



# Creative Strategies for Public Art



# Fort Walton Beach Community Redevelopment Agency

## Arts and Culture Strategic Plan 2022



*“Vision without action is merely a dream.  
Action without vision just passes the time.  
Vision with action can change the world.”*

- Joel A. Baker



### Vision

To unify the artistic community and encourage creative expression by fostering art appreciation and education to the citizens of Fort Walton Beach, FL.

### Mission

To highlight the various talents and abilities of the Fort Walton Beach community and encourage continuous artistic growth, education, and expression.

### Goals

To provide resources and support for individuals and organizations desiring to develop, cultivate and display their creative and artistic abilities and programs while promoting artistic attributes, venues and festivals resulting in an increase in cultural tourism to Fort Walton Beach, FL.

# FWB Cultural Arts League Advisory Board



## Art and Culture Advisors

- Art
- Culinary
- Culture
- Design
- Drama and Literature
- Music

## Community Advisors

- Art Society
- Business
- Communications
- Education
- Active Resident
- FWB CRA Administrator





## Okaloosa County Tourism Development Division

**\$125,000**



## Approved Projects

Large Murals	\$ 75,000
Brooks St. Trash Cans	\$ 1,000
Hwy 98 Storm Drains	\$ 9,000
Emerald Coast Science Center	\$ 5,000
FWB Art Park	\$ 35,000



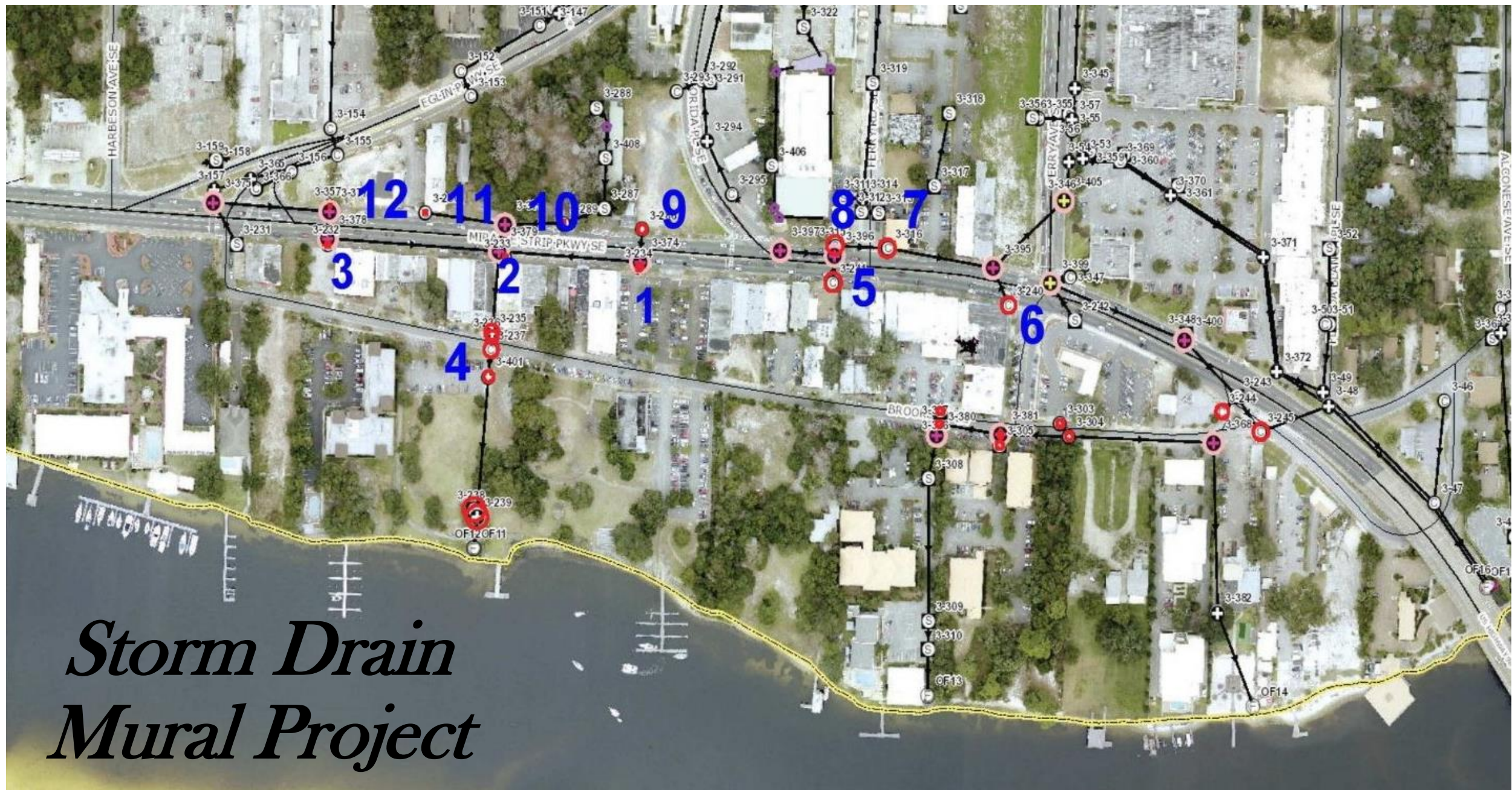
**DESTIN  
FORT  
WALTON  
BEACH  
FLORIDA**

***“Keep It Clean”***



**Partnerships**









- Theme – “Keep our waterways clean”
- Call to Artist – resulted in 62 submission for 12 storm drains.
- Blind voting by the Cultural Arts League Board.
- Awarded submissions were announced at the CRA Board Meeting.
- Implementation managed by the Cultural Arts League and Erase the Trace Okaloosa.
- Artist were paid \$500 for their work.
- Total Project Cost - \$6,198.









# *Trash Can Mural Project*

- Downtown area near The Landing Park had three graffiti covered trashcans.
- The Cultural Arts League Educational Advisor coordinated project with the Choctawhatchee High School Art Club.
- Theme - Nature
- City's Public Works Department collected, cleaned, and delivered the cans to the school.
- Cultural Arts League applied primer to the cans.
- Students worked on the project after school hours.
- Cultural Arts League applied protective coating.
- All material and labor was donated.
- Project cost - \$0









# Thank You

**Alisa Burleson**

**FRA-RA, FCPP-CPTEd**

**CRA Administrator, City of Fort Walton Beach, FL**

**Western Regional Director, FRA Board of Directors**

[aburleson@fwb.org](mailto:aburleson@fwb.org)

**850-586-7814**

