



Public Art Commission

Rising Tides

March 25, 2024



Agenda

- Staff presentation
 - Background
 - Brief overview of Rising Tides initiative programming and budget
 - Policy alignment
 - Discussion and funding request rationale
 - Recommendation
- Presentation by Rising Tides arts organizations

Purpose



Staff is requesting **\$50,000 from the Public Art Fund** to support community engagement and outreach efforts for the *Rising Tides* public art initiative.

Background



- **Spring 2023** -- City of Alameda, in collaboration with Radium Presents, the West End Arts District, and Immersive Arts Alliance, pursued a Bloomberg Philanthropies Public Art Challenge Grant of \$1,000,000: *Rising Tides: Shaping the Future of Alameda Point*.
- **February 2024** -- Bloomberg Philanthropies provides \$100,000 grant for pared down version of *Rising Tides*. Funding to cover programming from Radium Presents, West End Arts District, and Rhythmix Cultural Works, marketing, PR, and community engagement efforts.

Rising Tides Initiative



- Fall 2024 - Fall 2025
- Rising Tides will explore themes related to climate change through different artistic mediums.
- Three (3) anchor arts programs include:
 - BANDALOOP
 - Rhythmix Cultrual Works' *Rising Seas*
 - Photoville's *In Plain Site*

Rising Tides: Budget Estimate



Rising Tides Climate Initiative Budget Estimate

Item	Cost	Funding Source		
		Bloomberg	PAC	Other
Rising Seas (Rhythmix) Project Cost	\$96,800	\$20,000		\$76,800
Re-Cycle (West End Arts District) Project Cost	\$106,000	\$20,000		\$86,000
In Plain Sight (Radium Presents) Project Cost	\$60,000	\$20,000		\$40,000
Culminating Showcase	\$25,000	\$25,000		
Community Liaison (working under WEAD)	\$25,000	\$15,000	\$10,000	
Climate Initiative Communication & Branding	<u>\$40,000</u>		<u>\$40,000</u>	
Total Initiative Cost	\$352,800	\$100,000	\$50,000	\$202,800



- ***The Public Art Master Plan.*** The *Rising Tides* initiative aligns with numerous elements of the Public Art Master Plan, which was adopted by City Council in December 2023.
 - **Mission, Vision and Goals:** *“Present[ing] a high-quality and engaging public art collection that reflects and embraces the cultural diversity of the community, inspires critical thinking among residents and visitors, and presents public art in locations across the city”*
 - **Recommendations:** of the seven (7) recommendations, initiative directly supports 1,2, 3, 5, and 6.
 - **Year 4 of Action Plan:** *“Develop initiatives and/or materials for advocacy, marketing, and visibility of the Public Art Program.”*



- **Climate Action and Resiliency Plan (CARP)**

- The *Rising Tides* initiative creates an opportunity to **engage the public, through art, about the challenges posed by climate change.**
- The initiative will **encourage participation in civic processes** and **elevate the work currently being undertaken** in support of the CARP, the Oakland Alameda Adaptation Committee, among other City-led climate and resilience-focused efforts.



- Initial Bloomberg grant effort:
 - City-led, multi-departmental, championed by Mayor Ezzy Ashcraft
 - Collaboration with local arts organizations
- Demonstrate that Alameda is a leader in both climate adaptation and the arts
- Demonstrate Alameda residents and Bloomberg City's commitment to *Rising Tides* initiative
- Nearly \$100,000 in new in-lieu funds expected in 2024
 - Enabling 3+ years of *annual* Cultural Arts and Arts Programming grants

Recommendation



Approve allocation of \$50,000 in Public Art Fund monies to support Rising Tides: Shaping the Future of Alameda.