

ARTS & CULTURE COMMISSION

Regular Meeting, Tuesday, March 7, 2017

NOTICE IS HEREBY GIVEN, that a regular meeting of the Arts & Culture Commission will be held in Conference Room 2B at City Hall, 420 N Pokegama Avenue, Grand Rapids, Minnesota 55744 on Tuesday, March 7, 2017 at 3:45 pm

Agenda

Call to Order

Public Input

Setting the Agenda

Correspondence Fill Unexpired Term 12/31/2017: Myrna Peterson
Approve the following minutes: Public Meeting February 1, 2017
Regular Meeting February 7, 2017

Financials

River Venue Update Up-Date – All
Public Art Plan - Commissioner Bendix

Progress Reports Utility Boxes - Commissioner Smith
Mayors' Award - Commissioner Marty
Request Artists' Loft/Art Class - Commissioner Dodge

Old Business Art in the Schools - Commissioner Dobbs
Art Place Grant - Commissioner Dodge

New Business

Announcements

Set Agenda For Next Meeting: Tuesday, April 4, 2017

Adjourn



CITY OF
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE

Outdoor Performance Venue Study

Grand Rapids Arts and Culture Commission

The City of Grand Rapids and the Grand Rapids Arts and Culture Commission conducted their first public meeting February 1, 2017 at the Grand Rapids Area Library. The purpose of this meeting is to evaluate the feasibility and need for a new or expanded outdoor entertainment venue.

City Staff Present: Amy Dettmer, Michele Palkki, Lauren Van Den Heuvel, Rob Mattei, Mayor Dale Adams, Dale Anderson, Councilor Connelly, and Matt Wegwerth

Arts and Culture Commissioners Present: Sonja Merrild, Kathy Dodge, Harry Smith, John Connelly, Lois Bendix, Karen Walker and David Dobbs

LHB: Heidi Bringman, Stuart Shrimpton, Lacy Shelby, Jon Commers

Approximately 35 individuals from the community were present for the meeting.

Commissioner Merrild opened the meeting and gave general overview of information of the Arts and Culture Commission and why we are here tonight.

One of the guiding principles from GRMN Creates talked about having an outdoor entertainment venue for the City. The Arts and Culture Commission received permission from the City Council to research funding/grant opportunities to hire LHB to help us come up with a plan that can be implemented. Funding was secured from the City of Grand Rapids, Blandin Foundation, Grand Rapids Arts, Northern Community Radio, MacRostie Art Center and the Myles Reif Center.

Our Consultants reported on information that has been looked at so far, have dated from 2006 to the present. These include the Downtown Redevelopment Master Plan, Riverfront Framework Plan, Grand Rapids Comprehensive Plan, GRMN Creates and the Arts and Economic Prosperity. It is important to follow the guiding principles put in place for this project.

- Reflect a broad range of community ideas and voices. Engage a broad cross-section of the community to co-create a process and design that best reflects our area.
- Provide a unique Mississippi River Experience. Develop a design for a venue that strengthens our community's relationship with the river.
- Ensure a financially feasible project. The scope of the project is within the community's capacity to build and sustain.
- Create an environmentally sustainable space. Incorporate local resources in an authentic way minimizing the impact on surrounding landscape and highlighting the natural habitat of the Mississippi.
- Promote economic development. Accommodate and encourage a diverse range of local and regional uses and act as a catalyst for community connections and growth.

Marketplace Comparisons

When looking at Facilities and Marketplace there are many metrics that are taken into consideration. Demographics, Employment, Artists, Residents, Housing, Cost of Living, Transportation, and operated by non-profit/for profit/City.

Venues are looked at with these in mind; portion of sites that handicapped accessible; shaded areas for rest and respite, plaza like surfaces for gathering and congregating, variety of planting both perennial and annual, temporary and permanent structures, amphitheater style, seating and/or bench seating, waterfront views, site capabilities.

Conclusions:

- Outdoor performance venues are viable in multiple Minnesota markets that are larger and smaller than Grand Rapids
- In selected interviews, stakeholders describe a wide range of uses and user groups who could utilize an outdoor performance venue.
- Funding of ongoing maintenance and operations is most likely a local responsibility with limited event revenue
- Demonstrated interest and advocacy, and sufficient market, indicator viability of a permanent venue on the Mississippi River in Grand Rapids.

Preliminary Site Exploration

✓ **Forest History Center.**

Owner: MN Itasca Historical Society and Blandin Paper Company.
Estimate Site Acreage: 110 acres; Shoreline Frontage: 5,288 Feet:

- Handicapped Accessible
- Free parking – approximately 120 cars
- Over 5 miles of nature trails
- A range of ecosystems exist on site
- Water and sewer connected
- Located roughly 4 miles from downtown
- 2 possible stage locations

✓ **Northern Community Radio.**

Owner: City of Grand Rapids and Northern Community Radio.
Estimated Site Acreage: 4 acres

- Handicapped Accessible
- Parking shared utilizing both the Library lots and the lot at the intersection of 2nd Street and 3rd Avenue
- Water and electric connected
- Existing public art
- Existing structure for performances
- Adjacent to the public library
- Located less than ½ mile from downtown
- 1 possible stage location

Preliminary Sites Exploration Continued

✓ **Northern Community Radio.**

- Walkability
- Smaller stage, however can hold up to 500 people milling around
- Older community would be close distance, maybe even able to walk to the venue

✓ **Veteran's Memorial Park.**

Owner: City of Grand Rapids

Estimated Site Acreage: 35 acres; Shoreline Frontage 3,070 Feet

- Handicapped Accessible
- Parking is dispersed throughout the park
- Water and electric connected
- Picnic area
- Two pavilions
- Playground structure, horseshoe court and dog park
- Pedestrian bridge connecting to Oakland Park
- Located roughly 1.5 miles from downtown
- 2 Possible stage locations

What are your ideas? Considerations

- What is the site's potential capacity?
- How easy is it to access the site?
- Does the site have existing features or amenities?
- What are the adjacent uses?

Those in attendance broke into three small groups with each group taking one site to discuss the following.

- Values that should guide the design and operation
- Priority features and uses
- Preferred programming
- Location benefits and drawbacks
- Community and regional opportunities

Forest History Center

- ✓ Significant parking with potential of additional parking
- ✓ Events held recently held 400, 1,000 and 2,000
- ✓ Do we want this large of venue, who are we targeting
- ✓ Not much noise volume, rustic and woodsy
- ✓ Potential of more funding partners
- ✓ This speaks to Grand Rapids
- ✓ What kind of children's programming could we hold here
- ✓ Would the community go all the way out to the Forest History Center? This could be an issue for some.
- ✓ Currently the property is under the ownership of the City of Grand Rapids but after 20 years it will go back to the Forest History/Historical Society
- ✓ Who would schedule this venue and also who would maintain

What are your ideas? Considerations Continues

Northern Community Radio

- ✓ Lots of open space
- ✓ Adjacent to library and downtown
- ✓ Trails and connectivity
- ✓ Existing stage, maybe do smaller stage(s) areas across the lawn to the west of the library
- ✓ Could connect with other events downtown such as Tall Timber Days, First Friday and others
- ✓ More development happening, Hotel coming, proposed pedestrian bridge
- ✓ Close proximity of the YMCA
- ✓ Older community use if something is built so you don't have to travel (or not as far)
- ✓ Noise could be an issue; housing nearby

Veteran's Memorial Park

- ✓ Pedestrian/snowmobile bridge crossing – connecting to Oakland Park
- ✓ Beautiful site (large Norway Pines throughout the park)
- ✓ Playground
- ✓ Aesthetics to Grand Rapids
- ✓ Downsides there is no running water or septic; there would have removal of trees to make an area for seating, would need another exit and would need road upgrades
- ✓ Cost would be more / no infrastructure here

This concluded the public meeting. Heidi Bringman from LHB reported that their team will be working on the information gathered from this evening's meeting and then would meet with the sub group in Grand Rapids to come up with design elements and etc. for a venue at one of the sites. There will be a second Public Meeting after this takes place, to be determined.

The second public meeting will take place at a time to be determined.

The meeting ended at 7:30 pm

Michele Palkki

Respectfully submitted by Michele Palkki, Administrative Assistant

**CITY OF GRAND RAPIDS ARTS AND CULTURE COMMISSION
CONFERENCE ROOM 2B – GRAND RAPIDS CITY HALL
REGULAR MEETING, WEDNESDAY, FEBRUARY 7, 2017 – 3:45 PM**

CALL TO ORDER: Pursuant to due notice and call thereof the regular meeting of the Grand Rapids Arts and Culture Commission was held in Conference Room 2B of the Grand Rapids City Hall, 420 N Pokegama Avenue, Grand Rapids, Minnesota, on Wednesday, February 7, 2017, at 3:45 pm

CALL OF ROLL: On a Call of Roll, the following members were present: Sonja Merrild, John Connelly, Harry Smith, Lois Bendix, David Dobbs, and Kathy Dodge

Absent: Karen Walker and David Marty

Staff Present: Amy Dettmer, Michele Palkki and Lauren Van Den Heuvel

Commissioner Merrild called the meeting to order at 3:45 pm. Lauren Van Den Heuvel is the new Communications Specialist for the City of Grand Rapids. Each Commissioner introduced themselves.

Setting the Agenda Additions:

- Vacancy on Commission – Merrild
- Art in the Community – Dodge
- Review 2017 Goals and Outcomes – Merrild
- Art in Schools – Dodge/Dobbs
- Art Place Grant - Dodge

Correspondence: Nothing to add

MINUTES

The minutes of the January 4, 2016 meeting were in the packets for the Commission's review and approval.

APPROVAL OF MINUTES: Regular Meeting held on January 4, 2017.

Motion by Commissioner Dobbs, second by Commissioner Smith to approve the minutes of the Regular Meeting January 4, 2017 as presented. Motion passed by unanimous vote.

FINANCIALS: 2017 Report was distributed to the Commissioners.

The following donations have come in so far for the Mississippi River Venue: Blandin Foundation, Reif Center, Grand Rapids Arts, KAXE and MacRostie Art Center totaling \$15,318.00



CITY OF
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Outdoor Performance Venue Study

Grand Rapids Arts and Culture Commission

Public Meeting #1
Meeting Summary
February 1, 2017

The City of Grand Rapids and the Grand Rapids Arts and Culture Commission are evaluating the feasibility and need for a new or expanded outdoor entertainment venue.

Welcome & Introduction of the Project

- Introduction to project and background overview

Review of Guiding Principles and Decision-Making Framework

- *Reflect a broad range of community ideas and voices*
Engage a broad cross-section of the community to co-create a process and design that best reflects our area.
- *Provide a unique Mississippi River Experience*
Develop a design for a venue that strengthens our community's relationship with the river.
- *Ensure a financially feasible project*
Ensure the scope of project is within the community's capacity to build and sustain.
- *Create an environmentally sustainable space*
Incorporate local resources in an authentic way minimizing the impact on surrounding landscape, and showcasing the natural habitat of the Mississippi River.
- *Promote economic development*
Accommodate and encourage a diverse range of local and regional uses and act as a catalyst for community connections and growth.

Presentation of Phase I Findings

- Introduction to project history, planning process, and project values
- Marketplace comparison analysis, Jon Commers
 - Means of measurement and analysis for a regional assessment of outdoor performance venues.
 - Demographic snapshot of similar communities
 - Venue features and characteristics
 - Capital costs and operation and maintenance cost models
- Preliminary site exploration

Outdoor Performance Venue Study - Public Meeting

Wednesday, February 1st, 5:30-7pm, Grand Rapids Area Library – Community Room
140 NE 2nd Street, Grand Rapids, MN 55744



PERFORMANCE
DRIVEN DESIGN.

- Forest History Center
- Northern Community Radio
- Veteran's Memorial Park

Citywide Siting Exercise & Community Conversation

Three groups were organized around each of three sites. Groups were asked to collaboratively discuss and address the following:

- Values that should guide the design and operation
- Priority features and uses
- Preferred programming
- Location benefits and drawbacks
- Community and regional opportunities

Group Discussion of Three Alternative Sites

- Forest History Center-Group A
 - Potential for more parking west of hedge row and existing parking area
 - Not very close to Downtown
 - Beautiful site, quieter site
 - Potential to increase community value of Forest History Center with shared and complimentary programming opportunities
 - May not provide as much economic value to Downtown
 - Site character "feels like Grand Rapids"
 - Opportunity to connect to communities to the south and beyond
 - Concern over future potential industrial uses adjacent to site, could this pose challenges?
 - Opportunity to partner with long standing local partner
 - Check ownership/lease agreements of the Forest History Center site
- Northern Community Radio-Group B
 - Very close to Downtown, easy access, walkable
 - Visibility of site from adjacent streets and access points
 - Connection to other Downtown activities
 - Potential to adapt to a range of event sizes
 - Additional existing amenities on-site, library, radio station, trails
 - Planned pedestrian bridge offers connectivity across the river
 - Desire to activate existing site to mitigate undesirable adjacent activities and uses in neighborhood.
 - Existing trails connect broadly to community
 - Area west of the library could potentially be configured to host larger crowds
 - Existing parking opportunities both on site and nearby
 - The radio tower may be a constraint
- Veteran's Memorial Park-Group C
 - Existing city amenity, large trees and wild landscape offer intimate setting
 - Pedestrian bridge connects to neighborhood next to Oakland Park
 - Venue could potentially utilize existing topography for amphitheater style seating
 - Dog Park is an asset, but may need relocation
 - Roofed structure for entire performance and seating area is desired
 - Parking across river and potential to expand parking within park

- The site has some open areas that would accommodate tents for fairs/festivals
- Opportunities for a range of future uses including weddings, reunions, wine tastings, etc.
- Additional amenities would need to be explored including road improvements, restrooms, and access off Hwy. 2.
- Concern about tree removal, dog park relocation and other site impacts

Additional Community Remarks

- Site capacity was generally agreed to, by participants in the meeting, to accommodate 500 persons or less.
- Public desired a flexible and adaptable space that could accommodate both intimate scale events and larger events
- Public desired the outdoor performance space to be multi-use, “not just a stage”

Follow-up Questions

- What types of events would the venue host?
- What type of audiences do we want to draw?

RIVER VENUE UPDATE

A discussion was held regarding the public meeting that took place last Wednesday, February 1, 2017. The Draft Minutes from the Public Meeting were distributed to the Commission. These will be on the March Agenda for approval.

Commissioner Merrild reported one meeting attendee inquired about how this venue may affect the Reif Center. Would we be taking away events from one venue to go to another? Commissioner Bendix reported that another concern would be who will manage this venue.

Overall, everyone thought there was good attendance and it went well. LHB will gather all the information and will be in touch with some possible dates when they will come back to meet with the Commission

PUBLIC ART PLAN

A draft copy of the City of Grand Rapids Public Art Plan was distributed to the Commission. Commissioner Bendix put this together and once the Commission approves it, it will go to the City Council for their approval.

This document talks about the history, definitions, values, principles, and goals of a public art program in the City. It also covers the processes and protocol of procuring, maintaining, and deaccessioning the public art.

After further discussion, it was decided to invite City Administrator Tom Pagel and City Engineer Matt Wegwerth to the March 7, 2017 meeting to discuss the plan further.

PROGRESS REPORTS

Utility Boxes

A discussion was held regarding the art wrap of the utility boxes. Commissioner Smith is continuing to work with Julie Kennedy from Public Utilities on developing a document for call for artists.

A question was raised if wrapping of utility boxes could fall under the public art plan. After discussion, Commissioners decided this could not because utility boxes are owned and maintained by Public Utilities, not the City.

Commissioner's Smith and Merrild will continue to work on this with Julie Kennedy regarding the process for the utility box wrapping.

Progress Reports Continued

Mayor's Arts Award

Commissioner Marty was unable to attend tonight's meeting, due to a previously scheduled event in the Cities but he spoke to Commissioner Dodge regarding the award.

Staff Liaison Dettmer reported that two nominations were received: Grand Rapids State Bank and Brewed Awakenings. After discussing the nominations, it was decided to award the 1st Annual Mayor's Arts Award to the Grand Rapids State Bank. Someone will make contact to let them know they are this year's recipient and the award will be distributed at the Annual Chamber Dinner.

MAYOR'S ART AWARD ANNOUNCED

Motion by Commissioner Dodge, second by Commissioner Bendix to award the Grand Rapids States Bank with the first Annual Mayor's Art Award. Motion passed by unanimous vote.

It was determined that the physical award will take on a different and unique look each year.

Commissioner Dodge volunteered to contact a local artist to create the award for this occasion. After discussing costs to have the award made the following motion took place:

Motion by Commissioner Bendix, second by Commissioner Connelly to approve up to \$1,200.00 from the Arts and Culture Commission budget for creating the Mayor's Arts Award for 2017. Motion passed by unanimous vote.

OLD BUSINESS:

Art in Schools

Commissioner Dobbs reported that they have met with two of the four principals on ideas to bring art in the schools. They have a meeting on February 9, 2017 with all of the principals to talk about what are their ideas on art for students; is there an area where arts can take place, etc.

MacRostie Art Center will use information gleaned from the principals meeting in their application for an Arts Learning Grant to bring a resident artist to the elementary schools.

Commissioner Dobbs will keep the Commission updated as more information becomes available.

Old Business Continued

Review 2017 Goals/Outcomes

Commissioner Merrild discussed the Commissions 2017 Goals and Outcomes:

- Mississippi Riverfront Feasibility Study – ongoing
- Collaboration with Human Rights to Promote Ojibwe Language Signage – ongoing
- Working Group to form a public art plan – completed draft for City approval
- Work with Public Utilities to cover utility boxes - ongoing

NEW BUSINESS

Art Place Grant

Commissioner Dodge reported that she would like to see the Arts and Culture Commission/City apply for the grant this year. Staff Liaison Dettmer will check the grant to see if a City Entity can apply and if so she will do a Request for Council to ask permission to apply.

Motion by Commissioner Smith, second by Commissioner Dobbs to request City Council approval to apply for the Art Place Grant and to have the City act as Fiscal Agent if approved. Motion passed by unanimous vote.

ANNOUNCEMENTS – Nothing to report

There being no further business, the meeting adjourned at 5:15pm

Respectfully submitted by Michele Palkki, Administrative Assistant

Michele Palkki

Next Regular Meeting

Reminder, the next regular meeting of the Grand Rapids Arts and Culture Commission will be held on Tuesday, March 7, 2017 beginning at 3:45 pm at the Grand Rapids City Hall, Conference Room 2B, 420 North Pokegama Avenue, Grand Rapids MN 55744.

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HISTORY

The Grand Rapids Arts & Culture Commission was established on February 25, 2013 with Ordinance No. 13-02-04. The first responsibility for the commission was to develop and recommend to the council a mission, public agenda and strategic plan for arts and culture in Grand Rapids.

The Arts & Culture roadmap was developed by the commission and adopted into the City comprehensive plan on March 9, 2015. **Goal #4 of that plan is to Use the Arts to animate the physical realm and improve connectivity.** Every city strives for a welcoming and vibrant built environment, and the arts are a key component of the public realm's vitality. While the private and nonprofit sectors primarily promote arts and cultural programs and venues, city government typically leads efforts to integrate artworks into capital and infrastructure improvement projects. Such artworks can add greatly to streetscapes, trail networks, and civic buildings, bringing visual interest, community history, and vitality to many areas of the city. Because such pieces occur outside or in public spaces and there is no fee charged to view, they also help expand accessibility.

One of the Objectives of that goal is to Embed public art into existing and future streetscapes to create a dynamic and vital physical environment.

- 4.7 Identify upcoming City of Grand Rapids' Capital Improvement Projects where city staff, with support from Arts and Culture Commission members, can integrate artistic components along with their continued maintenance (e.g. 5th Street redesigns and existing and future roundabouts)
- 4.8 Create murals and art installations along existing infrastructure, such as bridges and railroad crossings, to help animate points of entrance into town and beautify neglected areas
- 4.9 Encourage the donation of privately funded art into Veteran's Park to help celebrate heritage and identity
- 4.10 Organize a sculpture walk that highlights work from regional artists and provides opportunities to animate downtown area and promote Grand Rapids as a regional arts center.

A second objective under that goal is to Create initial public art policies and develop a program that consistently contributes to the vitality and economic development of the city.

- 4.11 Create City of Grand Rapids “Art Adoption/Acquisition/Loan” policy that would create a clear understanding of what type of artworks to accept into the city’s collection and to establish guidelines around the conversations about maintenance, insurance, and other administrative necessities
- 4.12 Create a City of Grand Rapids “Arts Inclusion” policy to help frame conversations between the city and private developers who might be looking to develop artwork within their own developments
- 4.13 Create a formal City of Grand Rapids Public Art Policy

INTRODUCTION: THE IMPORTANCE OF A PUBLIC ART PROGRAM

A public art program has the capacity to:

- Endow the city with a vibrant and vigorous artistic texture making the city stimulating and enjoyable to live and work in and to visit;
- Contribute significantly to the development of cultural tourism;
- Provide an avenue through public art for many voices from diverse backgrounds to join together to reach a common understanding and address community differences; in the process, community perceptions can shift, breaking down barriers that limit and separate neighbors, unleashing creativity and opening many possibilities for the future;
- Strengthen local communities where artistic and cultural activity is key to expressing personal and social identity;
- Achieve lifelong learning where the arts are a significant vehicle for developing learning opportunities for people outside the formal education sector;
- Promote health and wellbeing where involvement in the arts can promote the development of self-esteem and personal growth;
- Enhance, enliven and enrich public spaces and public experiences;
- Enhance and augment the distinctive identity and “sense of place” of the city as a whole, and as a complexity of diverse and distinctive neighborhoods;
- Make a crucial contribution to generating a poetic dimension to the city—that quality that elevates cities from the mundane to the memorable;
- Foster a positive civic identity that is regionally recognized and esteemed for the value it accords to nurturing a culturally rich and dynamic environment;
- Form an invaluable and meaningful cultural heritage that will foster an understanding and appreciation of our identity, history and aspirations for generations to come;
- Provide a sustainable framework for the care and conservation of this unique cultural heritage.

SECTION 1: DEFINITIONS, VALUE, PRINCIPLES AND GOALS

1.1 **Definitions of Public Art, Public Space, Visual Artist, Other Visual Arts Professionals, Public Art Committee and Public Art Plan**

Public Art can be defined most simply as visual art that exists for the public, are commissioned or purchased by or donated to the City to be in publicly accessible spaces. Public art may be functional as well as aesthetic, free standing or fully integrated into the structure of a site. This definition includes:

- permanent installations in all media;
- artists' collaborations on architecture, landscaping or amenity design; and
- temporary installations in all media located in the public sphere.

It does not include:

- directional elements;
- art objects that are stock items or mass-produced;
- art objects that are portable or easily moved unless the work has been designated by the Grand Rapids Arts & Culture Commission as temporary art, and will be on display for less than 6 months;
- playground equipment, statuary projects, landscape architecture, landscape gardening, fountains and greening projects unless these elements are integral to the work of art itself or a collaboration among design professionals including at least one artist.

Public Space is defined as an area accessible to and frequented by the general public and owned and operated by the City of Grand Rapids. This includes, but is not limited to, the City's parks and squares, boulevards, streets, bridges, as well as the architectural facades, concourses and foyers of City-owned facilities.

Visual Artist

A professional visual artist is a person who has specialized training in the artistic field (not necessarily in academic institutions); is recognized as a professional by his or her peers; has produced an independent body of work and has maintained an independent professional practice for at least three years following the completion of specialized training in the field; and has had at least three public presentations of their work in a professional visual arts context over a three-year period.

Other Visual Arts Professionals

A visual art professional, in this context, is a person who is recognized as a professional curator in the visual arts, visual arts critic, visual arts educator, architect or landscape architect; possesses skill, training (formal or informal) and experience in the applicable discipline; is active and committed to his or her practice; has a minimum three-year history of public presentation, public projects and/or publishing in this discipline; seeks payment for his or her work in this discipline; and is recognized by his or her peers as a visual arts professional.

Public Art Committee

The Grand Rapids Public Art Committee is a Volunteer Advisory Committee for the City of Grand Rapids. Appointments to the committee are made by the Chair of the Grand Rapids Arts & Culture Committee, and shall consist of 5 members, no more than 1 commissioners and at least one visual artist professional (See Section 4.2), along with no more

than 3 other citizens. This public art committee will make a general plan for the placement of public art in the central business district by June 30, 2017.

Public Art Placement Plan

The Grand Rapids Arts and Culture Commission, along with the Public Arts Committee, shall develop a Public Art Placement Plan for the City of Grand Rapids. This plan will identify sites for public art, starting with the Central Business district and moving out into public parks, and public trails, as well as possible neighborhoods. This plan provides a ten-year plan for integrating art into the civic environment.

1.2 Value of Public Art

The value of public art must include its social value as a means through which to express, reflect and enjoy our city. Public art works make walking through the City's streets and open spaces an interesting and thought-provoking experience for people living, working and visiting. It contributes to the identity and character of a place by marking out an area as unique within the city, and supports economic development.

Public art programs have long been central to the development and revitalization of major urban cities like Toronto, Chicago or New York, and now smaller cities are following suit. Whether small neighborhood pleasures or large icons, public art works can make a city known more widely, encourage cultural tourism and play a critical role in a city's cultural development.

The value of public art must include its impact as a significant economic driver. Public art is identified as a mechanism that improves the competitive advantage of a municipality, attracting professionals to live and work in the area and making it a more desirable place to locate businesses. Arts bring economic development and revitalization to neighborhoods. "Cities that thrive in the 21st century will be those that pay attention to developing a true diversity of human creativity. That means more (and more accessible) public art." – Ryerson University study.

1.3 Principles and Purpose of this Public Art Policy

A Public Art Policy for a city facilitates the creation and acquisition of quality public art and ensures that professional artists are involved in its creation. The primary aim of a public art policy is to foster innovation and quality works of art.

A Public Art Policy for a city ensures that the process for commissioning, acquiring and managing public art works is open, equitable and fair and meets professional standards; it also outlines funding sources to create and maintain public art. Such a policy protects and maintains public art as a valuable part of the built environment and makes space for public art available and a priority in the development of the city's streetscape.

A Public Art Policy ensures that a strong public art collection for the city evolves from the Arts and Culture Plan for that city.

A Public Art Policy encourages the allocation of a percent for public art in the budgets of all significant public developments across the city.

CITY OF GRAND RAPIDS PUBLIC ART PLAN

A Public Art Policy encourages discussions between city staff and private developments to consider public art in their development. That discussion is initiated by the director of community development.

1.4 Goals of this Public Art Policy

The goals of a Public Art Policy are interpreted in the commissioning process to ensure the innovative quality and integrity of the City's selection of artists and projects and maintenance of artworks. The goals of a Public Art Policy for the City of Grand Rapids are:

- To ensure the artistic merit, quality and integrity of the artworks owned by the City of Grand Rapids and intended for public spaces;
- To provide a range of opportunities for artists at various stages of their careers to make public art through establishing a set of processes and procedures that allow for innovation, that value the artists and the artistic process, that respect the creative rights of artists and defines standards and establish criteria for the selection of Public Art;
- To enhance the community's sense of ownership and value by commissioning works that are site-specific and encouraging awareness of collective heritages, neighborhood identities and the value of creativity and creative processes in small city living;
- To ensure that all artworks in the City of Grand Rapids' collection will be part of a coherent program of maintenance, conservation and preservation;
- To build upon existing relationships between the City, artists and arts organizations and community members to improve the opportunities for citizens to participate in the arts in their daily lives, encourage civic discussion about public art and make possible the expression of a variety of cultural voices;
- To recognize and stimulate a high caliber of small city design by enhancing the aesthetic quality of the built environment and incorporating original artworks into the infrastructure of the City;
- To promote Grand Rapids as a *Creative City* recognized regionally as valuing the arts and as a destination for cultural tourism, while acting as a stimulus for economic development; and
- To use City resources wisely to develop projects in a strategic and cost effective manner.

1.5 Promoting Public Art and Educating Public Audiences

The City of Grand Rapids' Arts and Culture Commission will provide opportunities for the public to learn about and become involved with the art in their streets through:

- Publicized artist competition calls; Public art walking and driving tours made available to the public (e.g. on the City's website);
- A publication promoting the integration of art into city revitalization; neighborhood renewal projects and plans of subdivisions;
- The Grand Rapids Public Art Committee will aid the City in developing a Public Art Plan to guide an overall strategy for public art sites and programming; and
- All the above information as well as this Public Art Policy will be posted on the City's website.

SECTION 2: PROCESSES AND PROTOCOL

2.1 Commissions: Artist Selection Processes, Selection Panels, Project Management, Projects Initiated by Community or Arts Organizations

The City of Grand Rapids endeavors to commission innovative public art works that are of the highest quality, are relevant to their prospective neighborhood and context, and enrich the experience of Grand Rapids' residents and visitors. The City aims to carry out this ambition through equitable and objective selection processes with valuable input from community members and guidance from relevant art professionals.

2.1.1 Artist Selection Process

The process by which an artist is selected for a commission has a significant impact on the project's success. The City of Grand Rapids operates competitions as its primary form of artist selection. Depending on requirements specific to the project, the competition may be open, limited/invitational, or by direct selection. Following are definitions of these three forms of competition:

- **Open Competition:** A competition that is broadly advertised—locally and statewide. Nationally and open to any artist interested in submitting materials for consideration per the guidelines established in the “call to artists.” This is the process most favored by the City and adhered to whenever the project budget and timeframe allow.
- **Invited/Limited Competition:** In a limited competition, a select number of artists are recommended by a selection panel, program staff or public art consultant and invited to submit materials for consideration. Limited competitions may be staged when a project requires a specific art form, or there are pressing time restrictions on its completion.
- **Direct Selection:** The commission of a work by an artist or the purchase of an existing work of art, as recommended as a curatorial choice by a selection panel. A direct selection may be warranted when there is a single clear choice or a sole source in terms of the artistic solution for a project. A direct selection may also be appropriate where there is a time constraint or an extremely limited project budget.

The form of competition to be used for a project is determined by the Grand Rapids Public Art Committee in consultation with City staff and the art consultant, should there be one contracted for the project.

2.1.2 Selection Panels

The role of the selection panel is to measure the artist's present proposal and past work against the general goals of the City's Public Art Policy (*outlined in Section 1.4, above*) and the specific objectives of the commission at hand. The number of participants on a selection panel or jury will comprise not less than three and not more than five in number while respecting the need to involve stakeholders and a breadth of informed perspectives.

Qualified selection panels will be comprised of the city engineer, the public works director and most recognized visual arts professionals as well as representatives of the community with interests in the site.

These selection panels select short-listed and winning artists for public art projects for properties under the City of Grand Rapids' jurisdiction.

Selection panel members are recognized visual arts professionals, as defined in Section 1.1, and include practicing professional artists, curators, art critics, art educators, architects and landscape architects. Art dealers and art consultants are not allowed to participate on selection panels.

Members of the Grand Rapids Public Art Committee are not allowed to sit on any selection panels or juries during their tenure on the Committee but may recommend jury members to the Grand Rapids Arts and Culture Commission or the Public Art Consultation, if one has been hired.

2.1.3 Project Management

The city engineer will develop the request for proposals with input from the Grand Rapids Public Art Committee for permanent commissions and projects initiated through the City of Grand Rapids' Capital Program. The request for proposals is publicly posted. Proposals submitted to each competition are evaluated by a selection team.

The Arts and Culture commission and the Public Art Committee coordinates the competition for artist submissions, community consultation, assembles and manages the selection panel, and oversees all aspects of the commissioning process. This is done in conjunction with the city engineer, who works with the winning artist through to the completion of the public art work. The public works department will also be consulted to identify the maintenance the artwork will need.

2.1.4 Projects Initiated by Community or Arts Organizations

Public art projects proposed by external community or arts groups must be reviewed by the Grand Rapids Arts and Culture Commission and the Public Art Committee against the criteria in 2.2.1. Proposals should outline the role of the artist in the project, identify a lead organizational contact and potential site(s) for the work. The City engineer will be consulted before acceptance of any proposal.

2.2 Donations/Official Gifts: Criteria; Finished Work; Commissioned Works; Procedure

Official gifts of art are directed to the Grand Rapids Public Art Committee for review and consideration to ensure the integrity of the donation process, the desired location of the artwork, any conditions accompanying the gift, the meeting of specific aesthetic and technical criteria, and a cash donation or provisions agreed upon towards future maintenance and conservation of the artwork.

2.2.1 Criteria

- Suitability of the donation as determined by the guidelines and mandate of the Grand Rapids Public Art Committee;
- Quality of the artwork, based on a professional assessment of the work, detailed written proposal, drawing and/or photographs;
- Suitability of the theme of the artwork to a public venue;
- Appropriateness of the artwork to the site, in the case where a site has been recommended;
- Qualifications of the artist based on documentation of past work and the artist's professional qualifications;
- Financial implication based on the costs of the project implementation, the installation of the work, and the ongoing maintenance of the artwork;
- Provision by the donor for ongoing maintenance of the artwork;
- Absence of restrictive conditions imposed by the donor;

- susceptibility of the work to wear and vandalism and potential danger to the public;
- suitability of the artwork to the technical requirements of installation in a public space;
- durability of the work under outdoor environmental conditions of public display; and
- ease of maintenance and repair.

These criteria as well as relevance of the subject matter to the City of Grand Rapids guide the evaluation to ensure the integrity of the process.

2.2.1.A If the donation in question is a finished work, the piece will first be reviewed by an art conservator or qualified individual to assess the condition and feasibility of preservation in a public location. If the work is deemed feasible to include in the City's collection maintenance program, the city engineer or public works director, in consultation with the Grand Rapids Public Art Committee, will review the piece against the above selection criteria and with consideration to possible locations.

If the piece is deemed eligible to become part of the City's collection, and a suitable location can be agreed upon, the Public Arts Committee shall submit a report to the city administrator, with a recommendation of acceptance of the gift by the City of Grand Rapids. The city Council will then consider the recommendation. If the donation is approved, the city engineer or public works director will work out the installation details with the donor or their designate.

2.2.1.B If the donor is proposing the commission of a new work not yet in existence, the proposal is reviewed by the Grand Rapids Public Art Committee and recommendations made to the Grand Rapids Arts and Culture Commission. The proposal must be subjected to the criteria listed in 2.2.1A.

2.2.2 Procedure

The offer to donate an official gift of public art or the installation of an artistic tribute to acknowledge a significant historic event should be sent in writing to the City of Grand Rapids' Arts and Culture Commission to bring to the Grand Rapids Public Art Committee for consideration. The submission should include a detailed description of the gift (Appendix i, Public Art Donation Process Information), the relevance of the subject matter to the City of Grand Rapids and contact names for follow up.

2.3 Procurement

Work purchased for the City of Grand Rapids' collection must be of high standing within its artistic field, both conceptually and aesthetically, and in technical execution. The City of Grand Rapids seldom purchases pre-existing artworks for its public art collection and does not acquire work with the intent to profit by disposal later.

2.4 Temporary Public Art Projects

The City of Grand Rapids provides a venue for innumerable artistic projects. The City's Arts and Culture Commission will continue to work with a variety of arts organizations to produce challenging and innovative public art projects on a temporary basis. Temporary visual art projects provide opportunities to artists to experiment with the scope and scale of artwork and serves to increase public awareness of contemporary artistic practice and ideas about the public realm.

From time to time, the City of Grand Rapids may allocate funds specifically for temporary projects and will provide support for projects initiated by artists, arts organizations or communities.

A Sub-Committee of the Grand Rapids Arts & Culture Commission will be developed to review and recommend temporary public art projects (visual arts specific). The city administrator will be consulted.

SECTION 3: MANAGEMENT OF THE CITY OF GRAND RAPIDS' PUBLIC ART COLLECTION

3.1 Maintenance and Conservation: Public Art Inventory, Evaluation, Insurance

It is the responsibility of the City of Grand Rapids to maintain all permanent works of art within the Public Art Inventory, in accordance with the approved maintenance plan and/or conservation plan required for each piece. Development of the maintenance plan and/or conservation plan is the responsibility of the artist and will be submitted to the City at the time the artwork is installed. The plans will include, but not be limited to, a maintenance dossier, shop drawings, manufacturers' lists, key contacts including the artist, maintenance and/or conservation specifications, and budgets. The City will be responsible for the care and maintenance of the artwork, in accordance with the approved maintenance plan. To build longevity into its public art planning and processes, all public art competitions and donations will include a maintenance fund in the budget for the conservation of the public artwork.

The City's Public Art Program establishes a treatment and maintenance program that is proactive and uses public funds wisely by avoiding costly preservation procedures that result from neglect. A Public Art Conservator, a qualified, professional trained in art conservation, may be contracted by the City of Grand Rapids' Arts and Culture Commission to participate in the technical review of existing art work.

3.1.1 Public Art Inventory

The city clerk regularly updates the Inventory of Public Art owned by the City. These records include a detailed description of the artwork, its fabrication, site conditions, conservation and maintenance plan, and visual documentation of the artwork. The Public Art Inventory Records are updated when new works are acquired and following routine inspections, maintenance and conservation.

3.1.2 Collection Evaluation and Insurance

The City of Grand Rapids' public art collection is to be insured as property of the City for vandalism, liability and theft, and each piece as acquired should be appraised based on market value and re-evaluated as needed.

The members of the Public Art Committee will also be covered by the municipal insurance policy that indemnifies them against legal responsibilities for their actions, if they are not guilty of wrongful acts or gross negligence.

3.2 De-Accessioning: Criteria, Evaluation, Methods (Removal, Destruction)

De-Accessioning is the process by which an artwork is removed from the City of Grand Rapids' collection. It may involve the relocation, removal or disposal of an artwork, if these actions are not in conflict with the terms on which the City acquired the work.

All recommendations for de-accession are reviewed by the Grand Rapids Arts & Culture Commission and must be approved by City Council.

3.2.1 Criteria

Assessment to determine whether a piece is to be removed from the City of Grand Rapids' collection would be based on one or more of the following considerations:

- the artwork has been damaged and/or has deteriorated beyond feasible repair;
- the continued satisfactory condition or security of the artwork cannot be realistically guaranteed; it is too costly to maintain or insure;
- the artwork endangers public safety;
- profound alterations of the site have occurred which affect the integrity of the artwork; and
- the site is no longer accessible to the public and an alternative appropriate site can no longer be found on City property.

SECTION 4 - ADMINISTRATION

4.1 Grand Rapids City Council

The Grand Rapids City Council approves the public art plan and policies.

The City Council approves the final acceptance of all public artworks commissioned by or donated to the City as endorsed by the Grand Rapids Arts & Culture Commission as well as annual budgets for the maintenance and cleaning of the City's public art collection.

4.2 Grand Rapids Arts and Culture Commission and Public Arts Committee shall work closely with and consult with the City Administrator, the public works director and the city engineer.

4.2.1 Mandate

The Grand Rapids Arts and Culture Commission provides expert community input on the City of Grand Rapids' public art policies and procedures, giving guidance and advice to City departments, agencies, sponsors, boards and commissions from the earliest stages of public art projects proposed for City-owned lands and potential donations to the City. Specifically, the Commission, along with the Public Arts committee reviews, develops and recommends public art policies, competition guidelines for public art commissions and temporary public art projects; reviews and recommends proposed donations of artwork to the City; recommends artwork to be de-accessioned; recommends processes and systems to fund, maintain/conserves, document, interpret and promote public art projects; and provides advice to City staff on the management and promotion of the City of Grand Rapids' public art collection. The Commission and Public Arts Committee promotes awareness and understanding of the importance of high-quality public art and encourages the development of public art in the city of Grand Rapids.

4.2.2 Conflict of Interest

Members of the Grand Rapids Arts and Culture Commission and the Public Arts Committee may participate on selection committees or juries for specific public art projects, proposals, or commissions, provided there is no conflict of interest.

4.3 Municipal Staff Responsibilities

The city administrator manages all issues relating to public art on City-owned lands.

- Develop, manage, audit, maintain and promote the City of Grand Rapids' public art collection

CITY OF GRAND RAPIDS PUBLIC ART PLAN

- Oversee the art consultant and artist selection processes, contract negotiations, site planning and preparation, installation, insurance and maintenance of commissioned or donated public art works;
- Mediate between the art consultant, artist or donor, community groups, staff of other municipal departments and the City's agencies, boards and commissions;
- Provide advice and support to artist and community initiated temporary projects;
- Report policy recommendations to City Council.

SECTION 5: FUNDING

5.1 The City of Grand Rapids will fund public art through an art set aside of 1-1/2 percent for all public works programs. This money will be put into a fund to purchase or commission public art.

5.1a The Arts and Culture Commission will apply for grants to maximize the number of dollars available for public art.

5.1b The City treasurer will administer the funds.

5.2 Donations

The City will manage a donor program that will provide stewardship to individuals, families and businesses who seek to donate to the City of Grand Rapids' Public Art Program.

5.3 Public Art Reserve Fund

A Public Art Reserve will be created to receive cash contributions from public and private donors, as well as grants received, and operate in accordance with Grand Rapids' financial policies. The Public Art Reserve will be used to fund and maintain projects in accordance with this Public Art Policy.

All funds to be used for Public Art regardless of origin, will be held in the Public Art Reserve Fund. This fund is to be used with Council's approval to fund Public Art and maintenance projects. approved by the Grand Rapids Public Art Committee, through its selection and recommendation processes.

Therefore; any design or donation proposal must include ten per cent (10%) of the value of the artwork or art commission for future maintenance. These funds are also held in the Public Art Reserve Fund, from which the City draws annually approved sums for cleaning and restoring the City's public art. restorations will be made in accordance with recognized principles of conservation.

Appendix i Public Art Donation Process Information

Phase one:

The following information is needed to determine if a City of Grand Rapids location would be suitable for the proposed art donation.

1. What are the dimensions of the proposed sculpture?

a. height

b. width and depth

c. area of base

d. weight

2. What is the material of the sculpture? Is it resistant to outdoor conditions?

(acid rain, smog, snow, frost, salt, etc.) This will be followed up with more specific questions regarding the surface texture of the sculpture.

3. How was this piece fabricated and where? Was there a foundry or fabricator associated with the piece? Please provide details.

4. What kind of foundation does the sculpture require (both above and beneath the surface of the ground)? Please provide foundation and installation drawings for review.

5. How will the sculpture be affixed to the foundation?

6. What is the proposed site for the sculpture?

7. What is the projected budget for the installation of the artwork?

a. cost of shipping and/or storage

b. cost of site preparation

c. cost of installation

Are you willing to provide 10 % of the value of the artwork as maintenance money?

9. Please provide photograph(s) and technical drawings of the work as well as photographs of other works by the artist and the artist's resume.

Appendix ii Material Selection Guidelines for Outdoor Artworks

Artwork being considered for the City of Grand Rapids Public Art will be assessed from a maintenance and conservation perspective to determine the piece's durability outdoors and potential maintenance costs to the City.

The City of Grand Rapids will endeavor to keep its commissioning processes relevant to contemporary art practices by considering new materials or media after thorough research.

The materials selected can make a significant difference regarding the lifespan of an artwork in the outdoor environment. Material selection alone, however, is not the only determining factor; quality of workmanship, fabrication and finishing methods, design details and siting all play a significant role in an artwork's durability.

Appendix iii Technical and Conservation Manual Information

Artwork Title:

CITY OF GRAND RAPIDS PUBLIC ART PLAN

Artist's Name:

Address:

Telephone Number: Home Cell:

E-mail:

Location of Artwork:

Installation Date:

Primary Materials:

To be able to maintain this artwork in the future, it is necessary that the City of Grand Rapids have detailed information on all materials, methods, fabricators and suppliers used in its production.

Please provide, upon completion of the project, the following information in the form of a Technical and Conservation Manual.

List in order of prominence all materials used in the artwork and outline methods and materials used to achieve the finished product. Use the sheets provided and photocopy as needed. Use one sheet for each material.

Primary materials to be described:

- 1.
- 2.
- 3.
- 4.

Additional information to be included:

1. All product information supplied by manufacturer and fabricators, including maintenance recommendations.
2. Drawings and/or photographs illustrating the fabrication and installation process.
3. All engineer-approved drawings, where applicable.

(one sheet for each primary material)

Artwork Title:

Primary Material:

Application:

Fabricator: Telephone Number:

Address:

CITY OF GRAND RAPIDS PUBLIC ART PLAN

Supplier: (list product names and sources of materials)

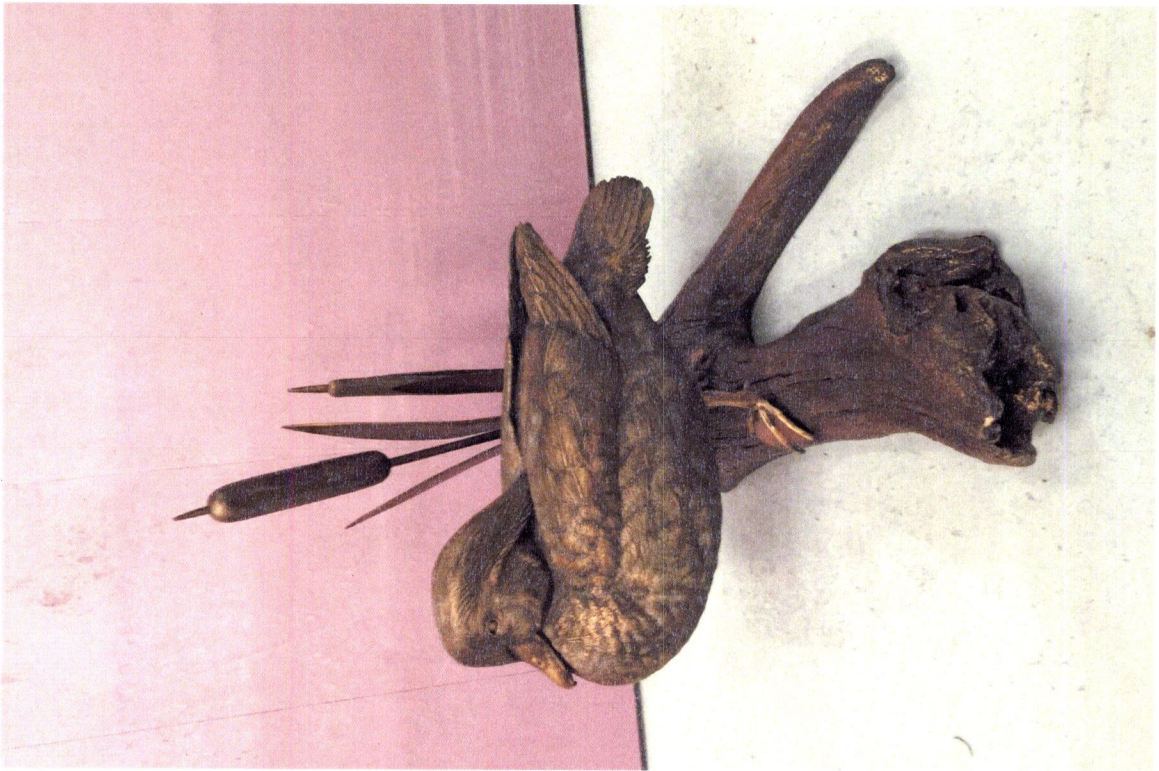
Found materials and source/location:

Fabrication methods: (list all techniques and methods used)

Surface applications: (mechanical, chemical, coatings)

Surface applications: (mechanical, chemical, coatings)

Pigments and paint samples: (list all pigments used and proportions; list color codes available on commercial products; provide paint/color samples where applicable)





"Advocate for a business environment in which our members can prosper."

**Grand Rapids Area Chamber of Commerce
2016 Resolution
Supporting City of Grand Rapids Arts & Culture Commission**

The undersigned, being the President and the Chair of the Board of Directors of the Grand Rapids Area Chamber of Commerce, hereby sign the following resolution drafted and ratified by the Grand Rapids Area Chamber of Commerce's Board of Directors:

WHEREAS, The City of Grand Rapids created an Arts and Culture Commission in June of 2013, with 7-9 volunteer commissioners to be appointed by the Mayor, and

WHEREAS, the purpose of the Commission is to assist Grand Rapids to become a community in which arts and cultural activities;

are recognized as vital components of community life that are worthy of investment and support from the public, private and non-profit sectors;

B) are valued and promoted for their economic benefit and development potential, especially in the Grand Rapids downtown district;

C) represent an integral part of Grand Rapids' educational mission for young people;

D) cooperate with other community organizations to enhance Grand Rapids' cultural identity and quality of life in the community, the surrounding region and beyond, and

WHEREAS, in 2014 the Arts and Culture Commission created a 10-year Arts and Culture Plan to give direction to the City of Grand Rapids in setting policy and allocating resources in matters pertaining to municipal arts and culture, while recognizing the role diversity plays in a creative economy by highlighting the importance of people of various backgrounds, ages, abilities and personal orientations, and

WHEREAS, in 2015, the Arts and Culture Commission commissioned a Creative Minnesota Study to evaluate the Impact and Health of the Nonprofit Arts and Culture Sector in Grand Rapids, Minnesota, and

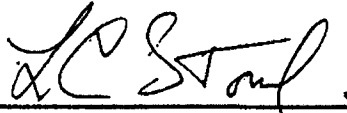
WHEREAS, said study revealed that;

- the local economic impact of the Nonprofit Arts and Culture Sector in Grand Rapids is \$5.1 million (or \$467 per resident);
- 139 FTE jobs are supported by the Sector;
- total audiences of over 86,000 are generated in Grand Rapids, with 45% of attendees having an annual household income of under \$60K;
- 25% of this region's attendees are non-local, spending an average of \$45 per person above the cost of their tickets in the Grand Rapids Area, and

WHEREAS, in 2016, the Commission has designated the Mayor's Arts Award to be granted to a Grand Rapids Area business or organization that supports and promotes local arts organizations, programs or individual artists through funding, advocacy and/or community outreach in the Grand Rapids Area, and

WHEREAS, the Arts and Culture Commission has requested to present the Mayor's Arts Award as a part of the Grand Rapids Area Chamber Annual Dinner Agenda in order to provide high visibility and recognition to an award recipient who is actively supporting this important sector.

THEREFORE BE IT RESOLVED that the Grand Rapids Area Chamber of Commerce supports and endorses the work of the Grand Rapids Arts and Culture Commission on behalf of the community as an integral part of their mission of advocacy for business and their goal of building healthy businesses and healthy communities, and invites the Commission to present the Mayor's Arts Award as a part of the Grand Rapids Area Chamber Annual Dinner.



December 19, 2016

Laverne (Bud) Stone, President

Date:



December 19, 2016

Wayne Roskos, Board of Directors Chair

Date:

STATE OF MINNESOTA, COUNTY OF ITASCA

This instrument was acknowledged before me this 19th day of December, 2016 by LaVerne (Bud) Stone as President of the Grand Rapids Area Chamber of Commerce, and Wayne Roskos as Chair of the Board of the Grand Rapids Area Chamber of Commerce.

Nicole Franzone

My Commission Expires: _____

Advertising Proposal

Historic Central School

Problem

I am submitting this proposal as a means to improve business development at the Historic Central School. Historically, the Central School has not effectively kept tenants in residency and has only been partially full. Part of the problem is that most local residents of Itasca County do not frequent the school and are not even aware of the businesses within the school. There is no "store front" presence and people do not think to come to the school for any shopping needs.

The tourists will visit the school, but the likelihood of re-visiting is diminished when there are only one or two retail stores within the school. My vision is for the school to be a true marketplace and the primary shopping destination for locals and tourists.

Solution

Part of the problem is the lack of advertising and promotion of the school. Some of the tenants are working on creating quarterly events at the school to increase awareness. However, the primary solution is to increase the city advertising budget in order to draw shoppers and retailers to come to the school.

Currently the city has \$600 budgeted per year for advertising. I would like to propose increasing that to \$5,210.00 for the next fiscal year. You may reference Addendum A for the proposed advertising budget. The advertising money will go towards participation in the Macrostie First Friday Art Walk; quarterly advertising for special events planned (Girls night out, Aveda Earth Month, Christmas, Central School Birthday Party); a billboard; and a domain name for a general website on wix.com that will have all tenant information.

Ashley Brubaker has agreed to create and maintain the website. The only ongoing expense for the website will be yearly domain name renewal and a monthly email account.

Advertising for quarterly events will be spent on radio adds, print adds, flyers, and social media advertising. This will be coordinated by myself, Ashley Brubaker, or Janna Salmela.

The budgeted cost of billboard advertisement includes design. Ideally, the billboard would be located within the city limits. If that is not available, the billboard will be located as you come into Grand Rapids from the west, east, or south. There is potential to use this allotted money on more than one billboard. The logical strategy for this advertisement would be to use the new electronic billboard located on highway 2 in front of Dreams Come True Dance company in addition to another billboard located on the south end of town or highway 2 east.

Conclusion

I have personally committed to making the Central School great by renting 3 separate spaces in an effort to increase traffic and appear more desirable to retailers looking for space. To date, I have spent \$732.00 on advertising since October 1, 2016, and I still consistently hear the vast majority of customers say, "I didn't know you were in here". With all due respect, a \$600 budget for promoting the Central School is minuscule. In addition, other similar entities likely budget much more than my proposal of \$5,210.

If you are able to rent out one more space because of increased advertising and promotion, you will see a return on investment within 6-7 months. I am asking for your help to truly make the Historic Central School Marketplace a great destination for locals and tourists.

Lisa K. Carsrud, Central School Tenant and Business Owner

Addendum A

Marketing Expenditure	Monthly Cost	Annual Cost
Macrostie Art Center: First Friday Promotion	30.00	360.00
Domain Name for Wix Account	4.17	50.00
Monthly Email Account	5.33	63.96
Quarterly Events Advertising	233.33	2,800.00
Billboard Advertisement (Addendum B)	167.00	2,000.00

Addendum B

Billboard Advertising Pricing in Grand Rapids, MN

Duration	Size					
	8 sheet (60"w x 80"h)	32 sheet (160"w x 120"h)	48 sheet (240"w x 120"h)	64 sheet (320"w x 120"h)	96 sheet (480w" x120"h) x 168h")	Bulletins (576w x 168h")
4 Weeks	\$284.67 - \$711.68	\$711.68 - \$1,897.82	\$948.91 - \$14,233.65	\$948.91 - \$18,978.20	\$1,138.69 - \$23,722.75	\$1,423.37 - \$28,467.30
8 Weeks	\$569.35 - \$1,423.37	\$1,423.37 - \$3,795.64	\$1,897.82 - \$28,467.30	\$1,897.82 - \$37,956.40	\$2,277.38 - \$47,445.50	\$2,846.73 - \$56,934.60
16 Weeks	\$854.02 - \$2,135.05	\$2,135.05 - \$5,693.46	\$2,846.73 - \$42,700.95	\$2,846.73 - \$56,934.60	\$3,416.08 - \$71,168.25	\$4,270.10 - \$85,401.90
6 Months	\$1,708.04 - \$4,270.10	\$4,270.10 - \$11,386.92	\$5,693.46 - \$85,401.90	\$5,693.46 - \$113,869.20	\$5,883.24 - \$142,336.50	\$85,401.90 - \$170,803.80
1 year	\$3,416.08 - \$8,540.19	\$8,540.19 - \$22,773.84	\$11,386.92 - \$170,803.80	\$11,386.92 - \$227,738.40	\$11,766.48 - \$284,673.00	\$170,803.80 - \$341,607.60