

Date: September 9, 2020

To: La Crosse Council Members

From: Jennifer Williams, Chair, City of La Crosse Arts Board

Re: Resolution Appropriating Funds for the City of La Crosse Arts Board

Agenda item #20-1260 for the September 10, 2020 Common Council Meeting relates to an allocation of funds in the amount of \$30,000. At the time the Arts Board funding was eliminated, there were projects the board had already approved for 2020. Jay Odegaard, Director of Parks, Recreation and Forestry, detailed several of the board's stated priorities, and I fully support his proposal to the Common Council for Arts Board funding.

The artists and arts organizations who do their work in the city of La Crosse contribute significantly to our economy and quality of life. Our arts and culture sector creates and sustains La Crosse as a vibrant, thriving cultural destination, and the Arts Board leads that effort. In addition to the priorities Mr. Odegaard indicated, I would also like to highlight one of the more recent initiatives of the Arts Board, a call to artists to document the impact of COVID-19 on the City of La Crosse. We plan to formally announce this call at the board's public listening session in October, inviting artists to "capture the moment that we find ourselves in as La Crosse navigates the pandemic," documenting our community's growth, change, and resilience. The board is reviewing funding opportunities for artists, through state and federal initiatives of a similar nature to help fund this initiative into 2021.

CITY of LA CROSSE ARTS BOARD MISSION

The purpose of the Arts Board is to focus on four principal areas: Development of the Arts District as identified in City Vision 2020; to serve as forum to receive proposals and forward them to appropriate Council committee; work as advocate for the arts by commenting of policies and plans of the City and by seeking non-City funding for its advancement; and to analyze gaps and opportunities in programming, support, funding, and promotion for the arts, cultural activity and economic development.