

## Initial Proposal – 11/9/2015

Who: City of La Crosse Common Council

What: Percent for the Arts ordinance that requires a percentage of construction budgets is set aside for publically accessible art. This would include new construction projects that are publically funded (local, state or federal dollars) as well as major remodeling projects. It may include privately funded projects that are benefitting from TIF financing. Public Art includes visual art and performing arts.

When: 2016

Where: Within City jurisdiction, all publically-funded construction that is accessible to the public, both new and major remodeling.

Why: Develop a growing base of public art that reflects an engaging and vibrant community. Public art becomes the face of the growing community, encouraging people to choose to live in La Crosse, work here, return to live here and travel here. Public art can be very engaging and collaborative. It can evoke a sense of place and cultural connections.

How: The La Crosse City Arts Board makes policy and approves funding for recommended peer-reviewed projects, but is not involved in day-to-day management. A management team (staff and selection teams) manages the artistic, financial and administrative resources: the process and procedures, applications and contracts and public art communications with artists and builders. Each project will have a selection team that includes the entity (agency) that is building the structure, artist (possibly architect), city representative and other stakeholders, depending on the nature of the project and scope of the artwork.

## Background

In the United States there may be as many as 230 programs using Percent for the Arts. Most are larger metropolitan areas, but not all. Most use a 1% allocation. The State of Wisconsin had a Percent for the Arts program for 30 years until the legislation was repealed in 2011. The percentage amount was 0.2% of construction budgets in the state and only if the structure was accessible to the public. The funds were designated for commission or purchase of artwork, with a contribution to administration costs. There are hundreds of art installations in Wisconsin as a result of the 30year program. La Crosse, for example, has 22 pieces (photos available for three.) The Wisconsin Arts Board had one staff member managing the entire Percent for the Arts program for the state. The salary and operating budget came from the percent allocation. WI Percent for the Arts had four levels of art projects:

- Commissions for projects \$50,000 and up: Competitive submissions came from local, regional and national artists.
- Mentorship Program for Wisconsin Artists for projects \$25,000-50,000: Mentors were compensated for time spent mentoring artists and hopefully enabling their more successful bids.

- Architecturally Integrated projects for projects \$100,000 and up: Artists could be chosen from a prescreened roster of artists to speed up the integration into design plans.
- Direct Purchase Program for projects under \$25,000: Art could be chosen from preselected gallery of qualified art.

Projecting what impact this Percent for art strategy might have on La Crosse, we can calculate what contribution 0.2% (and 1%) would be if applied to a couple of capital improvement projects In La Crosse. For example,

- If we assume that the recent remodeling of the airport terminal cost \$12.4 M, then 0.2% would have contributed \$24,800 to art at the airport. If it were 1%, then \$124,000 would have been available for art at the airport.
- If we look at a new fire station capital budget of \$6M, using .2% rate would contribute \$12,000 to art at the neighborhood fire station. If 1% were used, then \$60,000 would be available.

### **Dubuque: Another Funding Approach**

- Dubuque is a river city very much like La Crosse, with a population of 60,000 (County 93,000.) They have a manufacturing heritage and a prominent Mississippi River economy. Their Arts and Cultural Affairs Advisory Commission has seven members selected by the City Council, similar to our La Crosse Arts Board.
- However the function of the Commission is more expansive. The Commission makes recommendations to the city council regarding the establishment of arts and cultural policies and programs, the expenditure of substantial budgeted City funds on arts and cultural activities, and the implementation of programs for arts and culture.
- Since 2005, the City of Dubuque has awarded over \$2.3 million to area arts and culture organizations and other nonprofits for programs in all media: visual arts, performing arts and other creative endeavors. Currently, the annual allocation is \$250,000 per year specifically for the grant programs. The funding level has remained constant, even during severe budget years.
- That support is in addition to two other funding sources. “The Art on the River” program has been funded differently and independent of the annual budget. The administrator’s salary (.5 FTE) is paid from the Economic Development office budget.
- Dubuque has made this commitment to the arts because they attribute \$47.2M in annual economic activity from the arts. There are three basic programs funded by the City of Dubuque:
- Operating funds to nonprofit arts organizations that primarily serve Dubuque residents with year-round arts and culture events, programs, and services. They must demonstrate a record of programmatic and administrative stability. The Commission vets the applications.
- [“Art on the River”](#) installs juried sculptures on the riverfront levy (international pool of artists, but also Iowa artists). Selected artists receive stipends from the City and also are free to sell their sculptures after one year on display.
- The “Art on the River” project this year has a dozen sculptures installed along the levy. The project initially was financed ten years ago by issuing a municipal bond, a portion of which was set aside for this very visible art project. The expectation was that revenue from sale of the

sculptures would cover the expenses. The artists sign a contract to share revenue with the City from sale of the sculptures. However, in practice, that revenue stream does not cover expenses.

- “Art and Culture Grant Program for Special Projects” funds artistic, creative projects that utilize community engagement at their core. Typical minimum grants awarded through the program are \$1,500 and the maximum is \$8,500. Program is designed to encourage arts and cultural programs that are inclusive and remarkable for their social and cultural vibrancy.

Special Project Grant Recipients for 2016 are: Dubuque Symphony Orchestra, Giselle, \$6,000; Clarke University, Theatre on Tour, Elephant and Piggie’s We Are in the Play, \$4,350; Dubuque County Historical Society, Sherlock Holmes and the Clock Tower Mystery, \$8,500; Steeple Square, St. Mary’s Church Stained Glass Restoration, \$8,500; Dubuque Area Arts Collective, EARTH: a DAAC Sustainable and Art Initiative, \$5,429; Julien Dubuque International Film Festival, Stars and Smiles, \$2,221. (Total \$35,000)

Dubuque is in the process of developing an “Arts and Cultural Master Plan”. The final report is due by the first of the year 2016.

## **Basic Introduction to % for Arts Ordinance (Draft) 3/25/16**

**Purpose:** The purpose of the % for Arts program is to integrate art into city properties and to make our public spaces attractive and inviting for both citizens and visitors alike. Art reflects the vitality of our community and our times, and is not just ornamentation. The City will be a leader in the community in creating and managing cultural art.

**Management:** City Arts Board will manage the program with staff support from the City Planning Department. Activities may include, but are not limited to, the process of assisting the government agency (or developer) with selecting, installing, and documenting the artwork. The Planning Department will coordinate with other City departments for maintenance and conservation of public artwork in City facilities.

Each project will have an art acquisition team with representatives of the developing agency, relevant artistic expertise, the City Arts Board and the City Planning Department.

Final approval of the selected artwork will be the City of La Crosse Arts Board, based on the recommendation of the art acquisition team identified for the project and approved by the agency/ developer and the City Planner.

**Funding:** The capital improvement budget will be the basis of the public art funding.

- 0.25% of the annual capital improvement project (CIP) budget will be set aside for the management and maintenance of public art.
- 1% of each capital improvement project that includes construction or renovation of publically frequented buildings and gathering spaces will be spent on commissioned or purchased art.

- Excluded expenses are costs of non-construction activities such as A & E fees, studies, reports, leases and easements, and activities designated as “non-construction.” Also excluded are costs of environmental reviews; projects that are designated as “maintenance”; retrofits such as for Americans with Disabilities Act; and site remediation. Likely to be exempt are acquisition or installation of furniture, fixtures and equipment as well as affordable housing projects.
- In addition to CIP projects, 1% will apply to construction projects when the City negotiates a development agreement, e.g. TIF developments and private developments when the City owns the land.

## **2015 and 2016 Report – 9/29/2016**

A draft proposal for implementing 1% for the Arts has been prepared and discussed with several council members and staff. The next step is to meet and discuss options with the Mayor. It is possible to address several funding issues or take a more limited approach. We have example from across the nation and nearby states.

## **Snippet of Follow-up Letter to the Mayor – 10/3/2016**

**The Arts Board requests that a proposal for a “1% for the Arts” program be completed and that the program be implemented in two phases.** First, for capital projects that are TIF involved and where there is a development agreement with the City, a resolution be presented/adopted at our Arts Board October board meeting to be introduced to the Council later in 2016. The policy could be effective in 2017. That means that beginning in August we will work with the Planning Department and Councilperson Krump to ensure that an acceptable document is prepared. A draft will be shared with the Mayor and President of the Council for their input. It should be completed and ready to begin the legislative process in October, 2016.

Assumed in the 1% 2017 private developers commitment is that the City will not ask of others what it is not prepared to do on its own; and the City will implement within the 2017 capital budget cycle a 1% for the Arts program for public construction and rehabilitation projects to begin in 2018. This City program based on City capital expenditures will be defined at the same time that we are working on the TIF/development agreement portion of the 1% program.

Inherent to increased public art funding is increased staff support. While you agreed to speak with Jason Gilman about this topic, I also spoke with him on Monday morning, briefly summarizing our discussion of Friday. I explained the actions of the Arts Board on Monday and the need for a committed person within City Hall to be assigned to public art. This request is timely as it corresponds to Jason's annual review of work and staff assignments. We noted that as 1% for the Arts ramps up there is increased benefit but also increased work for city staff. Our examples from other communities can help predict this, but the plan for implementation, outlined above, will allow time to consider this and consider funding sources such as CBDG or TIF funding. Some communities build staff costs into the program costs.