

Appendix G WHITE PAPER: PUBLIC ART FUNDING, DEVELOPMENT AND ADMINISTRATION OF FLUXion ≈ gARTens

CENTRAL CORRIDOR STORMWATER
& GREEN INFRASTRUCTURE PLAN

PUBLIC ART INTEGRATION RECOMMENDATIONS

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PUBLIC ART FUNDING, DEVELOPMENT AND ADMINISTRATION of “FLUXion ≈ gARTens”

A Discussion of Development and Administrative Next Steps
and Compendium of Potential Funding Sources
for
Public Art as Green Infrastructure on the Central Corridor



Stacy Levy, 'Straw Garden', Architecture Daily Facebook Page, KNOT RAIN-GARDEN

What does the future hold for the 'FLUXion gARTens' Network ?

The concept of the 'FLUXion gARTens' Network was conceived of through a collaborative process between the City of St. Paul, SRF Consulting Group, Inc. and public artist Craig David. The memo, 'FLUXion gARTens', dated July 8, 2013, delineates public art integration recommendations for the *Strategic Stormwater Solutions for Transit-Oriented Development* study. Yet, with conception, does not necessarily come birth, or growth. The implementation of the 'FLUXion gARTens' concept along the Central Corridor is contingent upon establishing community buy-in and support for the concept, along with the commitment from an arts organization to facilitate and coordinate its implementation.

Critical to implementation of FLUXion gARTens is the development of educational and outreach materials to inform the community about the stacked-function benefits that FLUXion gARTens can provide to the Green Line and surrounding community and to develop community support for voluntary implementation.

With the City of Saint Paul's adoption of the public art ordinance in 2009, a mechanism is in place to implement artworks into Saint Paul public projects. Key sections of the ordinance read as follows:

Sec. 12.03. - Funding.

(1) Initial funding. For all capital projects funded by eligible sources resulting in a property to be operated by the city; the city shall dedicate one (1) percent of the eligible project costs, as determined by the office of financial services, to be used for public art.

If the director of the department responsible for the capital project determines that this use of funds cannot or should not be included in a specific project, he/she shall seek approval of the city council to use the funds described above to supplement other public art projects, or public art maintenance, within that department. The specific use shall be as determined by said director and consistent with the public art plan.

(2) Ongoing maintenance. Maintenance and restoration costs in an amount equal to one-half (½) of one percent of total capital maintenance projects approved as part of the capital improvement budget shall be appropriated to support maintenance and restoration of the city's public art collection. All public art donated to the city must come with a plan to fund and deliver ongoing maintenance or the resolution accepting the public art must identify how maintenance of the donated public art will be funded.

The City of Minneapolis funds public art projects through the Art in Public Places program, which is funded through the City's Capital Improvement Program.

Yet, in order for FLUXion gARTens to be successfully implemented, gardens in the network must be implemented beyond public projects. The development community must see the value FLUXion gARTens will provide for their properties and want to participate using their own funds or through a competitive grant process.

What are the possibilities for funding the development and management of the 'FLUXion gARTens' Network?

Many cities around the country utilize different ways of funding public art projects. Interesting and unique examples are listed here: (Program descriptions taken from organizations' internet sites)

- **Houston, TX:** The Houston Arts Alliance (HAA) is a nonprofit public/private partnership that manages the City of Houston's civic art collection and distributes grants. HAA receives a majority of its funding through the City of Houston Hotel Occupancy Tax. Additional funding sources include grants, private donations, and foundation support. <http://www.houstonartsalliance.com>
- **New Orleans, LA:** The Arts Council of New Orleans is a private, non-profit organization designated as the City of New Orleans' official arts agency. The Arts Council serves as one of eight regional distributing agencies for state arts funds and administers the City's Percent for Art program and municipal arts grants. The Percent for Art Program is supported through funds generated equaling one percent of eligible municipal capital bonds. The Arts Council of New Orleans also received support from national and state grants. <http://www.artscouncilofneworleans.org/index.php>
- **Phoenix, AZ:** The Phoenix Office of Arts and Culture Public Art Program receives public art funding equal to one percent of the City's Capital Improvement Program. Each year, the Phoenix Office of Arts and Culture works with funding city departments, the Mayor and City Council to develop the annual Public Art Project Plan that identifies capital improvement projects that offer the greatest opportunity for artist involvement and public accessibility. The total budget for each project includes the artist's contract amount (which generally covers design, fabrication and installation) and the administrative costs for the project. Art projects are funded in part through the sale of city-issued bonds, which are repaid with revenue from the city's secondary property tax and enterprise funds <http://phoenix.gov/arts/publicart/index.html>
- **San Antonio, TX:** Public Art San Antonio (PASA) serves as the public art program for all City departments, capital projects and public art initiatives, and is a division of the Office of Cultural Affairs (OCA). City capital improvement projects, whether financed with City bond proceeds or City monies from any other source, include one percent of eligible appropriations to be used for design services of artists, for the selection, acquisition, fabrication, installation, conservation, and display of artworks, and for PASA administration of the public art projects.

In addition, City departments include in every a capital improvement project grant application an amount for artists' services and artworks. Artwork is also financed through private contributions. http://www.publicartsa.com/index.php?option=com_content&view=article&id=50&Itemid=79

- **San Diego, CA:** The public art program in San Diego is a department of the San Diego Commission for Arts and Culture. A two percent (2%) set-aside for art is applied to the City's capital improvement projects. Of this two percent set-aside, 20 percent is allocated for Public Art Program administration and community participation activities. Another 10 percent is allocated for curatorial services and the preservation and maintenance of Artworks in the public art collection.

For non-residential development projects with a total building permit valuation of \$5 million or more, a mandatory set-aside of 1 percent (1%) for art and/or space for cultural use is required. Private development projects can elect to contribute a one-half of one percent (0.5%) in-lieu fee to the City's Public Art Fund instead of incorporating the required artwork into their project.

All City departments and agencies include an amount equal to two percent of Eligible Project Funds for Artworks in all Capital Improvement Project grant applications. <http://www.sandiego.gov/arts-culture/pdf/pubartmasterplan.pdf>

The following is a compendium of potential funding sources for the implementation of FLUXion gARTens:

- Legacy Fund (MN State Arts Board Grant)
 - Cultural Community Partnership (artists of color)
 - Artist Initiative (artists)
 - Arts Access (nonprofit arts orgs)
 - MN Festival Support (community based festivals)
 - Partners in Arts Participation (social/human services orgs)
 - Folk/Traditional Arts (cultural groups within community)
 - Environmental Organizations (Watershed Districts, Community Gardens)
 - Independent Community / Non Profit Organizations (District Councils, Social Organizations)
 - Foundations:
 - The Bush Foundation
 - The McKnight Foundation
 - General Mills Foundation
 - Medtronic Foundation
 - Developers
 - Corporations
 - National Endowment for the Arts
 - National Endowment for the Humanities
 - Private Sponsorship
- Research could be performed to determine if the following are potential implementation funding sources:
- Metropolitan Council (Transportation, Wastewater and Water)
 - Ramsey/Hennepin County
 - Saint Paul Port Authority

In addition to traditional arts funding foundations and existing arts grant programs, the stacked-function of FLUXion gARTens (i.e., stormwater management, plant identification, stormwater education, and urban agriculture) may open up other potential construction and maintenance funding sources such as health improvement grants, job training programs, Waste Management Operations, or educational institutions. Additional alternative public art funding approaches are identified on the Project for Public Places' website

<http://www.pps.org/reference/artfunding/>

Finally, an arts organization must find value in the concept and take leadership to market, secure funding, and oversee its implementation. Following is a list of local arts organizations that may find value in FLUXion gARTens and desire to propel this vision forward:

- Public Art St. Paul
- FORECAST Public Art
- Springboard for the Arts
- COMPAS

It is envisioned that the broad sweep of ideas within FLUXion gARTens gives birth, and grows in many ways beyond the *Strategic Stormwater Solutions for Transit-Oriented Development* study.

FLUXion gARTens is envisioned to bring together businesses and developers (small and large, existing and future), city departments, organizations, community groups, neighbors and artists. The concept of FLUXion gARTens is just a beginning.