



AFTER ACTION REPORT

Art In The Park

Provided by: Elizabeth Lawson

Statistics:

Date: May – October 2023

In 2022 the Community Needs Assessment Identified that there as a need for more Arts and Culture in the Parks and was added to the Play for all Plan as an area to address. As a follow up AOY Art Center and the Parks and Recreation Department put their heads together to find a way to imbed Art within the Parks. After reaching out to Seward Johnson Atelier located next to the Grounds for Sculpture we identified a project partner that would allow the Township to host sculptures for a six-month period within the parks. The theme of the project is the vision of the Parks Department “Play for All.”

Financial Sponsors: \$15,000

- \$7,500 Bucks County Tourism Grant
- \$ 2,500 Artist of Yardley
- \$5,000 Township

In-kind Sponsors:

- ShopRite donated a charcuterie board to the Art in the Park Art Reception

Community Partners:

- Artist of Yardley
- TMA Bucks
- Kim Rock Realty Group
- BWags Photography
- Pennsbury Ultimate Frisbee Team

Expenses: \$15,273

- Promotional tattoos: \$135
- Promotional Frisbees: \$785
- Sculptures: \$12,500
- Other Supplies: \$1,853

Active Programming:

- Art Reception





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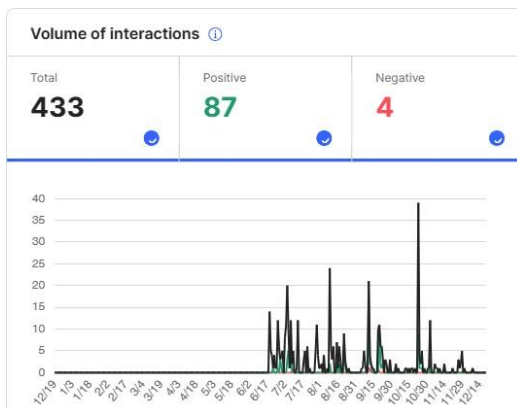


- Art Show
- Silly Stories
- Ultimate Frisbee Demo
- Movie Night
- Houla Hoop Social Experiment
- Pickleball Demo
- Sundy Strolls

Active Programming Approximate Attendance: 825

Art Reception- approximately	200
Art Show- approximately	200
Silly Stories-	60
(one of the silly story events was cancelled due to rain)	
Ultimate Frisbee Demo-	60
Movie Night-	250
Houla Hoop Social Experiment- unable to track this number	
Pickleball Demo- rainout	
Sunday Strolls	
1 st -	14
2 nd – rainout	
3 rd –	41

Passive Participants: Passive Participants were difficult to track we did have an uptick in social media presence related to Arts and culture throughout the summer. This is visible in our ZenCity Organic Report.



Weather: Art in the Park was a 6-month program from May to October. During the months of June, July, and August the Township faced poor air quality and multiple rainstorms causing 3 events to be cancelled. The pickleball demo had a rain date and was also rained out for the rain date causing it to be ultimately cancelled. The weather did have an impact on Art in the Park. Overall, most of the events had good weather and had a great turn out.

Positives:

- Brought more arts and culture to the Township
- Brought something different and unique to the Township
- Drove tourism to Lower Makefield Township
- Helped promote activity to residents who may not typically come out to a Lower Makefield Park

Things to consider.

It would be beneficial to develop a full comprehensive Arts and Culture Plan before moving forward with another year of Art in the Park. The department was short staffed with manning this program. Although this did reach many residents and did a positive for the community at low cost it is a lot to manage with a small number of staff. With a well-developed plan and getting community partners and volunteers involved this can be more manageable.

About this Report

A survey was sent out to the community after Art in the Park concluded. Of the responses 85% are Lower Makefield Township Residents. The majority of responses come from the 56+ age group with 51% of responses and following that is 46-55 year old age group with 25% of respondents.

Below you will see the responses from the survey questions:

How do you feel about arts and culture in LMT? (these comments have not been altered in any way)

- Neutral.
- I would love more! I LOVED the statues. Let's do more please!!
- Arts and Culture is very important component of our community. It provides a unique opportunity for learning, bringing a diverse set of individuals and groups together. This is a good use of taxpayer funds.



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- It has improved in the last few years but needs more programming dedicated to it
- Ok
- Fine
- Waste of money
- I would love to see more arts and culture. AOY is great to have in the area and the sculpin the park are fantastic. I would love to see more things like this.
- Need more
- I think it's great
- Constantly improving!!
- It was nice but very spread out and in some instances not close to parking
- Not a priority
- Minimal / mainstream
- Meh
- Awesome
- Not needed
- I like the idea, especially since we are not a sports household. We are more into nature and being creative.
- If feedback has been received that culture should be improved, then has a focus group been formed to discuss and figure out what that actually means and what people are looking for?
- Not enough of it
- Loved the Seward Johnson project
- Love what we've been doing; would like to see more
- Not sure how to answer this question. There are already many opportunities available that are NOT run by LMT.
- It is very subjective. I don't care for random statues scattered around, but others may like them. Beautiful landscaping appeals to me more.
- Love it
- I didn't know about it
- I love that this was done and hope more is done in the future. Perhaps something more permanent like the ducks in yardley
- I love it!!!
- This program was very nice but i was disturbed by the vandalism to the statues, luckily it seemed they were not badly damages.
- Love that it tries to get more people To experience and interact with art and artists in our community
- I wish there were more art and culture in LMT!
- It's as necessary as sports
- Positive
- There is always room for more





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- There isn't a lot of Arts & Culture. But I liked the statues that were placed around LMT. I don't exactly know what Art in the Parks is. If it means looking at the statues, then I did participate.
- Waste of money!
- I moved here from Philly which has more public art per square mile than any other city I am aware of, so I'm in favor of more public art. It's something I miss about living downtown.
- I don't have much of a feeling about this, because I have little knowledge about any programs in LMT. I would like to see more arts and culture in LMT.
- it's fine
- I love it
- Would love more.
- I feel positive!
- Fantastic! Great sculpture exhibit. Would like to see more.
- I like that the arts are brought to the forefront in our community
- I'd like to see more
- Great idea, adds interesting feature
- The more the better.
- I like some things
- Indifferent though I love artist of Yardley and their classes for kids.
- It's lacking
- In theory I like the idea of it, but I did not experience any of it.
- Need to have more! Love it.
- Art/culture play an important part of life. It enriches, opens and challenges our minds.
- It is great, the community really comes together for the arts
- Impressive. I hope the programs continue to promote, encourage, and expand art education
- It's important
- Useless
- It's growing
- It's a start but there's so much that could be appreciated and isn't
- Love AOY
- I liked having the statues all around LMT!
- I feel fantastic.
- Better things the Township could put its efforts towards.
- Making progress
- I like it!
- I enjoyed having the sculptures in the township as some are also in Mercer County.
- Government should stay out of the "culture" business

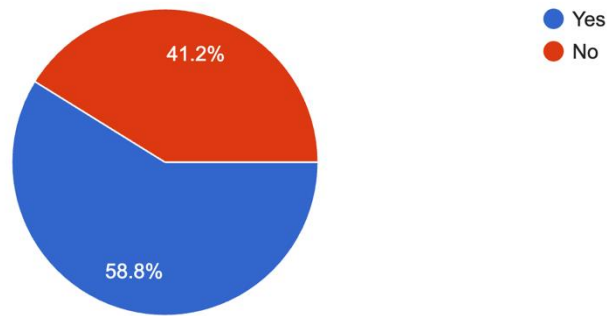
Did you participate in Art in the Parks this year?





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68 responses



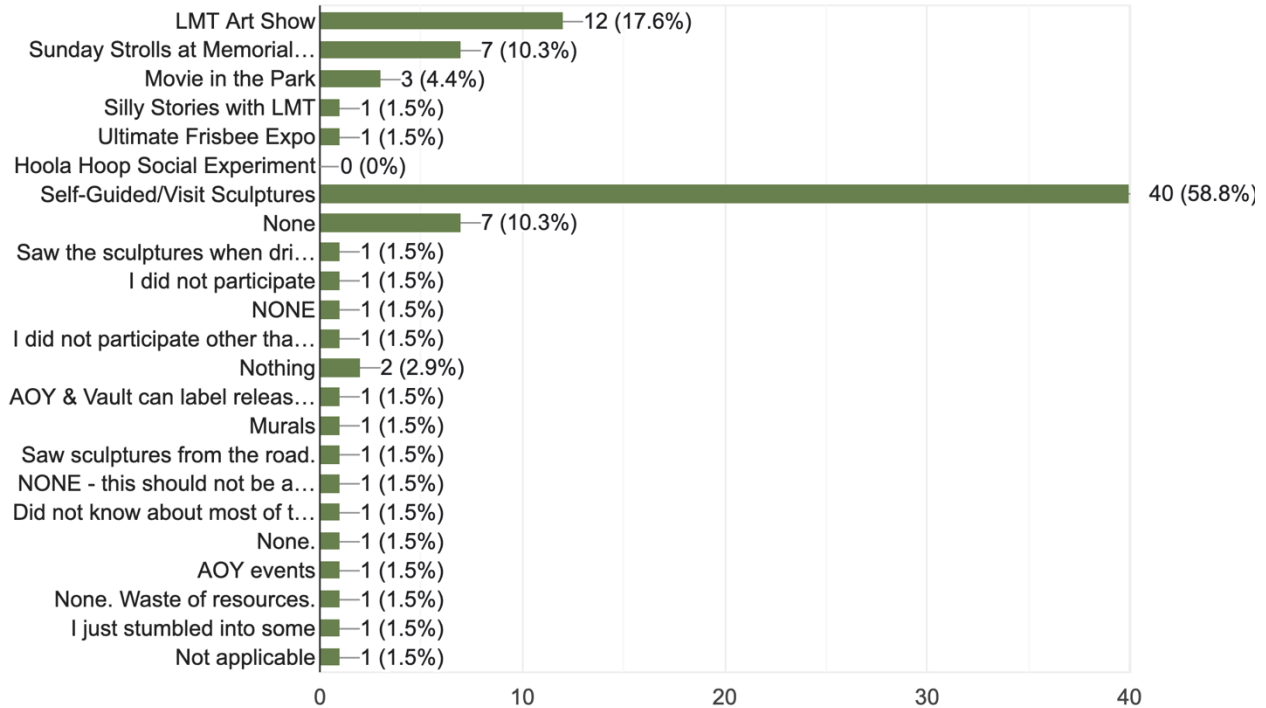


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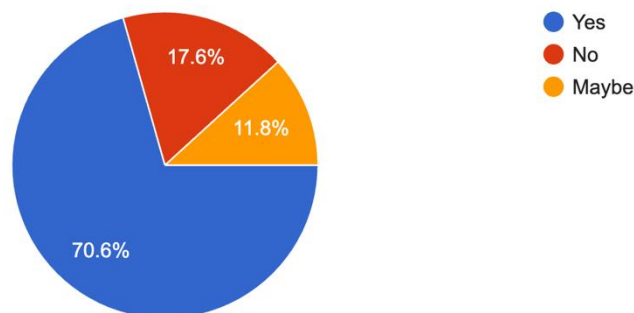
If yes, what did you participate in?

68 responses



Do you think Art in The Park is worth having again?

68 responses



How can we improve Art in the Parks? (These comments have not been altered in any way)





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- More publicity
- Keep doing it!
- Art can mean many things. How do we have art classes outside, Can we expand to include next year with Music in the parks in combination with Arts to expand on the thematic. It would be great if we had a small amphitheater or stage where these events could take place.
- More unique ideas to bring different demographics out that would not typically come to the parks
- More talks
- Add more events
- Spend the money on maintenance
- I somehow missed the information about the Sunday Strolls and the Frisbee Expo and hula hoop experiment. Maybe have more advertising. I would love to see more art programs, maybe artist talks or plein aire in LMT. Maybe outdoor theater productions in the summer. We seem to put so much money into sports and fields, I am happy to see the township highlight the arts.
- Bring in the trolls.
- Would love more statues next year.
- It would have been nice to see more publicity on the different events other than the reading part I never saw when the other events were happening. A list of the events and or posters at the community center or local grocery stores would be nice as not everyone goes onto the website (which is difficult to navigate) on a daily basis
- I would rather taxpayer money be spent elsewhere. None of the programs interest me.
- Communication is key and most Township offices struggle with effectively conveying information to the public. This is another example of a promising program that suffered from minimal marketing.
- Funds could be better spent elsewhere.
- Keep it going
- Discontinue waste of tax dollars
- I'm not sure I knew lmt was making a concerted effort to bring art to the township. I will pay better attention.
- I don't know enough about what this initiative included to answer this question.
- Expand this program as much as you can.
- Bring in other artists/sculptures
- Make art installations/statues permanent!
- Don't spend tax \$ on it.
- I did not participate so cannot answer.
- With the exception of the art show and sculptures, the other activities did not pertain at all to art.
- Advertise more
- Different artists. Seward is not for everyone. Local artists.
- Some signage about the works?
- More promotion of it! More social presence





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- I love the murals around town. Much better purpose.
- I was disappointed in the selection of Seward Johnson work as the work that was displayed throughout the township. Although I appreciate his intentions to bring art to the everyday, the throwback qualities of his work celebrate exclusively a cliché white middle class lifestyle at a time when art can do so much more. Displaying artwork with trite content does a disservice to both the community and the arts as a whole.
- A few more things for empty nesters
- I thought the statues I saw were very "white". I liked the statues, but thought they should show more diversity.
- Stop wasting money.
- I planned to attend a docent walk thru of the sculptures in Memorial Park but it was the day I think July 15 of the massive, massive rain that caused dangerous flooding. When another resident inquired if it would be postponed or rescheduled the response was that it was rain or shine. Considering the deadly flooding we had that day... I think it should have been rescheduled. I did not attend, and I regret I wasn't able to, as I didn't realize the Steward Johnston sculptures were only temporary.
- Perhaps utilize local artists and/or Pennsbury staff and students. Improve advertising. I did not know about most of the things listed above. Just a suggestion . . . look to Lawrence NJ for some ideas. I don't think they do anything major, but look up "Lawrenceville Main Street". They seem to have some successful programs like the ones you are looking to do. Free concerts with vendors? Maybe a student exhibition? A crafter or makers event? Maybe sculpture on a walking path/woods, instead of spread out through the township? This could be local artists or something on loan, but does not need to be a big name like Johnson. Get people to a park that is less known or used. Maybe have it over one weekend and charge for parking and/or entry to offset the cost.
- I like the statues
- Showcase art in the Community building. (Paintings by local artists on display) Or featuring a local artist and displaying a group of his/her work.
- Do more. Include art as component of park improvements. Make it something people want to touch, climb, take selfies and special event photos. Involve the public in creating some pieces.
- Have art classes in the park
- advertise better
- Can't think of anything, but would be nice to see continued
- More thorough communication about where exhibitions are and how to get there.
- I think small projects that are permanent are more worth it. Murals. Wild flowers.
- Advertise more. I didn't know about it.
- Have different artists represented. Maybe more hands-on art-making experience. Tap into the local art community.
- More awareness, more events encouraging people to visit/experience.
- It was great
- More advertising, host a plein air painting event





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- Offer different time frames for full time working families
- Expand community programs
- Live demos, teaching and participation events
- It's not needed. Don't do anything.
- It would have been nice if the sculpture on Patterson Farm could still be around for Art on the Farm
- More advertisement, many times events were not found out about until right before or even after the fact. Greater variety to be more inclusive of the various levels of artists.
- Year round
- have more artsy statues all around. They're fun! Do something with music?
- More sculptures
- Not have it.
- Have qr codes by each sculpture so outdoor can learn more about it
- Just more awareness.
- Do Away with it and fix the roads

Any additional feedback? (These comments have not been altered in any way)

- Get volunteers involved early to develop a 3 year plan so we can be ahead of it and keep it moving
- Make Edgewood road wider to connect upper part of township to be able to walk to the canal
- The sculptures are awesome!
- Great program!
- The community is made up of Tech savvy people and those that still rely on signs or articles in the local Papers to tell us what is going on. The patch or Yardley community circular would reach more people. Why wasn't it posted at the Libra community center or local stores
- We're there artists discussing their work? That would be cool to have a guided tour of the sculptures.
- It is wonderful to see art work and sculptures in the community. As they say, when civilizations fall and are studied by others, they look to their arts to understand their culture.
- LMT needs to address other concerns such as poor/unsafe condition of roads, giving the Satherwaite House back to the residents of LMT so it can be restored, focusing on and working together as a board to become more fiscally responsible. Arts are important but P and R projects should be limited to low cost projects until these long overdue needs in the township are addressed first.
- Maybe offer painting/drawing, clay, acting, art from other cultures that would be interesting to adults and children. Get a art advisor.
- I was very happy to see this program.
- I believe the murals are more of a positive attraction and money well spent. People love a good selfie or backdrop.





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- I love the idea of creating programming around public works! Next time consider choosing an artist that challenges viewers while bringing new and diverse perspectives to the community. Tying in some collaborative artmaking could also be an interesting programming opportunity.
- No. There are a lot of cranky comments on the facebook post for this survey. Not sure why people are so cranky. The statues were very fun!
- Stop wasting money
- It wasn't listed above, and may not have been a twp initiative, but I loved watching the Plein Air Artists around town work and I regret that 2 years in a row my schedule did not allow me to attend the gallery of these works at AOY.
- I respect that you were trying to bring art to LMT, but the sculptures were kind of awkward and expensive. PS - the combination of AOY and Patterson Farm is perfect. When I dropped my daughter off at classes this summer, I always marveled at how beautiful it is there. Perfect for an art program. Can you use that setting more?
- surprisingly fun and interesting
- Thanks for asking.
- More announcements on social media can improve out reach
- Keep up the good work!
- Make LMT fun!
- Stop spending money!

