


## City of Alexandria, Virginia

## MEMORANDUM

DATE: JUNE 23, 2006

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: ALLOCATION OF FY 2006 ARTS CONTINGENT RESERVE

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**ISSUE:** Planning for arts initiatives.

**RECOMMENDATION:** Allocate \$50,000 from the Public Arts Initiative funds, designated within the Council's FY 2006 Contingent Reserve, to the Department of Recreation, Parks and Cultural Activities.

**BACKGROUND:** As part of the FY 2006 budget add-delete process, Councilman Smedberg and Councilman Krupicka brought forward add-delete proposals to add funds to the proposed budget for Arts Commission for public arts initiatives. For the approved budget, Council decided to designate \$50,000 in its Contingent Reserve account. The Arts Commission was then to draft a proposed initiative. The Commission has now accomplished that with the following two proposed initiatives. The initiatives would be carried out by a contract or temporary employee hired on a limited term basis by the Department of Recreation, Parks and Cultural Activities. The duties of the position (as drafted by the Arts Commission) are listed below.

Public Art:

- Recommend guidelines, policies, and practices for Public Art and funding strategies.
- Ensure a highly accountable public art process that joins collaboration with the Arts Commission, community involvement, peer review and consistent standards of excellence.
- Maintain positive working relationships with City departments, artists, contractors and architects with a high degree of accountability to the public.
- Work with a wide range of people, including community members, elected officials, and the Commission for the Arts members.
- Articulate the value of public art to support civic priorities and promote Alexandria's public art assets to residents and visitors.
- Assist in the implementation of art as identified in Alexandria's Planning & Zoning neighborhood plans.

Art All Over Festival, International Component:

- Establish and direct the preparation and implementation of an International Festival that will showcase local, regional, national and international talent in outdoor and indoor free and ticketed events to coincide with Alexandria's Art All Over Festival in the fall of 2007.
- Work with leaders of local festivals already held in Alexandria to incorporate them into the International Festival.
- Ensure a high community ownership and involvement from businesses, embassies, community leaders, churches, schools, youth, art community.
- Ensure sound financial management and establishing the means for the Festival to sustain itself.

Both of these initiatives follow up on Council areas of interest. In the case of Public Art, Council has in its Strategic Plan under the Principle "Beautiful" the statement "public art is in many places throughout the community." Also various members of Council have previously expressed interest in expanding public art in Alexandria. In the case of the Banner Festival International Component, this follows up on Council's interest in expanding the weekend Festival of the Arts into a much longer Arts event.

**FISCAL IMPACT:** There is no fiscal impact of undertaking these two initiatives beyond the expenditure of the \$50,000. However, there are significant potential costs to the City of the implementation of actions or plans for a Public Art Initiative, as well as potential costs of the Banner Festival International Component. In the case of the former, any costs to the City would only occur as a result of a Council decision to proceed with a formal Public Art program. In the case of the latter, ticket income and sponsorships will be sought with the goal of making this activity sustainable.

**STAFF:**

Mark Jinks, Deputy City Manager

Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities