

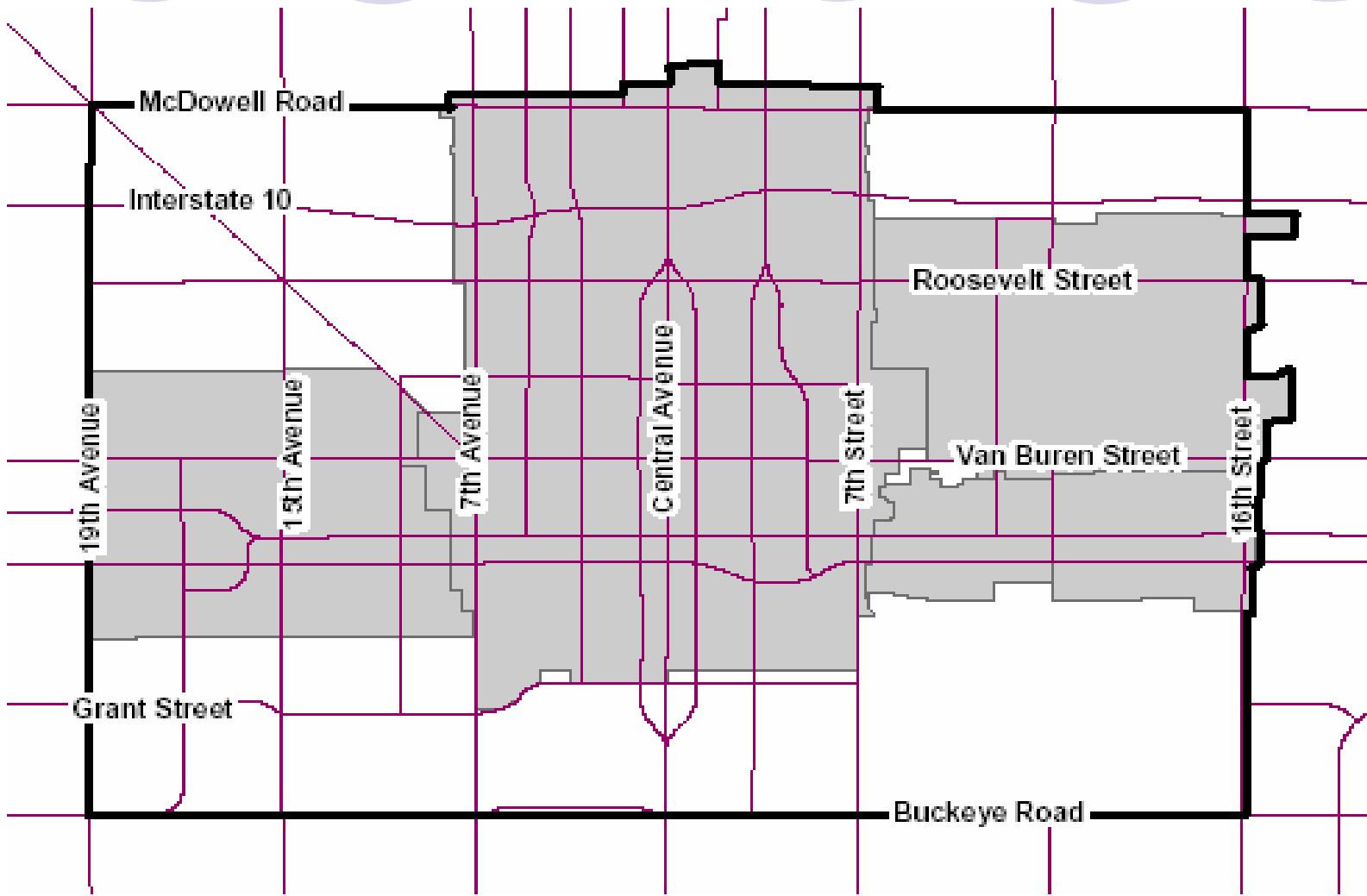
Program Update and
Recommended Changes



Goals of the Artist Storefront Program

- Increase artist owned and occupied space
- Promote redevelopment and neighborhood revitalization
- Eliminate slum and blight
- Increase the number of art venues open to the public in downtown area
- Foster the creation of an arts district downtown that will serve as a destination place

Program Boundaries





Program Requirements

- Awards are for architectural costs and exterior renovations
- Interior renovations allowed to remedy building safety/code issues
- Necessary permits and approvals must be obtained
- Applicant must provide verification of matching funds

Examples: Program Participants



Garfield Galleria- facade improvements



Alwun House- New sign installation & landscape improvements



Program Overview

- City Council authorized the creation of the initial \$500,000 pilot Artist Storefront Program in January 2005.
- 5 rounds of applications have occurred
- An additional \$500,000 was approved in the 2006 bond program
- Two artists currently in contract with the City



Challenges

- Permitting process and code compliance
- Technical knowledge
- Financial capacity



Stakeholder Feedback

- Summer 2006 meetings with community stakeholders to assess effectiveness of the pilot program
- Suggested changes/improvements to program
 - Greater levels of technical support for program applicants
 - Increase in funding from \$70,000 to \$100,000 to allow for more project flexibility



Approved Changes

- The \$75 application fee was eliminated
- Simplify and revise program's current marketing materials including the application
- Maximum award amount increased from \$70,000 to \$100,000
- Option 2 was eliminated – this option was confusing to potential applicants



Approved Changes Cont.

- Approval to retain a part-time artist advocate that will:
 - Serve as a single point of contact
 - Provide one-on-one assistance to the program applicants
 - Support interested artists with application completion and provide guidance to applicants through the contract process
 - Market the program to artists and prospective applicants
 - Follow-up with applicants and provide additional resource referrals



Expected Outcomes

- Streamlined application process
- Increase maximum award amount
- Stimulate and attract art and arts related activities
- More arts related space open to the general public in downtown
- Improve aesthetics within the program boundaries
- Vibrant downtown arts community