

## MEMORANDUM

**TO:** Arts and Culture Commission  
**FROM:** Kylie Murphy, Assistant Planner  
**DATE:** October 18, 2017  
**RE:** Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on Wednesday, October 18 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](mailto:planning@FargoND.gov). Thank you.

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**ARTS AND CULTURE COMMISSION**  
**Wednesday, October 18, 2017, 5:00 p.m.**  
**City Commission Room**  
**AGENDA**

1. Approve Order of Agenda
2. Approval of Minutes – September 20, 2017
3. The Arts Partnership Regranting Report
4. 2018 Budget and Work Plan
5. Logo Update
6. Public Art Master Plan Update
7. Public Comments

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](http://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](http://www.FargoND.gov/artsandculture).

**ARTS AND CULTURE COMMISSION  
MINUTES**

**Regular Meeting:**

**Wednesday:**

**September 20, 2017:**

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, September 20, 2017.

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

Present: Arlette Preston, Jon Offutt, Michael Olsen, Tim Lamey, Denese Odegaard, Deb Williams, Jessica Jung, Mark Johnson

Absent: David Bertolini

City Commissioner John Strand was also present.

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

**Item 1: Order of Agenda**

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

**Item 2: Minutes: Regular Meeting of August 18, 2017**

Ms. Odegaard moved the minutes of the August 18, 2017 Arts and Culture Commission meeting be approved. Second by Mr. Offutt. All Members present voted aye and the motion was declared carried.

**Item 3: Madison Skate Park Sculpture Update**

Brad Bachmeier presented on how he became involved with the Legacy's Children Foundation. Brad showed the commissioners the Madison Skate Park Sculpture website [www.fargobricksculpture.com](http://www.fargobricksculpture.com). The website explains how the project got started, who was involved, and what it took to make the two brick sculptures. The sculptures are low maintenance and have anti-graffiti coating on them. The park is now worth over \$350,000 and is home to the biggest brick sculpture in North America. This project has instilled a sense of pride and ownership back into the community.

**Item 4: Fargo Park District Train Car Wrap**

Carolyn Boutain, with the Fargo Park District, introduced the train car wrap. The Fargo Park District partnered with The Arts Partnership and asked artists to create and submit a signature design, which would be representative of Fargo, to be transferred to a vehicle wrap and placed on the train car located at 701 Main Avenue. Steve Knutson's artwork was chosen and will be exhibited for at least three years. The Park District hopes to have the wrap up by October 2, 2017. They are also working with landscape architects to add a landscaping component, which will be installed in spring of 2018.

**Item 5: Budget Update**

Nicole Crutchfield, Planning Administrator, informed the commission that a \$75,000 increase was approved at the September 11, 2017 City Commission meeting which will be used for curating services in the new City Hall.

**Item 6: Social Media Update**

Brittany Rakowitz, Planning Intern, presented a social media update to the commissioners. Ms. Rakowitz explained that staff is working on behalf of the Arts and Culture Commission to set up a Twitter account which will be used as a way to promote the commission, send out news, and interact with the public. Staff is also working on getting bids for a logo, which they will bring to the October 18 meeting.

**Item 7: Outreach Strategy for Public Art Master Plan**

Donald Kress, Senior Planner, presented dates and times to the Commission for the Public Art Master Plan public meetings. The Wednesday, October 18, time attached in the packet has been changed to an afternoon meeting. Staff has been working with the School and Park District to set up meetings with their board members. Staff would like to know if any members of the Commission would be able to attend/present at any of the public meetings in October.

**Item 8: Public Comment**

Chair Preston called for public comment. No comment was offered.

The time at adjournment was 5:50 p.m.



## THE Arts Partnership

To: Mayor Rich Mattern, City of West Fargo  
Mayor Tim Mahoney, City of Fargo  
Mayor Del Rae Williams, City of Moorhead

From: Dayna Del Val, Executive Director

Date: May 17, 2017

Re: 2017 City Arts Partnership Grant Awards and Sanford Arts Partnership Merit Awards

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The City Arts Partnership (CAP) Grant Review Committee met on Thursday, May 4, 2017 at APT, 225 4<sup>th</sup> Avenue North in Fargo to determine the 2017 CAP Grant awards. The panelists were Wayne Beyer, Wahpeton Parks & Recreation; Alyson Bjornstad, TAP Board representative; Don Clark, photographer and MSUM professor; Ruth Severson, community arts advocate; and Jillain Veil-Ehnert, Foundation Relations/Research Grants, Concordia College.

The Panel recommended 26 grants for a total of \$98,150 and 4 grantees were awarded a total of \$10,000 in Sanford Arts Partnership Merit Awards. The list of grant and merit awards may be found in Appendix A. Appendix B provides brief descriptions of each grant.

### **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 and Sanford Medical funds merit awards for those organizations doing exemplary work. This year the City of Fargo substantially raised its contribution to the CAP program, thereby allowing us to provide larger grants overall.

We have continued to tweak the program after making substantial changes following the recommendations made in the 2015 CAP grant review TAP commissioned. For example, we now hold mandatory pre-application meetings and work one-on-one with applicants to provide feedback on their applications prior to submission. This has substantially improved the quality of the grant-writing over the past two years. We believe that through the process of grant-writing, organizations refine how they describe their organization and its work, which helps them in everything they do, from seeking other funders to attracting quality board members.

This year's grant panel review was open to the public, as the final goal in making the process as transparent as possible. This is particularly vital for a program funded by taxpayer dollars. We were pleased that nearly all of the applicants attended; several commented that it was a good learning experience for them, which was one of our goals.

However, we were disappointed to see that several organizations, from the smallest to the very largest, seem to struggle to provide clearly understandable financials. Therefore, we held back \$7,220 to put toward technical assistance for applicants and grantees in the form of budget development and financial reporting training, likely through a contract with the Nonprofit Assistance Fund.

### **Analysis of Grant Funds and Applicant Pool**

- The amount of re-granting funds available increased from \$84,368 in 2016 to \$105,370 this year. This is due to the increase in the re-granting allocation from the City of Fargo (\$84,000 from \$63,000) and in readjustments in the re-granting/operations ratio, which put more dollars towards re-granting.

- The average CAP Grant amount has increased fairly dramatically in the past years 4 years:

2014	\$2,158
2015	\$2,343
2016	\$2,545
2017	\$3,775

The increase to 2017 from 2015 is a dramatic 48% - and the increase in just 4 years, from 2014 to 2017, is a whopping 75%.

- Obviously, the larger pool of dollars available to re-granting has allowed us to increase the size of the grants. However, we mustn't discount the fact that we have been raising the standards for the applicants. We now require that applicants receive 20 points out of a maximum of 30, which was established as the minimum for funding in TAP's grant-making policies (adopted by the Board in January 2017). Thus in 2017 we are awarding fewer grants (26) than the 30 to 33 given in the past.
- The Grant Review Committee reviewed 34 eligible proposals; 2 others were flagged as ineligible by staff prior to grant review. The Committee recommended 26 organizations (77%) for funding. The remaining 8 applicants did not score at minimum 20 out of 30 points.
- Of the 34 applications:
  - 6 were from the larger, more well-established arts institutions eligible for General Operating Support I (GOS I)
  - 12 were from mid-sized, but often long-lived arts institutions eligible for GOS II
  - 16 were from those eligible for Project Support, primarily smaller, volunteer-managed organizations or those without arts-and-culture missions that integrate arts into their programs.
- The majority of the 2017 applicants and grantees are old hands at the CAP process. There were a couple of applicants new to the grant-seeking process and some that have not applied for funding in recent years.
- The combined budgets of the applicants equaled \$10.3 million – that includes organizational budgets for those non-profits with arts-and-culture oriented missions plus the total arts-and-culture budgets for organizations that incorporate the arts into their programs.

- Approximately 9,800 artists – 74% of whom are from the Metro – will participate in the applicants’ art programming during the year.
- The applicants together serve 462,000 audience members in a given year – about 83% of whom are from the Metro. Of those, 50% are from Fargo, 15% from West Fargo, 17% from Moorhead and 17% from the region and beyond.
- Of the 26 organizations that received funding in both 2016 and 2015, the average grant increased from \$2,532 to \$2,950, an average increase of \$418 or 14 percent.

### **Panel Logistics and Review Criteria**

- The panelists were asked to review each application prior to the grant panel meeting and rank 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 suggested initial funding based on the scores:
  1. Scores below 20 were not awarded funding.
  2. Scores of 20 and more received at least the minimum amount for the grant tier: \$500 for Project Support, \$3,000 for GOS II and \$5,000 for GOS I.
  3. Those with a score of 30 (the highest possible score, meaning that all panelists ranked each of the criteria with a 10), received the maximum amount for Project (\$1,500) and GOS II (\$5,000) support. GOS I’s upper level was set tentatively at \$10,000.
- For the Sanford Arts Partnership Merit Awards, GOS I and II applicants receiving scores of 25 to 30 were put into a single list, and ranked by the panelists as to which organizations were doing exemplary work programmatically and/or artistically or had made significant strides in terms of organizational development, etc.

**Appendix A**

**2017 CAP Award and Sanford Merit Awards**

Organization	Tier	CAP Grant	Merit Award	Total
Angels of the Muse	Project	0		0
Celebration of Women and their Music	Project	500		500
Concordia College	Project	1,250		1,250
Fargo Park Classical Music Festival	Project	1,250		1,250
Fargo Theatre	GOS I	8,500		8,500
FM Area Youth Symphonies	GOS II	4,000		4,000
FM Ballet	Project	1,250		1,250
FM Choral Artists	GOS II	4,000		4,000
FM Community Theatre	GOS I	8,500	2,250	10,750
FM Golden Notes	Project	0		0
FM Kicks Jazz Band	Project	500		500
FM Opera	GOS I	6,500		6,500
FM Symphony	GOS I	10,000	3,000	13,000
FM Visual Artists	GOS II	4,000		4,000
FM Youth Choir	GOS II	3,250		3,250
Gooseberry Park Players	GOS II	4,500		4,500
Historical & Cultural Society	GOS I	5,000		5,000
Immigrant Development Center	Project	500		500
Kid Core	Project	0		0
Lake Agassiz Concert Band	Project	0		0
Moorhead Parks & Rec - Celtic Festival	Project	900		900
NDSU Department of Theatre Arts	Project	1,250		1,250
NDSU Memorial Union Gallery	Project	500		500
Nordic Culture Clubs	GOS II	0		0
Plains Art Museum	Project	8,500	2,500	11,000
Prairie Public Broadcasting	Project	0		0
Red River.... Theatre Organists	Project	0		0
Rourke Art Museum	GOS II	4,000		4,000
Spirit Room	GOS II	0		0
The Learning Bank	GOS II	3,000		3,000
The Master Chorale	GOS II	3,250		3,250
Theatre B	GOS II	5,000	2,250	7,250
Trollwood Performing Art School	GOS I	5,000		5,000
West Fargo Summer Arts Intensive	GOS II	3,250		3,250
		98,150	10,000	108,150

**APPENDIX B**  
**2017 CITY ARTS PARTNERSHIP GRANTS AND SANFORD MERIT AWARDS**

**2017 CITY ARTS PARTNERSHIP GRANTEES**

**CELEBRATION OF WOMEN AND THEIR MUSIC**

\$500 toward the 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**

\$1,250 toward *Langston Hughes's Ask Your Mama: 12 Moods for Jazz*, a multimedia performance (a jazz quartet, readings and images from the Harlem Renaissance) and a master class, in celebration of Black History Month.

**FARGO PARK DISTRICT – CLASSICAL MUSIC FESTIVAL**

\$1,250 toward the 26<sup>th</sup> Annual Classical Music Festival to be held in June 2018; this free event features a range of musical genres, from orchestral to Dixieland and provides informal learning activities for children and adults alike.

**FARGO THEATRE**

\$8,500 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**

\$4,000 toward the FMAY's 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 BALLET**

\$1,250 toward support of its 2018 season: *The Nutcracker* with live orchestra, a spring children's ballet and a new production for the season opener.

**FARGO-MOORHEAD CHORAL ARTISTS**

\$4,000 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**

\$8,500 toward the FMCT's mission to create, engage and enrich the community through the performing arts.

**FARGO-MOORHEAD KICKS JAZZ BAND**

\$500 toward support of an All-City Fargo Public Schools High School Jazz Band Festival in April 2018 to inspire/educate young jazz artists, promote jazz in the community and provide a high-quality jazz event.



**FARGO-MOORHEAD OPERA**

\$6,500 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**

\$4,000 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**

\$3,250 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**

\$4,500 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**

\$5,000 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.

**IMMIGRANT DEVELOPMENT CENTER**

\$500 toward Phase II of its mural project that celebrates the area's multiculturalism, to be located on the outside of the International Market Plaza, which will house businesses owned by low-income immigrants.

**MOORHEAD PARKS AND RECREATION – CELTIC FESTIVAL**

\$900 toward support of the Celtic Festival, a one-day, free admission festival celebrating the arts and culture of the seven Celtic Nations, featuring live music and performance, informational booths, food and hands-on activities.

**NDSU DEPARTMENT OF THEATRE ARTS**

\$1,250 toward 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, lectures and outreach events about the Dakota Access Pipeline and its impact on North Dakota's environment, economy and communities.

**PLAINS ART MUSEUM**

\$8,500 toward the Museum's mission to connect art, artists, and audiences to foster creative, resilient, and welcoming communities.

**ROURKE ART MUSEUM**

\$4,000 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.

**THE LEARNING BANK**

\$3,000 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.

**THE MASTER CHORALE**

\$3,250 to support this community chorus that enhances, educates and promotes the community's choral music experience.

**THEATRE B**

\$5,000 toward its mission to invigorate civic conversation through intimate and transformative storytelling.

**TROLLWOOD PERFORMING ARTS SCHOOL**

\$5,000 toward TPAS's 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 SCHOOLS/SUMMER ARTS INTENSIVE**

\$3,250 toward their 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****FARGO COMMUNITY THEATRE**

\$2,250 in recognition of its intention to present programming designed for those with sensory processing and autism spectrum disorders.

**FM SYMPHONY**

\$3,000 in recognition of its high professional standards for both artistry and administration, and its robust board.

**PLAINS ART MUSEUM**

\$2,500 in recognition of PlainsArt4All, an initiative to make the Museum admission-free, and for the Plains' ability to serve diverse audiences through its programming for all ages.

**THEATRE B**

\$2,250 in commendation of its ability to remain nimble and adapt to programming for temporary space as it looks to find solutions for a more permanent performing space.



## 2017 ORGANIZATIONAL GRANTEES

The City Arts Partnership (CAP) Grant program is an investment in the overall health and success of the Metro’s high-quality arts-and-culture organizations and other non-profits proposing arts-and-culture focused projects. Funds for the program are provided by the Cities of Fargo, Moorhead and West Fargo.

Additionally, Community Arts Partnership Grants are awarded to organizations that are making a valuable commitment to and impact on the community.

### 2017 CITY ARTS PARTNERSHIP GRANTEES

Celebration of Women and their Music	500	Gooseberry Park Players	4,500
Concordia College	1,250	Historical & Cultural Society	5,000
Fargo Park Classical Music Festival	1,250	Immigrant Development Center	500
Fargo Theatre	8,500	Moorhead Parks & Rec - Celtic Festival	900
FM Area Youth Symphonies	4,000	NDSU Department of Theatre Arts	1,250
FM Ballet	1,250	NDSU Memorial Union Gallery	500
FM Choral Artists	4,000	Plains Art Museum	8,500
FM Community Theatre	8,500	Rourke Art Museum	4,000
FM Kicks Jazz Band	500	The Learning Bank	3,000
FM Opera Company	6,000	The Master Chorale	3,250
FM Symphony	10,000	Theatre B	5,000
FM Visual Artists	4,000	Trollwood Performing Art School	5,000
FM Youth Choir	3,250	West Fargo Summer Arts Intensive	3,250

### 2017 COMMUNITY ARTS PARTNERSHIP GRANTEES

Lake Agassiz Concert Band	500
Prairie Public Broadcasting	500
Spirit Room	2,500



## 2017 ORGANIZATIONAL GRANTEES – GRANT AWARD DESCRIPTIONS

### **CELEBRATION OF WOMEN AND THEIR MUSIC**

\$500 toward the 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**

\$1,250 toward *Langston Hughes's Ask Your Mama: 12 Moods for Jazz*, a multimedia performance (a jazz quartet, readings and images from the Harlem Renaissance) and a master class, in celebration of Black History Month.

### **FARGO PARK DISTRICT – CLASSICAL MUSIC FESTIVAL**

\$1,250 toward the 26<sup>th</sup> Annual Classical Music Festival to be held in June 2018; this free event features a range of musical genres, from orchestral to Dixieland and provides informal learning activities for children and adults alike.

### **FARGO THEATRE**

\$8,500 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**

\$4,000 toward the FMAY's 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 BALLET**

\$1,250 toward support of its 2018 season: *The Nutcracker* with live orchestra, a spring children's ballet and a new production for the season opener.

### **FARGO-MOORHEAD CHORAL ARTISTS**

\$4,000 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.

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### **FARGO-MOORHEAD KICKS JAZZ BAND**

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**FARGO-MOORHEAD OPERA**

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**FARGO-MOORHEAD YOUTH CHOIR**

\$3,250 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**

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**HISTORICAL AND CULTURAL SOCIETY OF CLAY COUNTY**

\$5,000 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.

**IMMIGRANT DEVELOPMENT CENTER**

\$500 toward Phase II of its mural project that celebrates the area's multiculturalism, to be located on the outside of the International Market Plaza, which will house businesses owned by low-income immigrants.

**LAKE AGASSIZ CONCERT BAND**

\$500 toward a season in which the band creates more community connections, including with public school students and community groups, as part of an effort to broaden the band's artistic influence in the region.

**MOORHEAD PARKS AND RECREATION – CELTIC FESTIVAL**

\$900 toward support of the Celtic Festival, a one-day, free admission festival celebrating the arts and culture of the seven Celtic Nations, featuring live music and performance, informational booths, food and hands-on activities.

**NDSU DEPARTMENT OF THEATRE ARTS**

\$1,250 toward 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, lectures and outreach events about the Dakota Access Pipeline and its impact on North Dakota's environment, economy and communities.

**PLAINS ART MUSEUM**

\$8,500 toward the Museum's mission to connect art, artists, and audiences to foster creative, resilient, and welcoming communities.

**PRAIRIE PUBLIC TELEVISION**

\$500 toward costs associated with Share A Story, a free, all-day family event; its mission is to spark creativity, curiosity and literacy in children while engagement parents in their children's early learning.

**ROURKE ART MUSEUM**

\$4,000 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**

\$2,500 toward the Spirit Room's mission to "uplift people's lives through the development and practice of creative, contemplative and healing arts."

**THE LEARNING BANK**

\$3,000 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.

**THE MASTER CHORALE**

\$3,250 to support this community chorus that enhances, educates and promotes the community's choral music experience.

**THEATRE B**

\$5,000 toward its mission to invigorate civic conversation through intimate and transformative storytelling.

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\$5,000 toward TPAS's 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 SCHOOLS/SUMMER ARTS INTENSIVE**

\$3,250 toward their 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.

## MEMORANDUM

**TO:** Arts and Culture Commission

**FROM:** Nicole Crutchfield  
Kylie Murphy

**DATE:** October 18, 2017

**RE:** Meeting Report

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Below is a monthly report corresponding to the agenda items for the September 20<sup>th</sup> meeting. In lieu of creating a memo for each item, we recognize that a “report” for non-action items would be more efficient.

Item 4) 2018 Budget and Work Plan

Item 5) Logo Update

Staff has received three proposals to design a logo for the Fargo Arts and Culture Commission. Staff feels that a logo will be an important tool to help brand and grow the Arts and Culture Commission. The three proposals have been included in your packet for your review and consideration.

**Staff Recommendation:** To approve the proposed scope-of-work and to allow Dorsey Design to proceed with the logo.

Item 6) Public Art Master Plan Update

Staff and Planning Commissioners will be presenting the Public Art Master Plan over the week of October 16. By having multiple meetings over the week staff hopes we will be able to reach many members of our community and get feedback and comments on the plan.

**From:** [Kylene Murphy](#)  
**To:** [Kylene Murphy](#)  
**Subject:** RE: The City of Fargo- Arts and Culture Commission- Request for Quote: Logo Design  
**Date:** Friday, October 13, 2017 3:34:20 PM

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**From:** Ian Dougan [mailto:[ian@kandordesign.com](mailto:ian@kandordesign.com)]  
**Sent:** Monday, October 2, 2017 3:40 PM  
**To:** Brittany Rakowitz <[brakowitz@FargoND.gov](mailto:brakowitz@FargoND.gov)>  
**Subject:** RE: The City of Fargo- Arts and Culture Commission- Request for Quote: Logo Design

**CAUTION:** This email originated from an outside source. Do not click links or open attachments unless you know they are safe.

Hey Brittany!

We could do the logo design project of \$800 and average turnaround time is right around 3-4 weeks.

Thanks!

-Ian Dougan  
Managing Partner / Designer  
Kandor Design, LLC

701-412-4249

On Sep 29, 2017, 2:31 PM -0500, Brittany Rakowitz <[brakowitz@FargoND.gov](mailto:brakowitz@FargoND.gov)>, wrote:



# Kandor Example

**Kandor Design designed the logo for Fargo Parking.**



Black Tire Variation

## UNDERSTANDING OF THE PROJECT

Flint Group will create the Arts & Culture Commission logo, package the files and prepare usage guidelines.

Logo Development	Budget
Flint Group will create the Arts & Culture Commission logo per client direction.	\$2,000
Assumptions: <ul style="list-style-type: none"><li>– Flint Group will produce 3 options for client review.</li><li>– The City of Fargo will choose one direction and Flint Group will refine, up to two rounds of revisions.</li></ul>	
Flint Group will package final, approved Arts & Culture Commission logo files and include usage guidelines.	\$1,500
<b>Total Estimate</b>	<b>\$ 3,500</b>

By signing this document, the project will commence and **CLIENT** will be billed accordingly (monthly) for the work completed.

### **Approved By (Client/Company):**

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Flint Group Approval:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## **LOGO DESIGN PROPOSAL**

*City of Fargo Arts & Culture Commission*

10/5/2017

Good Morning Brittany,

Thank you for the opportunity to submit a proposal for a new logo design for Fargo's Art & Culture Commission. Very exciting! My fee for a design would be \$1,500. This would include a logo designed as vector line art. The logo would be original, free from any copyrighted material. You would receive the vector file in .ai, .eps and .pdf formats in both Pantone Solid Spot Color and black and white versions. High resolution pixel based versions (.jpeg, .png) in both color and grayscale for web use will also be provided. Ownership transfer to you will be given after final payment is made.

I have included an initial design for your review. The icon is shown in bright colors depicts diverse individuals "huddled" together. Their shape creates an aperture which touches on the visual aspect of art. Font is Montserrat (Regular and Bold) in 70% gray.

Please feel free to contact me for questions or comments regarding this proposal. Thank you!

**Stephen Dorsey**

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