

CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-5035

Community Development Department

300 Sixth Street



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MEMORANDUM

TO: Legal and Finance Committee
City Council

FROM: Sarah Hanzel, Long Range Planner III *SH*

DATE: 11/27/19

RE: Funding Opportunity through Bloomberg Associates 'Asphalt Art Initiative' Grant

The Community Development Department in consultation with other City staff, and in partnership with the 501(c)3 nonprofit, Magpie Creative, seek authorization to apply for "Asphalt to Art Initiative" grant funds from Bloomberg Associates. The Asphalt Art Initiative grant program is designed to fund temporary or permanent visual art interventions on roadways, pedestrian spaces, and public infrastructure in small and medium sized U.S. cities with populations of 30,000 – 500,000 people. The goal of the grant is to improve street and pedestrian safety, revitalize/beautify underutilized public space, and promote collaboration and civic engagement in local communities. Preliminary discussions have been centered on opportunities along the 6th Street corridor, in or to build on goals and planning initiatives set forth in *Plan Rapid City Comprehensive Plan*, the *Downtown Area Master Plan*, the *Experience Rapid City Cultural Plan*, and the *6th Street Promenade Conceptual Plan*.

If authorized, a grant application will be developed and submitted by December 12, 2019. The City will act as lead applicant and be responsible for advancing necessary permitting and oversight of the site and installation, etc. Magpie Creative will be the fiscal agent to receive the grant funds and be responsible for managing the distribution and procurement required as well as lead creative vision, artist selection, etc. No cash match is required for this grant; however, the application asks the City to identify other kinds of in-kind support such as permitting, installing traffic barriers, etc. If funded, the entirety of the project will be completed in 2020.

Recommendation: Authorize the Community Development Department to act as Lead Applicant for a Bloomberg Associates 'Asphalt Art Initiative' Grant in partnership with Magpie Creative as the Fiscal Agent Partner for the "6th Street Promenade Public Art" grant proposal in an amount not to exceed \$25,000.



EQUAL OPPORTUNITY EMPLOYER