

## Memorandum

### Community and Economic Development Department

**To:** Rock Island City Council  
**Subject:** Annual Arts Action Plan 2023  
**Date:** March 2, 2023



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As part of the Arts Program Services Agreement, Quad City Arts develops an annual action plan with input from the Arts Commission for art programming in the City. QC Arts, City staff, and the Arts Commission discussed ideas for the action plan at the January 18<sup>th</sup> Commission meeting. QC Arts used the feedback from that meeting to develop this year's plan. A summary of programs and activities proposed to be included in the plan are as follows:

- Public Sculpture Program 2023-2024: This program includes renting four new sculptures that will replace current sculptures at Longview Park, Rock Island SW Library, and Five Points. One new location will be added this year.
- Quad Cities' Chalk Art Fest 2023: A two-day event hosted at Schwiebert Riverfront Park that includes live music, live chalk art, and a community art piece.
- Metro Arts Youth Apprenticeship Program 2023: This year's project is to replace the mural on the Centennial Bridge Visitor's Center.
- Additional services that include QC Arts researching additional funding opportunities to expand arts programming in the City.

At their March 2<sup>nd</sup> meeting, the Arts Commission unanimously recommended the approval of 2023 Annual Arts Action. The commission gave feedback that included providing more detail on the Arts Commission's role in the Metro Arts project and revising the Additional Services section to include general funding recommendations for future programming. Staff agree with these recommendations and have revised the plan based on this feedback.

The proposed 2023 Annual Arts Action Plan is attached to this memo. The funding for the plan is \$20,000 as allocated by the Arts Services Agreement that was approved on January 23, 2023 by the City Council.

#### **Recommendation:**

The Community and Economic Development Department and the Arts Commission recommend that the City Council adopt the Annual Arts Action Plan for 2023.

**Submitted by:** Kathryn Douglass, GIS Specialist  
Tanner Osing, Planning & Zoning Manager  
Miles Brainard, Community & Economic Development Director

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**Approved by:** Todd Thompson, City Manager



Annual Arts Action Plan 2023

**Public Sculpture Program 2023-2024:**

**Timeline:**

**Q1:** Call for Sculpture is open and Quad City Arts is actively advertising the call and reaching out to artists.

**Q2:** Submitted Sculptures are organized into a digital database and distributed to the Arts Commission. The Arts Commission, with the assistance of Quad City Arts, select sculptures and sculpture locations. Quad City Arts coordinates and executes the de-installation of the previous year's sculptures, and the installation of the current year sculptures.

**Q3:** Ensure sculptures have new plaques and are uploaded onto the Quad City Arts website (<https://www.quadcityarts.com/public-sculpture.html>), City of Rock Island website, and the QC Public Art Trail (<https://visitquadcities.com/start-exploring/qc-public-art-trail>)

**Q4:** Open Call for Sculpture for the 2024-2025 season.

On this project we will be collaborating with the Rock Island Arts Commission, City of Rock Island, and Visit Quad Cities

**Summary:**

This year the Arts Commission determined to rent four sculptures. The Commission will also be active in deciding which sculptures to rent and where to place them within the City of Rock Island. Currently there are three active locations. This year will include a new fourth location.

**Total Estimated Expenditures for Public Sculpture (4 Sculptures): \$9,800**



## **Quad Cities' Chalk Art Fest 2023: June 24 – 25, Schwiebert Park:**

### **Timeline:**

Q4 2022: Planning begins which includes reserving the park, booking the bands, ordering supplies, etc.

Q1: Planning continues, and artist sign-up begins.

Q2: Chalk Art Fest is held in Rock Island! Over \$1,500 in cash prizes will be awarded, 6+ local bands will be paid to perform, and thousands of people will gather in Downtown Rock Island.

Q4: Planning begins for Quad Cities Chalk Art Fest 2024

On this project we will be collaborating with the Rock Island Arts Commission, Quad Cities Chamber of Commerce, City of Rock Island, and Visit Quad Cities.

### **Summary:**

Quad City Arts will host our annual Chalk Art Fest, a two-day event, in Schwiebert Park. This event is free to attend and includes live music, live chalk art (including a youth category), and a community art piece. Artists can participate for free and are provided an event shirt and their first box of chalk at no cost.

This year we are exploring ways to activate 18<sup>th</sup> Street and 2<sup>nd</sup> Ave, in addition to Schwiebert Park.

**Total Estimated Expenditures for Chalk Art Fest: \$12,550**

**Total Estimated Allocation from Art Services Agreement: \$4,000**

(This costs covers the cost to rent Schwiebert Park, and ~15% of the total cost to pressure wash)



**Metro Arts Youth Apprenticeship Program 2023: Replacing the Mural on the Centennial Bridge Visitor’s Center:**

**Timeline:**

Q1: Planning continues, and applications are available online.

Q2: Planning continues, and the Metro Arts Youth Apprenticeship program begins.

Q3: Metro Arts Youth Apprenticeship program ends with a final showcase of the year’s program hosted at a venue in Rock Island.

Q4: Planning for the 2024 program begins. This includes finding suitable lead artists, accessible program concepts, writing grants, finding donors, etc.

On this project we will be collaborating with the Rock Island Arts Commission and Quad Cities Chamber of Commerce. The Arts Commission will work with the project team on the mural design and be an active participant in the process.

**Summary:**

During the 2023, program Quad City Arts will have up to three projects located in Rock Island.

The mural currently located on the backside of the Centennial Bridge Visitor’s Center, will be replaced. The design concept will be lead and approved by the Arts Commission.

Although not funded through this agreement, Metro Arts will also be completing a mural inside NEST Café during the 2023 program.

**Total Estimated Expenditures for Metro Arts (Centennial Bridge Project only): \$10,000**

**Total Estimated Allocation from Art Services Agreement: \$3,500**



(Current Mural – Faded and the MDO it has been painted on is deteriorating)

**Additional Services:**

1. Quad City Arts will continue to look for additional funding opportunities for the City of Rock Island
  - a. As part of this agreement and an ongoing commitment to placemaking and public art, Quad City Arts will work with the Rock Island CED Department to share potential funding opportunities, like grants. In addition, Quad City Arts will make recommendations and share perpetual funding mechanisms for the arts used in other communities.
2. Quad City Arts will explore the funding needed for City Council recommended projects, so they may be included in the 2024 City of Rock Island budget discussion.

**Total Estimated Expenditures for Additional Services: \$7,500**

(This is an estimated cost for the staff time needed to research and develop programs)

**Additional Public Art: Not Included in the Art Services Agreement**

All costs associated with this project are not being taken from the Art Services Agreement, but this is a large project that Quad City Arts will be working on with the Arts Commission in the City of Rock Island.

On this project we will be collaborating with the Rock Island Arts Commission, Quad Cities Chamber of Commerce, City of Rock Island, and the residents of Rock Island.

During 2021, Quad City Arts assisted Jack Cullen (QC Chamber of Commerce), Streamline Architects, and others with public art ideas that were incorporated into the Downtown Rock Island redesign and part of the two grants that were submitted.

During 2023, Quad City Arts will work closely with the Arts Commission to complete the public art concepts that receive funding. Quad City Arts and the Arts Commission will work to get input and feedback from the community with an emphasis on those living and working in the area the art will be located.

**Expenditure Summary:**

The total cost of this annual work plan to Quad City Arts is more than the **\$20,000 budgeted** under this Art Services Agreement. The remainder is being made up through our operating budget, soliciting sponsorships, and grant writing. Throughout this agreement Quad City Arts will continually collaborate and partner with the Rock Island Art Commission, Quad Cities Chamber of Commerce, Visit Quad Cities, and more. As we embark on major public art installations Quad City Arts will determine a method that will encourage and use feedback from the residents and business owners.

**Total Estimated Expenditures\*:**

<b>Public Sculpture Program:</b>	<b>\$9,800</b>
<b>Quad Cities Chalk Art Fest 2023:</b>	<b>\$12,550</b>
<b>Metro Arts Youth Apprenticeship Program:</b>	<b>\$10,000</b>
<b>Additional Services:</b>	<b><u>\$7,500</u></b>
<b>Total:</b>	<b>\$39,850</b>

**Total Allocated Expenditures from Art Services Agreement\*:**

<b>Public Sculpture Program:</b>	<b>\$9,800</b>
<b>Quad Cities Chalk Art Fest 2023:</b>	<b>\$4,000</b>
<b>Metro Arts Youth Apprenticeship Program:</b>	<b>\$6,200</b>
<b>Additional Services:</b>	<b><u>\$0</u></b>
<b>Total:</b>	<b>\$20,000</b>

\*Aside from Additional Services, these expenditures do not include staffing costs.