



Parks and Recreation

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Date: September 9, 2020
To: La Crosse Council Members
From: Jay Odegaard, Director Parks, Recreation & Forestry
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. As the Arts Board continues to move forward as the leading advocates for public art in the city, financial assistance is necessary to build an organizational foundation that will allow for future success and independence.

Below is a list of priorities to be addressed immediately:

Inventory and Analysis of Public Art: \$10,000

- Catalog the large amount of public art throughout the City of La Crosse.
- Identify and prioritize maintenance needs for the existing public art.
- Develop and implement a long-term maintenance plan.

Develop Marketing Plan: \$5,000

- Build community support by increasing the public's knowledge about the Arts Board and La Crosse's public art.
- Promote programs and fundraisers to gain acknowledgement and community support.

Organize Public Mural Development Plan: \$10,000

- Increase public murals due to a high interest in La Crosse.
- Showcase local artists interested in creating art on public property.
- Place well-vetted murals in strategic locations throughout La Crosse.

Create and Implement Fundraising Strategy: \$5,000

- Prepare a fundraising plan to ensure that accomplishments are not solely reliant on City resources.
- House the financial account outside of the operating budget to allow for future savings.

Develop Site Plan for 'Nehosto' Sculpture Park in North Riverside Park: \$5,000

- Display art in North Riverside Park to enhance the future expansion and development of the River Point District.
- Navigate any site improvements and flood-way restrictions using a systematic plan.