



City of Florence
A City in Motion

City of Florence Public Arts Committee Regular Session

Florence City Hall
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found of the City of Florence website at www.ci.florence.or.us.
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at www.ci.florence.or.us as soon as practicable after the meeting.
- To be notified of Public Art Committee meetings via email, please visit the City's website at <http://www.ci.florence.or.us/newsletter/subscriptions>.

May 23, 2022

AGENDA

4:00 p.m.

Members:

Maggie Bagon, Chairperson
Christine Santiago

Jo Beaudreau, Vice-Chairperson
Kathleen Wenzel

Peggy Meyer
Karl Engel

Serena Appel

Bruce Jarvis

Woody Woodbury, City Council Ex-Officio

Sarah Moehrke, Staff Ex-Officio

With 48-hour prior notice, an interpreter and/or TTY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

COVID-19 UPDATE

The Public Arts Committee meeting will be held virtually via GotoWebinar.

Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/1502432484944483087>

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at:

<https://www.ci.florence.or.us/bc-pac/public-art-committee-speakers-card-0>

1. CALL TO ORDER – ROLL CALL – ANNOUNCEMENTS

4:00 p.m.

2. PUBLIC COMMENTS – *Items Not on the Agenda*

This is an opportunity for members of the audience to bring to the committee's attention any item not otherwise listed on the agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Please sign-in, then state your name for the audio record when called upon.

3. CONTINUING EDUCATION – Christine Santiago

To continue inspiring and educating each other and our community, a PAC member presents each month about public art that excites them! These presentations will be about 10-15 minutes long and help enrich our understanding and encourage participation and engagement in our community's understanding of Public Art.

4. AMERICANS FOR THE ARTS – ARTS & ECONOMIC PROSPERITY STUDY

Presentation by Harlen Springer on the Arts & Economic Prosperity Study – a partnership with Business Oregon, Oregon Arts Commission, and Oregon Coast Visitors Association

Approx.
4:15 pm.

5. PUBLIC ARTS QUEST LAUNCH

Discuss the Launch of the Public Art Quest and the Launch Event on Saturday, May 28 from 10:00 a.m. to 1:00 p.m. at the Siuslaw River Boardwalk

Approx.
4:40 pm.

ACTION PLAN, NEXT MEETING DATES & FUTURE AGENDA TOPICS

Approx.
5:15 p.m.

TENATIVE MEETING CALENDAR

All PAC Meetings are held on the 4th Monday of the Month. Meetings are held virtually unless otherwise indicated

Date	Time	Description
June 25, 2022	4:00 p.m.	PAC Meeting
July 25, 2022	4:00 p.m.	PAC Meeting
August 29, 2022	4:00 p.m.	PAC Meeting
September 26, 2022	4:00 p.m.	PAC Meeting
October 24, 2022	4:00 p.m.	PAC Meeting
November 28, 2022	4:00 p.m.	PAC Meeting
January 30, 2023	4:00 p.m.	PAC Meeting

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

The Public Arts Committee meeting will be held virtually via GotoWebinar.

Expressing Views to the Committee: Citizens wishing to express their views to the PAC may do so in both written and verbal formats.

1. **Written Testimony:** Citizens wishing to express their views to the Committee are encouraged to submit written testimony in one of the following ways:
 - a. Submit written comments via email to Sarah Moehrke, Senior Economic Development Analyst at sarah.moehrke@ci.florence.or.us;
 - b. Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 Hwy 101, Florence, OR 97439
 - c. Drop off written comments at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday 8 a.m. – 4 p.m.) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.

**** Note:** Written comments received at least 2 hours prior to the meeting (May 23, 2022 at 2:00 p.m.) will be distributed to the Committee, posted to the City of Florence website, and made part of the record.

2. **Verbal Testimony:** Citizens wishing to express their views to the Committee may participate in the meeting via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/bc-pac/public-art-committee-speakers-card-0> at least 1 hour prior to the meeting (May 23, 2022 at 3:00 p.m.). City staff will then contact the speaker to let them know the process to participate in the meeting.
 - a. **Public Comments on items not on the agenda:** General public comments (on items not on the agenda) will be allowed at each Committee meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
 - b. **Public Comments on Action Items:** Public Comments will be allowed on each action item on the Committee agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Committee questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

For more information on the City of Florence's Temporary Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/em/public-meeting-during-covid-19>.

Christine Santiago – Continuing Education

Betsy Shultz – Mural Process

Link: <https://youtu.be/MWaiin317JE>

Dear Attendee/Visitor/Audience Member:

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is part of a study to measure the economic and social impact of arts and culture on the Florence Region.* **Your answers are anonymous.** Please complete both sides of the page, then return the survey. Thank you!

- 1. Including yourself and your immediate travel party, how many people are here with you? Include only your immediate travel party. For example, do not include an entire school group or tour group.

Adults (18 or older): _____ Children (younger than 18): _____

- 2. List the total amounts of money that you and the members of your immediate travel party will spend in the Florence Region specifically as a result of your attendance at this performance, event, exhibit, venue, or facility. Remember to include money spent before, during, and after this activity. If exact figures are not available, simply provide your best estimates.

- a) Admission, tickets, or membership for your travel party’s attendance to this activity\$ _____
- b) Food or drinks purchased while attending this activity.....\$ _____
- c) Food or drinks purchased before or after this activity (e.g., at a local restaurant/bar)\$ _____
- d) Groceries or supplies purchased specifically as a result of attending this activity.....\$ _____
- e) Retail shopping (including souvenirs, gifts, books, recordings, art)\$ _____
- f) Clothing or accessories purchased specifically to attend this activity.....\$ _____
- g) Local transportation such as parking, fuel, tolls, taxi/rideshare, bus (exclude airfare).....\$ _____
- h) Child-care specifically to attend this activity\$ _____
- i) Paid lodging such as hotel, inn, Airbnb, private vacation rental (include one night only)..\$ _____
- j) Miscellaneous/not listed above (briefly describe): _____ \$ _____

- 3. What is the ZIP Code or Postal Code of your primary home address? If you are currently staying in a second residence or vacation property that you own, provide the ZIP code for that second residence.

ZIP Code or Postal Code: _____

- 4. Which of the following best describes your primary reason for being in the Florence Region today? (Check only one)

- I am a full-time resident (e.g., I live here, or I go to school here)
- I am a part-time resident (e.g., I have a second residence here)
- I am here specifically to attend this performance, event, exhibit, venue, or facility
- I work here or I traveled here for a work-related reason, but I live somewhere else
- I am here on a vacation, holiday, or personal trip (not specifically related to this activity)
- Not listed above (briefly describe): _____

- 5. If today’s arts or cultural activity was not available in the Florence Region, would you have traveled to a different community to attend a similar activity? (Check only one)

- No, I would have skipped the arts or cultural activity altogether
- No, I would have replaced it with a different activity in the Florence Region
- Yes, I would have traveled to a different community to attend a similar arts or cultural activity

(turn over to continue)

* The Florence Region is defined as the cities of Florence, Gardiner, and Yachats in Oregon.

6. Is today your first time attending this specific activity or visiting this specific venue? (Check only one)

- Yes No

7. How many nights away from your primary residence will you spend in the Florence Region *specifically as a result of your attendance at this activity or venue*. If you are a full-time or part-time resident, and you will not spend any nights away from your home, respond with "0".

Nights: _____

8. Indicate your level of agreement with each of the four statements below regarding your attendance at this arts or cultural performance, event, exhibit, venue, or facility. (Check one for each statement)

- a) "This venue or facility is an important pillar for me within my community."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- b) "I would feel a great sense of loss if this activity or venue were no longer available."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
 Strongly Disagree Disagree Neutral Agree Strongly Agree

The following questions are for research purposes only. This survey is completely anonymous.

9. Which of the following ranges includes your annual household income? (Check only one)

- Less than \$30,000 \$60,000 to \$99,999 \$150,000 to \$199,999
 \$30,000 to \$59,999 \$100,000 to \$149,999 \$200,000 or More

10. Which of the following ranges includes your age? (Check only one)

- Younger than 18 26-41 58-76
 18-25 42-57 77 or Older

11. What is the highest level of education that you have completed? (Check only one)

- Less than high school Technical or associates degree Master's degree
 High school graduate Bachelor's degree Doctoral degree

12. Do you identify as a person with a disability? (Check only one)

- Yes No

13. Which of the following best describe you? (Check all that apply)

- American Indian or Alaska Native or Indigenous or First Nations
 Arab or Middle Eastern or Northern African
 Asian or Asian American
 Black or African American
 Hispanic or Latino/Latina/Latinx or Spanish origin
 Native Hawaiian or Pacific Islander
 White or Caucasian or European American
 I prefer to self-identify: _____

Agenda Item #4



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'Actual economic impact of the arts'



📍 Historic Old Town Florence has a number of locations which display art as part of the city's Art Exposed Rotating Public Art Gallery. The Siuslaw Interpretive Center on Bay Street features "Three Blue Spires," a cast glass and steel sculpture created by Gerry Newcomb, from Seattle, Wash.

By: Mark Brennan/Siuslaw News - Updated: 2 days ago

Posted Apr 16, 2022

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Survey to determine support of local art & cultural events

April 16, 2022 — The financial impact and the benefits associated with art and culture are the subject of a program seeking to codify those benefits right here in Florence.

The Oregon Arts Commission is coordinating the states' participation in the Arts and Economic Prosperity Program (AEP), which will include a survey incorporating data gathered from attendees of culturally related events in the Florence area.

The program is a national effort headed up by Americans for the Arts to quantify and expand the offerings of artists and art related gatherings across the country and to show empirically the financial benefits that accrue from those events.

Florence resident Harlen Springer, one of the founding members of the Florence Regional Arts Alliance (FRAA) and the City of Florence Public Arts Committee, is the current vice chair of the Oregon Arts Commission.

"This is a study that shows the actual economic impact of the arts in a given community. It has been done in the past in other cities in Oregon, but we just initiated the study here in Florence to get actual data in our community," Springer said. "It is done by surveying audience members at arts and culture performances like CROW events, FRAA art shows and Rhody Day events over a 12-month period."

The main goal of the survey is simple. It asks, "How much money do people spend when they attend a culturally oriented event in Florence?"

According to Springer, "This is a big help to nonprofits as they apply for grants and gain support from local business and civic leaders. We have formed a Steering Committee of local leaders and we have been meeting to develop processes to manage this study over the next year."

The need for a clear picture of the money spent locally and the ways in which money is spent will allow for a more informed decision making process for city leaders and local artists.

The data from the survey will indicate how many people participate in culturally related events in this area and provide quantifiable numbers as to the local impact of that spending.

"Sometimes the arts and culture are seen as 'nice' but not 'necessary,'" Springer said. "This data will show the actual economic impact of arts and culture events right here in Florence. Last time it was done, it showed that the impact in Lincoln County, for example, was over \$10 million and 270 jobs."

“Also, every time people attend an arts and culture event, they spend an average of \$43 at local bars, restaurants, hotels and gift shops. So, it helps our local businesses. This data will also help local arts organizations and artists apply for grants and gain support from local businesses and civic leaders.”

Springer has been involved with numerous aspects of the artistic community in Florence, primarily through his work with FRAA and the Public Art Committee. The committee spearheaded the city's growing public art program and resulted in the installation of a mural on the corner of Spruce Street and Highway 126, as well as the installation of the Art Exposed Rotating Public Art Gallery in Historic Old Town Florence.

The AEPP has proven to be a valuable tool when assessing financial impact spurred by cultural events, having been conducted in over 300 communities in all areas of the United States.

The data gathered is proof of the positive impact arts have on communities that invest and promote those types of events and programs.

In Oregon, the importance of art in all of its forms has been recognized by state leaders, as evidenced by the amount of money designated for artistic and cultural events, which has increased in the past years.

“I am very pleased with the way we have been able to help arts and arts organizations who were negatively impacted by the pandemic,” Springer said of the arts commission. “In the last two years, we generated new funding through the ‘Rescue’ plan and the ‘Artist Relief’ plan. We have already awarded about \$2.5 million through these plans and another \$1.5 million is on its way. This is in addition to the \$2.7 million that was awarded through our normal grants. This money was distributed to over 280 arts organizations and 60 individual artists, including FRAA and CROW.”

In order to accurately reflect art-related spending, Springer encourages anyone interested to spend a few minutes providing some basic information on the subject.

“We hope that the local community will help with the study in two ways. When you see our banner and one of our volunteers wearing a lanyard at an arts

and culture event during the next 12 months, please take a few minutes and fill out our survey,” he said.

Additionally, the survey needs volunteers to staff the events.

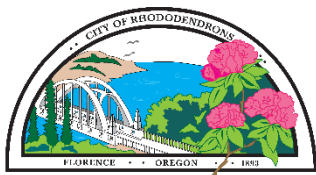
People can contact members of the Steering Committee — consisting of local leaders Kristin Anderson, Bettina Hannigan, Maree Beers, Susy Lacer, Jo Beaudreau and Jesse Dolin — to participate.

For more information or to volunteer to help conducting the survey, contact Springer at harlens@comcast.net.

Learn more at www.oregonartscommission.org.

TRENDING RECIPE VIDEOS

VIDEO NEWS »



City of Florence
A City in Motion

PRESS RELEASE Agenda Item #5

FOR IMMEDIATE RELEASE:

May 23, 2022

CONTACT:

Sarah Moehrke

Senior Economic Development Analyst

EconomicDevelopment@ci.florence.or.us

(541) 991-8276

Discover Florence's Public Art through a Self-Guided Tour

FLORENCE, OR – The City of Florence Public Art Committee (PAC) has partnered with local volunteers and Oregon Coast Quests to create a Florence Public Art Quest, a self-guided educational experience of art, local culture, and architecture in Old Town Florence.

Oregon Coast Quests is a program through the Sea Grant program of the Oregon State University Extension program. Quests are fun, free-choice learning adventures that use clues and hints to encourage participants to discover the natural, cultural, and historical treasures of place and community. Suitable for all ages, self-guided quests allow lifelong learners to explore outdoor spaces in a new way and at their own pace. At the end of each interpretive Quest, participants find a hidden box containing a logbook to sign and a hand-carved stamp to mark their accomplishment.

“Oregon Coast Quests inspired us to create the Florence Public Art Quest for our community and visitors as a way of featuring our Public Art. People are able to go at their own pace, learn new things, and be inspired by what they experience,” says co-chair of the Public Art Committee Jo Beaudreau, who first learned about Questing through Dina Pavlis & Jo-Ann Curtola and their work with Vision Quest.

“One of the goals of the Quest is to provide Questers with an expanded foundation of Art and Culture that is found right here in Florence. In rural communities, residents might have fewer opportunities to expand their understanding and knowledge of arts and culture due to lack of exposure and resources. The Florence Public Art Quest can be adapted for school field trips, senior living centers, multiple people or larger groups being on the Quest at the same time, or people just being out and about on their own. It also was created so visitors of all ages and walks of life may experience Florence,” says Beaudreau.

The Public Art Committee worked to make the Public Art Quest as accessible as possible by multiple test runs with a broad test group, including disabled members of the community. “The Florence Public Art Quest is unique in nature since it is ongoing, born from collaboration, educational on many levels, and entertaining,” adds Patricia Williams, local Artist, who has been working with the PAC to create the Quest.

On Saturday, May 28th, from 10 a.m. to 1:00 p.m., volunteers from the Public Arts Committee will be at the Port of Siuslaw Boardwalk to help guide you through the Art Quest to celebrate the launch of the quest.

PAC also wanted to make sure this was a timeless Quest, so efforts were made to allow for flexibility with changes in our area. Oregon Coast Quests books are revised and released every two years. The Florence Public Art Quest will be featured in the next book, published in early 2023. The current Oregon Coast Quest Book is available for purchase at Books ‘n’ Bears at 1255 Bay Street.

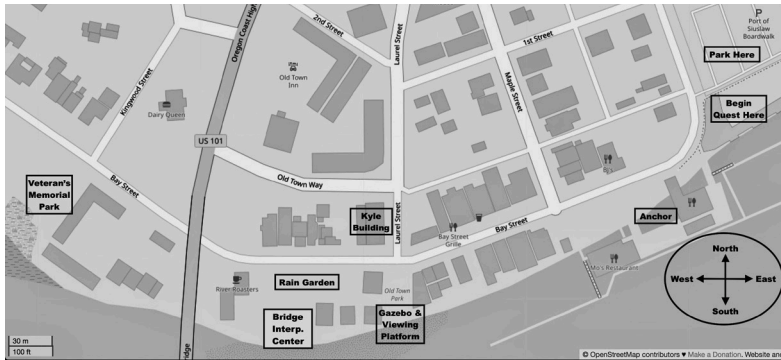
A free handout of the Florence Public Art Quest will be available at the Florence Events Center (715 Quince St), BeauxArts Fine Art Materials (2285 Highway 101 Ste. H), Florence Regional Arts Alliance (120 Maple Street), Siuslaw Public Library (1460 9th Street), Books 'n' Bears (1255 Bay Street), and the Siuslaw News (148 Maple Street).

Visit <https://www.ci.florence.or.us/bc-pac/florence-public-art-quest> for more information about the Florence Public Art Quest. More information about Oregon Coast Quests can be found at their website: <https://seagrant.oregonstate.edu/education/quests>.

PAC was formed in 2015 by the Florence City Council. The mission of the PAC is to integrate art into the daily life of our community, inspiring extraordinary creative expression by enhancing the vitality, economy, and diversity of Florence through the arts.

Questions about the Public Arts program can be directed to Sarah Moehrke, Senior Economic Development Analyst, by email (Sarah.Moehrke@ci.florence.or.us) or by phone (541-991-8276).

###



HOW TO GET THERE

This Quest takes place in the Old Town area of Florence, Oregon. From Highway 101, near the NORTH end of the Siuslaw River Bridge, turn EAST on Maple Street, just NORTH of the Chamber of Commerce Visitor Center. Two tall brown pillars say “Florence Old Town” on the corners and there is a left-turn refuge if you come from the NORTH. Go one block on Maple to the stop sign. Turn left on Second Street and go one block; turn right on Nopal and you will soon see the parking lot on your left. Park your vehicle in the parking lot EAST of Nopal Street. A large grassy area and boardwalk are SOUTH of the parking lot.

WHERE TO BEGIN

Use the map included above to help you navigate during this Quest. Navigate to the SOUTHWEST corner of the grassy area. You will see a three-sided painted tile mosaic. Your Quest begins here.

TIPS TO HELP YOU ENJOY THIS QUEST

During this Quest, you will discover hidden letters. Write those letters in the boxes with matching numbers on the last page of this Quest. The letters will reveal the location of a hidden box.

“Questions to Consider” & “Did You Know?” boxes in this Quest are meant to expand how you experience art during this Quest. Skipping these boxes during the quest will not impact your ability to finish the quest.

You will have a chance to draw things during this Quest. As with all art you make, your answers and drawings are for your eyes only unless you wish to share them with others. Line drawings, “drawing outside of the lines” or writing out something instead of drawing

it are all perfectly acceptable. Skipping an exercise will not impact your ability to finish the Quest.

We hope you enjoy this Quest as you explore Florence’s public art in beautiful Old Town Florence.

LET’S BEGIN!

This beautiful painted tile mosaic art is the perfect place for your Quest start.

Where you stand is where it started. Florence’s Public Art Program is now well-regarded. You need a letter to begin this game. So move around, find the artist’s name.

Did You Know? This painted tile mosaic was installed as part of a public/private partnership (2015), and was the art piece that helped lay a foundation for the City’s Public Arts Committee.

The second letter you find there; Goes into the boxes **Numbered 1**.

Now take a moment and have some fun; Look at all three sides of this column. Pick a creature you like the best; Do not worry, this isn’t a test.



Draw the creature in the space provided; We know you will be extremely delighted. It’s okay to draw outside the lines; The box is just a guide, not meant to confine.

Remember map and compass on page one! They can give direction on this Quest run.

Now move SOUTHEAST you cannot fail. Find a bench next to a rail.

If someone’s sitting in that

Florence Public Art Program Mission:
Integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness, enhancing the vitality, economy and diversity of Florence through the arts.
Learn more here: ci.florence.or.us/bc-pac/public-art-program.

place, Just move to an area near the space.

Looking EAST, see a metal design; This cut metal railing is really fine.

What makes this railing stand apart. Is that it’s a form of functional art?

Did You Know? There are different ways metal can be cut, some of them are: die cutting, laser cutting, or plasma cutting.

Now face SOUTHEAST, a mural in sight. Ocean dwellers are sure to delight.

Art helps this advertiser convey a story about what is in their inventory.

A crab and salmon swim in water blue; First letter of fish type is for boxes **Numbered 2**.

Now it’s time to wheel or walk. It’s not far, so do not balk.

Use the map if you need directions. To navigate to any future Quest section.

Move due WEST to see a treat. A lovely mural along Bay Street.



Questions to Consider: Does this art refer to the community? Did others help make it?

You can’t miss the mural art; It’s an entire wall, not just one part.

Enjoy the mural; It’s really quite pleasant. We’re grateful to the artist who painted it.

A single vowel wraps up his last name. Put it into **Box 3** to continue this game.

Now move WEST and you will see. A large anchor resting not at sea.

Is the anchor art or an artifact? How does that question make you react?

Take a look WEST, find a waymarker sign. Go 2,473

miles and what will you find?

Questions to Consider: Can objects be art even if they were originally intended to be functional? Can you think of some functional objects in your life now that might be considered art 100 years from now?

There are many vowels in the “state” of that place. The second vowel goes in the **Number 4** place.

Did You Know? You may be wondering about other Florence cities, such as Florence, MT. Perhaps you will find your favorite Florence on the other waymarker sign at the corner of Maple & Laurel.

Now march or skip or roll your feet WEST to the corner of Bay & Maple Street.

Once you get there, don’t delay. To move yourself past the busy driveway.

Look to the SOUTH to see art there. Did you know this piece was not always here?

Questions to Consider: What is this art doing here? What does it make you wonder? Are you supposed to interact with it?

Part of Florence’s Art Exposed Rotating Gallery, This piece will soon be gone; that’s the reality.

Did You Know? This is the first location on this Quest that highlights a piece from Florence’s Art Exposed Rotating Gallery. Pieces in the rotating gallery are replaced with different pieces every two years. What you see today might be different the next time you go on this Quest. Pieces in the rotating gallery are also for sale and, therefore, sometimes change before the two year mark.

Enter the name of the piece you see here in case it is different when you visit next year.

Now move WEST past Bay Street doors and notice the architecture of various stores.

Some are *Art Deco*, *Victorian Revival*, and *Arts & Crafts* in the *Pioneer style*.

We’ll tell you a bit about what you will see, but most have been remodeled endlessly.

Stop at 1374 BAY, built in 1970’s day, but done in the Victorian Revival way.

See the former theater across the street; It’s *Art Deco* style and very neat.

Keep moving WEST, but note the signs; Many are lovely artistic designs.

Agenda Item #5

Use the space above to either sketch or write in the name of your favorite shop sign or architecture style.

Stop at 1336 BAY; it’s modern made, too. We like the details, how ’bout you?

Eventually a drinking fountain you’ll see at the corner of Bay & Laurel you’ll be.

Look SOUTH to the art at this destination. Art can be used to enhance a location.

Questions to Consider: Do you think this piece enhances this location and why? What might have inspired the artist? What kind of public art would you make for this space?

Enter the name of the piece you see here in case it is different when you visit next year.

Now it’s time for another hidden letter. Do you think this game is getting better?

What type of gallery is Art Exposed? First letter into **Box 5** is where it goes.

Now it’s time to see something neat. Look around for a plaque beneath your feet.

Don’t see it? Try moving NORTH a few bits to find the place where it sits.

If you don’t see it, look all around. It’s definitely there on the ground.

This little plaque honors those who ran the Oregon Dune Mail Run - a 27 year span!

Now it’s time to get your letter fix. First letter of the fourth number is for **Box 6**.

*Did You Know?*The Oregon Dune Musers’ Mail Run is believed to have been the world’s longest organized dry-land run for dog teams and took place each year the first weekend of March to coincide with the start of the Iditarod race in Alaska. Dogs carried “mail” across the Oregon Dunes from North Bend to Florence. The event included dog teams of 4 - 5 to 10 - 12 dogs traveling in different class groups, covering a distance of 75 miles over a two-day time period. The trail took participants over roads,

trails, beaches and huge sand dunes and into the communities of Lakeside, Winchester bay and Florence. Learn more at OregonMusers.com



The lower water bowl honors sled dogs with heart; The fountain is an example of *industrial design* art.

Now move WEST only a little bit more; To a brick pathway at left, just before the store.

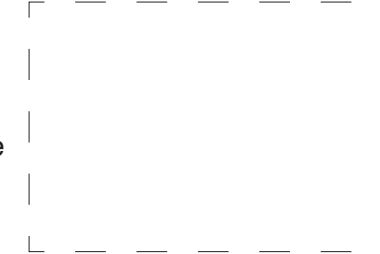
Sign says no dogs, but that’s for the grassy park; So bring your pal with you, but please don’t bark.

Cross the bricks heading SOUTH as you go, All the way past the wooden gazebo.

Keep heading SOUTH to the river’s edge. Move onto the platform; it’s a fenced-in ledge.

Look WEST from platform’s southernmost ridge. Notice our lovely Siuslaw River Bridge.

Did You Know? Perspective is the art of drawing solid objects on a two-dimensional surface so as to give the right impression of their height, width, depth, and position in relation to each other when viewed from a particular vantage point. Make a quick sketch of the perspective of the bridge as you see it from this location. It’s okay to draw outside the lines of this box.



Now turn around and face the NORTH. Do you see the gazebo standing forth?

A gazebo is sometimes referred to as a folly. We like that name, we think it’s just jolly.

Did You Know? In European landscape architecture (a form of art), a “folly” (from French folie, “foolishness”) is a costly, generally nonfunctional building erected to enhance a natural landscape. In the United States, the term “folly” is used also to describe ornate gazebos or garden pavilions.

A weathervane sits atop the gazebo. Its job is to tell the direction of wind blow.

Can you tell which way the

Did You Know? The arrow on a weather vane points to the direction from which the wind is blowing. So, if the wind is coming out of the northwest, for example, then the arrow will point toward the northwest.

wind is blowing? The arrow tells you from where it is flowing.

Don’t leave the platform just yet, okay? It’s time to continue our Quest play.

See sign about “Siuslaw Bay Wildlife” to read. What type of seals swim here and feed?

The first letter of their kind indeed. Is for **Box 7**; it’s what you need.

Now move NORTH and bricks you’ll meet. Follow bricks NORTH to reach Bay Street.

Look across Bay, at Kyle Building stare. See a tall false front way up there.

Did You Know? The Kyle Building is very late “Pioneer” Arts & Crafts style. It is considered West Coast style because it is built from lumber which was widely available on the West Coast at the time it was built. Note that the double-hung window (top center) was typical for this type of building during the last century and the cornices & corbels were not custom made, but rather the type that would be considered “off the rack” or purchased from a catalog or store. Cornices & corbels (decorative projections beneath the eaves of a building) on the west coast were often made from wood (which was widely available) whereas on the east coast, they would have been made from tin (which was highly available in that area).

Upper floor, once a roller rink, dance hall too! Was a gathering place for big to-dos!

Some in our town now in adulthood took ballet lessons there during childhood.

Artists seem to like this location best. They live there now and in the past.

This building is famous, one of our best. Want to know more? Take *Historic Old Town Quest!*

Look WEST down the street and you will see the “really old” buildings of our city.

Start moving WEST, that’s the way, If you want to finish this Quest today.

Move past two driveways in a straight line. Stop at the “Historic Old Town” sign. Behind the sign, a rain

garden’s swale, with Art

Questions to Consider: Would this art look different in daytime vs nighttime? How did this Art get here? What is it made of?

Exposed beyond the rail. Enter the name of the piece you see here in case it is different when you visit next year.

Did You Know? Works of art can be viewed from different vantage points; when looking at art, be sure to look at it from different points of view and think about how the artist would want his or her work viewed. Later in this Quest, you will have a chance to view this piece from a different vantage point and decide if this piece works from all angles.

“Welcome to Historic Old Town” please read to find the next letter that you need.

Bay Street wasn’t always the name of the street you’re on for this game.

The second old street name of late. Fourth letter of that name is for **Box 8**.

Question to Consider: Turn back to the drawing of the bridge you completed previously. Now look at the bridge from this location. How has the perspective changed?

Now head EAST, that’s LEFT, my friend. It’s certainly the direction we recommend.

Stop at the lamppost; it’s pretty close. Victorian in style; is it grandiose?

Now to the SOUTH, look that way, See the Art Exposed art there today.

Question to Consider: Is the art permanent or temporary? How was it made?

Enter the name of the piece you see here in case it is different when you visit next year.

Did You Know? Art can be used to show off a setting or a setting can show off art; How do the setting & piece of art that you see here complement each other? Location & placement are considered by the artists & the Public Arts Committee when selecting art pieces for our rotating gallery.

Turn your body, face WEST, don’t delay. See the Rain Garden sign straight away?

The filtering process is a four-step design. Step Four’s first letter is for **Box 9**.

Traveling SOUTH is the way you must trek to reach the river viewing deck.

When you reach the deck, it’s time to enter the Siuslaw River Bridge Interpretive Center.

Question to Consider: Turn back to the drawing of the bridge you completed previously. Now look at the bridge from this location. How has the perspective changed?

The sea lion perched here is one of twenty all painted by coastal painters aplenty.

Did You Know? There are other types of arts, such as performing arts, that you can see at our Florence Events Center. The Dancing with Sea Lions project was a fundraiser for our Florence Events Center on the 20th anniversary of the center. Learn more about this project and where to see the other coastal sea lions at DancingWithSeaLions.com.

The sea lions were auctioned off to raise money for performing arts these days. Take a look at the sea lion's sign. The name of the project is real fine.

What type of movement is in the "project" name? Last letter, **Number 10** for your Quest game.

Now look WEST to a large painted sign that we think is a lovely design.

It tells what the neighboring building was for, but now they sell coffee, tea and more.



The Bill's Auto painted sign was done by local artist and signmaker Stuart Henderson.

Did You Know? The Bill's Auto sign is an example of Graphic Arts, a traditional category of fine arts, including any form of visual artistic expression (e.g., painting, drawing, photography, printmaking), usually produced on flat surfaces. Design in the graphic arts often includes typography but also encompasses original drawings, plans, and patterns for the decorative arts (e.g., furniture, tapestry, ceramics), interiors, and architecture.

Take some time to read all three signs. Learn about our bridge design.

Other signs here are of the category to teach about nature and history.

The "Siuslaw River Heritage" sign please read; it has the next letter you will need.

Who gave gifts? Find the name. The Siuslaw River is one and the same.

Siuslaw People have a language of their own; This is their name by which the river is known.

Space 11's letter is there to

see, in their river's name, it's letter three.

Now it's time to move your feet; More art is waiting for you to meet.

Move NORTH now to this deck's entrance; Read the directions in the next sentence.

As you leave the viewing deck, it's best to go LEFT, so you're heading WEST.

Wind yourself along the walkway here. Until you find another platform, a bench is there.

Behind you look to your NORTHEAST Art in the rain garden for eyes to feast.

In summer the bushes grow tall with leaves new changing the look of your current view.

Questions to Consider: You are now looking at this piece of art from a different vantage point. How do you think this piece of art works from these different vantage points? Which perspective do you like better? Do you like the location of this piece?

Art's views, perspectives and even sounds may be ever-changing as you move around.

Did You Know? Working with nature in Landscape Architecture can enhance our environment and continue the tradition of natural beauty; it sometimes can be more easily maintained, too. By using Landscape Architecture design techniques, placement of art can help create a sense of space.

Take your time, enjoy, then move along. NORTHWEST is the way, you can't go wrong.

Now you should be back at Bay Street - Stop! Take a moment to halt your feet.

As you exit the garden near a patio, another art piece you'll get to know.

Questions to Consider: What does this piece remind you of? What do you think is the meaning of this piece?

Do you like the piece that you see? Some say yes, others might disagree.

Enter the name of the piece you see here because it might differ when you visit next year.

Now look WEST, above the roadway, what is that structure crossing Bay?

A six letter word you've drawn before. First letter, **Box 12**; now let's go explore.

Did you know? It's acceptable to not like a piece of art. It is always good to ask yourself why you like or do not like a certain piece of art. If you do not like a piece of art, ask yourself if there are components of the piece that you do like (perhaps a portion or a color or the material)?

Sometimes art can be controversial. When this happens, it is an opportunity for people to begin a discussion about what they are seeing and how it makes them feel. What do you think about the piece of art you are looking at now? If you are in a group, ask others how they feel about this art piece? It's okay if you disagree. Opinions may differ, but all are okay and valuable.

Move your feet WEST, right along Bay - You've got to finish this Quest today!

Stop before you reach the bridge; Turn LEFT and move, just a smidge.



Move to the signs there's more to learn, and another Quest letter for you to earn *Art Deco, Moderne, Gothic & Egyptian* styles influence our bridge's lovely arches and piles.

Questions to Consider: As you stand beneath the bridge, move left and right. How does it change the perspective of the bridge supports? These bridge supports are a form of Gothic Style arches (which are often pointed in shape). Are you noticing any reflections on the water today? The wind and position of the sun may create different types of reflections & colors or none at all. What do you see today?

Move left, move right, pick a spot; Draw the bridge view that you've got.



Use the space provided to sketch the bridge's perspective from this location. How has it changed from the perspective in your previous sketch?

If you're Questing with a friend, share (if you want) the perspectives you've penned.

If you all stand yards apart, each may have quite different art.

Wait! There's more for you to ponder before you move yourself off yonder.

Move to the WEST side of

the bridge to see - A printed sign telling about bridge history.

An American Civil Engineer named McCullough was really quite an artistic fella.

He designed our bridge and many more 23 in total was his bridge score.

Second letter of his first name for **Box 13** in this Quest game.

Did You Know? The book "Crossings" by Judy Fleagle & Dick Smith has more information about the beautiful bridges along our coast.

Like many 1930's bridges in our nation, this was built by the Public Works Administration.

The PWA supported artists and arts for this we are grateful with all our hearts

Continue WEST then take the sidewalk NORTH - Then onto Bay Street, please go forth.

Head WEST on Bay to the next landmark Florence's own Veteran's Memorial Park.

You have two blocks to wheel or walk, so take your time, relax and talk.

When you reach the park's sign, take a moment to notice the design.

Did You Know? The park sign carving is known as Relief Work. Relief (also called rilievo, from Italian relieveare, "to raise"), in sculpture, is any work in which the figures project from a supporting background, usually a plane surface. Reliefs are classified according to the height of the figures' projection or detachment from the background.

This sign shows all of the different branches of the armed forces. The armed forces use the arts to enhance their work. Some of the arts they use are language arts, photography, music, visual arts, culinary arts and more.

We are very proud in our community because Florence is a Coast Guard City!

"Coast Guard City" is an honorary designation intended to recognize communities of special importance to the U.S. Coast Guard. Trying to rhyme that was just too hard!

Four-word slogan of Merchant Marine, Second word, first letter for **Box 14**.

Did You Know? The Merchant Marine is the fleet of ships which carries imports and exports during peacetime and becomes a naval auxiliary during wartime to deliver troops and war materiel.

Now move SOUTH along the wall where many loved ones are recalled.

Although this Questing is a game, take a moment to read at least one name.

Pause for a moment in retrospect; Please pass these names with respect.

At the last wall, first & lowest tile, Roy's middle name is one of style.

First letter of his middle name seen, is the perfect letter for **Box 15**.

SOUTHWEST is a bench at the end; Your last letter is there, my friend.

Have a seat and take rest; Peruse bottom tiles from east to west.

Near the center, VFW _____ 3232 is there; What's the word that's missing here?

The 5th letter of that missing name, Goes in **Box 16** to complete this game.

Read the answer that you've created.

Here's how to find the place that's stated: From the location where you stand.

Look NORTH and see flags at hand.

Did You Know? Flags and banners are often used to bring attention to an area or event. The movement of these flags brings to mind other types of art forms that involve movement, such as interpretive dance, kinetic arts, theater, ballet, etc. Can you think of an art form not listed here that involves movement?

Before you move, read the following bits to help you find where our box hangs, not sits.

It's helpful to understand that this spot is most easily accessible from the parking lot.

Look for where the bushes start. There you begin the answer's counting part.

Count the poles from south to north, then move to that spot, venture forth.

One final note, our Quest is wheelchair accessible; Please **RE-HANG** the box So for ALL it is "gettable" - Thank you!

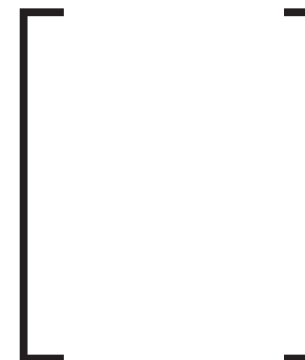
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Use the stamp in the box to mark the square below and keep this guide as a souvenir.



City of Florence Public Art



The City of Florence Public Art Quest is a fully accessible quest that takes you on an enjoyable journey through beautiful Old Town Florence. The Quest follows the banks of the Siuslaw ("Sigh-YOU-Slaw") River and introduces you to a wide range of different art styles. Learn about art, art styles, and Florence's Public Arts Program while you discover a number of public art installations along the way. Additional artwork such as architecture, commercial art, industrial art, etc., that make Old Town Florence exciting and unique are included during this Quest. You'll even have a chance to create your own artwork along the way!

Learn More:
ci.florence.or.us/bc-pac/florence-public-art-quest

Feel Free to Share on Social Media!
 Use #FlorencePublicArt & #PublicArt



Established: 2021 by Maggie Bagon, Jo Beaudreau, Jo-Ann Curtola, Peggy Meyer, Sarah Moehrke, Dina Pavlis, and Patti Williams, on behalf of the Florence Public Arts Committee and the City of Florence, Oregon.

Box Monitor: Florence Public Art Committee