



City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS

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Legislative File No: 2020-0027

TO: Mayor and City Council Members

FROM: Ken Elwert, Parks and Natural Resources Director, ext. 2552
Sara Roediger, Planning and Economic Development Director, ext. 2573
Allan Schneck, Public Services Director, ext. 2497

DATE: February 10, 2020

SUBJECT: Approval of grant request and funds – Art on Auburn Project from Bloomberg Philanthropies

REQUEST:

The City of Rochester Hills has submitted a grant request for \$25,000 to Bloomberg Philanthropies to install asphalt art on Auburn Road in the Brooklands District. Approval is sought to proceed with the project and to provide up to \$70,000 in funds to support the project, regardless of whether the grant is awarded. Request also includes authorization for the Mayor to execute an agreement, as developed and reviewed by City Attorney, with Paint Creek Center for the Arts to act as grant fiduciary and coordinate the project.

REASON FOR PURCHASE:

Under the direction of the Mayor's office, a multi-departmental City team from Planning and Economic Development, Parks and Natural Resources, and Public Services Departments have been in discussion with the Paint Creek Center for the Arts (PCCA) and Reuther Middle School to create asphalt art in the Auburn Road corridor (see attached letters of support). PCCA will work with students of our local schools through a public art contest that will result in the installation of asphalt art along the corridor. The theme will be "What Community Means to You." By engaging the youth of our community, we will deepen the feeling of pride and ownership in the neighborhood as well as create a stronger sense of place in the corridor. 25 individual sites along the unused edges of parallel parking between Culbertson and Hessel Avenue have been selected (see map). Each art installation will consist of a 7 foot diameter circle painted mural on the ground in the area on the street where the parallel parking spaces meet the widened pathways as they accommodate the crosswalks. Students will not be doing art directly in these areas, their designs will be applied via a commercial vendor meeting standards acceptable to the City Department of Public Services.

What is Asphalt Art?

Asphalt Art is literally that: Art applied to asphalt. Asphalt art is being used throughout the world as an engaging and relatively low-cost approach to bring streets to life. It's been said that "public art has the power to reshape the way we experience our cities. It can inspire people, draw in visitors, and improve quality of life." This philosophy is in lock-step with the contemporary approach we're taking to rejuvenate the Brooklands District. It's another way for us to engage residents in the process, elevate interest in the neighborhood, and further enhance the walkability our residents desire.

The grant request is for \$25,000. Estimated total cost of the project, including PCCA labor & administration, is \$75,000. An estimated \$5,000 is being provided by in-kind resources from the PCCA leaving a total project cost of \$70,000. Grant notification is expected to occur in March 2020 and project must be completed in 2020.

PROCESS:

As required by the grant, the project will be managed by the PCCA who would contract with suppliers and administer the out-of-pocket costs associated with the project. The implementation contract between the City and PCCA is under development with the City Attorney, pending City Council approval.

BUDGET:

If approved by City Council, a 1st Quarter Budget Amendment will be forthcoming to increase the funding for the Auburn Road Corridor Phase 3 project by the \$70,000 for Art on Auburn. If the grant is awarded, an offsetting revenue will be recorded for the \$25,000 grant.

Fund Name	Department Account No	Account No. Description	Budget Amount	Cost	Remaining Budget
Facilities	631.974000	Land Improvement	\$0	\$70,000	(\$70,000)

RECOMMENDATION:

Administration recommends approval of up to \$70,000 to support the Art on Auburn project and further requests authorization for the Mayor to sign implementation contract, after review from City Attorney, with Paint Creek Center for the Arts for project implementation.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Chief Financial Officer		
Purchasing Process: Supervisor of Procurement		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney Yes N/A