



Office of the City Manager  
211 South Williams Street  
Royal Oak, MI 48067

## Commission for the Arts Annual Report

January 27, 2017

The Honorable Mayor Fournier and  
Members of the City Commission:

Each year, the Royal Oak Commission for the Arts (ROCFA) is required to report on the progress of its prior year's goals and submit an updated plan for encouraging and supporting arts and culture in the City of Royal Oak.

A report on the progress of the goals and objectives for 2016 (Attachment 1) demonstrates ROCFA's commitment to increasing access and opportunities to participate in the arts for those who live in, work in and visit Royal Oak.

In the early part of 2016, ROCFA initiated a series of work sessions to prepare a long-term strategic arts and culture plan that is intended to foster awareness, collaboration and diversity. This plan is the basis from which the ROCFA develop their annual goals and objectives.

As the reports shows, ROCFA made progress on a number of their goals from the previous year, completing such projects as the 11 Mile Rd. Art Project as well growing the Summer Concert Series and Art Explored. Looking forward to this year, ROCFA is committed to growing their organizational capacity and expanding the impact of arts and culture in the community.

The following resolution is recommended for approval:

**Be it resolved**, the Royal Oak City Commission hereby accepts the adopts the attached Royal Oak Commission for the Arts' annual report and adopts its strategic goals and objectives for the year 2017 to support arts and culture in the City of Royal Oak.

Respectfully submitted,  
James Krizan  
Assistant to the City Manager

Approved,

  
Donald E. Johnson  
City Manager

1 Attachment



Royal Oak  
**COMMISSION  
FOR THE ARTS**

Annual Report 2016

# Attachment 1

## Royal Oak Commission for the Arts 2016

Jason Gittinger  
Chair

Camille Lecoutre  
Vice Chair

Kyle DuBuc  
City Commission Representative

Debra Soverinsky  
Secretary

Jodie Ellison

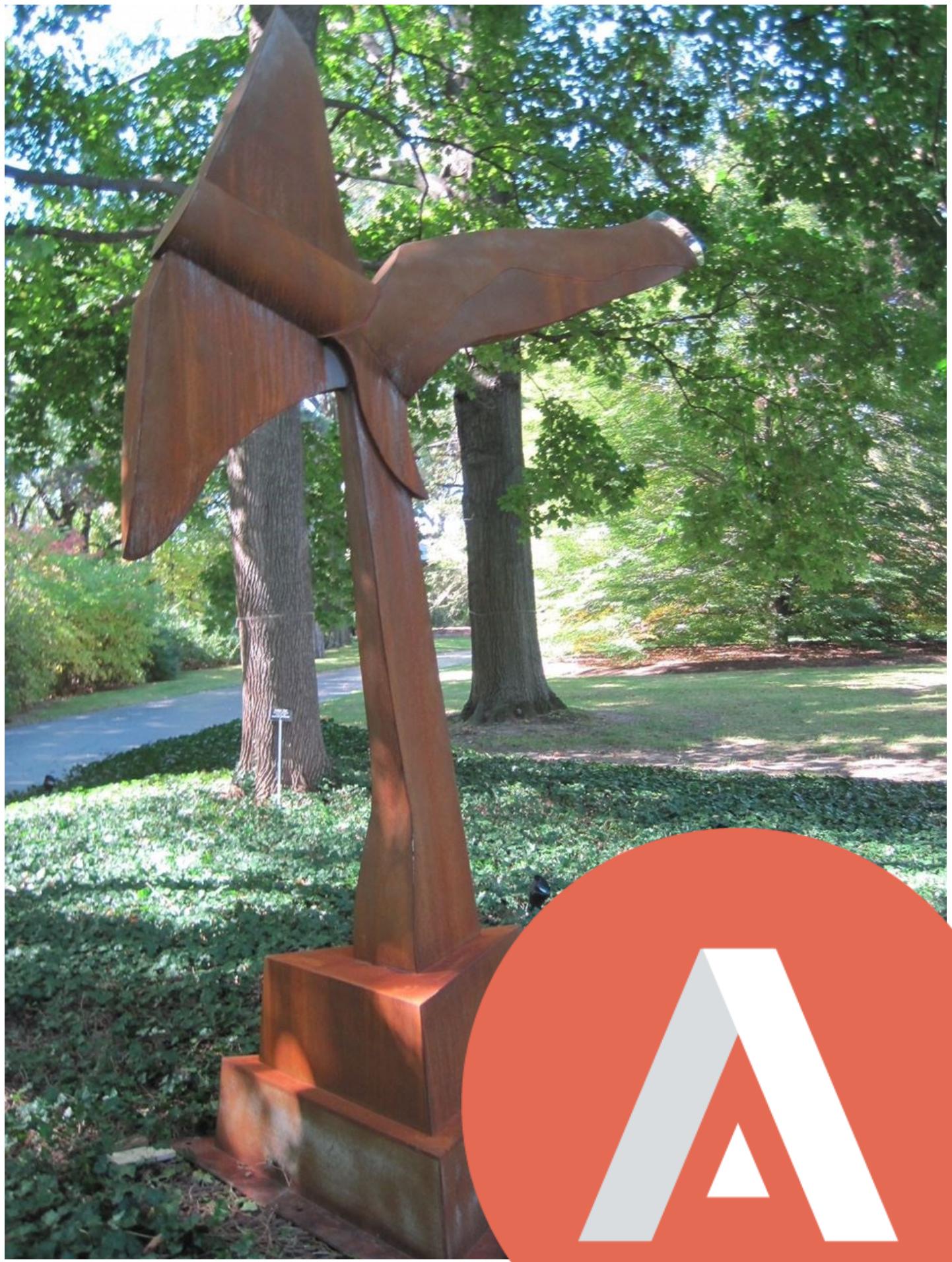
Denise Reske

Gene Meadows

## Royal Oak Commission for the Arts Annual Report 2016

The mission of the Commission for the Arts is to encourage and support arts and culture in the City of Royal Oak.

# Attachment 1



# The Royal Oak Commission for the Arts is pleased to share an update on its activities for 2016.

The outcomes of highlighted goals in this report demonstrate our continued focus to increase access and participation in arts and culture in Royal Oak



Forest Light by Emilie Beadle located at 310 S Troy

## GOAL: INCREASE THE **VALUE** OF ARTS AND CULTURE

For 2016 the Royal Oak Commission for the Arts set a goal to increase the value of arts and culture.

During 2016, the ROCFA continued the widely successful Art Explored program. This year's program featured seven artists. Art installed for this program was installed throughout Royal Oak' downtown. Creating a sense of visual beauty and place in areas such as near parking garages and street corners.

The Summer Concert Series returned to the Center Street Pop-Up Park for 2016. For six weeks visitors were able to enjoy free live music from a variety of acts. For example, children and families were able to enjoy the whimsy of Popsicle Plus, visitors were able to enjoy a plethora of hits performed by the Killer Flamingos, and everyone was able to enjoy the energy of the Twistin' Tarantulas.

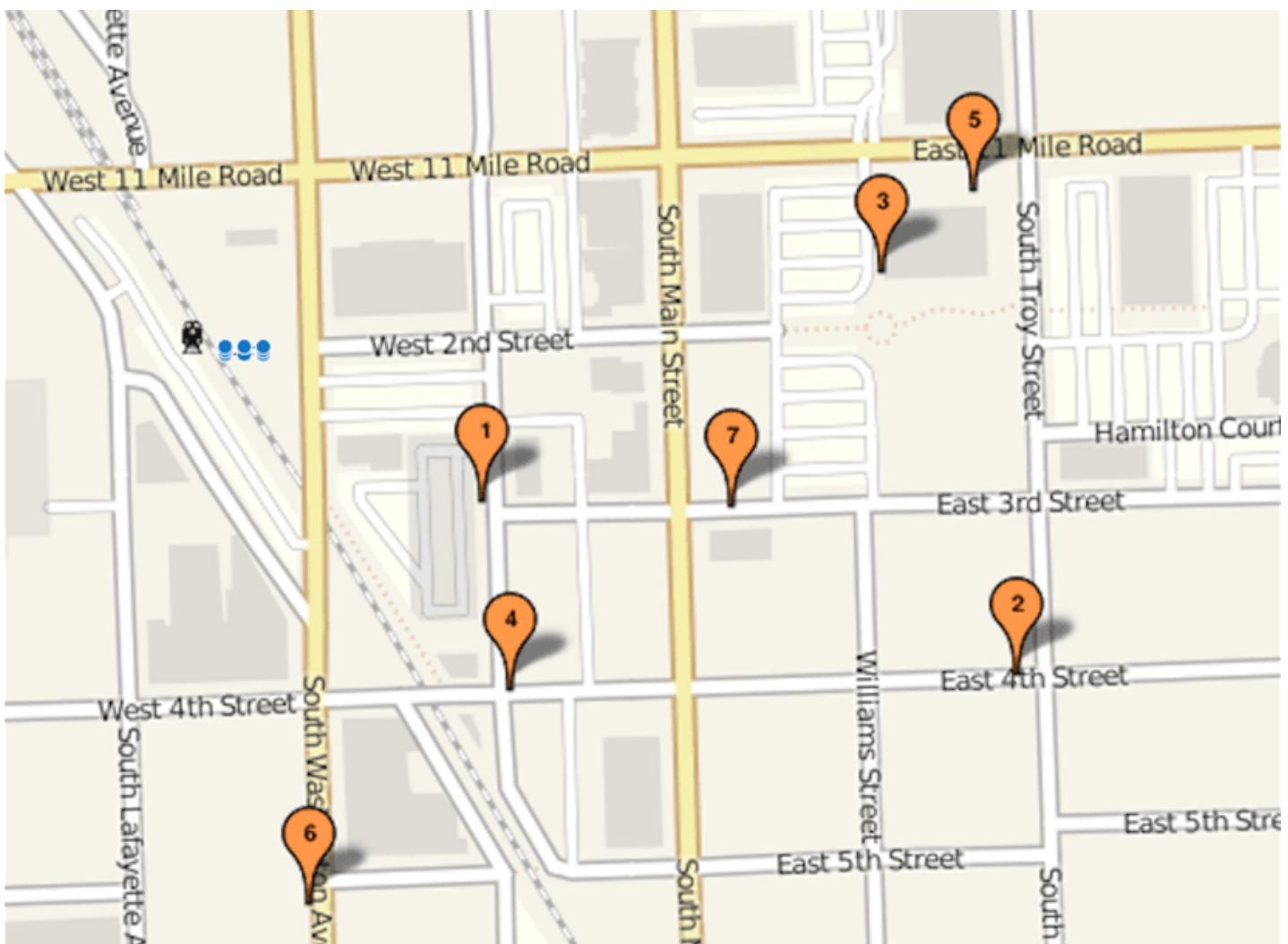
The 11 Mile Art Project was completed this year. Utilizing Community Development Block Grant funding, four pieces of art were permanently installed along 11 Mile Road between Troy Street and Campbell.



*Radar Love, Washington Avenue at Fifth*

# Attachment 1

A map showing the locations of the Art Explored works is available to residents and visitors at [www.romi.gov/arts](http://www.romi.gov/arts)



1. Bee Keeper // Alyssa Klash
2. Forest Light // Emilie Beadle
3. Hot Tamale & the Red Hots // Biz Drouiliard
4. Icicle Spirit // Paul Nilsson
5. Looking Forward // Scott Brazeau
6. Radar Love // David Petrakovitz
7. Year of the Monkey // Eric Millikin

# Attachment 1



Above: An overhead of the Thursday Night Summer Concert Series

Below: A juggler from the Striped Circus entertains the crowd during an intermission at one of the Thursday Night Summer Concert Series

## GOAL: INCREASE THE **COLLABORATION** AMONGST VARIOUS LOCAL AND REGIONAL ORGANIZATIONS

In 2016, ROCFA ccollaborated with a variety of regional organizations to help promote art and culture in Royal Oak.

The 2016 Celebration for the Arts was a collaboration between the Royal Oak Public Schools and the ROCFA. In addition to the Celebration for the Arts, ROCFA collaborated with Arts, Beats and Eats to create the Meters Made Beautiful program which saw parking meters in the downtown painted by various local artists prior to this year's festival.

Moving forward, ROCFA looks to continue collaboration with other organizations including the Detroit Institute of Arts.



## GOAL: BECOME ADVOCATES AND LEADERS FOR ART AND CULTURE

In 2016, ROCFA expanded its role within the Royal Oak City Commission. During this past year, ROFCA Chair Jason Gittinger presented a proposal for a public art project to the city commission which was approved.

Also during this past year, ROCFA was an advocate for arts by helping the Royal Oak City Commission recognize an arts volunteer with a special proclamation during a regular city commission meeting.



Royal Oak Commission for the Arts Volunteer Maria Elliott received a special proclamation from Mayor Jim Ellison at the November 14, 2016 regular city commission meeting.

## GOAL: INCREASE DIVERSITY AND CULTURE

The ROCFA helped to increase culture during 2016 by working with the Detroit Institute of Arts during the Summer Concert Series. During the July 21 evening concert, the DIA set up their DIA Away Mobile art gallery. This encouraged visitors to, "think like an artist."



## MOVING FORWARD

Looking towards 2017, ROCFA plans to continue to grow its current programing as well as its organizational capacity to promote art and culture in Royal Oak.



# Attachment 1



## IN SUMMARY

In 2016, the Royal Oak Commission for the Arts continued to raise awareness, engage community members, and serve to elevate momentum for arts and culture in our community.

# Royal Oak Commission for the Arts 2017 Strategic Goals and Objectives

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## Goal 1: Increase the **VALUE** of Arts and Culture

- Establish community engagement ongoing project evaluating the many ways we value the Arts in Royal Oak.
- Continue to support and grow Art Explored Live- Summer Concert Series
- Maintain and grow Art Explored program
- Support Celebration For The Arts

## Goal 2: Increase the **COLLABORATION** amongst various local and regional organizations

- Partner with local and regional school districts/ Arts educators
- Complete assessment of businesses and non-profits currently providing Arts in our community
- Inventory of art assets in our community"
- Create symbiotic relationship with other local Arts organizations
- Investigate a Community Arts Center

## Goal 3: Generate **AWARENESS** of the Arts and Culture in the City of Royal Oak

- Seek local data regarding the importance of Art & Culture in our community through the use of a survey
- Reach out to local Restaurant and Retail Association
- One day a month Live Music in Royal Oak
- Wine and Cheese stroll with Art stroll
- Heighten marketing and web presence o video for the Arts o Arts calendar o Investigate other cities with great art programs
- Create Business Award for the Arts Champion of the month/year
- Establish musician only loading zone during performances
- Music on Main Street

## Goal 4: Become ADVOCATES and LEADERS for Art and Culture

- Expand role within The City Commission
- Regularly attend and participate at City of Royal Oak Commission meetings during Public Comments
- Present policies that nurture the Arts
- Establish an list of city amenities where public art or event can happen
- Annually attend and encourage The City of Royal Oak Strategic Planning Committee to include the Arts and Culture in City's Strategic Planning"
- Provide training to assist our Commission

## Goal 5: Increase DIVERSITY & CULTURE

- Diversify Royal Oak Commission For the Arts
- Involve community Youths organization, Deaf and Blind community

## Goal 6: Execute a STRATEGIC VISION for the long and short term

- Implement annual Strategic Planning procedures
- Survey of community, community-at-large, diverse groups, stake holders and the never been reached before groups
- Generate a robust creative economy- defining the HOW? WHERE?

## Goal 7: Become a SUBSTAINABLE Commission

- Recruit and involve Volunteers
- Investigate Best Practices in other cities with strong Art Communities
- Establish thank you and engagement strategy for all levels of ROCFA donors
- Define an Operational Budget
- Define Our Needs & Wish List

## Goal 8: Realize ORGANIZATIONAL CAPACITY to strengthen the current structure of our Commission

- Implement Practices and Procedures
- Become engaged in the recruiting and board candidacy
- Create a pool/database of volunteers
- Create an Event Committee