



## **REQUEST FOR ACTION**

### **National Endowment for the Arts Grant for Arts Project Grant Application**

**MEETING DATE:**

February 3, 2025

**ORIGINATING DEPT:**

City Administration

**AGENDA SECTION:**

Consent Agenda

**PRESENTER:**

Cindy Steinhauer

### **Action Requested:**

Approving the recommendation of submittal to the National Endowment for the Arts for a Grant for Arts Project Grant application for the planning and design of temporary wayfinding signage in downtown.

### **Report Narrative:**

The National Endowment for the Arts Grants for Arts Projects (GAP) provides funding for public engagement with the arts and arts education, for the integration of the arts with strategies promoting the health and well-being of people and communities, and for the improvement of overall capacity and capabilities within the arts sector. The City of Rochester, Minnesota is seeking a \$60,000 grant from the National Endowment for the Arts for a Grant for Arts Project Grant application for the planning and design of temporary wayfinding signage in downtown.

Rochester is undergoing significant development over the next 5-7 years, this will result in significant disruptions, including street closures, limited pedestrian access, and challenges to downtown vitality. Navigating the disrupted downtown environment will be critical for residents, visitors, and businesses. With access to buildings changes - the flow of pedestrian foot traffic will be impacted. This project will provide funding to hire a local artist to work with City teammates and our partners, particularly DMC and other Downtown Task Force members, to design creative and flexible interim wayfinding signage that will help pedestrians confidently navigate throughout downtown, particularly our Central Business District.

### **Priorities & Foundational Principles:**

Economic Vibrancy & Growth Management  
Fiscal Responsibility & Sustainability

### **Policy Considerations & DEI Impact:**

This recommendation supports the Strategic Priority of Quality Services which includes Cultural and Recreational opportunities that provide access and equity. The combined use of art and signage is an important municipal tool in supporting better connectivity, improving quality of life and creating a unique sense of place

### **Prior Legislative Actions & Community Engagement:**

There are no prior City Council Actions.

**Fiscal & Resource Impact:**

National Endowment for the Arts Grants for Arts Projects funding provides up to 50% of a total project cost. The City will be required to provide a 50% match of approximately \$60,000, which can include both cash and in-kind expenses. There is \$100,000 in the 2025 DMC CIP which will be used to provide the cash match.

**Alternative Action(s):**

There are no alternative actions being recommended at this time.

**Prepared By:**

Cindy Steinhauser

**Attachments:**