

ART ON TRAILS CONNECTING COMMUNITIES (GREENVILLE COUNTY, SC)

Income

Amount requested from the Arts Endowment: \$ 145,000

Cash Match:

Greenville County (FY 2013) \$ 20,000

Greenville Rec (FY 2014) \$ 20,000

Daniel-Mickel Foundation \$ 3,500

Private gifts and donations \$ 3,000

Total cash match \$ 46,500

In-kind Match:

Swamp Rabbit Station Park (cost of completing Phase 1 of pocket park) \$ 50,000

Donated mini-locomotive \$ 10,000

Additional land donation (Greenville County owned trail right-of-way) \$ 10,000

Greenville Rec, MAC, & Greenville County staff time (see below) \$ 28,818

Total in-kind match \$ 98,818

Total project income: NEA request + Match (Cash & In-kind) \$ 290,318

Expenses

Direct Costs:

Greenville Rec staff \$ 5,500

MAC (Director) \$ 1,800

MAC (Director of Operations) \$ 900

MAC (Director of Education) \$ 450

Greenville County staff \$ 13,576

Fringe benefits \$ 6,592

Swamp Rabbit Station Park (cost of completing Phase 1 of pocket park) \$ 50,000

Donated mini-locomotive \$ 10,000

Additional land donation (Greenville County owned trail right-of-way) \$ 10,000

Artist(s) fees: 4 art pieces @ \$18,000 each \$ 72,000

Promotion (publication and distribution) \$ 6,000

Construction: grading, viewing plazas (4 locations) \$ 103,500

Impact assessment (see Outcomes & Measurements in narrative) \$ 10,000

Total Direct Costs \$ 290,318

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a) Major project activities: Public spaces. The Art on Trails Connecting Communities project will start on Greenville's already successful Swamp Rabbit Trail, a rails-to-trails conversion, which sees over 359,000 users annually. Greenville County owns approximately 12 miles of the railroad right-of-way where the Swamp Rabbit Trail runs between the cities of Travelers Rest and Greenville. The Greenville County Recreation District (Greenville Rec) operates and maintains the trail. The Greenville County Greenways Master Plan calls for the Swamp Rabbit Trail to extend from the Greenville/Laurens counties border to the south to the North Carolina border to the north, for a distance of over 58 miles. The length and different uses of the Swamp Rabbit Trail continues to grow as the Greenville Rec seeks new routes to expand the trail.

This Art on Trails Connecting Communities project will draw people together through the placement of public art on the trail that engages interaction between neighbors and communities. The installation of pieces of art will create "pocket parks" along the trail and not only provide space for enjoyment of art but will be designed to serve as locations for performing arts. The art and these pocket parks will become unique destinations on the trail that will be designed to provide full accessibility to all trail users including those in wheelchairs and handcycles. The intent of Greenville County is to create public programming around these pieces of art, including *Rhythm on the Rail*, a performance art program that chronicles the history of music where different genres are performed at each one of the pocket parks.

The county's Planning Division hosted several workshops, including a branding session, for the Berea community to develop an identity representative of the area, e.g., logo, slogan, and signs, which will be used throughout the community to define its boundaries and create a better sense of place. A resident noted on these efforts, "This new branding will foster community pride and help to build a better Berea." Approximately 300 people have participated throughout these efforts. One of the newest pocket parks on the trail is the "Swamp Rabbit Station" in the Berea community. This site is currently under transformation thanks to the Leadership Greenville Class 39 (LG 39). LG 39 will restore an old railcar, add play elements and engaged educational features at this location. A local rail-equipment-restoration business owner donated a mini-locomotive that will be stationed in front of the restored railcar. This site will also include a mini-amphitheater, a space available for installation of sculpture, and a mural. Plans are to make this site the gateway to the Berea community. Additional information on these efforts may be found at <http://swamprabbitstation.com/>.

Action plan, process and criteria for the selection of artists:

Upon notification by NEA of grant award and based on input from the Berea community residents, the Metropolitan Arts Council (MAC) will issue a call for entries with details of the project and a timeline among its visual artist membership for the sculptures proposed along the Swamp Rabbit Trail. MAC maintains a database of over 1,000 local artists. The request for sculptures will include the following: Background, Details, Design & Materials, Exhibit Sites, Selection Process, Submittals of Consideration and Calendar. Artists' work will be selected by an anonymous panel consisting of art academics (representatives from Furman University, the South Carolina Governor's School for the Arts & Humanities), community leaders and county and city officials. If necessary, the panel will also include members of the Commission on Art in Public Places, a city commission that oversees the installation of public art.

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b) Goals and Impact – One the goals is to spread art further out into communities rather than just around the typical locations of in and around city centers while doing it in a manner that provides an extremely high level of exposure in an environment that lends itself to contemplative lingering. Through thoughtful collaborative design of the space surrounding the public art work, the space will take on unique identities that trail users will seek out. Trail users will use the sculptures as a starting or destination points and as a reward for the effort to get to them while biking, walking, or handcycling. Spacing the art down the Swamp Rabbit Trail will encourage people to explore and use physical activity to see the other pieces of art. It is also well-known that physical activity is conducive to a better and healthy life style and quality of life.

The Swamp Rabbit Trail was developed on an old freight rail line right-of-way that traverses numerous mill communities that are no longer vibrant yet with residents seeking points of pride to reverse that trend and highlight their communities. Creation of pocket parks and their unique public works of art will associate these communities with something that will serve as a catalyst. Berea is one such community that has already begun this process. The county’s Planning Division hosted several workshops, including a branding session, for the Berea community to develop an identity representative of the area, e.g., logo, slogan, and signs, which will be used throughout the community to define its boundaries and create a better sense of place and pride. Approximately 300 people have participated throughout these efforts. A resident noted on these efforts, “This new branding will foster community pride and help to build a better Berea.” Details on these efforts may be found at <http://bereacommunity.org/>.

c) Outcome(s) and Measurements. The intended outcomes are to increase livability, establish public art work and programing around the art pieces, i.e., *Rhythm on the Rail*, as described in item a). The Greenville Rec contracted Furman University to conduct a multi-year Impact Study¹ of the Swamp Rabbit Trail. The study includes direct observation of trail users, random digit dial surveys, focus groups, trail users and business owners interviews. Greenville Rec will add questions to each of these data collection methods that will measure the outcomes of the public art project. The questions will be designed around NEA’s outcome of *Livability: Strengthening communities through the arts*.

d) Budget. The budget for this project is \$290,318. The grant application requests \$145,000 from the Arts Endowment. The committed cash match totals \$43,500 and additional \$3,000 in potential funding. The in-kind match includes the Swamp Rabbit Station pocket park (\$50,000: cost of Phase 1 of the park; a restored/donated mini-locomotive (\$10,000) for the park; staff time and fringe benefits from all partners (\$28,818); and land donated by the county on the trail to set up the public art (\$10,000). The local cash and in-kind contribution of \$145,318 exceeds the 1 to 1 match required under the Our Town solicitation.

e) Schedule. The following is the proposed schedule of benchmarks:

Sep - Nov 2013:	Kick off and follow up meetings with project partners.
Dec 2013 - Feb 2014:	Meetings to gather information from community residents about art work preferences.
Mar - May 2014:	MAC to issue artwork solicitation based on community input and

¹ Source: Greenville Hospital System Swamp Rabbit Trail: Year 1 Findings by Julian A. Reeds, Ed.D., MPH, Associate Professor, Furman University, Health Sciences.

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	selection of artist(s).
Jun - Aug 2014:	Artist(s) present design proposals at community meetings.
Sep 2014 – May 2015:	Production of artwork.
Jun - Aug 2015:	Installation and dedication of art work.

f) Partners, key organizations, individuals, and works of art. Greenville County and the MAC will be the primary partners. The county will manage the project with MAC providing supervision and guidance regarding the artists' selection process. The County of Greenville owns the property where the public artwork will be installed. The county has an operating and maintenance agreement with the Greenville Rec for the Swamp Rabbit Trail. Greenville Rec will operate and maintain the area around the public art. Greenville Rec already has an operating budget for the Swamp Rabbit Trail thus ensuring the long-term sustainability of this project. This application is requesting funding for four (4) works of art for public places.

g) Target community. The population of Greenville County is 461,299. The three partners, the County of Greenville, MAC and Greenville Rec are committed, engaged, and serve the entire county. Through promotion, the partners will target those residents and visitors to the county that are not yet part of the 359,000 users of the Swamp Rabbit Trail. The trail's immediate community in Berea has an estimated population of 18,089. The majority (62.9%) are white followed by Other (20.3%) and Blacks (16.9%). Hispanics of any race comprise 23.7% of the Berea population. In Berea, 40.4% of the population has an income below \$24,999.

h) Plans for promoting and publicizing. All three partners have video production capabilities. All three partners have a strong web and social media presence with a cumulative total of website "unique" views in excess of 1 million annually. One of the local television stations, WYFF Channel 4, has the 36th largest national market. A market that is bigger than New Orleans, Las Vegas, and West Palm Beach, FL. Channel 4 has a long history of providing coverage for all three partners. All three partners have extensive newsletter distribution lists that exceed 30,000 active followers.

i) Plans for documenting and evaluating. Using the in-house video capabilities of the County of Greenville, the County will thoroughly document this project. The grant/project manager will document and journal major milestones of the project. Principal individuals involved with the project will be asked to complete a detail evaluation. Public evaluation will be achieved through the Furman University's Impact Study mentioned earlier.

j) Accessibility. With the locations of the art being adjacent to the Swamp Rabbit Trail, all sites will be handicap accessible via the trail which is a 10'-15' wide paved non-motorized path with less than 5% grade since it is on an old railroad right-of-way. In addition, the viewing space around the art will be designed to meet the needed turning radius for handcycles and other adaptive use human powered vehicles. There is currently a need for more of these turnarounds so this project will provide an opportunity to be all inclusive without the feel that special efforts were made to accommodate the handicap. Greenville Rec is a leader in therapeutic recreation for people with special needs in the county and is acutely aware of the desire of people with disabilities to enjoy their community in a manner that accommodates their needs.