



MEETING OF JUNE 6, 2023

TO: Mayor Jordan and City Council
THRU:
FROM: Kit Williams, City Attorney
DATE:
SUBJECT: **Funding for Arts and Culture Master Plan**

RECOMMENDATION:

Council Member Harvey is sponsoring a resolution to approve funding in the amount of \$200,000.00 to develop an Arts and Culture Master Plan, and to approve a budget adjustment.

BACKGROUND:

DISCUSSION:

BUDGET/STAFF IMPACT:

Budget Adjustment in the amount of \$200,000.00 attached.

ATTACHMENTS: Agenda Request - Council Member Harvey - Arts & Culture Master Plan, Staff Memo-Arts and Culture Plan Funding, BA Arts and Culture Master Plan



City of Fayetteville, Arkansas

113 West Mountain Street
Fayetteville, AR 72701
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Legislation Text

File #: 2023-789

Funding for Arts and Culture Master Plan

A RESOLUTION TO APPROVE FUNDING OF \$200,000.00 TO DEVELOP AN ARTS AND CULTURE MASTER PLAN AND TO APPROVE A BUDGET ADJUSTMENT

WHEREAS, the City of Fayetteville has long supported local production of cultural arts including funding the multimillion dollar construction of the Walton Arts Center in cooperation with the University in 1992 and its recent multimillion dollar enlargement and enhancement; and

WHEREAS, the citizens of Fayetteville approved a bond issue of over thirty million dollars to fund the Cultural Arts Corridor improvements in 2019; and

WHEREAS, the need for the creation of an Arts and Culture Master Plan was identified by the City Administration as a priority in 2020 and specifically recommended by the Parks System Master Plan adopted by the City Council in February of 2023.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby recognizes the need and benefit to our citizens to create an Arts and Culture Master Plan, authorizes Mayor Jordan to engage a qualified consultant to create this Plan, and approves a budget adjustment in the amount of \$200,000.00 to fund the creation of the Arts and Culture Master Plan.



TO: Mayor Lioneld Jordan

THRU: Susan Norton, Chief of Staff
Alison Jumper, Director Parks, Natural Resources and Cultural Affairs

FROM: Joanna Sheehan Bell, Arts and Culture Director

DATE: May 17, 2023

SUBJECT: Funding Request for an Arts and Culture Master Plan

RECOMMENDATION:

The arts and culture sector in Fayetteville plays a vital role in our local economy and community's vibrancy. Funding of \$200,000 to develop an Arts and Culture Master Plan that will strategically enhance and support this sector.

BACKGROUND:

Fayetteville has a strong history of supporting the arts, including the collaboration for the Walton Arts Center in 1992. As early as 2004, the Downtown Master Plan cited municipal action to foster the arts and culture ecosystem. This commitment was further reinforced in 2007 with the establishment of the Fayetteville Arts Council through an ordinance, which has since been updated and affirmed in 2010 and 2019. Arts and Culture have consistently featured prominently in various city planning documents, including those focused on economic development and the Welcoming Plan. This is in addition to the creation of the Cultural Arts District and The Ramble project to create connectivity in the sector. While the city's 2040 plan acknowledges cultural resources, it lacks a specific discussion of a strategy for the arts and culture sector. This gap emphasizes the pressing need to invest in a comprehensive plan to guide and advance this crucial sector. As such, the creation of the Arts and Culture Plan is directly recommended by the Parks System Master Plan adopted in February 2023.

The creation of an Arts and Culture Division and an Arts and Culture Plan was identified as an administration priority in early 2020, and the city created the full-time position of the Arts and Culture director in 2022. Leading the development and implementation of a Cultural Arts Master Plan for the City was the first priority of the job description developed for the position.

DISCUSSION:

A dedicated plan will provide clear direction for investing in the arts, promoting creativity, and nurturing cultural diversity in our city. It will guide resource allocation, identify new opportunities, and strengthen Fayetteville's cultural landscape. To develop this plan, we will engage a qualified consultant to conduct research, facilitate public meetings, and collaborate with city staff and stakeholders to develop strategies tailored directly to our city. The consultant will deliver a comprehensive plan aligning with our vision and priorities.

With an Arts and Culture Master Plan, we will position Fayetteville as a leader in arts and culture in the region (only Rogers has a plan in place as of this date), and thanks to our Municipal Arts Alliance partnership with CACHE we know that plans will also be created for Bentonville and Springdale in the next two years.

It will be of great value to have a robust Arts and Culture plan in place when the Upper Ramble opens in Fall 2024, so timing is a factor.

BUDGET/STAFF IMPACT:

This request will require the appropriation of \$200,000 from general reserves.

Regarding the budget rationale, Rogers spent approximately \$100,000 on their plan in 2019, and our aspirational/peer city of Charlotte, North Carolina contracted in 2022 for an extremely broad plan scope at \$480,000. We have intentionally scoped our plan proposal to be slightly more intensive, community driven, and collaborative than Rogers, and less broad than Charlotte's.

Attachments: