



Legislation Details (With Text)

File #: 18-7426 **Name:** Public Art Challenge Grant
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Title: Consideration of Grant Application to the Bloomberg Philanthropies for their Public Art Challenge Grant for the City of Alexandria Office of the Arts.
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City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 4, 2018
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: MARK B. JINKS, CITY MANAGER /s/

DOCKET TITLE:

Consideration of Grant Application to the Bloomberg Philanthropies for their Public Art Challenge Grant for the City of Alexandria Office of the Arts.

ISSUE: Consideration of Grant Application to the Bloomberg Philanthropies for their Public Art Challenge Grant for the City of Alexandria Office of the Arts.

RECOMMENDATION: That City Council:

- (1) Authorize the submission of a grant application of up to \$500,000 to the Bloomberg Philanthropies Public Art Challenge Grant; and
- (2) Authorize the City Manager to execute all necessary documents that may be required.

BACKGROUND: The Bloomberg Philanthropies Public Art Challenge Grant supports “innovative temporary

public art projects that enhance the vibrancy of cities”. Cities with populations over 30,000 are eligible to apply.

The selection criteria includes:

- Innovative public art project
- Potential for positive impact on the host city
- Proof of clear, specific partnership between local governments and artists and/or arts organizations
- Commitment to evaluating outcomes
- Evidence of technical feasibility of the project idea and its implementation
- Appropriate budget and capacity to leverage other sources of support
- Strong marketing and audience engagement strategies

The 2018 Bloomberg Philanthropies Public Art Challenge Grant is the second time the grant has been announced. The first grant in 2014 was highly competitive with over 230 applications being submitted from across the country and four projects being awarded grants. Proposed projects will be evaluated on their ability to generate public-private collaborations, celebrate creativity and urban identity, and strengthen local economies. The Public Art Challenge Grant does not require a specific match, but the grant will not fund 100% of the project. Collaborations, contributions, in-kind donations and other funding sources are expected to be added to the mix.

Office of the Arts staff is currently working to review the potential of a public art project along Alexandria’s waterfront that would engage residents, regional visitors, and tourists as the project for the grant. The dollar amount of the grant amount that the City would apply for would be up to \$500,000. The exact amount will be determined as the City’s proposal is refined prior to the April 19 grant submission deadline.

DISCUSSION: Public Art Challenge Grant funds can be used for any project related expenditures including artist and curator fees, design team outlays, artwork production and maintenance, administrative overhead and fundraising costs. Funds may also be used to cover expenses for project evaluation, public programming and community engagement activities, and communications, such as marketing and media relations. While the use of grant funds is intended to be flexible, Bloomberg Philanthropies will not fund 100% of project costs.

FISCAL IMPACT: Staff would use the annual City CIP funding provided for public art projects to provide funds for the project above any grant funds awarded. Staff would also likely seek additional grants and private contributions.

ATTACHMENTS: None.

STAFF:

Debra Collins, Deputy City Manager

James Spengler, Director, Recreation Parks & Cultural Activities

Diane Ruggiero, Deputy Director, Recreation, Parks & Cultural Activities