

STAFF REPORT

Date: December 14, 2022

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Resolution granting 6 Art Belongs Here Neighborhood Public Art Grants for public art projects: \$12,000 to Truckee Meadows Parks Foundation; \$12,000 to Be the Change Project; \$12,000 to the Downtown Reno Partnership with Nevada Neon Project; \$3,521 to Custom Ink; \$10,992 to The Holland Project; and \$7,328 to Friends of Lake Park; to create public art projects in neighborhoods, parks, and public right-of-way in the total amount of \$57,841. (Grant Funded and Room Tax)

From: Megan Berner, Senior Management Analyst

Department: City Manager's Office – Arts and Culture

Summary:

On November 7, the Art Belongs Here review committee met to review and score 9 Art Belongs Here applications. The committee recommended funding of 6 Art Belongs Here grants based on scoring in the amount of \$57,841. Staff recommends Council adoption of a Resolution to allocate \$57,841 to 6 organizations for the purposed described below.

Alignment with Strategic Plan:

Arts, Parks, and Historical Resources

Previous Council Action:

On May 13, 2020, Council approved acceptance of a grant from the National Endowment for the Arts for an Art Works Grant for the Art Belongs Here Neighborhood Public Art grant program in the amount of \$20,000. For budget year 2022/2023, Council allocated \$50,000 from Room Tax for the Art Belongs Here Neighborhood Public Art grant program.

Background:

The Reno Arts and Culture Commission (RACC) launched the first year of the Art Belongs Here: Neighborhood Public Art Grants program in January 2019. They created a special committee to review proposals that included city staff from various departments and representatives from each of the five Neighborhood Advisory Boards (NABs). Funding was

awarded to seven community groups for their Art Belongs Here: Neighborhood Public Art grants proposals in the first year for a total of \$35,000. Those projects were completed in late 2019 and included four community mural projects, artistic bike racks, artistic benches, and a sculpture. These projects had high community involvement and collaboration.

In 2020, City staff applied for and received a National Endowment for the Arts Grant in the amount of \$20,000 to fund the program for a second year. That funding was matched with \$20,000 from the Public Art budget. Applications for the second round of Art Belongs Here grants were open from November 2020 to March 1, 2021. There were very few applications and only two projects were awarded in 2021: The Holland Project's Billboard Gallery and a mural project at Wingfield Park led by Custom ink. The total awarded for those projects was \$24,319.

In 2022, \$50,000 was allocated from Room Tax for the Art Belongs Here Neighborhood Public Art Grants program. This was combined with the leftover funding from the National Endowment for the Arts Grant to create a total of \$57,841 available to grant in 2022. Applications were open from August to September 2022. A total of 9 applications were received. The committee selected 6 projects to recommend for funding. A 1:1 match is required of all grantees.

Art Belongs Here Neighborhood Public Art Grants:

- \$12,000 to Truckee Meadows Parks Foundation for Rosewood Nature Study Area Visitor Center Mural
- \$12,000 to Be the Change Project for Wedekind Road "Kids at Play" Mural
- \$12,000 to Downtown Reno Partnership with Nevada Neon Project for Neon Marilyn Monroe
- \$3,521 to Custom Ink for Keystone and I-80 Wall Mural
- \$10,992 to The Holland Project for Billboard Gallery continuation
- \$7,328 to Friends of Lake Park for artistic seating and bike rack

Each organization will sign an individual agreement for their project grant. A standard agreement is attached. The City Attorney's Office has approved the agreement.

Discussion:

The purpose of the Art Belongs Here initiative is to enrich the lives of Reno residents and visitors by integrating arts, culture and creativity into daily life and neighborhoods that are accessible for all; foster community collaboration; inspire neighborhood revitalization; showcase locally cultivated talent; and nurture and honor community identity and heritage. Applicants are asked to provide a detailed description of the proposed project including what challenges/opportunities are addressed through the project. Why is this project appropriate for this space/neighborhood? How is it relevant? What do you hope to achieve? Applicants can request up to \$15,000 in funding per project. Grants must be matched 1:1 by applicants through cash or in-kind contributions (goods or services) or volunteer time. Projects are highly visible

and can include but are not limited to: streetscaping, bicycle racks, murals, community projects, public art, sculpture, decorative benches and tables.

Applications are evaluated on the following:

- **Neighborhood Participation & Community Partnerships**
Clearly define how the project will provide a creative solution for specific issues in the proposed area. Demonstrate community support and collaboration and how the project will create strong partnerships in the neighborhood.
- **Creativity, Artistic Quality, Scope & Merit**
Proposals should be innovative, well-defined, goal-oriented, original and visually compelling, and draw on community resources and talent.
- **Planning, Feasibility & Maintenance**
Proposals should demonstrate how feasible a project is in terms of timeline, budget and available resources. Explain how the project will be safely installed, maintained, and removed (if necessary).
- **Economic & Community Vitality, Leverage**
How well does the project address the objectives of the grant program and catalyze a vision to enhance the vibrancy and economic vitality in a neighborhood? Proposals should include measurement tools for reporting on the success of the project and addressing challenges or opportunities in the neighborhood.
- **Community Benefit & Social Impact**
Proposals should demonstrate how the project represents and boasts community identity, heritage, engagement, and a sense of place.

Financial Implications:

The Art Belongs Here Neighborhood Public Art Grants in the amount of \$57,841 are included in the Fy22/23 budget. \$50,000 comes from Room Tax and \$7,841 comes from grant funding from the National Endowment for the Arts.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council adopt the Resolution.

Proposed Motion:

I move to approve staff recommendation.

Attachments:

Art Belongs Here Grants 2022 – Staff Report

Art Belongs Here Neighborhood Arts Grants

ABH Agreement Template