



MEMORANDUM

TO: Arts and Culture Commission
FROM: Kylie Bagley, Assistant Planner
DATE: March 14, 2018
RE: Arts and Culture Commission Meeting

The next meeting of the Arts and Culture Commission will be held on March 21 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, March 21, 2018 5:00 p.m. City Commission Room AGENDA

1. Approve Order of Agenda
2. Approval of Minutes – February 21, 2018 and February 28, 2018
3. 2018 Budget (#5)
 - a. Electrical Box Art Proposal (Chris Schlepp BID) (#6, 7, 8)
 - b. Fargo PorchFest Proposal (#6, 7, 8)
 - c. Project Ideas
 - i. Subcommittee: Art Selection
 - ii. Subcommittee: Criteria
4. Planning Department Structure
5. Policies (#3)
 - a. Public Art Policies
 - b. Maintenance Care Plan
6. Communication Plan (#2, 6, 8)
7. Commission Vacancies and Job Description (#2)
8. Other Business or Public Comments
 - a. Next Regularly Scheduled Meeting April 18, 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:

February 21, 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, February 21, 2018.

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

Present: Arlette Preston, Jon Offutt, Deb Williams

Absent: David Bertolini, Denese Odegaard, Tim Lamey, Michael Olsen, Mark Johnson, Jessica Jung

Chair Preston called the meeting to order and welcomed Members to the meeting. A quorum was not present at this meeting

Item 1: Order of Agenda

Due to the lack of quorum the order of agenda could not be approved.

Item 2: Minutes: Regular Meeting of December 20, 2017

Due to the lack of quorum the minutes from the December 20, 2017 meeting could not be approved.

Item 3: 2018 Budget

Ms. Preston presented on the 2018 budget and would like to discuss how to allocate the \$85,000 at the next Arts and Culture meeting. This will need to be brought back to the commission when a quorum is present.

Item 3a: Electrical Box Art Proposal (Chris Schlepp BID)

Chris Schlepp presents on the utility box proposal. He explains to the commission that The Arts Partnership (TAP) would put out the call for artists. The commission wants to make sure that all artists are aware of the call and that TAP members would not be the only ones receiving the call. Members also discuss if this could be a phased project throughout the city. Could the city possibly create an ordinance to have aesthetically pleasing utility boxes for when roads are built/reconstructed. This will need to be brought back to the commission when a quorum is present.

Item 3b: RedBall Project (Brad Bachmeier)

Andy Moss, Plains Art Museum, and Brad Bachmeier, MSUM Teacher and local artist, present the RedBall Project to the commissioners and show a video of the project during its time in Memphis, TN. The RedBall Project would activate space with art and show what public art can be throughout the FM Area. The artist would like to have the project begin

the first week of October. This will need to be brought back to the commission when a quorum is present.

Item 4: New City Hall Report – RFP for Exterior Panels

Ms. Rakowitz presents on the exterior panels of City Hall. The commission would like to see the RFP distributed to all artists in the community. This will need to be brought back to the commission when a quorum is present.

Item 5: Monthly Management Report– Hayes

Ms. Rakowitz presents the monthly management report. She states that there are multiple solutions to pay for the restoration: 1) go through insurance 2) pay the full amount for restoration or 3) de accession of the art. This will need to be brought back to the commission when a quorum is present.

Item 6: Managing Controversy

Ms. Rakowitz presents the managing controversy policy and why it is important that the city have this policy. This will need to be brought back to the commission when a quorum is present.

Item 7: Public Art Status Report

Ms. Rakowitz presents the Public Art Status Report to show how staff and the commission can track projects moving forward.

Item 8: Native American Commission Liaison

Ms. Preston presents the addition of a Native American Commission Liaison. The Native American Commission would pick a member from their board to sit as a nonvoting member of the Arts and Culture Commission.

Item 9: Arts and Culture Commission Seat Vacancy

Ms. Preston lets the commission know that there is currently a vacant seat on the commission. Mr. Lamey will no longer be able to serve on the commission.

Item 10: 2018 Work Plan

Ms. Preston presents on the 2018 work plan and the allocation of staff's time. This will need to be brought back to the commission when a quorum is present.

Item 11: Other Business or Public Comments

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

ARTS AND CULTURE COMMISSION MINUTES

Special Meeting:

Wednesday:

February 28, 2018:

The Special 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, February 28, 2018.

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

Present: Arlette Preston, Jon Offutt, Deb Williams, Denese Odegaard, Mark Johnson, Michael Olsen

Absent: David Bertolini, Tim Lamey, Jessica Jung

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 December 20, 2017

Mr. Johnson moved the minutes of the December 20, 2017 Arts and Culture Commission meeting be approved. Second by Mr. Olsen. All Members present voted aye and the motion was declared carried.

Item 3: 2018 Budget

Ms. Preston presented on the 2018 budget no further discussion was held.

Item 3a: Electrical Box Art Proposal (Chris Schlepp BID)

The commissioners who were not present at the February 21, 2018 were given a copy of the meeting to watch so they could see the presentation. Commissioners discuss what is the role of the Arts and Culture Commission and discussed process. The commissioners would like to see the call for artist opened up to all community members. They would like to see Mr. Offutt be present on the selection committee. Should the commission be fully funding projects? A goal of the Public Art Master Plan is to work with partners. In the call for artists the commissioners note that the term "professional artist" cannot be defined and therefore should not be in the call. The commission does not want to limit anyone from applying.

Mr. Johnson moves to table the proposal until the March 21, 2018 meeting. Second by Mr. Offutt. All members presented voted aye and the motion was declared carried.

Item 3b: RedBall Project (Brad Bachmeier)

The commissioners who were not present at the February 21, 2018 were given a copy of the meeting to watch so they could see the presentation. The commission discussed if they gave the asking amount would the money be able to be refunded if the project does not come to fruition.

Mr. Olson moves to approve the \$15,000 funding request for the RedBall project with the condition that if the project does not go through the commission would get refunded the full \$15,000. Mr. Offutt seconds. All members present voted aye and the motion was declared carried.

Item 4: New City Hall Report – RFP for Exterior Panels

Ms. Rakowitz presents on the exterior panels of City Hall. The RFP would be distributed through social media, commissions within the city and the general public. The commission would create an advisory committee for choosing the art which would then be presented to the full Arts and Culture Commission and then to the Mayor.

Mr. Olson moves to distribute the RFP for the exterior panels. Ms. Odegaard seconds. All members present voted aye and the motion was declared carried.

Item 5: Monthly Management Report– Hayes

Ms. Rakowitz presents the monthly management report. Commissioners discuss if the piece should be restored and what the overall theme of the city's collection should be. If restored there should be a plaque stating that the piece was restored.

Mr. Olson moves to restore the Hayes piece through insurance. Mr. Offutt seconds. All members present voted aye and the motion was declared carried.

Item 6: Managing Controversy

Ms. Rakowitz presents the managing controversy policy and why it is important that the city have this policy. Mr. Olson agrees that it is critical to have a controversy policy. The commission would like staff to bring forward the full policy at the March meeting.

Item 7: Public Art Status Report

This item was not discussed at this time since it did not require an approval by the board.

Item 8: Native American Commission Liaison

Ms. Preston presents the addition of a Native American Commission Liaison. The Native American Commission would pick a member from their board to sit as a nonvoting member of the Arts and Culture Commission. The commission would like to see other liaisons from the community.

Ms. Williams moves to approve the Native American Commission Liaison. Mr. Johnson seconds. All members present voted aye and the motion was declared carried.

Item 9: Arts and Culture Commission Seat Vacancy

Ms. Preston lets the commission know that there is currently a vacant seat on the commission. Mr. Lamey will no longer be able to serve on the commission. Ms. Preston also states that Mr. Bertolini has offered his resignation if the commission would choose to accept it. The commission formally accepts Mr. Bertolini's resignation.

Item 10: 2018 Work Plan

Ms. Preston presents on the 2018 work plan and the allocation of staff's time.

Mr. Olson moves to approve the 2018 work plan as a living, breathing document. Ms. Williams seconds. All members present voted aye and the motion was declared carried.

Item 11: Other Business or Public Comments

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

MEMORANDUM

TO: Arts and Culture Commission

FROM: Kylie Bagley and Brittany Rakowitz

DATE: March 21, 2018

RE: Meeting Report

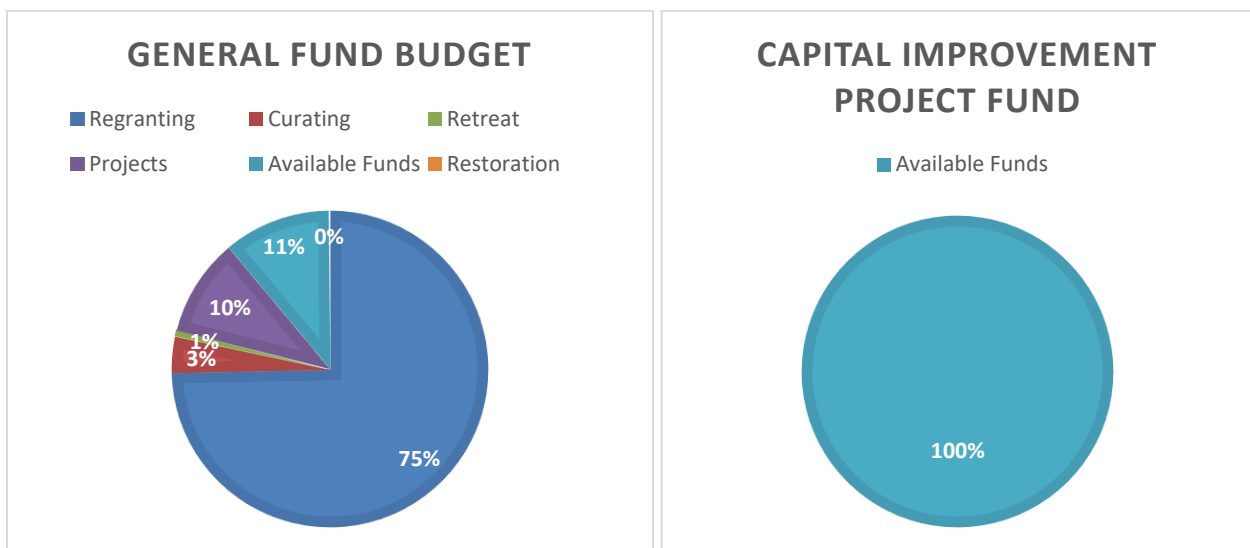
Below is a monthly report corresponding to the agenda items for the March 21st meeting.

Item 3) 2018 Budget

The Arts and Culture Commission received \$150,000 from our general fund for the 2018 year. This \$150,000 is to be spent within the 2018 fiscal year. The table below shows what has currently been spent or allocated.

Description of Services	Amount Spent/Allocated
Regranting for The Arts Partnership	\$112,000.00
Purchasing Char Marie Flood's artwork for our permanent collection	\$175.00
Retreat	\$982.97
Payment for curating services	\$5,250.00
RedBall Project	\$15,000.00
Haze Restoration	\$250.00
Total Spent	\$133,657.97
Available Funds	\$16,342.03

In addition to the \$150,000, the Arts and Culture Commission also received \$85,000 in a Capital Improvement Project Fund, which does not need to be spent in the 2018 fiscal year. No money has been spent from this fund as of March 13, 2018.



Item 3c) Project Ideas and Subcommittees

With the RFP for the new City Hall's exterior panels being approved at last month's commission meeting and the possibility of future City initiated projects, staff recommends that the commission form a subcommittee to think of possible artists and community members that could form a selection committee. Staff suggests that we appoint subcommittee (can include outside members) specific to certain projects.

Currently the Arts and Culture Commission has not formally adopted criteria for approving public art projects that come in front of the commission. Staff recommends that the commission create a subcommittee in order to determine the criteria needed to evaluate public art projects, particularly if the projects are city sponsored. This will also give guidance to the applicants when requesting funds for projects.

Item 4) Planning Department Structure

Effective January 1st, the Planning and Development Department's organization has changed. Nicole Crutchfield will provide an overview of this item as well as highlight the 2018 work plan.

Item 5) Policies

A packet of policies drafted to date will be provided at the meeting for your review. Staff seeks review comments and possibly adoption at the April meeting. Staff will also highlight the online storage of policy documents for your future access.

Item 6) Communication Plan

With the adoption of the Public Art Master Plan, it is important that we introduce other community members and potential stakeholders to the plan. Attached is a draft plan of community members and stakeholders with possible time frames for making those presentations. Also included is the communications plan that was used for the public arts master plan. (Not all of the steps were accomplished in the outreach of the public arts master plan, given the deadline of the end of year 2017 adoption.)

Item 7) Commission Vacancies and Job Descriptions

Jess Jung, Tim Lamey and David Bertolini will no longer be serving on the Arts and Culture Commission due to schedule conflicts. Staff has notified the commission offices of the vacancy and will be working to filling the vacant seats. Effective with immediately the resignations, the quorum for the ACC is automatically reduced to the majority of the seats filled.

When thinking of filling our vacancies it is important to remember that the Arts and Culture Commission ordinance states: "The Arts and Culture Commission shall consist of nine (9) members who shall be residents of the City of Fargo. One member shall be a representative of the Downtown Community Partnership if available. One member shall be a representative of an established neighborhood association if available. Four members shall have a background in arts and humanities or shall have experience participating in the arts and culture activities in the community. The rest of the members shall be at large."

Currently the city does not have job descriptions for any of their boards and commissions. Having a job description may be a helpful tool when trying to fill vacancies.

**PLANNING AND DEVELOPMENT**

200 Third Street North
 Fargo, North Dakota 58102
 Phone: (701) 241-1474
 Fax: (701) 241-1526

E-Mail: planning@fargond.gov
www.fargond.gov

Creative Capital Sponsorship Application

The Arts and Culture Commission (ACC) is committed to increasing The City of Fargo's creative capital. The ACC works to expand and facilitate arts development, provide opportunities for local and emerging artists and promote the creative capacity of Fargo.

Applicants are encouraged to apply for funds that will benefit impact driven projects which reflect the vision of the ACC and are aimed at growing the creative landscape of Fargo.

Please complete the following application to be considered for the Creative Capital Sponsorship.

Organization Name:	Fargo BID, DCP, TAP, City of Fargo
Project:	Utility Box Wrap Project
Amount Requested:	\$5,210.00
Submittal Date:	19 January 2018

Representation Information

Name (<i>printed</i>):	Christopher R. Schlepp
Address:	210 Broadway N Suite 202
Phone:	(701) 238-1051
Email:	chris@downtownfargo.com
Legal structure of organization, if applicable:	

Description of Project/ Goal

<p>Wrap 7 existing downtown utility boxes with art submitted by local artists. The utility boxes present a great opportunity to serve as urban canvases. When unused, the metal is often dirty, rusted, or covered in graffiti and fliers. Yet from any angle – even above – this untapped space can add another facet of dynamic style, culture, color, and allure to the streets of Downtown Fargo ultimately enhancing the beautification of downtown.</p>



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Why is the Value to the Community of Fargo?

Public art has terrific value because it's accessible to every person who happens upon it regardless of income, art experience or intention. Taking away the barrier of a formal art institution means that suddenly the community becomes the canvas, and the opportunity to experience the arts in a communal way creates a shared experience. Public art helps to activate underutilized spaces, to create community gathering areas and to bridge the cultural, language and age differences in our community. Additionally, public art creates a sense of place and pride by citizens and encourages growth around it.

How will the project be marketed and or advertised?

Once the budget piece is finalized, a Call for Art will be sent out requesting that local, professional artists submit designs that might be used on the utility boxes. If the design is approved, these artists would receive compensation of \$250.00. After the initial 7 boxes are artistically wrapped, there is the possibility that additional boxes throughout downtown could be completed in the same manner sometime in the near future.

How will the funds be distributed?

\$3,460.00 to the vendor per the attached quote.
\$250.00 to each approved artist.

How will success be measured?

This is the kind of project that will likely provide more qualitative than quantitative measurements. We'll track social media for people taking photos with the boxes as well as just being out and about with typical BID work. Another measure of success will be if there's a desire to continue wrapping other boxes or creating additional public art from businesses downtown. Finally, we will be successful if we end up with 20 or more artist submissions.

Timeline

Completion date for this project is 7 May 2018.

Items that will need to be submitted

- A project proposal must accompany the application.
- Images or illustrations must be submitted which accurately depict the project seeking funding. If the ACC commits funds, it must be listed as a sponsor in all publicity.
- In the event funds are committed and the project does not come fruition by the established deadline, funds must be returned to the ACC

Representative (*Signature*) _____ Date _____



Utility Box Proposal

Submitted to:
Arts & Culture Commission



Proposal to the Fargo Arts & Culture Commission

THE PROJECT

In collaboration with The Arts Partnership (TAP) and the Fargo Downtown Community Partnership (DCP), The Business Improvement District (BID) submits this proposal for consideration of this two-phase project to the Fargo City Commission to install energetic, vinyl printed art replicas on the utility and electrical boxes in downtown Fargo along the Broadway corridor.

Submitted artwork meeting established criteria will be eligible for selection. A jury of local working artists will select an undetermined number of artists' submissions and the public, through an online vote, will then select the final works. Selected works will be licensed from the artist for a period of time yet to be determined.

WHY

The utility boxes present a great opportunity to serve as urban canvases. When unused, the metal is often dirty, rusted, or covered in graffiti and fliers. Yet from any angle – even above – this untapped space can add another facet of dynamic style, culture, color, and allure to the streets of Downtown Fargo ultimately enhancing the beautification of downtown.

CASE STUDY: BOISE, ID

Karen Bubb, Public arts Manager at Boise City Department of Arts and History, indicated that by beautifying the traffic boxes, the city enlivened the social and physical environment on the streets. The community accepted the project: “people just love them.” Bubb went on to say that the project has revealed a younger demographic that is interested in public art. According to Boise City Police Department monitoring, after installation **there was a significant decrease in graffiti, even on structures that were not wrapped in art.**

According to The Arts Partnership (TAP), the communities of Moorhead, MN and Bismarck, ND have also found this to be true.

TYPES OF ARTWORK

Any high resolution imagery that fits the size and shape specifications may be submitted since the artwork is installed as a printed vinyl wrap. Artists may submit a new piece or a complete, partial or modified image of already-created work such as imagery of a three-dimensional sculpture or a small detail of an originally large painting or photograph.

WHO IS ELIGIBLE TO SUBMIT WORK?

Working, professional artists residing within Cass County are welcome to submit. Multiple entries may be submitted.

PROCESS - PHASE 1:

Phase 1 encapsulates the entire process for 7 utility boxes along the Broadway corridor to be artistically wrapped; see below timeline for specifics. Artwork for these boxes will be reviewed and selected by a public art sub-committee. Once a design is approved, selected artists would receive compensation in the amount of \$250.00 for their submission. The committee would then contract with the approved vendor to print and install the artwork.

The 7 utility boxes would serve as a test group and allow for the local community to view a sample of the artwork before initiating phase 2.

Boise, ID started with a similar model and found that phase 1 significantly motivated local artists to submit artwork, subsequently boosting the quantity, quality, and diversity of proposals.

PROCESS - PHASE 2:

After phase 1 concludes and any lessons learned have been incorporated into the overall process, Phase 2 begins. This phase would copy the previous phase in regards to submission and selection of artwork for the additional electrical boxes along Broadway and ultimately in other areas of Downtown Fargo.

ARTIST COMPENSATION AND OWNERSHIP:

Part of The Arts Partnership's mission is to support and advocate for local artists. Because the artists are providing the creative work that the public will experience, our committee is mindful that the selected artists should be compensated at a fair rate for their contribution.

The artists will retain copyright ownership of the original piece but would agree that images of their installed work may be used for promotional and education purposes. Details specifying responsibilities in the event an electrical box becomes damaged to the extent that the artwork must be replaced have not yet been discussed.

PROPOSED STEPS & TIMELINE:

PHASE 1:

Step 1: Present the proposal to the Arts & Culture Commission for their awareness. **(Completed)**

Step 2: Submit a RFP to vendors to determine cost of the project. **(Completed)**

Step 3: Once a vendor is selected and the budget is finalized, submit the grant request to the Arts & Culture Commission for possible funding. **(Submitted)**

Step 4: Promotion begins and the Call for Art is announced; deadline for entries is 30 March 2018.

Step 5: Applications reviewed for completeness by the public art sub-committee.

Step 6: Winners announced, contracts signed, artwork submitted to vendor; NLT 16 April 2018.

Step 7: Installation of designs onto utility boxes NLT 7 May 2018.

Step 8: Evaluation of process and community response post installation.

PHASE 2: Repeat above steps while implementing any recommended changes during evaluation.

FACTORS FOR CONSIDERATION:

Maintenance: While repair work may require reprinted pieces from the installer, the BID will be responsible for general cleaning and maintenance.

Administration: Our committee will function as the contracted administrator for this process.

BUDGET: To be determined based upon quote from approved vendor.

Downtown Fargo's Utility Box

Call for Art

The Business Improvement District (BID), Downtown Community Partnership (DCP), and The Arts Partnership (TAP) in cooperation with the City of Fargo are seeking visual artists to submit their artwork for placement on city-owned utility boxes.

Downtown Fargo's Utility Box Art Program will give the downtown Fargo community the opportunity to transform ordinary objects of urban infrastructure into something artistic and unique, enhancing our public spaces.

Selected Artists will be compensated a **\$250.00** licensing fee for rights to use their image on the utility box and in promotional materials. Artist's name and title of artwork will appear on the utility box.

This program is intended to **highlight, encourage, and promote** Fargo artists by giving them the opportunity to present their artwork publicly.

Selection Process

A public art sub-committee will review the applications and high resolution images for consideration. Once the sub-committee approves the design, selected artists will each receive a licensing fee of \$250.00 per image upon completion of an art release / waiver.

Location, layout, and length of artwork installation will be determined by the City of Fargo. *The BID, DCP, TAP or City of Fargo has the right to decline all submissions and retract this call for entries for any reason at any time.*

How to Submit

Submit a high-resolution (300 dpi) jpg, pdf, or ai file of your artwork along with an entry form. Your artwork can be any medium; drawing, photography or graphic design. Just take a high-resolution photo of the work or save as a jpg for submission. A graphic artist will make adjustments to your art so that it can fit on this 3D space!

All application materials must be received via email to **chris@downtownfargo.com** by 11:59 on **30 March 2018**.

For general questions, please contact Chris Schlepp at **chris@downtownfargo.com** or Dayna Del Val at **dayna@theartspartnership.net**.

Guidelines for Art Selection

The sub-committee will select Art based upon the following considerations:

The images submitted are of high quality, engaging and positive.

The design submitted does not promote or advertise a particular community group or business.

Individual artist submissions must be from individuals over 18 years of age, residents of Fargo, and considered to be professional artists.

Art submitted for consideration should be able to translate well to a utility box wrap, such that parts of the image may be repeated, doubled, flipped, or even removed to accommodate openings, keyholes, protrusions and other general design constraints.

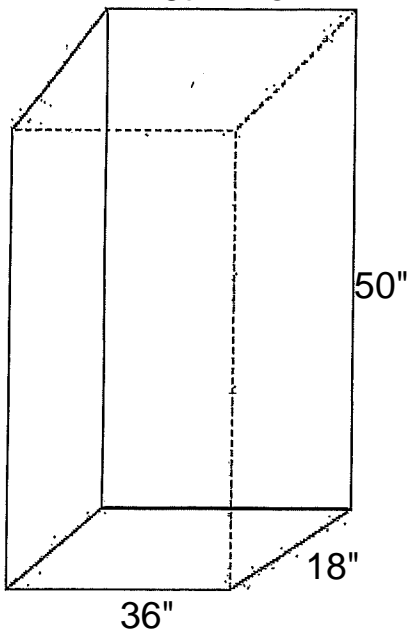
Liability and Publicity Release

The submitted work of literary or graphic art (*collectively or individually referred to as the "Art"*) will be evaluated by a sub-committee. Selected Art may receive editing suggestions from the sub-committee.

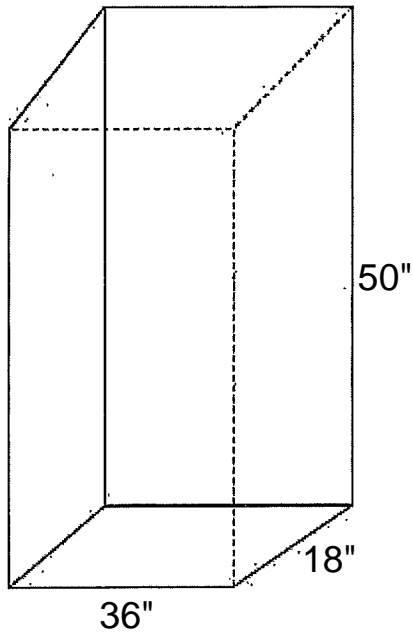
By submitting Art and submitting an application form, you agree that:

- You are the sole designer of the Art that is submitted for consideration and that the contents of the Art are original and do not infringe upon any copyright or any intellectual rights of others, and that you have the unencumbered right to make this submission.
- You grant the involved organizations the right to perpetually use the Art, including, but not limited to: reproduction, posting, displaying, creation of derivative works, or documenting the work in any media or in any form, now known or later invented, without limitation for promotional, documentary, celebratory or any other commercial or non-commercial purposes. You will retain copyright of the Art.
- Individual artists who submit Art are over 18 years of age and residents of Fargo.
- You have read and agree with all of the terms and conditions of this call for art and hereby absolve the BID, DCP, TAP and the City of Fargo or its representatives from any claim or loss, either past, present or future, in association with the call for art. The terms of the contest are binding on the artist, the artist's successors, assigns, representatives or administrators.

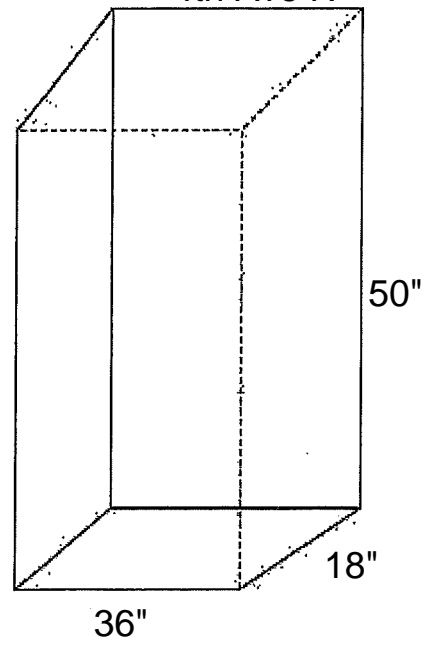
6th Ave N



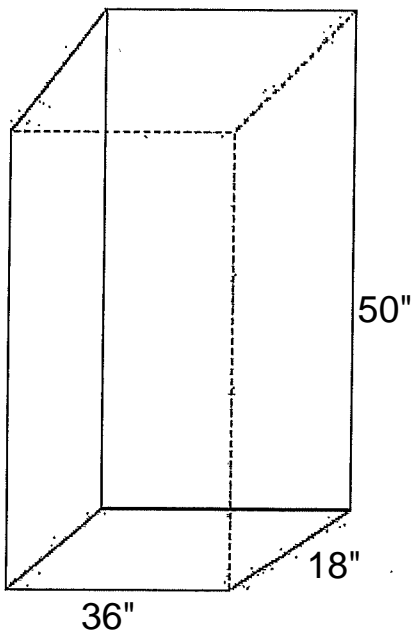
4th Ave N



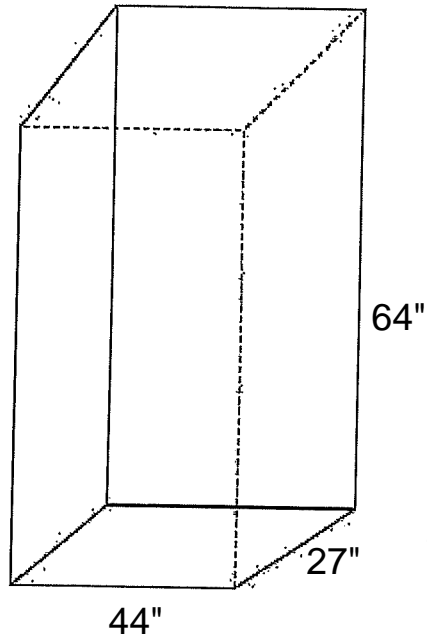
4th Ave N



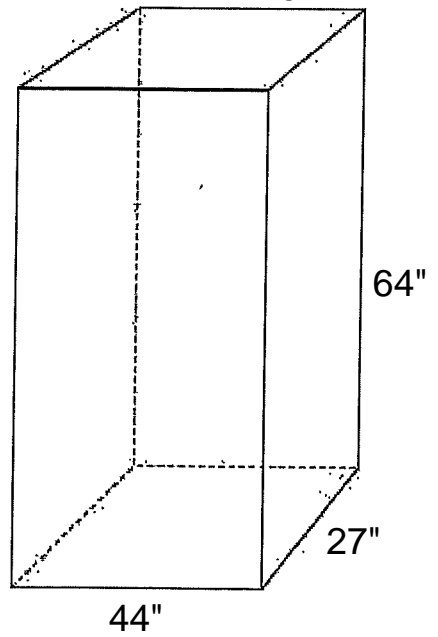
2nd Ave N



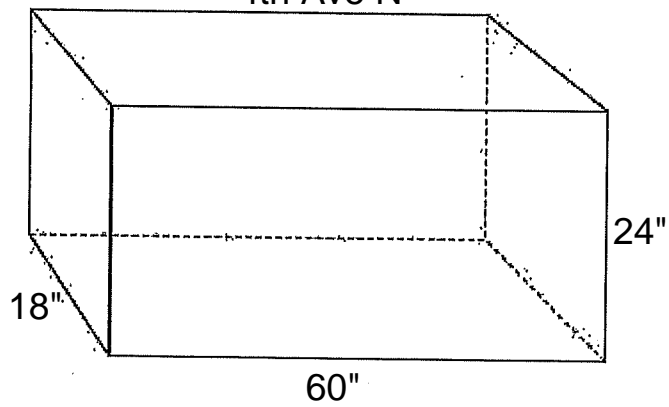
1st Ave N



NP Ave



4th Ave N



OFFICE SIGN C O M P A N Y

Quote

310 NP Avenue
 Fargo, ND 58102
 P: 701-526-3835
 F: 701-356-3836
 E: service@officesigncompany.com
 URL: www.officesigncompany.com

Date	02/13/18
Expires	03/16/18
Quote #	POWERSTATIONS-R6
Account #	
PO #	

CUSTOMER

Chris Schlepp
chris@downtownfargo.com
 FARGO BID
 701-238-1051

SHIP TO

QUOTE INCLUDES WRAPPING TOP OF
 BOXES
 INCLUDES VANDAL GUARD GRAFFITI PRO

SHIPPING DETAILS

Freight Type	UPS Ground
Est. Ship Date	N/A
Est. Gross Weight	N/A
Est. Cubic Weight	N/A
Total Packages	N/A
Country of Origin	United States
Port of Embarkation	N/A
Port of Discharge	N/A
Reason for Export	N/A

PART #	DESCRIPTION	QTY	UNIT PRICE	LINE TOTAL
NP AVE	•NP AVENUE POWER STATION; • Graphics = ~88' ft. of material; • Installation = ~2 hrs; • Price = \$535.16	1	\$535.16	\$535.16
1ST AVE	•1ST AVENUE POWER STATION; • Graphics = ~88' ft. of material; • Installation = ~2 hrs; • Price = \$535.16	1	\$535.16	\$535.16
2ND AVE	•2ND AVENUE POWER STATION; • Graphics = ~51' ft. of material; • Installation = ~1.75 hrs; • Price = \$348.57	1	\$348.57	\$348.57
4TH AVE	•4TH AVENUE POWER STATIONS (2 at location!); • Graphics = ~51' ft. of material (per box); • Installation = ~1.75 hrs (per box); • Price = \$348.57	2	\$348.57	\$697.14
6TH AVE	•6TH AVENUE POWER STATION; • Graphics = ~51' ft. of material; • Installation = ~1.75 hrs; • Price = \$348.57;	1	\$348.57	\$348.57
BLACK BOX	•BLACK BOX POWER STATION; • Graphics = ~44' ft. of material; • Installation = ~1.5 hrs; • Price = \$330.58;	1	\$330.58	\$330.58

MP Updated 6/19/14

ARTWORK SETUP FEE	<ul style="list-style-type: none"> • SETUP FEE/TEMPLATE FOR ARTWORK FOR EACH BOX; • Qty = 7 boxes; • This will cover us providing Illustrator templates for each box for the artist to follow, and/or assistance with getting the artists' artwork formatted into the templates; • Price = \$75.00/box; 	7	\$75.00	\$525.00
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***INCLUDES VANDAL GUARD LAMINATE (GRAFFITI PROOF)

TERMS AND CONIDTIONS
Price quotes are only valid for 30 days.
Quote includes standard production timeframe* (5-6 business days) upon order placement and standard shipping via UPS Ground (3-5 business days, within the contiguous US).
*Please note that additional lead time may be required if any materials need to be special ordered.

Subtotal	\$3,320.18
Tax Rate	7.50%
Tax	\$136.51
Discount	\$0.00
Insurance	\$0.00
Shipping	\$0.00
Handling	\$0.00
Rush Fee	\$0.00
Inspection/Cert.	\$0.00
Other (Specify)	\$0.00
TOTAL	\$3,456.69
Currency	USD



Creative Capital Sponsorship

The Arts and Culture Commission (ACC) is committed to increasing The City of Fargo's creative capital. The ACC works to expand and facilitate arts development, provide opportunities for local and emerging artists and promote the creative capacity of Fargo.

Applicants are encouraged to apply for funds that will benefit impact driven projects which reflect the vision of the ACC and are aimed at growing the creative landscape of Fargo.

Please complete the following application to be considered for the Creative Capital Sponsorship.

Organization Name:	Reach Partners
Project:	Fargo PorchFest
Amount Requested:	\$25,500
Submittal Date:	3/21/2017

Contact Information

Contact Name:	Rachel Asleson
Address:	15 21st St S, Ste 208 - Fargo ND 58103
Phone:	701-271-8170
Email:	rachel@reachpartnersinc.com
Legal structure of organization, if applicable.	

Description of Project/ Goal

A Music Festival Hosted by Neighbors, Building Community Through Music

Fargo PorchFest invites the region to experience 30 musical performances on private driveways, yards, and porches between 1:00-4:00 PM on Sunday, September 9, 2018 within the Clara Barton Neighborhood. Musicians of any genre, acoustic or plugged-in, are invited to play for one-hour at a hosts. The day is a family-friendly and open to all. Normal rules of law and order apply and everyone remains responsible for their own behavior and welfare. Artists, enterprising organizations, and individuals are encouraged to make and sell art, food or coordinate an activity.

New and old neighbors from up the street or down the hall gather outside to take in homegrown talents of area musicians. Lingering notes fill the space between people, drawing them in and through the shared experience, closer as a community.



Creative Capital Sponsorship

What is the Value to the Community of Fargo?

As a form of free, public performance art, the entertainment value and artistry is not only in the music but also the community engagement. With the backdrop of a tree-lined neighborhood, PorchFest is the ultimate sense of community – every guest, porch host, artist and organizer plays a part in unifying a city, neighbors and friends through music.

How will the project be marketed/ advertised?

Website, print ads, posters, individual and paid social marketing, in-kind media partners, t-shirts

Budget: How will the funds be distributed?

Funds will be used to offset the costs of creating the host, musician and volunteer toolkits; communication; creating the program; scheduling venues and musical acts; developing the website and marketing plan; creating ad, signs, graphic design; volunteer management; costs of printing, rentals and event day materials; insurance and security (if needed); volunteer appreciation.

How will success be measured?

Success can be measured by the number of host porches, musical acts, vendors, volunteers and estimated attendance; participants may be surveyed to evaluate their experience; and collect web and social analytics.

Timeline

Mar - Jun: Secure partners and funding; build toolkits (hosts, bands, vendors, volunteers); secure performers and hosts; build website; develop marketing plan; confirm boundaries with FPD and secure any permits. Jul - Aug: Advertise; recruit volunteers, band and hosts. Aug: Confirm participation of hosts, musicians, volunteers; create event map; push last minute advertising. Sept: Fargo PorchFest; post-event evaluation; host/band/volunteer thanks.

A project proposal must accompany the application.

Images or illustrations must be submitted which accurately depict the project seeking funding. If the ACC commits funds, it must be listed as a sponsor in all publicity.

In the event funds are committed and the project does not come fruition by the established deadline, funds must be returned to the ACC.



**A Music Festival Hosted by Neighbors,
Building Community Through Music**

FARGO PORCHFEST

A Music Festival Hosted by Neighbors, Building Community Through Music

Nothing beats a beautiful Fargo late-summer day with a walk down the block to take in a concert. New and old neighbors from up the street or down the hall gather outside to take in homegrown talents of the area's musicians. Lingering notes fill the space between people, drawing them in and through the shared experience, closer as a community.

Within the Clara Barton neighborhood between the river and University, people gather for shaded front porch, yard or driveway concerts. Fargo is home to talent that includes professional and amateur classical, funk, jazz, baroque, rock, funk, hip hop, bluegrass, acapella, community groups, ensembles and standalone musicians. Fargo PorchFest offers more than a great afternoon of music, it's a time to meet people, connect and share a unique experience with neighbors.

It does not need to be an amphitheater to be the perfect outdoor-venue for a successful concert. The public concert festival draws from the highly successful private house concert program by Shannon Curtis of California, home concerts by Russel Peterson of Fargo (8/11/16 Inforum), Luna Fargo's back alley festival, and over 60 PorchFests across North America.

Basic Info

Date: 1:00-4:00, Sunday, September 9, 2018

Artists: 30+ musical acts plus makers and artists

Location: Front stoops, boulevards, grass islands in the Clara Barton neighborhood

Sponsors: Reach Partners, Luna Fargo, Next Action Digital, *other supporting neighborhood and Fargo businesses coming soon*

FARGO PORCHFEST

A Music Festival Hosted by Neighbors, Building Community Through Music

How is FargoPorchFest Organized?

Organizer

With any number of venues and performers, the effort is largely grassroots. Fargo PorchFest's efforts are centralized on coordinating performances and generating a crowd. The marketing becomes a shared effort with venue's host and performers in gathering friends, family and neighbors, while the proximity and timing lends concert-goers to roam the 'hood to take in additional surrounding sounds.

Attendees

The day is a family-friendly and open to all. Normal rules of law and order apply and everyone remains responsible for their own behavior and welfare. Bring your own lawn-chair, roll out a blanket and enjoy. While not a condition of attending, tipping the musicians is encouraged.

Performers

All musicians welcome! Solo, or ensemble. The more genres the better. As long as you can perform acoustically or at a considerate, compatible volume suited to your host location, the stage is yours.

Hosts

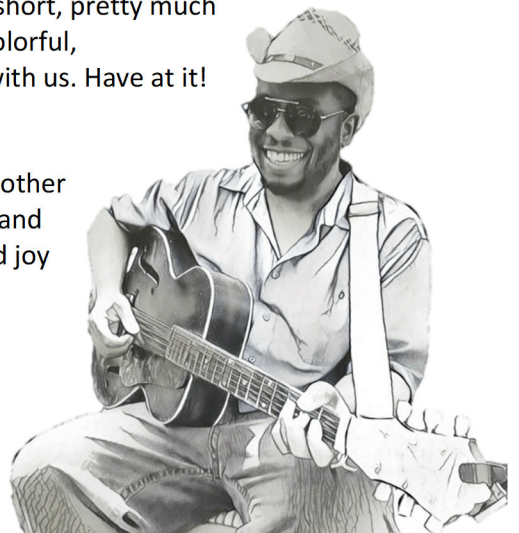
Do you (or a willing friend or family member) have a stoop, porch, front yard, driveway? And live within festival boundaries in the Clara Baron Neighborhood? Then you can participate as a host! Host a band, string group, or a maker, seller and celebrator of arts!

Makers, Sellers & Celebrators of Art

Want to partner up with other artists and put a driveway market together? Go for it. Want to show and sell your work from your front yard? Heck yeah. Wanna work with kids to paint signs or put chalk art everywhere? Absolutely. Gotta dance? Then by all means, dance! In short, pretty much anything you want to do or create to make Fargo PorchFest a more colorful, interesting, or artful experience for everyone involved is likely good with us. Have at it!

Volunteers

Want to help find great venues? Help fundraising? Pick up trash? Get other people involved? Share the stories of musicians and artists and hosts and the 'hood? Can you tell someone where to go, nicely, with a smile and joy in your heart? We need lots of volunteers to pull off this kind of community festival!





INCOME

Sponsors		
City of Fargo	\$25,500	48%
Media Sponsors	\$10,000	19%
\$5,000 Community Sponsors	\$5,000	9%
\$2,500 Neighborhood Sponsors	\$7,500	14%
\$500 Block Sponsors	\$4,000	8%
Friends of Fargo PorchFest	\$1,200	2%
Total	\$53,200	

BUDGET

EXPENSES

Program - Development		
Program Development	\$3,500	PorchFest Toolkits, Sponsorship & Marketing Plans
Project Management	\$8,100	Scheduling musician/hosts, marketing, volunteers
Subtotal:	\$11,600	
Marketing		
Mailings	\$1,750	Good neighbor campaign, host recruitment
Graphic Design	\$2,500	Make it look good and carry the message
Web-site	\$2,500	Info, Sign-up, map of venue, performers, schedule
Social Media	\$750	Additional: Musicians & Hosts post/share
Printing	\$3,700	Signs, banners, posters
Advertising	\$13,500	Leverage in-kind partnerships and sponsorships
Photographer & Video	\$1,500	Document awesome Fargo community connection
Subtotal:	\$26,200	
Event Day		
Bands, Groups & Musicians	\$10,500	Let's pay all musical acts!
Rentals, Materials	\$3,000	Toilets, tip jars, posts, info booth, trash bags
Security	\$1,200	Make sure everyone is cool and help the FPD
Volunteer Thanks	\$700	Thank those that make this happen!
Subtotal:	\$15,400	
TOTAL	\$53,200	

FARGO PORCHFEST

A Music Festival Hosted by Neighbors, Building Community Through Music

Draft Sponsorship Kit

Community Sponsor ... \$5,000

- Premier recognition on large event-day signage
- 2 reserved parking spaces during the event
- Recognition on the event's website, including color logo
- Recognition in the eNewsletter
- Recognition on the volunteer t-shirts, including black & white logo (July 15 deadline)
- Event poster, including logo (July 1 deadline)

Neighborhood Sponsor ... \$2,500

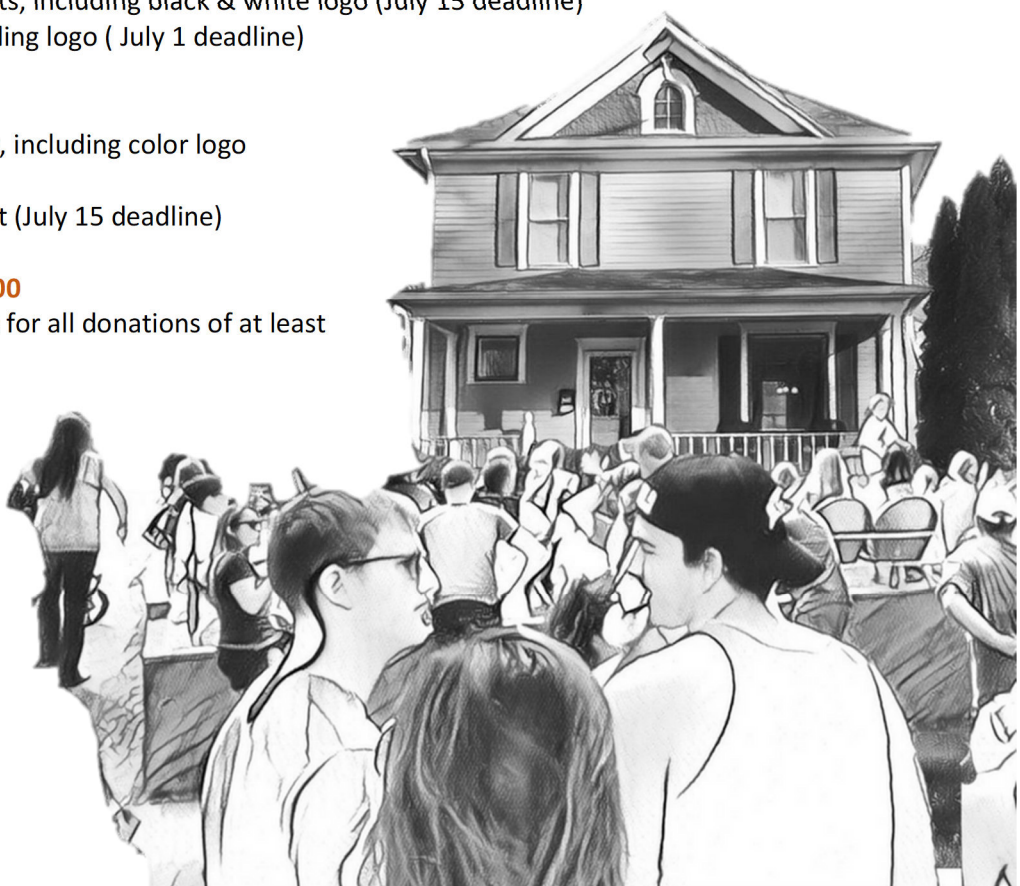
- Recognition on large event-day signage
- Recognition on the event's website, including color logo
- Recognition in the eNewsletter
- Recognition on the volunteer t-shirts, including black & white logo (July 15 deadline)
- Recognition on event poster, including logo (July 1 deadline)

Block Sponsor ... \$500

- Recognition on the event's website, including color logo
- Recognition in the eNewsletter
- Recognition on the volunteer t-shirt (July 15 deadline)

Friends of Fargo PorchFest <\$500

- Recognition on the event's website for all donations of at least \$50.



Communications for Fargo's Public Art Master Plan – Fall 2017

STRATEGY

- 1) “Take the Show on the Road” – Share draft and ask for feedback
 - a. Arts groups
 - i. EDs
 - ii. Board presentations
 - iii. Group meetings
 1. FMVA
 2. TAP
 3. Plains Art
 - b. Neighborhood associations
 - i. Neighborhood coalition
 - ii. By invitation
 - iii. Email blast
 - c. Community groups
 - i. CVB
 - ii. Schools
 - iii. Parks
 - iv. Business Community
 1. Foundations
 2. Cultural Orgs
 3. Developers
 - d. Public officials – Brown Bag
 - i. City staff – department heads
 - ii. Other boards and commissions
 - e. General public
- 2) Information and Education
 - a. Print media and Radio
 - b. Public presentation – complementary talk with hired speaker?
- 3) Large presentation – open to all at Fargo Theatre with Q&A
- 4) Open comment period
- 5) Adoption

TOOLS

- 1) Prepare Materials Needed - Staff to prepare with assistance from Jack
 - a. Talking points and professional messaging
 - b. Visualization of vision through story or images
 - c. Brochure – leave behind
 - d. FAQs - What are all the questions we want to list?

- e. Power Point - A Powerpoint could be used to share at each meeting, with the highlights and key points illustrated. Produce a handout (a cut sheet) with a shorter version of the Summary and Goals.

2) Methods:

- a. Post Plan Draft on the City's website, and use social media and other means to get the word out about the plan's progress and goals.
- b. Invitations – email blast, calls, direct asks, neighborhood representatives.

3) Who is carrying the plan distribution and/or leading the communications and their role:

- a. Staff
- b. ACC members
- c. Elected officials

4) Messaging:

- a. VISION: (develop renderings)

The City of Fargo envisions a livable, community where integrating public art into city initiatives, neighborhood revitalization efforts and private developments is a norm; where every citizen, worker and visitor in Fargo has the opportunity to freely experience quality art and creative expression as part of their daily lives.

- *Imagine that dark and unfriendly tunnel on 10th as a colorful light corridor that responds to car movements and feels safe to walk through.*
- *Imagine the parking lot at Broadway and 2nd downtown transformed into a greened up gathering place with sculptures and a performance stage, all paid for by a private developer.*
- *Imagine your neighborhood park as a place where kids get to work with local artists to design and build artistic kites with messages on them to honor the earth on Earth Day.*
- *How might artists engage communities and businesses in Fargo to imagine the possibilities for revitalizing public space, transform vacant lots, and build civic pride?*

- b. **WHY DOES FARGO NEED A PUBLIC ART PROGRAM?** (find supporting data)

- *Community-building*
- *Economic development*
- *Tourism*

- *Enhance city's reputation as cultural hub in the region*
- *Leverage private support*
- *Help beautify and add value to public improvement investments*

c. **WHO IS INVOLVED, AND HOW CAN YOU PARTICIPATE?**

- *Create simplified version of "Constellations Chart" to show ACC and potential partners identified to date (with more to be added)*
- *Get involved! Arts and Culture Commission, Selection committees, advisors, volunteers, etc.*

d. **WHAT PROGRAM ABOUT?**

- *Program is citywide—not just downtown—and participatory*
- *Promoting public art that is more than statues, memorials, and murals*
- *Public and private support through partnerships*
- *Supportive of local and regional talent, and open to emerging artists*
- *Grow the role of the Arts & Culture Commission, and get more community involvement at the neighborhood level (you can get involved!)*
- *Inclusive and reflective of increasing cultural diversity in region*
- *Maintain the city's collection in good shape, insure safety/integrity of art*
- *Utilize art and artists to unify multiple interests and agencies across the city, strengthens communications and coordination between City and Park District, School District, neighboring cities, private developers, etc.*
- *Fargo is joining hundreds of other cities our size that have enriched their cultural identities and capitalized on the talents of artists to grow tourism, and attract/retain millennials, such as:*
 - *Sioux Falls*
 - *Rapid City*
 - *Bemidji*
 - *Rochester*

TIMELINE and STEPS

AUGUST

- 1) Assign tasks and roles
- 2) Prepare materials
- 3) Contact EDs of arts orgs
- 4) Set up dates and meetings

SEPT

- 5) Community organization contacts
- 6) Presentations
- 7) Media contacts
- 8) City -wide education activities

OCT

- 9) Boards and Commission updates
- 10) Public meeting
- 11) City Commission

FARGO ARTS AND CULTURE COMMISSION			
Draft communication plan			
2/6/2018			
Purpose: Raise awareness of public art and build excitement for it			
Message: 1) Public art is an essential aspect of our community			
2) Public art helps to strengthen our community			
3) Benefits: increased visitors; gives our residents something to do; shows off our creative, fun side; helps give us a sense of identity; celebrates who we are			
Audience	Accountability	Time frame	Progress
Media			
- print editors	Arlette - Forum	February	
	Deb - HPR	February	
- KVLV morning show		Q2	
- Joel Heitkamp radio show		Q2	
- Mike McFeely radio show		Q2	
- Jack Sunday radio show		Q2	
Internal City			
Appointed Commissions	ACC members		
- Historic Commission	Get on agendas for 5m presentation	Q2	
- Native American Commission		Q2	
- Human Relations Commission		Q2	
- Parking Commission		Q2	
- Planning Commission		Q2	
- Community Dev Cte		Q2	
- Airport Authority		Q2	
- Fargo Youth Commission		Q2	
- Housing & Redevelopment Auth		Q2	
- Library Board		Q2	
City Committees and Departments			
- PWPEC	Consult with City Planning staff	Q2	
- Engineering		Q2	
Taxing authority boards			
- Fargo City Commission	Budget approval (?project approval)	Ongoing	
	Year-end report		
	Invite to all openings/ribbon cuttings		
	Mayor to fill ceremonial role		
- Park District (Dave Bietz, Mgr/Carolyn Boutaine)	Arlette/Deb	Q1	
- Cass County (Rick Steen, Commissioner)	Arlette	Q4	
- School District	Denese Odegaard	Q4	
- DBA BID		Q4	
- Private schools	Deb	Q4	
Neighborhood Association			
- contact Dawn Morgan to get on agenda	Deb	Q1	
Developers/builders			
- Kilbourne Group	Mark J	Q1	
- HBA (Bryce Johnson)		Q4	
Arts organizations			
Share agendas & minutes?			
Quarterly short synopsis to include in their newsletters			
- FMVA			
- TAP			
School-age children and teachers	Denese O.	Y2	
Business owners			
- Service clubs	ACC members	Q2-3	
- Chamber	Deb to get contact	Y2	
General Public			
- Social media	Brittany	Q1	