

## City Council – Action Request Form

**Date:** June 24, 2013

**To:** The City Manager

**From:** Evan A. Raleigh, Performance Reporting and Engagement Manager

**Council Action Requested:**

Consideration of a Resolution Commissioning a Centennial Art Piece and Approving a Public Art Fundraising Campaign.

**Summary of Information:**

A planned component of the Centennial celebration has been the inclusion of a public art element designed to commemorate the noteworthy and historically significant occasion of the city's 100<sup>th</sup> birthday. To this end, staff has developed a request for proposals aimed at local amateur and professional artists for a Centennial art piece. The request for proposal (RFP) stipulates, among other things, that the selected piece will honor the rich history of the city, represent the diversity of the community, and honor the historical contributions of women to the City of Winston-Salem. The Centennial art initiative allows artists to submit ideas for artwork in any media that fulfills the specified criteria and requests that artists propose a location for display of their work. After the RFP period closes, a selection panel comprised of local artists and certain other designees at the discretion of City Council will perform a preliminary review of all applications submitted and will recommend three finalists to Council for final consideration. Staff will prepare grading criteria that Council can use to make a final judgment on the qualifying submissions. It is anticipated that the total cost of commissioning and installing the Centennial piece will not exceed \$40,000 and that a rendering of the selected work will be unveiled no later than December 1, 2013. The draft RFP is provided as a supplement to this action request. If Council elects to move forward with the issuance of this RFP, funds available in the public art reserve could be dedicated to support this project. The current balance in the reserve stands at \$193,000.

Additionally, the occasion of the Centennial could also serve as a launch point for a fundraising campaign to help support this and future City-sponsored public art projects beyond the

**Committee Action:**

<b>Committee</b>	<b>Action</b>
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<b>For</b>	<b>Against</b>
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**Remarks:**

centennial year. To spur corporate donations, the City could establish a dollar-for-dollar matching grant up to some predetermined amount. If approved by City Council, the attached resolution would authorize the City Manager to issue a request for proposals for the purpose outlined above and give him the authority to launch a fundraising effort to secure matching funds for this and future, City-sponsored public art projects.