



Department Source: Cultural Affairs

To: City Council

From: City Manager & Staff

Council Meeting Date: January 21, 2025

Re: Resolution authorizing application to Bloomberg Philanthropies for its Asphalt Art Initiative grant program for public art project

Executive Summary

The Office of Cultural Affairs (OCA) is requesting authorization to submit a grant application to Bloomberg Philanthropies for its Asphalt Art Initiative grant program for a public art project proposed for Elm Street between Sixth and Ninth Streets.

Discussion

Bloomberg Philanthropies is now accepting applications for its Asphalt Art Initiative program, which was created to respond to the growing number of cities around the world embracing art as an effective and relatively low-cost strategy to activate their streets. Bloomberg Philanthropies' grant program will award up to \$100,000 each to 10 cities for large-scale projects that will make signature streets safer and more accessible. The Asphalt Art Initiative grant program is designed to fund visual art on roadways with the following primary goals: to improve street and pedestrian safety, revitalize and activate underutilized public space, and to promote collaboration and civic engagement in local communities.

OCA has been working with the Public Works department on a proposal for a street mural and crosswalk project along the Elm Street corridor between Sixth and Ninth Streets. The grant program will award up to \$100,000 with no funding match requirement. Awards will be announced in spring 2025 and projects must be completed by December 2026. Cities must plan to maintain project for at least 2 years (and part of the grant award can be used for maintenance).

Since the location along Elm Street runs adjacent to the University of Missouri, their staff have been part of preliminary discussions about the project and they plan to support the project with a letter of support in the grant application as well as involvement in project execution (i.e. representative serving on the artist and design selection committee). The nonprofit organization Local Motion has also been part of planning discussion and plans to support a project through community engagement efforts.

Applications are due to Bloomberg Philanthropies by January 31, 2025.

Fiscal Impact

Short-Term Impact: Up to \$100,000 if awarded. Legislation would be brought back to City Council for an appropriation of funds.

Long-Term Impact: N/A.



Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Resilient Economy, Secondary Impact: Inclusive Community, Tertiary Impact: Organizational Excellence

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Inter-Governmental Cooperation

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of the legislation.