

CITY OF NORTH LAS VEGAS MEETING AGENDA ITEM

NUMBER: 7.

SUBJECT:

Accept Grant Award from the National Endowment of the Arts to Fund the Electrifying Arts Project in the Total Amount of \$20,000; Grant Funds in the Amount of \$10,000 and a Required Local Match Funds in the Amount of \$10,000 from the Neighborhood and Leisure Services FY 2021 Budget. (Citywide) (For Possible Action)

REQUESTED BY:

Cass Palmer, Director, Neighborhood and Leisure Services

WARD:

Citywide

RECOMMENDATION OR RECOMMEND MOTION:

That the City Council Accept the pending award resulting from the submitted proposal to fund the Electrifying Arts project.

FISCAL IMPACT:

AMOUNT: \$20,000 (\$10,000 is grant funded)

EXPLANATION:

This is a grant in the amount of \$10,000 from the National Endowment of the Arts that requires a local match in the amount of \$10,000.

ACCOUNT NUMBER:

\$10,000: 00275-700515-430632

STAFF COMMENTS AND BACKGROUND INFORMATION:

The City of North Las Vegas and North Las Vegas Arts and Culture Advisory Board is requesting funding for Electrifying Arts, a project that will engage local Title I high school art students in designing and executing urban artwork throughout communities in the largest minority-majority municipality in Nevada. Electrifying Arts will combine youth arts education with a long-term street art exhibit in the form of utility box murals to infuse the arts into historically underserved areas of the city. Five public Title I high schools have partnered with the City for Electrifying Arts, with each school's art teacher coordinating a school-wide competition for utility box mural designs. Each school's competition will be guided by a unique theme determined by the NLV Arts and Culture Advisory Board (ex: Nature, Community, Future of North Las Vegas, etc.). School art teachers will work the competition into their curriculum, providing instruction and mentorship for the student artists. To culminate the competition, the Advisory Board will convene of review panel of Board members, local artists, and the participating high school art teachers to review the submitted designs and select two winning artists from each school to execute their design on City utility boxes. The chosen artists will be recognized by the North Las Vegas City Council and each provided a budget of \$2,000 for the supplies necessary to install their art on the 10 designated traffic signal cabinets. These supplies will include anti-graffiti coating to ensure the finished pieces are protected and durable. The City will work with each student artist to schedule the installation, and will partner with the Advisory Council and the artist's school to create a public art viewing event around each installation. This will give residents the chance to see live art in

CIP No.

Related Item:

LIST CITY COUNCIL GOAL(S): Community Services and Cultural Amenities; Community Spirit, Relationships and Pride; Quality Municipal Services

PREPARED BY:

Cass Palmer
Neighborhood and Leisure Services Director

Respectfully Submitted

Ryann Juden
City Manager

MEETING DATE:

3/3/2021

action, an experience that is extremely rare in the North Las Vegas community. Each installation event will provide an opportunity for local residents to engage with the artist, understand the context and vision of the new installation, and feel more connected to the resulting finished project. Once the project is complete, the City will launch a public relations campaign - including a ribbon-cutting ceremony - to celebrate the community's newest art installation. The art itself will serve to beautify current areas of blight and increase the infusion of visual arts across the City.