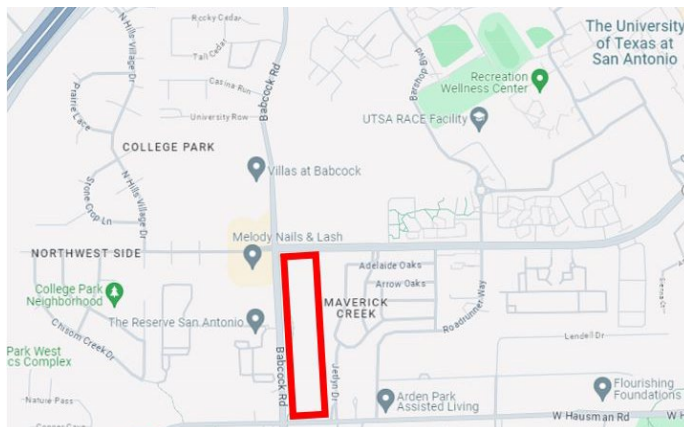


Dan Markson Park: Public Art Opportunity

Date of Final Report: February 20, 2024

Arts & Culture Project Manager: Alyssa Franklin

Project Location: Dan Markson Park (13620 Babcock Rd, San Antonio, TX 78249)



Funding source: 2022 Bond

Public Art Scope: Design, fabrication, and installation of one or more sculptures.

Goal of engagement: Identify theme to be explored in the artwork's design

Survey Dates: January 2 – February 19, 2024

Total Responses: 67

Marketing Strategy: The Department of Arts & Culture surveyed the community to identify the artwork theme. The survey was shared via social media. The department emailed the survey to area residents. The department placed temporary signs in Dan Markson Park, tabled at nearby John Igo Library, and walked the park with print surveys. The survey was shared with the District 8 City Council office to share with their constituents and in the Department of Arts & Culture's January and February 2024 Newsletters.

Target Audience: District 8 residents and businesses; the broader San Antonio community.

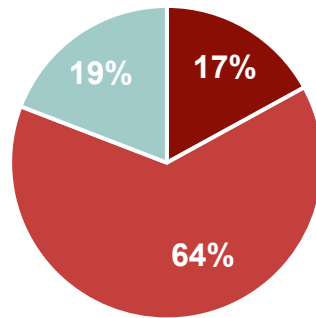
Results: *“Connect with nature: insects, plants, and animals that call the area home.”* is the top theme selected to inspire the artwork's design. Additionally, survey participants stated that the artwork should make viewers feel *inspired*.

Survey feedback: Question 2 asked respondents to elaborate on the theme they selected. A summary of the feedback is listed below:

- Respondents expressed interest in functional art.
- Respondents emphasized inclusivity (related to the park's overall message of inclusion and accessibility) and the importance of children.
- Respondents expressed interest in local wildlife, including Mexican Freetail bats, local birds, whitetail deer, rabbits, and roadrunners, as well as insects such as butterflies.
- Respondents shared interest in local plant species.
- Several respondents mentioned a desire for the art to connect visitors to earth and emphasize sustainability.

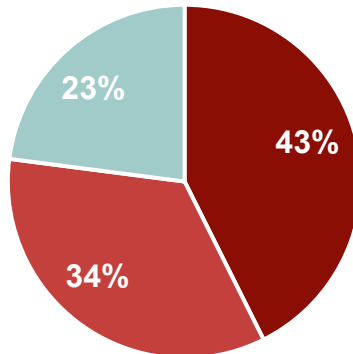
Data Visualizations:

Please select the subject matter you would most like to see explored in the design of the artwork.



- Physical fitness and health: get moving through cycling, jogging, and hiking the Greenway trails.
- Connect with nature: insects, plants, and animals that call the area home.
- Exploring Markson Park using geology: studying the earth including the rocks that are part of it.

How do you want the artwork to make you feel?



- Inspired: motivated
- Relaxed: calm and soothing
- Included: invited and welcome

Project Timeline:

Milestone	Completion Date
Community Engagement	February 2024
Artist Selection	Spring 2024
Design	Winter 2025
Fabrication & Installation	Spring 2026