

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: March 23, 2015
	Agenda Item No. 29 Roll Call No. <u>15-508</u> Communication No. <u>15-157</u> Submitted by: Scott E. Sanders, City Manager

AGENDA HEADING:

Authorizing support of application for the Bloomberg Philanthropies Public Art Challenge in collaboration with the Greater Des Moines Public Art Foundation (GDMPAF).

SYNOPSIS:

The Bloomberg Philanthropies Public Art Challenge is a program designed to provide grant funds for the development and execution of temporary public art projects that has the potential for positive impact on the host city. Bloomberg Philanthropies will grant at least three (3) cities up to \$1 million each over two (2) years to support temporary public art projects that celebrate creativity, enhance urban identity, encourage public-private partnerships, and drive economic development. The GDMPAF has suggested a project involving public waterways. The proposed project will reawaken our river-town identity through the installation of temporary art pieces along public waterways. The Bloomberg Philanthropies Public Art Challenge requires the support of the Mayor to be eligible.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

In November of 2014, the City of Des Moines was contacted by Bloomberg Philanthropies and encouraged to apply for their Public Art Challenge Grant. Staff submitted an application of interest in December and received notification that the City of Des Moines was selected as 1 of 12 cities to submit a full application. The application must be submitted by the Mayor or chief executive of the host city on behalf of a collaboration between the host city and an artist and/or arts organization. The City will partner with the GDMPAF to apply for funding.

GDMPAF is a tax exempt 501(c) (3) organization which, as a public charity, funds and administers a program to advance public art throughout Greater Des Moines. GDMPAF is the lead organization and advocate for “advancing public art” in Greater Des Moines. It is dedicated to envisioning, developing, advancing and promoting public art projects in the community. GDMPAF recognizes that art belongs in streetscapes, parks, buildings and infrastructures of a thriving community, not just in galleries and museums. Thus, it actively seeks opportunities for art integration throughout the community with the goal of establishing a world-class destination for public art.

Bloomberg Philanthropies Public Art Challenge will grant at least three (3) cities up to \$1 million each over two (2) years to support temporary public art projects that celebrate creativity, enhance urban identity, encourage public/private partnerships, and drive economic development. Submissions from

all artistic disciplines for projects that fulfill the selection criteria are encouraged. Visual and performing arts, including multimedia projects, will be considered.

For the grant application, GDMPAF has suggested a plan involving public waterways. The proposed project will reawaken our river town identity through the installation of temporary art pieces along a public waterway. Public art will engage and educate the community about river ecology in order to spark participation in a regional waterways planning process funded by the Iowa Department of Natural Resources (IDNR). The grant funds support the use of art as a community engagement tool around a critical community issue: our connection to public waterways.

The project seeks funding to commission artists to create temporary on-site installation(s) to make the rivers and creeks more visible to help urbanites understand nature does not end where the city begins. The suggested site locations are as follows:

- Des Moines River at Prospect Park, 1225 Prospect Road, Des Moines, Iowa 50314;
- Des Moines River at the Des Moines Botanical Garden, 909 Robert D. Ray Drive, Des Moines, Iowa 50309;
- Des Moines River at the Union Pacific Railroad Bridge, 25 East 1st Street, Des Moines, IA 50309;
- Des Moines River at the Simon Estes Amphitheater, 75 East Locust Street, Des Moines, Iowa 50309;
- Des Moines River at Riverwalk Park, 115 Grand Avenue, Des Moines, Iowa 50309;
- Des Moines River at Yellow Banks Park, 6801 SE 32nd Avenue, Pleasant Hill, IA 50327;
- Confluence of Des Moines River and Raccoon River, 1 Line Drive, Des Moines, IA 50309;
- Raccoon River at Gray's Lake Park, 2101 Fleur Drive, Des Moines, Iowa 50315;
- Raccoon River at Waterworks Park, 2201 George Flagg Parkway, Des Moines, Iowa 50321;
- Fourmile Creek at Fourmile Community Center, 3711 Easton Blvd, Des Moines, Iowa 50317;
- Walnut Creek at Waveland Golf Course, 4908 University Avenue, Des Moines, IA 50311;
- Raccoon River at Raccoon River Park, 2500 Grand Avenue, West Des Moines, Iowa 50265;
- Beaver Creek at Lew Clarkson Park, Barnsley Drive, Johnston, Iowa 50131;
- Chichaqua Bottoms Greenbelt, 8700 NE 126 Ave, Maxwell, IA 50161; and
- North Middle Raccoon at Carlisle City Park, Carlisle, IA 50047.

The above parks were chosen not only for their proximity to outstanding locations for Listening to Water, but also for the visitor data collected each year.

Waterways Community Engagement has four (4) primary arts and culture goals:

1. Create increased curiosity about the river through a dynamic installation;
2. Catalyze interest in water trails;
3. Promote public art as a vehicle for community engagement; and
4. Embrace Des Moines' river history.

Public Art Challenge grants can be used for any project related expenditures including artist fees, design team outlays, administrative overhead and fundraising costs. While the use of funds is intended to be flexible, Bloomberg Philanthropies will not fund 100% of project costs. The proposed City match would be an in-kind contribution of staff time and possible use of public property for the temporary art installations. No monetary match is required.

Any application to the Bloomberg Philanthropies Public Art Challenge program must have the full support of the Mayor to be eligible. The application is due April 9, 2015 and awards will be announced in May 2015. All award dollars must be utilized within two (2) years of receipt.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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