

1. Approval of City Sponsorship contributions for the 2025 Art Prize for \$100,000 through the Office of General Administration and \$50,000 through Mobile GR Department with additional in-kind services in the amount of \$50,000.



CITY OF GRAND RAPIDS AGENDA ACTION REQUEST

Item Number: 1

DATE: December 17, 2024

TO: Mark Washington, City Manager

COMMITTEE: Fiscal Committee

LIAISON: Molly Clarin, Chief Financial Officer

FROM: Doug Matthews, Assistant City Manager
Executive Office

SUBJECT: **Approval of City Sponsorship contributions for the 2025 Art Prize for \$100,000 through the Office of General Administration and \$50,000 through Mobile GR Department with additional in-kind services in the amount of \$50,000.**

Our major cultural events play a significant part in both building a sense of place and in creating meaningful economic impact for the Grand Rapids community. As reflected in the recent GVSU economic impact study, ArtPrize accounted for approximately \$90M of that local impact in 2024. Given the scope, impact and year-round nature of the planning and execution required, staff is requesting that City Commission approve its sponsorship of Art Prize now in order to ensure continuity and success in 2025.

This year, staff recommends continuing its level of support for ArtPrize with a \$100,000 contribution from General Administration funds and \$50,000 from Mobile GR, with an additional \$50,000 of in-kind services to be provided through the Mobile GR Department to support Art Prize.

Your FISCAL COMMITTEE recommends the adoption of the following approval of City sponsorship contributions for 2025 ArtPrize in the amount of \$200,000 which includes \$100,000 from General Administration Department, \$50,000 from Mobile GR Department and \$50,000 in-kind services from Mobile GR Department.

WHEREAS:

1. The City has collaborated with ArtPrize on the execution of the annual event since 2009; and
2. The City has partnered as an official parking and mobility sponsor with ArtPrize since 2012; and
3. The City recognizes the community and economic impact that these arts events have for the City of Grand Rapids and has an interest in their continued success; therefore

RESOLVED:

1. That sponsorship in the amounts of \$50,000 from Mobile GR and \$100,000 from General Administration funds for ArtPrize be executed; and
2. That authorization is given to Mobile GR for provision of up to \$50,000 in in-kind services to support the event; and
3. The Mayor is authorized to sign contribution agreement per form as reviewed by City Attorney.


Philip Strom 12/13/2024 5:21:02 PM