

RESOLUTION NO. 226-2024(COTW), *Second Reading*

By Council President Cuda

A Resolution authorizing an expanded scope of work for the grant to Heights Arts Collaborative, Inc. ("Heights Arts") through Ordinance No. 179-2023; and declaring the necessity that this legislation become immediately effective as an emergency measure.

WHEREAS, the City of Cleveland Heights, Ohio (the "City") received Thirty-Eight Million, Eight Hundred Seventeen Thousand, Sixty-Two Dollars and 0/100 (\$38,817,062.00) in direct payments pursuant to the American Rescue Plan Act of 2021 ("ARPA Funds");

WHEREAS, this Council authorized the award of ARPA Funds to Heights Arts through Ordinance No. 179-2023, such authorization being based on its proposal to Council; and

WHEREAS, the project proposed by Heights Arts has expanded beyond the scope of the proposal approved by this Council

BE IT RESOLVED by the Council of the City of Cleveland Heights, Ohio, that:

SECTION 1. This Council finds and determines that the revised project scope, attached hereto and on file with the Clerk of Council as Exhibit "A," furthers the legitimate government purpose of marketing a cultural asset to residents and promoting cultural tourism to visitors, and that it is in the best interest of the City to approve this expanded scope, subject to the Director of Law's approval of any additional terms and conditions contained therein.

SECTION 2. This Resolution is intended only to expand the scope of Heights Arts' proposal and should not be interpreted in any way that affects the amount appropriated for an award to Heights Arts or any other authorizations granted through Ordinance No. 179-2023 or Resolution No. 109-2024.

SECTION 3. This Council finds and determines that all formal actions of this Council concerning and relating to the adoption of this Resolution were taken in an open meeting of this Council and that all deliberations of this Council and any committees that resulted in those formal actions were in meetings open to the public in compliance with the law.

SECTION 4. Notice of the passage of this Resolution shall be given by publishing the title and abstract of its contents, prepared by the Director of Law, once in one newspaper of general circulation in the City of Cleveland Heights, or by posting the full text of this Resolution on the City of Cleveland Heights website.

SECTION 5. It is necessary that this Ordinance become immediately effective as an emergency measure for the preservation of the public peace, health and safety of the

RESOLUTION NO. 226-2024(COTW)

inhabitants of the City of Cleveland Heights, such emergency being meeting the grant deadlines. Wherefore, provided it receives the affirmative vote of five (5) or more of the members elected or appointed to this Council, this Ordinance shall take effect and be in force immediately upon its passage; otherwise, it shall take effect and be in force from and after the earliest time allowed by law.



TONY CUD
President of Council



ADDIE BALESTER
Clerk of Council

PASSED: December 2, 2024

Presented to Mayor: 12/06/2024 Approved: 12/12/2024

KAHLIL SEREN
Mayor

The Home to the Arts Project Description and Objectives

This project will begin the re-branding of the Cedar Lee de-facto arts district into a unified, vibrant destination and heighten awareness to solidify Cleveland Heights as Home to the Arts through partnerships with the other districts and greater community. Heights Arts (HA) will leverage the rich history of Cain Park, Heights Arts, the Cedar Lee Theatre, and Dobama Theater with the support of the Cedar Lee SID. Cain Park's rich 87-year history of providing arts programming for the community combined with the planned anniversaries of The Cedar Lee Theatre (100 years), Dobama Theater (65 years), and Heights Arts (25 years) makes a timely opportunity to elevate the arts in the district, which is one of the most significant arts districts in Greater Cleveland.

HA will approach this process with two distinct initiatives - the creation of new public art, and arts district branding activities as outlined below:

- HA will initiate the re-branding process for the Cedar Lee district with the intention of becoming an official arts district. We will also support the surrounding districts and businesses who present arts programming by:
 - Developing a “home to the arts” website which will be a central location for showcasing Cleveland Heights’ arts programming events and public art in the community.
 - Initiating the branding campaign supported by the Cedar Lee SID and its members to provide information about our rich history to our community, the Greater Cleveland community and beyond.
 - Other branding initiatives as opportunities and needs are identified through this process, which may include community engagement and/or hiring a branding consultant.
- Create at least one significant public artwork with the intention of installing it in the Cedar Lee district (pending City approvals, permits, etc) and working with the Coventry and Cedar Fairmount SID’s on public art possibilities. To accomplish this, a Project / Community Engagement Manager(s) (PM), will work with Heights Arts staff, its Public Art Project Team (PAPT)*, and the identified community members to determine appropriate focus areas, artists, materials, permits, a community engagement strategy, and other identified needs to accomplish this goal by December of 2026.

Both initiatives will support each other. The Cedar Lee branding process may help inform the type and location of public art, and the creation of new public art will reinforce the fact that Cleveland Heights is Home to the Arts. The goal for the branding piece is

to hand it off to a future entity that will manage the district arts activities once it is established.

Partnership Recognition

This project's success will depend on a partnership between HA and the City of Cleveland Heights (CH) which will ensure timelines and approvals are met. That includes effective communication about the project by both parties to ensure the proper process for public art installation and:

- Timely reviews and permitting by CH (within 10 business days)
- Timely payments for HA billing and communication if clarifications are needed (payment within 30 days of receipt)

Project Timeline

Phase 1: January 1, 2025 – June 30, 2025

Phase 1 involves creating an RFP and identifying and contracting with a Project Manager (PM) and/or Brand Consultant (BC). The initial development of the website and branding activities will begin with the expectation that a working website design and development will be completed. The PM will begin gathering information and strategizing the process of selecting artist(s) determining locations, etc.

Phase 2 July 1, 2025 – December, 2025

Phase 2 will include:

- Design and development of the proposed public art project(s), CH approvals and permitting.
- Home to the Arts website launch and marketing will begin. SIDs and businesses will begin submitting arts events.

Phase 3 - Fabrication and Installation / Completion of Proposed Branding Activities: January 1, 2026 – December 31, 2026

The PM will work with artists and CH to ensure fabrication, permitting, and installation will be completed by December 31, 2026. Additional work may be required in the branding process pending work accomplished in phase 2.

Project Budget Breakdown

Project Management (25% of total budget)**

[\$62,500]

- Consultant fees, which may include Project Manager and Branding Consultant, Website Developer, Website Manager or other professional support needed to complete the project.
- Advertising calls for artists
- Community meeting materials, if applicable
- General Administration – Heights Arts staff payroll expenses associated with the project

● Project (75% of total budget)

[\$187,500]

- Public Art Design and development
- Artist fees
- Fabrication and Installation of a minimum of one public art piece
- Design and printing of branding materials
- Website Development

Project Billing, Payments, and Reimbursements

HA will issue contracts and agreements to project vendors based upon the expectation that HA will receive timely progress payments from CH within 30 days of receipt.

HA will bill CH for reimbursement or contract agreements which may include:

1. Receipts for project expenses from HA or project vendors
2. Invoices for project hours worked, including payroll taxes by HA employees
3. Signed agreements with vendors requiring an initial payment to begin work

Due to HA upon contract execution: \$62,500 (25%)

Final Reconciliation: During the contract period, HA will maintain the initial payment of 25% in a temporary restricted fund which will be reconciled monthly. Upon completion of the project, HA will provide a comprehensive accounting of payments including the initial payment of 25% as compared to billings upon completion of the contract.

*Heights Arts Public Art Project Team (PAPT)

The Public Art Project Team (PAPT) team is made up of six volunteer members currently, with expertise in the implementation of public art. The Team's mission is to gather experts and community representatives to help plan and oversee public art projects in the Heights area with complementary goals of enriching the quality of life, especially in areas that historically have not enjoyed significant public art amenities and providing opportunities for our region's artists to share their creative work in a public setting. By outwardly expressing the powerful creative spirit of our community, public art enhances the attractiveness and value of our neighborhoods and makes the Heights area more attractive to current and prospective residents, business owners, and visitors.

PAPT Mission: The mission of the Heights Arts Public Art Project Team is to gather experts and community representatives to help plan and oversee public art projects in the Heights area with complementary goals of enriching the quality of life, especially in areas that historically have not enjoyed significant public art amenities and providing opportunities for our region's artists to share their creative work in a public setting. By outwardly expressing the powerful creative spirit of our community, public art enhances the attractiveness and value of our neighborhoods and makes the Heights area more attractive to current and prospective residents, business owners, and visitors.

PAPT Members:

Team Leaders

Kara Hamley O'Donnell, AICP

Kara is the Principal Planner for the City of Shaker Heights and was previously a Preservation Planner/Senior Planner for 25 years for the City of Cleveland Heights. She was the staff liaison for Public Art in Cleveland Heights and is the staff person for Shaker Heights' Public Art Task Force where she also manages public art contracting, design, installation, and maintenance of the City's public art. Areas of expertise include project management, historic preservation, public participation, zoning, grant writing and administration, local history research, and public art administration.

Kara holds a Master of Arts in Historic Preservation Planning from Cornell University, College of Architecture, Art & Planning, and a Bachelor of Environmental Design from Miami University's College of Architecture.

Vince Reddy

Vince Reddy is retired from the nonprofit LAND studio, where he worked for more than a decade on public art project management. During some years, this included managing and building support for the City of Cleveland's Public Art Program. He is experienced in producing project scopes and calls for artists, working with community representatives, matching artists with fabricators, managing or assisting with design-development

processes, and budgeting. He was an active participant in LAND's Studio to the Streets program, which provided artists and prospective commissioning organizations with information about the skills and knowledge needed to succeed in the public art industry.

Members**Deanna Bremer-Fisher**

Executive Assistant to the Mayor on Special Projects, City of University Heights and former Executive Director of Future Heights

Greg Donley

Former Visual Communications Manager, Cleveland Museum of Art

Erin LaFay

Landscape Architect

Josh Werling

Manager, Cleveland Institute of Art Digital Output Center

****Budget Notes:** Amounts are estimated pending finalizing the scope of the project during phase 1. If management fees are less than projected, the additional funds may be used for materials or other costs associated with the project. The Cedar Lee, Cedar Fairmount and Coventry SIDs have given their support for this project and may also contribute funds to expand the scope of the project.