

AGENDA



Recommendation for Council Action

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| Austin City Council - Commissioner's Court Meeting | Item ID | 34286 | Agenda Number | 27. |
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| Meeting Date: | 8/7/2014 | Department: | Economic Development |
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Subject

Authorize negotiation and execution of an 18-month agreement with Go Collaborative, LLC to implement the ArtPlace America grant project to identify community cultural assets in each council district and create artistic expressions of the district's culture and character, in an amount not to exceed \$256,500. Related to Item # 26.

Amount and Source of Funding

Funding of \$256,500 is available in the Fiscal Year 2013-2014 Economic Development Department Operating Budget Special Revenue Fund.

Fiscal Note

A fiscal note is not required.

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| Purchasing Language: | |
| Prior Council Action: | |
| For More Information: | Kevin Johns, Director, Economic Development. (512)974-7802; Megan Crigger, Cultural Arts Administrator, (512)974-9312 |
| Boards and Commission Action: | |
| MBE / WBE: | |
| Related Items: | |

Additional Backup Information

The project is a public-private partnership between the Cultural Arts Division and GO Collaborative with Public City, Fistera Studio, and Austin Creative Alliance. The project seeks to harness the power of arts and artists to directly engage the political transformations taking place in Austin as a result of the ten newly-drawn council districts. The project will assist residents in identifying their community's cultural assets and assist artists that will create artistic expressions of the district's character and diversity. The ten artists (one per district) will then collaborate on a single artwork that expresses the collective understanding of Austin's diverse communities. The community engagement process is expected to last up to 12 months, culminating in a public exhibition with project maps, single-district artworks, one collaborative artwork, and the City of Austin GIS-based cultural asset maps.

The project expands upon the Cultural Arts Division's current initiative to map Austin's cultural assets, a project funded through the National Endowment for the Arts. The process will produce a set of GIS maps organized by council district, a findings report developed with community input, and a set of cultural economic development

strategies for each district. Aligning with Imagine Austin, the Land Development Code revision, and the City's CIP Strategic Plan, the goal of this project is to better integrate creative economy strategies into City planning areas and initiatives.