



# **Community Redevelopment Authority (CRA)**

**Wednesday, March 9, 2022  
Regular Meeting**

## **Item X1**

**Other Projects Grant Request: Sculpture Walk - Grand Island  
Visitors Bureau**

**Staff Contact:**



February 15, 2022

Mr. Chad Nabity  
Regional Planning Director - City of Grand Island  
100 E. First Street  
Grand Island, NE 68801

Dear Mr. Nabity,

The CRA has been dedicated to investing in Railside and because of their commitment to the community, we're inviting you to take part in a new program entitled *Sculpture Walk Railside*.

It's been said art has the power to transform, illuminate, educate, inspire and motivate. If that's true, the *power* that ten original sculptures would bring to downtown Grand Island will be amazing. The sculptures will be displayed year-round in various locations throughout the district, all within walking distance, and will allow visitors to enjoy art, history, and culture.

Sculpture Walk Railside is a new program that is being implemented by the Railside Business Improvement District (RBID) and is a part of a larger program called Sculpture Walk Across Nebraska (SWAN). SWAN is a joint effort between the Grand Island's RBID and the Norfolk Area Visitors Bureau. It's designed to bring awareness for the arts and increase tourism to Nebraska communities.

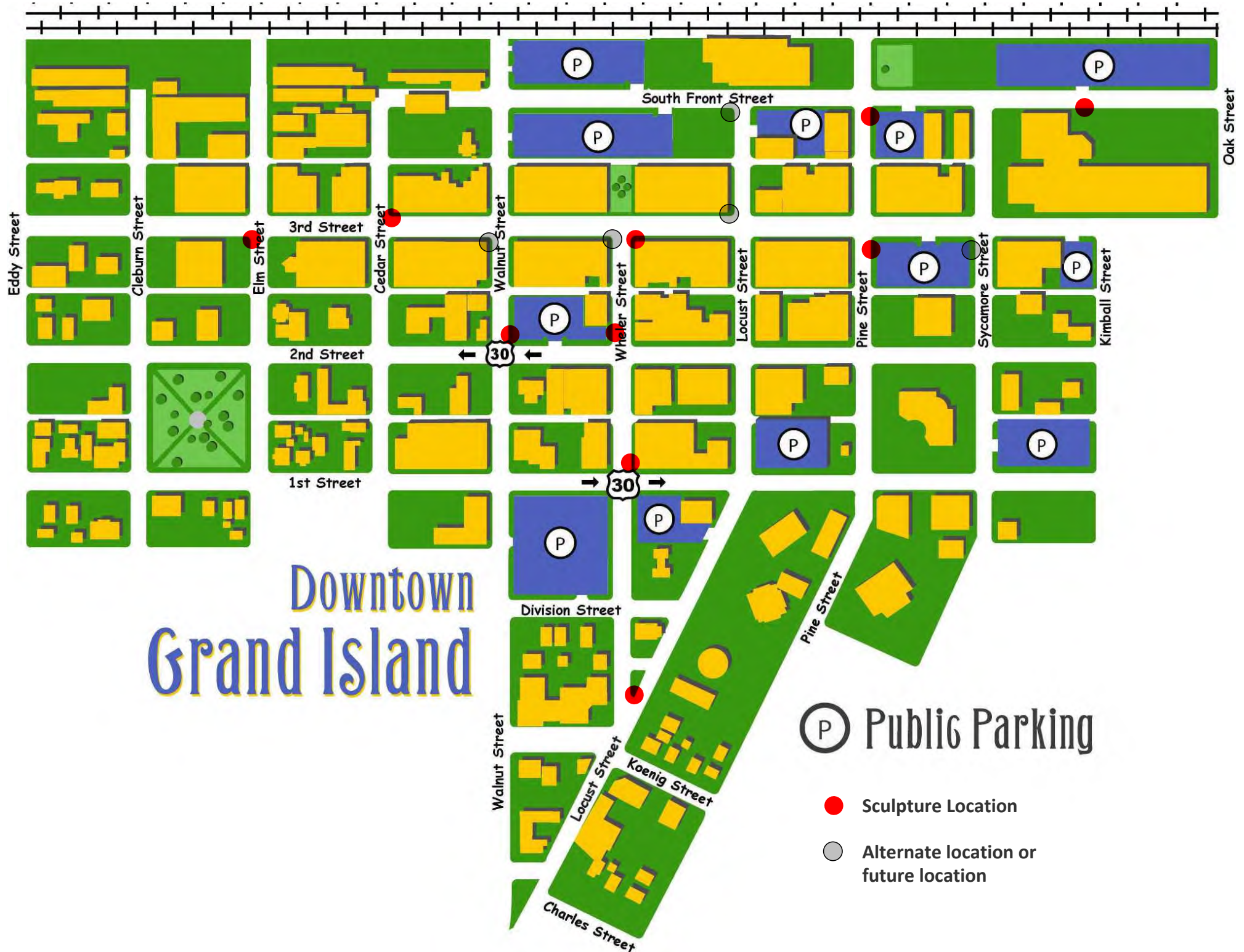
We are currently looking for sponsors who would be willing to help us reach our goal of \$24,000. We are requesting financial assistance from the CRA in the amount of \$10,000 for the acquisition of stone bases and sign holders to be used to display the sculptures for the sculpture walk program. These stone bases will have steel welding plates attached to the top surface in order for the sculptures to be securely mounted. After the sculptures are displayed for one year, they will be replaced annually with new sculptures. The sign holder will hold the informational plaque that includes the name of the artwork and artist information.

We hope we can count on you to support this project.

Sincerely,

Brad Mellema  
Executive Director

201 West 3rd Street    Grand Island, NE 68801    308-382-4400    [director@visitgrandisland.com](mailto:director@visitgrandisland.com)



SCULPTURE WALK RAILSIDE BUDGET 2022-2023				
		For the stone bases (\$500 x 12) This includes freight. By getting 12 we would have enough to add 2 sculptures in 2023.		
	\$6,000		Wholesale Stone, LLC	Start up cost
	\$3,000	For steel plates cut to fit the stone bases.	Chief Industries	Start up cost
	\$1,400	Attaching steel to stone bases	Ziller Tile	Start up cost
	\$1,000	Positioning stone bases in desired locations and leveling	Wholesale Stone, LLC	Start up cost
	\$100	City License Fee. The city has required the RBID to get a license agreement in the past for the Bike Racks, however they allowed us to group it together instead of having to get one for each location.	City of GI	Start up cost
	\$11,500	Start up costs		
	4000 ???	Mounting/welding sculpures on bases. This would be an annual expense. Also need to consider removal of sculptures and repainting the steel plates.	Baasch Welding	Annual expense
	\$1,500	Marketing and media. Brochures, website development, photography	GICVB	Annual expense
	\$5,000	For the artist (\$500 - \$1000 x 10) To each artist for their time and delivery of their work.	Artists	Annual expense
	\$500	Kick off presentation/ceremony	GICVB	Annual expense
	\$1,500	Community Foundation fee (5% on donations ran through their organization) (\$30,000 x 5%)	GGICF	Annual expense
	\$500	People's Choice Award		Annual expense
	\$1,000	Otocast phone app viewing sculpture description	<a href="http://Otocast.com">Otocast.com</a>	
	\$1,000	Other		
	\$1,500	Plaques with the piece name, artist name and sale price.		Annual expense
	\$12,500	Annual expenses		
	\$11,500	Start up expenses		
	\$24,000	Total		



## **Committee Structure, Roles and Responsibilities**

The Sculpture Walk Across Nebraska (SWAN) is a joint effort between the Grand Island Railside Business Improvement District (RBID) and the Norfolk Area Visitors Bureau. This new program is a collaboration that allows selected artists to exhibit in SWAN communities for multiple years. Norfolk is going into their fourth year with a sculpture walk and this will be Grand Island's first year. Other communities will be encouraged to join this venture in the coming years.

### **The 2022-2023 Sculpture Walk Railside committee:**

**Thomas Ziller**

Board Member, Railside Business Improvement District

**Sherry Siwinski**

Director of the Railside Business Improvement District

**Brad Mellema**

Director of the Grand Island Convention and Visitors Bureau

**Dana Jelinek**

Grand Island Convention and Visitors Bureau

**Dave Taylor**

Director of the Grand Island Area Economic Development Corporation

The Sculpture Walk Railside committee is a sub-committee of the Railside Business Improvement District's Design Committee. The Sculpture Walk committee assumes the responsibility of developing and managing the sculpture walk. The Railside Business Improvement District's board ultimately assumes the responsibility of approving all aspects of the program, including fundraising, sculpture locations, contracts with the artists and installations.

The Grand Island Convention and Visitors Bureau and the Grand Island Area Economic Development Corporation will assist in promoting and marketing the Sculpture Walk Railside and SWAN.

## SCULPTURE WALK ACROSS NEBRASKA PRESS RELEASE

Sculpture Walk Across Nebraska (SWAN) is excited to announce the communities of Norfolk and Grand Island are bringing outdoor art to residents and visitors. The goal is to add art that will inspire, entertain and educate, while providing additional attractions for visitors and community members.

This new program is a collaboration that allows selected artists to exhibit in SWAN communities for multiple years. Norfolk is going into their fourth year with a sculpture walk and this will be Grand Island's first year.

Norfolk's tourism office has facilitated their community's sculpture for the past three years and recently invited other communities to participate. Grand Island's Railside Business Improvement District (RBID) accepted the invitation and has been working with Grand Island Tourism and other entities to bring the sculpture walk to the downtown area. RBID board member, Tom Ziller, has taken the lead, identifying potential sites.

Traci Jeffrey, with the Norfolk Area Visitors Bureau stated, "It is of value to partner with other communities in hopes that the sculpture walk will benefit both the artists as well as the communities".

Speaking of Norfolk's partnership with Grand Island, "Since we're close, it's an incentive for people to visit both communities. Hopefully we can get some other communities involved and build on it."

Professional and emerging artists are invited to enter up to three works each year, with the deadline to submit entries being November 30. Artists will have the choice of participating in one or both community programs. Selected artists will be notified December 20, with sculpture installation taking place the first week in May.

One of SWAN's priorities will be to market the artists through brochures and maps, made readily available at various venues; plaques with the names of artists, descriptions of pieces and the artists' set prices; publicity at a yearly celebration; and marketing through a dedicated website and social media which are currently being developed.

Each selected sculptor will receive a stipend of \$500 upon delivery of their completed artwork. The stipend is to be used for artist materials, travel and lodging. If an artist has three sculptures selected, they will receive a stipend of \$500 for each selected piece.

SWAN community members will be able to sponsor the sculpture walks in their own communities. Part of the sponsorships may be used for various related expenses, including recruiting artists, purchasing bases for the art pieces, or helping to host sculpture walk events. Each sculpture will be available for sale, but will remain on display for that year's exhibition.

Residents and visitors will be invited to participate in the "People's Choice Award" voting for their favorite sculpture. An award of \$500 will be presented to the artist of the favorite sculpture.

SWAN invites artists to submit up to three applications of their own original sculptures. Applications for each artist is \$35 and are due by November 30, 2021.

Artists seeking more information may email [sculpturewalkne@gmail.com](mailto:sculpturewalkne@gmail.com).