

★ Roll Call Number

Agenda Item Number

47

Date September 26, 2011

Submission of the 2010-2011 Annual Report of the Greater Des Moines Public Art Foundation as required by agreement.

Moved by \_\_\_\_\_ to receive and file.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				
MOTION CARRIED			APPROVED	

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

TO: Rick Clark, City Manager  
FROM: Scott Sanders, Finance Director  
DATE: August 22, 2011  
SUBJECT: Public Arts Foundation (PAF)

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M. Jessica Rowe, Public Arts Foundation (PAF) Director, Paul Mankins, Carol Moser, and I met to review the detailed financial transactions of the PAF for the period July 1, 2010 through June 30, 2011 representing the first fiscal year reporting that aligns with the City of Des Moines' financials.

The attached Financial Report shows all revenue and expenses allocated between Restricted and Unrestricted since January 1, 2004. Restricted meaning "must be used for direct public art projects/programs expenses". Unrestricted meaning "available to be used for administration of PAF but can also be used for direct public art projects/programs."

During the reporting period the PAF generated \$226,000 of income (\$200,000 City). Administration costs were \$61,000 and programming costs were \$56,000. In total, the PAF has generated \$2,581,000 of income. Of that amount, \$434,000 has been used for administrative costs, \$1,620,000 has been used for projects/programming, and \$526,000 is unspent.

The administrative allocation percentage for the reporting period was 17.4% which adheres to the 20% contract limitation. In summary the financials submitted meet or exceed the stipulations set forth in the agreement.

Greater Des Moines Public Art Foundation: June 30, 2011 Unaudited

	2004	2005	2006	2007	2008	2010	FY 2010-11	Total
<b>Restricted Contributions</b>								
City of Des Moines	\$ 448,080.00	\$ 332,000.00	\$ 100,000.00	\$ 200,000.00	\$ 200,000.00	1/1/09 - 6/30/10 \$ 200,000.00	\$ 160,000.00	\$ 1,640,080.00
Private	\$ 500.00	\$ 85,550.00	\$ 162,000.00	\$ -	\$ -	\$ 409.10	\$ -	\$ 248,459.10
Investment Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Restricted Contributions</b>	<b>\$ 448,580.00</b>	<b>\$ 417,550.00</b>	<b>\$ 262,000.00</b>	<b>\$ 200,000.00</b>	<b>\$ 200,000.00</b>	<b>\$ 200,409.10</b>	<b>\$ 160,000.00</b>	<b>\$ 1,888,539.10</b>
<b>Unrestricted Contributions</b>								
City of Des Moines	\$ 112,020.00	\$ 83,000.00	\$ 25,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 40,000.00	\$ 410,020.00
Private	\$ 3,650.00	\$ 10,000.00	\$ 37,750.00	\$ 79,750.00	\$ 15,250.00	\$ 22,500.00	\$ 26,500.00	\$ 195,400.00
Investment Income	\$ 2,835.99	\$ 14,097.24	\$ 25,269.38	\$ 27,339.66	\$ 17,535.49	\$ 229.28	\$ 116.15	\$ 87,423.19
<b>Total Unrestricted Contributions</b>	<b>\$ 118,505.99</b>	<b>\$ 107,097.24</b>	<b>\$ 88,019.38</b>	<b>\$ 157,089.66</b>	<b>\$ 82,785.49</b>	<b>\$ 72,729.28</b>	<b>\$ 66,616.15</b>	<b>\$ 692,843.19</b>
<b>Total Contributions and Investment Income</b>	<b>\$ 567,085.99</b>	<b>\$ 524,647.24</b>	<b>\$ 350,019.38</b>	<b>\$ 357,089.66</b>	<b>\$ 282,785.49</b>	<b>\$ 273,138.38</b>	<b>\$ 226,616.15</b>	<b>\$ 2,581,382.29</b>
<b>Administrative Expenditures</b>								
Administrator Fee	\$ 33,333.00	\$ 58,332.00	\$ 50,000.00	\$ 50,001.00	\$ 51,667.33	\$ 56,666.67	\$ 45,836.32	\$ 345,836.32
Legal Fees	\$ 2,823.80	\$ -	\$ -	\$ -	\$ -	\$ 67.50	\$ 7,500.00	\$ 10,391.30
Miscellaneous	\$ 1,645.80	\$ 56.00	\$ -	\$ -	\$ 1,153.20	\$ 2,599.89	\$ 1,066.22	\$ 6,521.11
Insurance	\$ 1,088.00	\$ 1,907.00	\$ 1,907.00	\$ 1,088.00	\$ 2,121.00	\$ 7,959.00	\$ 1,295.99	\$ 17,365.99
Accounting Fees	\$ 4,500.00	\$ 775.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,275.00
GDMCF Fees	\$ 3,667.55	\$ 6,293.04	\$ 6,765.10	\$ 8,399.77	\$ 9,188.09	\$ 8,458.04	\$ 5,682.03	\$ 48,453.62
<b>Total Administrative Expenditures</b>	<b>\$ 47,058.15</b>	<b>\$ 67,363.04</b>	<b>\$ 58,672.10</b>	<b>\$ 59,488.77</b>	<b>\$ 64,129.62</b>	<b>\$ 75,751.10</b>	<b>\$ 61,380.56</b>	<b>\$ 433,843.34</b>
<b>Program Expenditures</b>								
Orchard Place Mural, PACE	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
6th Avenue Corridor Project	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00
Temple Chess & Poetry Garden,	\$ 5,195.21	\$ 189,699.87	\$ 103,414.17	\$ 1,085.00	\$ -	\$ 4,453.28	\$ -	\$ 303,847.53
Rotary Club Project, DSM Public Library	\$ -	\$ 500.00	\$ 750.00	\$ -	\$ 25,903.22	\$ 70,000.00	\$ 19.17	\$ 97,172.39
Blue Flower Arts & Events	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ -	\$ -	\$ 1,250.00
Artist Travel Reimbursement	\$ -	\$ -	\$ 155.68	\$ 1,565.90	\$ 103.46	\$ -	\$ -	\$ 1,825.04
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ 207.94	\$ 2,500.00	\$ 3,785.91	\$ 6,493.85
City of Des Moines Performance Report	\$ -	\$ -	\$ 18,000.00	\$ -	\$ 27,000.00	\$ -	\$ -	\$ 45,000.00
East Village Rack and Roll	\$ -	\$ -	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ 7,500.00
Science Center of Iowa - The Big Question	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	\$ -	\$ -	\$ 200,000.00
Iowa Events Center Project - Anna Gaskell	\$ -	\$ -	\$ 120,000.00	\$ -	\$ -	\$ -	\$ 18,927.14	\$ 138,927.14
Principal Riverwalk Kiosk & Pump Station - Jun Kaneko	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00	\$ 200,425.85	\$ -	\$ 250,425.85
INBA - Kerry James Marshall	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00
Pappajohn Sculpture Park Endowment	\$ -	\$ -	\$ -	\$ -	\$ 500,000.00	\$ -	\$ -	\$ 500,000.00
Chinese Cultural Center of America	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	\$ -	\$ -	\$ 15,000.00
Websites and iPhone Application	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,162.00	\$ 5,162.00
Education Resources Curriculum	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,214.00	\$ 5,214.00
Development & Community Engagement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,944.98	\$ 2,944.98
Maintenance & Conservation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00
<b>Total Program Expenditures</b>	<b>\$ 15,195.21</b>	<b>\$ 190,199.87</b>	<b>\$ 351,069.85</b>	<b>\$ 102,650.90</b>	<b>\$ 628,214.62</b>	<b>\$ 277,379.13</b>	<b>\$ 56,253.20</b>	<b>\$ 1,620,762.78</b>
<b>Total Expenditures</b>	<b>\$ 62,253.36</b>	<b>\$ 257,562.91</b>	<b>\$ 409,741.95</b>	<b>\$ 162,139.67</b>	<b>\$ 692,344.24</b>	<b>\$ 353,130.23</b>	<b>\$ 117,633.76</b>	<b>\$ 2,054,806.12</b>
<b>Total Revenue less Total Expenditures</b>	<b>\$ 504,832.63</b>	<b>\$ 267,084.33</b>	<b>\$ (59,722.57)</b>	<b>\$ 194,949.99</b>	<b>\$ (409,558.75)</b>	<b>\$ (79,991.85)</b>	<b>\$ 108,982.39</b>	<b>\$ 4,636,188.41</b>
<b>Total Balance</b>	<b>\$ 504,832.63</b>	<b>\$ 771,916.96</b>	<b>\$ 712,194.39</b>	<b>\$ 907,144.37</b>	<b>\$ 497,585.63</b>	<b>\$ 417,593.78</b>	<b>\$ 526,576.17</b>	<b>\$ 417,593.78</b>
<b>Restricted Balance</b>	<b>\$ 433,384.79</b>	<b>\$ 660,734.92</b>	<b>\$ 571,665.07</b>	<b>\$ 669,014.17</b>	<b>\$ 240,799.55</b>	<b>\$ 163,829.52</b>	<b>\$ 267,576.32</b>	<b>\$ 163,829.52</b>
<b>Unrestricted Balance</b>	<b>\$ 71,447.84</b>	<b>\$ 111,182.04</b>	<b>\$ 140,529.32</b>	<b>\$ 238,130.20</b>	<b>\$ 256,786.08</b>	<b>\$ 253,764.26</b>	<b>\$ 258,999.85</b>	<b>\$ 253,764.26</b>
<b>Administrative Support Allocation Methodologies</b>								
<b>Allocation of administrative support based on non-city fundi</b>	<b>7.2%</b>	<b>10.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.5%</b>	<b>21.2%</b>	<b>17.4%</b>	<b>7.4%</b>
					<b>12-month pro-rata calculation</b>	<b>11.1%</b>		

\* 2010 reflects an 18 month reporting period transitioning from a calendar year to a July/June fiscal year basis. As such administration expenses are for an 18-month period while the city contribution is for only a 12-month period. If administration expenses were prorated to a 12-month basis the administration percentage would be 11.2%

\*\* The Unrestricted Balance can be used for restricted purposes (programming) but cannot be used to fund a future year unrestricted purpose.



2010-2011 ANNUAL REPORT

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PUBLIC FOUNDATION  
GREATER ART  
DES MOINES









## MISSION

The Greater Des Moines Public Art Foundation places art in public spaces through public and private collaborations.

## VISION

The Greater Des Moines Public Art Foundation engages, inspires, and enriches the lives of citizens and visitors in our community. The Foundation is recognized for increasing cultural awareness by establishing a world-class destination for public art.

## TO ACCOMPLISH THIS VISION, THE GDMPAF:

- Enhances the city's physical environment and public spaces.
- Integrates the work and thinking of artists into the planning, design, and construction of city facilities, buildings, infrastructure, parks and other public facilities and spaces, and private sector projects.
- Celebrates the multicultural and diverse character of the city's residential and commercial neighborhoods and its citizens.
- Contributes a sense of citizen ownership and pride in public facilities and spaces.
- Mitigates potential adverse impacts of construction.
- Engages the citizens, neighborhoods, businesses, and community organizations of the city in creative partnerships with artists.
- Supports, educates, and assists citizens, neighborhoods, businesses, and organizations with their community activities.
- Complements and enhances city planning documents.
- Serves as a collaborating partner with the City of Des Moines.
- Integrates public art and aesthetic elements into projects that stimulate the eye, mind, and spirit of the public, and serve as a cultural, educational, and tourism resource.
- Assists in community initiated projects.

Joel Shapiro (American, b.1941)  
*Untitled*, 2003  
Bronze, 20 x 22 x 16 feet  
Permanent loan to the Riverwalk  
Project; Gift of Melva Busksbaum,  
Des Moines Art Center  
Permanent Collection.  
Location: West side of City Hall,  
The Principal Riverwalk  
Photo: Larry Bradshaw

## ENRICHING LIVES BY ADVANCING THE BEST OF PUBLIC ART

Des Moines has a reputation as a very livable city. The commitment from the city and private sector to the arts and culture are central to that reputation.

Some of the finest works of public art, by artists considered among the world's best, are in our community. Public art is about inclusion, tolerance, friendship, community, the environment, ritual, and an appreciation of other cultures in our global village. The role of the public artist has evolved, yet it continues to be underscored by a need to communicate the experience of our community.

What is seen as public art is usually only the tip of the collaboration among artists, community groups, civic planners, and architects. It is the meeting of the minds on many levels. The wealth of public art exists in Greater Des Moines, which has followed the processes necessary for the creation of art for the public, and from the public.

These past 12 months were a year of growth and increased demand for information and collaboration with a variety of constituencies including neighborhoods, nonprofit arts organizations, educators, professional associations, the business community, and professionals in the public sector. Collaborative projects with the Iowa National Bar Association, the U.S. Army Corps of Engineers, 6th Avenue Corridor, DART, Des Moines International Airport, and departments within the City of Des Moines have demonstrated the power of leveraging resources to reach out to many more citizens as well as those visitors to our city.

I was thrilled to join the GDMPAF as its director in August 2010, and these have been 12 months of unimaginable change and opportunity, of juggling present programs with future ones, and I confess, it feels wonderful.

With the shift in leadership, the Board of Directors took the opportunity to discuss and debate its future direction. In January 2011, the GDMPAF strategic plan was reviewed and reassessed, providing an important framework for understanding the public's current and future interests, as well as the needs and opportunities for participation. The firm Resource Development Consultants conducted the assessment. Three top priorities for 2011 were identified: (1) launch a new and dynamic website; (2) develop a neighborhood project through a commission process including a panel selection and issuing a Call for Artists or RFQ (Request for Qualifications); and (3) develop additional funding sources and structure.

The development and launch of a website as a première public art resource base is one way to help people to be involved, well-informed citizens. As the GDMPAF expands its social network, it is critical to listen to voices from within our community. While we will doubtless spend increasing time





Barry Flanagan  
(British, 1941-2009)  
*Thinker on a Rock*, 1997  
Cast bronze  
156 x 103 x 79 inches  
Promised gift of John and  
Mary Pappajohn to the  
Des Moines Art Center  
Location: Pappajohn Sculpture Park  
Photo: Connie Wilson

communicating, learning, and creating online, I believe the desire for a sense of community as well as a safe place to discuss and debate those values that separate as well as bind will become stronger in Des Moines.

Just as community support allows us to fulfill our mission, the community is a key component of our long-range plan. I am delighted with the new kinds of energy these exciting initiatives are helping to generate, and I hope that it is evident in the changes you are seeing and will see in the coming months and years.

For all that this report highlights, I want to acknowledge the hard work and vision of a remarkable Board of Directors, with support of our Mayor, Des Moines City Council and partners. While we have much to be proud of, it is important that we continue to build upon past successes. As GDMPAF embarks upon the 2011–2012 program year, we remain committed to engaging, inspiring, and enriching lives by advancing the best of public art.

M. Jessica Rowe | Director



