *Collaborate w/ PARD on documentation & restoration*





Year 1 - 2023

Programming / Activities

Music on the Trail - Plan & Implement: *Explore additional locations & formats*

Trail Stories - Plan & Implement: *Continue, expand collection & presentation*



Artists/Creatives Outreach Event- Nov. 20, 2019

Share your Butler Trail and LB Lake Stories- Nov. 22, 2021 to present

Pop-up @ Brave Fest (community event) Nov. 13, 2021

Pop-up @ new Holly Trail Groundbreaking event (community event) Dec 4, 2021

Call for Artists, Designers & Creatives- Jan. 2022 thru Feb. 2022

Online Survey- Feb. 3 thru June 1, 2022

Trail/Community Intercept Surveys- Spring/Summer 2022

Community Workshop - March 6, 2022

Arts+Culture Community Celebration - May 14, 2022

MACC Advisory Board Briefing - Oct. 5, 2022

Arts+Culture Community Pop-up @ Fortlandia Opening- Oct. 8, 2022

Virtual Community Meeting - Oct. 11, 2022

ECC Neighborhood C. T. Mtg. Presentation- Oct. 19, 2022

Engagement #4: Online Survey- Oct. 12 thru Nov. 15, 2022



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Collections Management Policy

Developed under a provision of the City of Austin Artwork Donation and Loan Policy that allows a City department to borrow or acquire artwork without obtaining Arts Commission approval, if it has an adopted and approved Collection Management Policy in place.

Directly applies to TTC Temporary Artworks that are commissioned or sponsored; obtained by loan and displayed



Past Presentations:

- AIPP Panel - March 6, 2023
- Arts Commission - March 20, 2023

Next Steps:

- City Council Agenda - April 13, 2023



Make a recommendation to Mayor and Council in support of The Trail Conservancy's Arts and Culture Plan for Butler Trail and portions of Town Lake Metropolitan Park.

