



MEMORANDUM

TO: Arts and Culture Commission

FROM: Kylie Bagley, Assistant Planner
Brittany Rakowitz, Assistant Planner

DATE: October 17, 2018

RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on October 17 at 5:00 p.m. in the City Commission Room, City Hall. If you are not able to attend, please contact staff at 701.241.1474 or planning@FargoND.gov. Thank you.

ARTS AND CULTURE COMMISSION
Wednesday, October 17, 2018 5:00 p.m.
City Commission Room
AGENDA

1. Approve Order of Agenda
2. Approval of Minutes – August 15, 2018
3. The Arts Partnership Regranting Request (#8)
4. Capital Improvement Project (#10)
5. City Hall Art (#1)
6. Communications Plan (#6)
7. Strategic Planning Workshop Report
8. 2019 Workplan Discussion
9. Other Business or Public Comments
 - a. Next Regularly Scheduled Meeting November 14, 2018

Arts and Culture Commission meetings are broadcast live on cable channel TV Fargo 56 and can be seen live by video stream on www.FargoND.gov/streaming. They are rebroadcast each Saturday at 4:00 p.m.

People with disabilities who plan to attend the meeting and need special accommodations should contact the Planning Office at 701.241.1474 or TDD at 701.241.8258. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements.

Minutes are available on the City of Fargo Web site at www.FargoND.gov/artsandculture.

ARTS AND CULTURE COMMISSION MINUTES

Regular Meeting:

Wednesday, August 15, 2018

The Regular Meeting of the Arts and Culture Commission of the City of Fargo, North Dakota, was held in the City Commission Room at City Hall at 5:00 o'clock p.m., Wednesday, August 15, 2018.

The Arts and Culture Commissioners present or absent were as follows:

Present: Arlette Preston, Deb Williams, Jon Offutt, Tracy Walvatne, Denise Kolpack, Mark Johnson, Denese Odegaard, Michael Olsen

Absent: Joe Williams, Tracy Walvatne

Also Present: John Strand (City Commission Liaison)

Chair Preston called the meeting to order and welcomed Members to the meeting.

Item 1: Order of Agenda

Chair Preston moved to add commercial advertising versus sponsorship and scheduling the strategic and capital project planning to the agenda.

Member Odegaard moved to approve the order of agenda. Second by Member Olsen. All Members present voted aye and the motion was declared carried.

Item 2: Minutes: Regular Meeting of July 18, 2018

Item #4- correction of Charlie Johnson name Mr. Offutt

Approval to approve June 20th and July 18th agenda

Member Odegaard moved to approve the minutes of the July 18, 2018 meeting with the above corrections. Second by Member Offutt. All Members present voted aye and the motion was declared carried.

Item 3: A Love Letter to the City by Amanda Lovelee

The letter is the educational component brought forward to the Commission.

Chair Preston noted that The Cities places an artist in resident inside city structure to consult on city projects. The position is funded by a non-profit, Public Art St. Paul. The artist in resident is what the Arts & Culture Commission would like to see within the City of Fargo in order to have an artist at the table who can offer a creative discussion and solution.

Member Odegaard recommended placement of a person who can provide a voice for all the arts.

https://www.artplaceamerica.org/blog/love-letter-city?utm_source=ArtPlace+America+Mailing+List&utm_campaign=883b22d17b-EMAIL_CAMPAIGN_2017_03_30_COPY_01&utm_medium=email&utm_term=0_4e3b668158-883b22d17b-22473957

Item 4: Communication Plan

Member Kolpack presented the draft Communication Plan with the intent of starting discussion with fellow commissioners. The Public Art Master Plan was utilized to construct the Communications Plan. The plan adds structure to the tactics in order to establish objectives, promote public art and the understanding of public art throughout the community, establish Fargo as cultural hub, engage the public, new initiatives, partnerships, and build support within the community and city staff.

Member Kolpack outlined the categories of the Communication Plan: communication objectives, audiences, key messages, communication principles, objectives, attaching “taglines” to differentiate, draft elevator speech, FAQ’s, Measure of Success, Communication Strategies, building relationships, targeting communications media, expansive media, press releases for everything, recommend e-newsletter, mobile app, and direct mail.

Chair Preston asked the significance of the Arts & Culture Commission not being an arts council, which would qualify the Arts & Culture Commission as a NDCC (North Dakota Century Code) recipient. Member Olsen responds that the Arts & Culture Commission is limited to public art, but can be expanded.

Member Preston asked if are there forms of culture that the Arts & Culture Commission is not addressing. Member Olsen responded that as we evolve consistent messaging and defining who the Arts & Culture Commission is, we will address all arts and culture. Mr. Strand stated the Arts & Culture Commission can define who they think they should be as the commission evolves. Chair Preston recommends re-examining the Arts & Culture Commission’s ordinance in the future.

Chair Preston would like to meet with the City’s Communication department on obtaining web traffic data. Recommended a working session for further development of the communication plan.

Item 5: Job Description

Chair Preston moved to approve the job description. Second by Member Olsen. All Members present voted aye and the motion was declared carried.

Item 6: Other Business or Public Comment

Discussion was held on commercial advertisement on public art. Member Olsen stated that commercial properties can put whatever they would like on their building and property.

Chair Preston would like to see a policy for the Arts & Culture Commission. Member Williams suggested that with the understanding that the Parks District is public, that the organization should follow the public art policies the Arts & Culture Commission established.

Strategic planning meeting kyand development of a work plan for 2019 will be held on September 19th, before the meeting, from 3-6 p.m.

CVB meeting- coordinating a meeting in October. Anyone that can come is welcome to attend.

The time at adjournment was 6:07 p.m.



Cultivating the arts in our community

Arlette Preston
Chair, Art and Culture Commission
c/o City Hall
200 3rd St. N.
Fargo, ND 58102

October 3, 2018

Dear Ms. Preston and the Art and Culture Commission:

I am writing to thank you for the past year's support to The Arts Partnership and to again ask for continued funding in the amount of \$112,000 to carry out the important work of administrating and awarding the City Arts Partnership grants as well as other programmatic elements to ensure that the arts and culture are being communicated about, advocated for and supported across the Metro.

The initial breakdown of how The Arts Partnership will spend these dollars include:

- ***\$78,400** (70%) will be set aside to fund the City of Fargo's portion of the tri-city-funded City Arts Partnership grants in June 2019.
- **\$15,000** (13%) will be used to administer the grant program, which is a time-consuming and significant piece of the work each staff person of TAP does on behalf of the City of Fargo. Conservatively, staff spends 50 days collectively, plus the hard costs associated with running the program.
- **\$18,600** (17%) will be applied to the work The Arts Partnership does to improve and enhance the work done by the City Arts Partnership Grantees (including the Metro's largest and most important arts institutions), the arts community generally and the metro community at large.
 - TAP's extensive communication channels about the arts are an asset to any entity, including the City, trying to attract and retain talent and new business. This includes print, radio, social media and a very active blog.
 - TAP's advocacy work, both informally with service clubs, schools, etc. and formally with elected leaders, acts as a liaison between the arts community and the larger community. This includes the asset that the arts are to economy, how the arts serve education, the value of investing in the arts for mental and physical well being, the importance of the arts to the overall vitality of Fargo and more.
 - TAP's networking opportunities for artists and the larger community creates a dynamic place for people to live, learn, work and grow. TAP ensures that people have access to the arts in a variety of ways; this is part of what makes living in Fargo great.

Thank you, again, for your support.

Sincerely,

Dayna Del Val, President & CEO The Arts Partnership

Further details about the City Arts Partnership grant program can be found at theartspartnership.net/grants/.



THE Arts Partnership

To: Arlette Preston and the City of Fargo Art and Culture Commission

From: Dayna Del Val, President & CEO

Date: October 3, 2018

Re: Recap of the 2018 City Arts Partnership (CAP) Grant Awards for Organizations

The City Arts Partnership (CAP) Grant Review Committee met on Tuesday, May 8, 2018 at APT, 225 4th Avenue North in Fargo. The panelists were Don Clark, photographer and MSUM professor; Jeremy Ellsworth, actor and arts advocate; Alex Rydell, violinist/fiddler and arts advocate; Ellen Shafer, community arts advocate; and Melissa Tomlinson, Board representative.

Grant Award Recommendations

The Panel recommended 27 grant recipients for a total of \$102,200. Additionally, TAP staff is recommending 3 Community Arts Partnership grant recipients for a total of \$3,500. Six organizations did not receive competitive scores and thus were not recommended for funding.

Appendix A provides brief descriptions of each grant and dollar amounts received.

Overview

The CAP grants support non-profit arts and culture organizations and other non-profits proposing arts-and-culture focused projects. The Tri-Cities fund the CAP grants.

Last year, the Executive Committee approved 3 additional Community Arts Partnership Grants – these were defined as Board-designated grants to organizations that make a valuable contribution to and impact on the community.

Overall, we feel that we continue to see improvement to the quality of the grant-writing over the past three years through mandatory pre-application meetings and from working one-on-one to review applications and providing feedback prior to submission.

Analysis of Applicant Pool and Grant Funds

- The Grant Review Committee reviewed 35 eligible proposals; another proposal was flagged as ineligible by staff prior to review. As noted above, the Committee recommended 27 organizations (77%) for City Arts Partnership funding.
- The remaining 8 applicants did not have competitive scores. However, staff recommended 2 of those for Community Arts Partnership grants because of the important work they do in the community. The third Community Arts Partnership grant recommendation was for The Learning Bank, which is an arts facilitator rather than an arts producer or presenter; we asked them to submit a letter of intent rather than compete in the CAP pool.
- Of the 35 CAP applications:
 - 7 were from the larger, more well-established arts institutions eligible for General Operating Support I (GOS I) – all 7 were funded.
 - 12 were from mid-sized, but often long-lived arts institutions eligible for GOS II – 9 were funded.
 - 16 were eligible for Project Support, primarily smaller, volunteer-managed organizations or those without arts-and-culture missions that integrate arts into their programs – 13 were funded, 11 as CAP grants, 2 as Community Arts Partnership grants.
- The amount of funds available for re-granting from the Tri-Cities totaled \$105,370. The Community Arts Partnership funds included additional dollars taken from the general operating budget of The Arts Partnership.
- Total Grant Recommendations by Grant Tier:
 - General Operating Support I – \$59,000 or 56% of total 2018 Funds
 - General Operating Support II – \$32,500 or 31%
 - Project Support – \$10,700 or 10%
 - Community Arts Partnership - \$3,500 or 3%
- Appendix B provides a historical overview from 2001 through 2018. In 2017, the City of Fargo substantially increased their contribution to the re-granting pool, allowing us to increase the average grant award substantially from 2016 to 2017. At the same time, we raised the standards for the applicants, so those whose proposals are less competitive receive less money or are not funded at all.
- The majority of the applicants and grantees are old hands at the CAP process. There were a couple of applicants new to the grant-seeking process (2 of which are recommended for grants).
- The combined budgets of the applicants total approximately \$11 million – that includes organizational budgets for those with arts-and-culture oriented missions plus the total arts-and-culture budgets for organizations that incorporate the arts into their programs.
- The applicants together serve 950,000 audience members in a given year – about 88% are from the Metro. Of those, 48% are from Fargo, 23% from West Fargo, 16% from Moorhead and 12% from the region and beyond. (We're seeing an increase in West Fargo audiences, as that community grows dramatically.)

- Approximately 6,000 artists – 76% of whom are from the Metro – will participate in the applicants' arts programming during the year.
- Appendix D shows the difference in funding from 2017 to 2018.

Panel Logistics and Review Criteria

- The panelists reviewed each application prior to the grant panel meeting and ranked them based on three criteria:
 1. Artistic quality and excellence in the field, including a demonstrated commitment to the art form.
 2. Impact, existing or potential, on the communities and audiences the organization serves and/or plans to serve.
 3. Capacity, efficacy and organizational stability, including the organization's integrity and intention regarding their arts programming.
- The panel used a ranking system of 10, 4 or 1 points, with 10 being the highest ranking. Total scores were averaged to provide an overall ranking of the applications within tier. Staff then assigned initial funding based on the scores.



APPENDIX A – 2018 GRANTS

CITY ARTS PARTNERSHIP GRANTEES

CELEBRATION OF WOMEN AND THEIR MUSIC

\$500 toward its annual live music event that supports and enriches emerging high-school age female artists with scholarships to continue their education.

CONCORDIA COLLEGE – CULTURAL EVENTS OFFICE

\$1,400 toward the art exhibit *Women's Work* and gallery talk, the first component of the 2018 fall symposium featuring speakers and activities around the theme *Power Plays: Why Gender Matters*.

FARGO PARK DISTRICT

\$500 toward a project that sets a never-seen friendly “monster” loose in the parks that leaves behind artful evidence (created by a local artist) of its existence for observant visitors to find and keep.

FARGO THEATRE

\$10,000 toward the mission to preserve the historic integrity of the Theatre while expanding its ability to meet the artistic and entertainment needs of increasingly diverse audiences, performers and filmmakers.

FARGO-MOORHEAD AREA YOUTH SYMPHONIES

\$3,500 toward the mission to provide a rigorous orchestral experience that challenges dedicated youth to reach their full potential musically and personally and emerge as dynamic members of the community.

FARGO-MOORHEAD CHORAL ARTISTS

\$4,500 toward the mission to provide an outlet for musicians who are passionate about singing at a high performance level and preserving the choral music art form.

FARGO-MOORHEAD COMMUNITY THEATRE

\$6,500 toward the FMCT's mission to create, engage and enrich the community through the performing arts.

FARGO-MOORHEAD GAY MEN'S CHORUS

\$1,000 toward a performance of *Tyler's Suite*, a 9-song suite composed by several world-renowned Composers that honors Tyler Clementi, a brilliant gay college musician who was bullied and ultimately committed suicide.

FARGO-MOORHEAD OPERA

\$7,500 toward the Opera's mission to provide high quality opera performances; to develop an appreciation for opera; and to establish an educational outreach program to serve the region's schools and colleges.

FARGO-MOORHEAD SYMPHONY

\$10,000 toward the Symphony's mission to serve the community by enriching, educating and engaging people of all ages through inspired performances of orchestral and chamber music.

FARGO-MOORHEAD VISUAL ARTISTS

\$3,500 toward FMVA's mission to promote and support quality visual arts in the area by educating and encouraging visual artists and their communities.

FARGO-MOORHEAD YOUTH CHOIR

\$3,000 toward the Youth Choir's mission to provide K-12 students the opportunity to rehearse and perform choral music with skill and understanding.

GOOSEBERRY PARK PLAYERS

\$5,000 toward the Gooseberry Park Players' mission to provide an exceptional, fee-free unique educational and multi-generational summer theatre experience for youth ages 11-18.

HISTORICAL AND CULTURAL SOCIETY OF CLAY COUNTY

\$7,500 toward its mission to collect, preserve, interpret and share the history and culture – including the arts, a vital part of human history – of Clay County, MN.

THE HUMAN FAMILY

\$1,000 toward the *North Dakota Human Rights Art Exhibition*, a curated display of artwork celebrating Human Rights.

MOORHEAD PARKS AND RECREATION

\$1,400 toward support of the Celtic Festival, a one-day, admission-free festival celebrating the arts and culture of the seven Celtic Nations, featuring live music and performance, informational booths, food and hands-on activities.

MSUM PERFORMING ARTS SERIES

\$1,000 toward performances and workshops by Nobuntu, an all-female acapella quintet from Zimbabwe that will open the 2019-2020 Performing Arts Series.

NDSU DEPARTMENT OF THEATRE ARTS

\$1,400 toward on-going development of Theatre for the Very Young, a specialized theatre form designed for audiences age six and under, with the goals of strengthening the Department's relationship with the Metro community and developing more well-rounded theatre students.

NDSU MEMORIAL UNION GALLERY

\$500 toward an exhibition *Social Justice Revisited*, a retrospective of 50 years of artwork by Betty LaDuke on connected social issues.

PLAINS ART MUSEUM

\$10,000 toward the Museum's mission to connect art, artists, and audiences to foster creative, resilient, and welcoming communities.

PRAIRIE PUBLIC BROADCASTING

\$1,500 toward production of radio reports from 2-20 minutes, focusing on the Metro's artistic talent and the arts activities in our community.

ROURKE ART MUSEUM

\$3,300 toward the Rourke's mission to educate and inspire the community through the collection, presentation and preservation of the region's and the world's artistic heritage.

SPIRIT ROOM

\$3,400 toward its mission to enrich people's lives through the development and practice of creative, contemplative and healing arts.

THEATRE B

\$3,300 toward its mission to invigorate civic conversation through intimate and transformative storytelling.

TROLLWOOD PERFORMING ARTS SCHOOL

\$7,500 toward its mission to inspire those they serve through the arts to realize their full potential and be a positive influence in the global community.

WEST FARGO PUBLIC LIBRARY

\$500 toward support of a series of art exhibits and related hands-on events in order to expand the Library's role as a cultural center in the city of West Fargo.

WEST FARGO PUBLIC SCHOOLS/SUMMER ARTS INTENSIVE

\$3,000 toward its mission to provide focused, individualized training for young artists who want to stretch their personal and creative talents while gaining an understanding of theater production and performance.

SANFORD ARTS PARTNERSHIP MERIT AWARDEES

The Sanford Arts Partnership Merit Awards are awarded to organizations whose work in the arts and cultural arenas in our community is exemplary.

FARGO THEATRE - \$4,000

GOOSEBERRY PARK PLAYERS - \$2,500

FM SYMPHONY – \$2,750

PLAINS ART MUSEUM - \$2,750

COMMUNITY ARTS PARTNERSHIP GRANTEES

Community Arts Partnership Grants are board-designated grants that make a contribution to and impact on the community.

ANGELS OF THE MUSE

\$500 toward its mission to provide quality arts entertainment from a variety of musical genres, for the underserved and institutionalized populations throughout the Fargo-Moorhead community.

THE LEARNING BANK

\$2,500 toward costs associated with the Learning Bank's *Fine Arts Series*, which provides every child in Grades 1-6 in the three school districts with access to experiences with the visual and performing arts.

RED RIVER ZOO

\$500 toward costs associated with incorporating animal paintings by a local artist into the operations of the Red River Zoo, for example at meet-and-greets and on merchandise sold at the Zoo's gift shop.

Appendix C
The Arts Partnership
Grants Awarded 2001 - 2018

Note: Does not include Sanford Merit Awards but does include Community Arts Partnership Grants

* Organization no longer exists

Organization	Total	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Acapella Xpress	2,185															2,185			
Angels of the Muse	9,457	500	0	650	0		1,500	1,625	1,000	682			500	1,500		1,500			
Anne Carlsen Center	1,000					1,000													
Artist in Residence - Sanford	1,000						1,000												
Bonanzaville	2,000															2,000			
Celebration of Women & their Music	6,050	500	500	550	1,000	1,500	2,000												
CHARISM	6,500			850											1,200	1,200	900	800	1,550
Children's Museum	6,195										0	1,000	745	1,000	1,950	0	500	500	500
Churches United for the Homeless	2,000				2,000														
Concordia College	10,750	1,400	1,250	1,100		2,500						500	500	0	2,500		1,000		
Fargo Air Museum	0	0																	
Fargo Park District	22,003	500	1,250	1,200	1,800	1,800	1,500	2,125	2,000	1,935	2,000	2,000	1,843		750	0	800		500
Fargo Theatre	76,903	10,000	8,500	5,500	4,500	4,500		5,125	4,500	3,935	4,000	4,000	3,343	3,500	3,500	3,000	3,000	3,000	3,000
FM Area Youth Symphonies	53,403	3,500	4,000	4,400	3,500	3,500	3,500	3,625	3,000	2,935	2,500	2,500	2,343	2,500	2,500	2,500	2,500	2,000	2,100
FM Ballet	12,093	0	1,250			1,500	2,000					3,000	2,343	2,000					
FM Choral Artists	42,003	4,500	4,000	2,500	1,000	1,000	1,500	2,625	2,500	3,435	3,500	3,000	2,843	2,500	2,000	1,500	1,300	1,300	1,000
FM Community Theatre	64,653	6,500	8,500	4,250	2,000	2,500	3,000	2,625	2,500	4,435	4,500	4,000	3,843	4,000	3,000	2,500	2,000	2,000	2,500
FM Drum and Bugle *	3,557							625	1,500	682		750							
FM Gay Men's Chorus	1,000	1,000																	
FM Golden Notes	0		0																
FM Opera Company	77,703	7,500	6,500	4,500	3,000	3,000	4,000	4,125	4,000	4,435	4,500	4,000	3,843	4,500	4,800	4,000	4,000	3,500	3,500
FM Symphony	87,278	10,000	10,000	7,500	5,500	5,000	5,500	5,000	4,500	4,435	4,000	4,000	3,843	2,500	4,000	3,500	3,000	3,000	2,000
FM Visual Artists	30,570	3,500	4,000	2,500	2,000	2,000	1,967	1,325	1,000	2,435	2,500	2,500	2,343	2,500					
FM Youth Choir	32,718	3,000	3,250	2,000	1,000	500	1,000	1,625	1,500		3,000	2,500	2,343	2,500	2,500	1,500	1,500	1,500	1,500
Gooseberry Park Players	40,028	5,000	4,500	2,750	3,500	3,000	0			2,435	2,500	2,000	1,843	2,500	2,500	2,500	2,500	2,500	
Great Plains Harmony	3,936									1,936	2,000								
Head Start	0	0																	
Heart Springs	800					800	0				0								
Historical & Cultural Society of Clay Co	32,500	7,500	5,000	4,000	1,000		1,000	1,125	1,200	1,435	1,500	1,500	840	2,400	2,000		2,000	0	
Immigrant Development Center	2,000		500	1,500															
Jail Chaplains Association	0				0														
Jazz Arts Group *	36,778									3,935	4,000	4,500	3,843	4,000	4,000	3,000	3,000	3,000	3,500
Kicks Jazz Band	500	0	500																
Kid Kore	8,343		0	1,300	1,000	1,200	1,000					2,000	1,843						
Lake Agassiz Concert Band	13,855		500	1,000	1,500	1,100	1,000	1,265	1,000	682	1,000	1,000	840	868	600	500	500	500	
Learning Bank	62,903	2,500	3,000	3,000	4,000	4,000	4,000	4,125	4,000	3,935	4,000	4,000	3,843	4,000	4,000	3,000	2,500	2,500	2,500
Moorhead Parks & Rec - Celtic Festival	18,700	1,400	900	1,200	1,800	2,000	1,700	2,625	1,500	1,435		1,000	840	1,500		0	800		

Organization	Total	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
MPR/KCCM	14,443												1,843	2,000	2,000	1,000	2,000	2,500	3,100
MSUM	19,110	1,000		1,350	1,500	1,800	2,500	2,625	2,500	1,935	2,000				1,900			0	
Mujeres Unidas - Women United *	845												845						
ND Congress of Parents and Teachers	0				0														
NDSU Department of Theatre Arts	3,150	1,400	1,250		500														
NDSU Memorial Union Gallery	2,900	500	500	900	1,000														
NDSU PEARS	1,000						1,000												
Nordic Arts Alliance *	6,500								500							1,000	1,500	1,500	2,000
Nordic Culture Clubs	9,543	0	0	1,200					1,500		2,000	1,000	1,843	2,000					
People Escaping Poverty Project *	844												844						
Plains Art Museum	76,653	10,000	8,500	4,750	4,500	4,000	4,500	5,125	4,500	3,935	3,500	3,500	3,343	3,000	3,000	2,500	2,500	3,000	2,500
Prairie Public Broadcasting	12,658	1,500	500	1,400	2,000	1,200	1,500	1,625	1,000	683		750	500						
Red River Boy Choir *	14,303						1,000	1,125	2,000	1,435	1,500	1,500	1,343	1,500	1,700		1,200	0	
RR Chapter...Am Theatre Organ Society	0		0																
RRV Chapter - Am Guild of Organists	500					500													
Red River Valley Woodcarvers	500				0	500	0												
Red River Watercolor Society	7,740				500	500	500	1,625	1,000		1,000				1,000	615	500		500
Red River Zoo	8,890	500				3,390	5,000												
Ronald McDonald House Charities	4,750													2,500	2,250				
Rourke Art Museum	54,703	3,300	4,000	3,000	4,500	4,000	4,000	4,625	4,000	3,935	3,000	2,500	2,343	2,500		2,500	1,500	2,500	2,500
Spirit Room	34,213	3,400	2,500	3,000	2,000	2,250	3,000	2,785	2,500	2,435	2,000	2,000	1,843	2,500	2,000				
The Human Family	1,000	1,000																	
The Listening Room *	500			500															
The Master Chorale	8,875	0	3,250	1,500		1,000	1,500	1,625											
Theatre B	54,203	3,300	5,000	5,000	5,000	5,500	4,500	4,125	4,000	3,435	3,500	3,500	2,343	2,500	2,500				
Tin Roof Theatre	7,460			650	1,000	1,000	750	625	500	1,435	1,500								
Trollwood Performing Art School	68,028	7,500	5,000	5,750	3,500		4,000	3,500	3,500	3,935	3,500	4,000	3,343	3,500	4,000	3,000	3,000	3,500	3,500
Voices of Concord *	1,850														1,850				
West Fargo Public Library	3,660	500			2,000	1,160													
West Fargo Summer Arts Intensive	13,500	3,000	3,250	2,750	2,500	2,000													
TOTALS	1,203,685	105,700	101,650	84,000	70,600	71,200	70,917	69,000	63,200	68,300	69,000	68,500	65,000	66,268	64,000	45,000	44,000	39,100	38,250
# of Applicants		36	34	33	34	33	33	26	27	26	27	28	31	27	26	24	24	21	18
# of Awards		30	28	33	30	33	30	26	27	26	25	28	31	26	26	21	24	18	18
Average Grant Award		3,523	3,630	2,545	2,353	2,158	2,364	2,654	2,341	2,627	2,760	2,446	2,097	2,549	2,462	2,143	1,833	2,172	2,125



Strategic Planning Workshop Report

September 19, 2018

1. Evaluated authority, purpose, governance of the board; on-boarded new members; annual update
2. Recap of 2018 Workplan and Status
 - a. Overview of budget – will be provided quarterly or with activity
3. 2018-2019 Workplan Discussion
 - a. Reviewed each Public Art Master Plan Goal AND Action items for Year 1 and 2
 - b. Determined if goals were still relevant and categorized into “New or Yet To Do”, “Ongoing” or “Completed”:

New or Yet To Do:

- Create List Serve
- Maintain Current Art
- Goal 1: Continue current programs
 - Develop evaluation criteria
- Goal 5: Funding
 - Review costs for Public Art Program
- Goal 6: Infrastructure / public art City-wide
 - Identify upcoming infrastructure and improvement projects in each district, incorporate art in projects that offer the most impact
- Goal 7: New Ideas / pursue artistic excellence
 - Rank public art possibilities
 - Seek new ideas from the community
- Goal 9: Outreach / incentives for developers
 - Identify current projects in Fargo in which developers or building owners can be involved in public art
 - Consider hosting a roundtable with developers to discuss the goal of adding value and develop investments through public art
- Goal 10: Public Input (Outreach) / Opportunity Sites
 - Review artist selection methods, create community selection panel and create outreach list
 - Consider selection process for community-generated public art (CVB project)

Ongoing

- Goal 2: Build Capacity of ACC (Nurture)
 - Seek advisors and task force members who can contribute to program development and professional development of commissioners
- Goal 5: Funding/Partners
 - Review constellation of potential partnerships, consider projects that share goals
- Goal 6: Infrastructure / public art City-wide
 - Create communications plan and identify public relations opportunities
- Goal 8: Cultivate Partnerships / Growth / Partners
 - Host conversations with partner candidates
 - Identify partners with common goals; formulate criteria for partner opportunities

c. Discussed and organized by big topics and buckets:

- Evaluate
 - Benchmarking
 - a. Articles
 - b. Social Media
 - c. Stories
 - d. Partnerships
 - e. Excitement (“buzz”)
- New Ideas
 - Public Art Possibilities
 - CIP
 - Community Roundtable
 - Inclusion Planning
- Outreach
 - Roundtable
 - Communications Plan
- Funding
 - CVB
 - Kresge
 - City of Fargo
- Growth

d. Next steps of how to define action steps and proprieties

- Difficulty in processing the action steps

4. Other notes:

- a. TAP (The Arts Partnership)
 - If TAP requesting \$, consider adding criteria that it needs to be free and accessible
 - Discussion that admin cost should be reduced
 - Request to get annual report of how grant \$ was spend



2019 DRAFT WORK PLAN

The Art & Culture Commission’s purpose in 2018 is to define, articulate and implement the processes that will bring artistic enrichment and community engagement within the City of Fargo

MATER PLAN GOAL	MASTER PLAN FOCUS/TOPICS	ACTION STEPS	RESOURCE NEEDS	FINANCIAL NEEDS	PRIORITIES
GOAL 1: Continue developing current projects	EVALUATE	Research body of literature, national resources for benchmarking purposes; develop metrics	Staff collecting, Committee consensus building,		
GOAL 1: Continue developing current projects	EVALUATE	Determine approach, identify staff resources needed, determine what’s realistic			
Goal 10: Focus on sites of opportunities	NEW IDEAS	Reexamine Public Art Possibilities from PAMP	Facilitated discussion		
Goal 4: Clear and accessible process/ All kinds of public art in communities	NEW IDEAS	Examine themes and districts from PAMP	Facilitated discussion		
Goal 6; Ensure public art is citywide, include sites of opportunities	NEW IDEAS	Review City’s Capital Improvement Plan and develop approach to include an artistic perspective	Staff coordination with other committees/staff; ACC Consensus; Develop process		



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Goal 2: Build Capacity and Serve as Ambassadors	NEW IDEAS	Conduct community listening sessions	Logistical resources (space, facilitator.)		
Goal 4: Clear and accessible process/ All kinds of public art in communities	NEW IDEAS	Host meeting with partners, developers, artists to get input/feedback	Logistical resources		
Goal 5: Identify and secure permanent funding	NEW IDEAS	Integration into other committee work in the Planning Department (like Inclusion Plan, Kresge Foundation work)	Staff reporting, liaison back to committee		
Goal 5: Identify and secure permanent funding; to include communications and maintenance	OUTREACH	Cultivate partnership through ongoing roundtables (developers, artists, partner organizations, etc)	Logistics, facilitator		
Goal 3: Provide care and maintenance, collections management	OUTREACH	Online archiving with public access to public art inventory in Fargo (APP)*	Staff, IT Consultant		
Goal 6: Ensure that public art is citywide, includes sites of	OUTREACH	Adopt and implement communications plan			



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opportunities, etc.					
Goal 8: Cultivate partnerships that will help fuel the growth of the public art program	OUTREACH	Develop “marketing plan” with CVB to encourage cultural tourism	Facilitator, Logistics		
Goal 5: Identify and secure permanent funding; to include communications and maintenance	FUNDING	Establish a subcommittee (include other community members) to develop a long-term, sustainable, growth-oriented funding plan			
Goal 8: Cultivate partnerships that will help fuel the growth of the public art program	FUNDING	Grow partnership with CVB by exploring ongoing activities (Capital Project)			
Goal 7: Pursue artistic excellence	FUNDING	Examine potential foundation funding	Staff Reporting, Writing, etc.		
Goal 5: Identify and secure permanent funding	FUNDING	Work to grow the City’s allocation to capital projects and staffing resources		\$	
Goal 2: Build the capacity of the ACC; Goal 7Goal	GROWTH/PROJECTS	Build capacity of ACC, staff resources,		\$	



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		community artists			
Goal 3: Provide care and maintenance, collections management	GROWTH/PROJECTS	Ongoing education of ACC, monthly education, bus tour of City public art	Staff logistics		
Goal 3: Provide adequate care and maintenance	GROWTH/PROJECTS	Build staff expertise in managing public art program		\$	
Goal 7: Pursue artistic excellence and foster diverse forms of public art	GROWTH/PROJECTS	Analyze re-granting focus	Facilitate		
Goal 10: Focus on sites of opportunities, remain open to emerging opportunities	GROWTH/PROJECTS	Develop tool-kits for neighborhoods to use (i.e. utility box wraps)	Facilitate, consultant		