

**City of Longview
2014
Community Development Block Grant
Project Design**

Applicant: Longview Outdoor Gallery 501 (C) 3	Contact Person: Hans Schaufus
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Non-Profit Status: NO YES **IRS Tax Identification Number** 91-1821761

Type of Project: Please check one:

- Housing
- Community Facility
- Public Facility/Infrastructure
- Economic Development
- Prevention or Elimination of Slum & Blight
- Match
- Public Service
- Planning

PROJECT TITLE: Longview Outdoor Gallery Plan

CDBG Funding Requested: \$ 4000

Problem/Opportunity Description

1. Give a brief overall summary of your project (under 101 words.)

The Longview Outdoor Gallery (LOG) was formed (1) to help bolster a renewed economy to downtown Longview, as well as (2) deepen the cultural landscape in town and within the City's Park systems. To do this LOG has embarked in 2010 on an outdoor sculpture program, on loan and for sale, aimed at generating renewed prosperity and pride in the downtown. Artists are invited to install their art for a 2-year period. LOG is committed to purchase at least one piece after each rotation and donate it to the City. To date there are 16 pieces installed, 5 being donated to the City. This plan will provide phases for LOG's funding and administration. The plan for the continuation of the Longview Outdoor Gallery is to design means that will provide funding for future sites and expanding the program.

2. Briefly describe the project noting the problem(s) or opportunity(s) that will be addressed (under 101 words.) Quantify it in terms of cause, extent, location, frequency and duration.

The plan for the continuation of the Longview Outdoor Gallery is to design means that will provide funding for future sites and expanding the program. Over the years downtown Longview has lost its core retail businesses, resulting in a struggling economy in its historic center. The opportunity arises in stimulating an image change whereby art is one of the key drivers to renewed prosperity. On average 10 sculptures are installed every 2 years chiefly on Commerce Avenue. Based on the successes of other city sculpture programs, the downtown stands to benefit where art becomes a greater focus in generating renewed foot traffic. People returning to the downtown will aid existing businesses while also creating new business opportunities.

3. List the specific CDBG objective information from the “5 year Strategic Plan” within the 2009-2013 Longview-Kelso Consolidated Plan. (See website information under Instructions).

Objective Code and Number:

Objective Title:

Objective Proposed Accomplishments & Outcomes:

3) Not under the 2009-2013 Consolidated Plan but will be listed in the 2014-2018 Consolidated Plan when published.

Project Readiness

4. Describe what specific steps need to be completed before the project will be ready to proceed? (Projects must be under construction within 12 months of signing your CDBG Contract or funding will be deobligated.)

The plan will be ready to proceed August 1

5. Please list start and completion date by Month, Day and Year:

Complete the “Project Timeline” (included at the end of this application) detailing project tasks and dates. This will be a part of your contract goals should your project be selected.

Project Start Date (mm-dd-yyyy) 08/01/2014

Project Completion Date (mm-dd-yyyy) 07/31/2015

Problem Impact and Severity

6. What is the effect on the community as a whole or upon individuals? Note current and anticipated consequences if the problem continues. Also list the number of low and moderate households affected.

Although R.A. Long's planned city provided a library, schools, railroad station, hospital, city hall, YMCA, various parks, a hotel, one aspect was left missing: the allowance for art. It is LOG's intention to embellish on R.A. Long's dream.

The effect on the community is a process of reclaiming the downtown where people visit shops, restaurants, galleries and theatres.

7. How does this problem create a hardship for residents, a neighborhood, or economic development? How have local or state authorities noted the severity of the problem? Note public health and safety issues.

The downtown retail community has suffered greatly by the migration of anchor stores to the shopping centers and malls. Many other service-related stores have foundered or closed. The City of Longview is addressing this problem with the intended Streetscape Project (projected to start in 2014) with a makeover of blocks between the Washington Way and Broadway. In so doing it will be a step in curbing the current deteriorating setting representing many homeless, drug abusers and a general feeling of insecurity during the evening hours.

Past Effort

8. What effort has your organization or other organizations made to resolve the problem?

In 2010 the Longview Outdoor Gallery invited 11 sculptors to install their pieces on Commerce Avenue. In this initial 2-year period, 5 pieces were sold (and one donated), thus encouraging the continuance of the project with a 2nd round of new sculptures that were installed in September 2013. They will remain in place until September 2015. It is LOG's belief that it will be an integral part of a theatre and arts district, a combined effort to stimulate greater pride and prosperity to the downtown district. Northwest Stageworks has also taken over a failed business and is part of the new effort to revitalize downtown.

Solution

Project Development

9. Did you attempt to collaborate the development of this project with other agencies? Which agencies were contacted and what was the outcome? What role is each agency playing?

LOG is a sub-entity of the Longview Public Service Group. It is also collaborating with the Downtown Partnership, LINK, Visual Arts Commission, and is attempting to establish rapport with Lower Community College and Park's & Recreation "After School Program."

10. How do you propose to solve the problem? Please be specific, itemizing the various tasks you will undertake to solve the problem.

Based on examples how other cities with former struggling down districts re-invented themselves, LOG's mission is creating awareness that a theatre & arts district will be one of the key sources to a downtown turnaround. Feedback from Puyallup, Lake Oswego, Grand Junction (CO) all emphasize that sculpture programs *significantly* contribute to renewed interest and foot traffic to historic districts. Successful Sculpture programs on average take between 10-12 years.

Specifically, LOG intends to increase the call to artists with each 2-year rotation. LOG has begun to expand on Broadway and ultimately will branch out to other side streets. City parks will also be included in the future scope of the program.

Also, tours in conjunction with downtown events, i.e First Thursday, service groups, senior facilities, LINK and Parks & Recreation "After School" program will increase awareness to a resurgent downtown spirit. This plan will

11. List all persons who would be involved during the development of this project and describe their project responsibilities. (Include names, titles, phone and e-mail.) (Responsibilities should include grant administration, project manager, developing partnerships, acquisition, overseeing construction, maintaining records, Davis-Bacon compliance, etc.)

- a) Pat Reistroffer, 360.636.5125, preistrof@aol.com
- b) Hans Schaufus, 360.425.7911, hansschaufus@kalama.com

Project Operation

12. Are you partnering with other organizations or businesses in this project? Will you have contracts with them? What roles will each organization or business play after the project is completed? Please submit letters from partnering agencies and/or businesses as supporting documentation.

NA

13. List all persons involved in the operation of this project when completed and describe their responsibilities. (Include names, titles, phone and e-mail.) (Responsibilities should include case management, day-to-day management, partnerships in serving clients, etc., operations manager, and project owner.)

NA

14. For Community Facilities: Complete and attach the separate 5-year Operations Budget.

NA

15. Facility Fees for Residents: If you are requesting funding for a community facility or a public facility the service and/or admission fees must not preclude low and moderate income residents from using the facility. Please itemize all fees for services to low and moderate income residents as compared to charges for moderate-income residents. (This will be part of your contract should funds be awarded. You will need to document low-moderate user incomes and fee schedules for 5 years.)

NA

16. How will this project improve the quality of life for low- and moderate-income persons in relation to the stated needs or problem? OR How will this project improve the neighborhood or area? Note short-term and long-term outcomes.

The beauty of outdoor sculpture programs is that people of all ages and walks of life can view and appreciate the artwork 24/7. Many people, including the disabled, are drawn to art and feel connected to it. Often people are moved to touch the art, to feel a part of what the pieces symbolize.

17. What activities would still need to be undertaken after the project is completed in order for the problem to be fully addressed? Quantify where possible.

- a) Secure funding to purchase at least 1 sculpture in 2015, i.e. "The People's Voice."
- b) Secure funding to construct bases/pedestals on which the sculptures are mounted.
- c) Secure funding for stipends for each artist whose artwork has been approved.
- d) Provide tours in sync with downtown events, LINK, senior groups and youth programs.

This process will begin from August/September 2014 and continue until installation on September 11, 2015. Essentially 2014 is for fund raising. Specific steps will be:

- | | |
|---|-------------------------------------|
| a) January, 2015 - First call to artist | i) July, 2014 - Site review by City |
| b) March, " - Second call to artists | j) Secure welders |
| c) May, " - Line up judges for sculptures | k) Apply for permits to install |
| d) June " - Judges sculpture submissions | l) Secure crane from City |
| e) " " - Notify chosen artists | m) August - Move bases |
| f) " " - Press releases chosen pieces | n) September - Ballots printed |
| g) " " - Order new bases | o) Install new sculptures |
| h) " " - Notify non-chosen artists | p) Photos of new sculptures/artists |

Households Benefiting

18. Area Benefit: What is the total number of all households that will benefit from this project? (Area-wide benefit must cite low-income 2010 U.S. Census Tract as noted in the HOME/CDBG Consolidated Plan)

Caucasian - 59%	African American - 4%	Middle Eastern 2%	Multi-racial 1%
Hispanic - 13%	Native American 9%	Pacific Asian and Asian 11%	Indian 1%

19. Individual Benefit: What is the number of low-income individuals or households by median income that will directly benefit from this project? Use current HUD Income Limits for family size.

Planning only

Individuals or Households (circle one)

At or below 30% Median Income: _____

At or below 50% Median Income: _____

At or below 80% Median Income: _____

Total number Low-Income Served _____

Budget

20. Explain why CDBG funds are appropriate for your project. If this application is for a program currently receiving CDBG funding, discuss what action you have taken and what other funding sources have been investigated in the last 12 months to reduce your organization's dependence on City of Longview CDBG funds.

The Longview Outdoor Gallery is a non-profit (501c3) organization relying on donations from individuals, businesses and grants. It has no paid staff and 100% of the donations finance the project's expenses. The planning and scope of this project makes it CDBG eligible.

- a) To stimulate the downtown economy
- b) To pave the way for a greater theatre & arts district
- c) To restore community pride in the historic district
- d) To encourage more cultural and architectural awareness of the downtown

21. What agency funding will you commit to this project? If none, why not?

No agency or matching funding is committed to the Longview Outdoor Gallery. LOG is still a very young program. We are building relationships with:

Washington State Arts Commission
Community Foundation

22. If one or more funding sources listed below is not realized, what impact would this have on your project? Explain what changes would be considered to its scope or design, including the number of families served, structure(s) constructed, delays in construction start date, etc. and whether your project would exist without CDBG funding.

It would be very helpful to LOG to have the financial support of CDBG funding. At this point approximately half of LOG's funding stems from individual donors. It is essential to balance individual donations as much as possible with agency assistance. The LOG program is dedicated to do its best to assist in the downtown turnaround and it would welcome reciprocal support from the City's sources.

23. Complete and attach the separate CDBG Budget Form.

Complete the budget form showing all sources and uses of funds related to your project.

24. Sources and Uses Fund Statement / Budget Form Narrative

a. Please list all funding source(s), intended uses, and amounts from your budget form. Identify if the source is Federal, State, Local, or Private.

a) CDBG \$4000 - Planning document

b. Identify which sources are proposed and which sources are committed and your timeline to secure funding.

b) CDBG \$4000 - Proposed

c. Supporting Documentation: List and attach "Sources of Funds" supporting documentation noted under Question #25.

c) NA

d. Supporting Documentation: List and attach "Uses of Funds" supporting documentation noted under Question #25.

d) NA

SUBMIT THIS FORM WITH THE APPLICATION

CDBG Budget

	Project Duration		Months:				
	Source 1	Source 2	Source 3	Source 4	Source 5	Total	
	CDBG						
Commitment Dates	2014						
Project Management (Project Manager, Consultant Fees, Subrecipient Fees)							
Architectural Fees							
Engineering Fees							
Acquisition							
Related Costs & Fees							
Demolition							
Relocation							
Architectural Barrier Removal							
Housing Rehabilitation							
Water / Sewer Side Connections							
Sewer Improvements							
Water Improvements							
Street Improvements							
Fire Protection							
Public Facility							
Community Facility							
Commercial/Industrial Facility							
Economic Development							
Micro Enterprise							
Special ED Activity (loan/grant)							
Comm Based Development Org							
Revolving Loan Fund Program							
Historic Preservation							
Prevent/Eliminate Slum & Blight							
Public Services							
Planning	\$4000						
Local Match to State/Fed Grant							
Other, List: Permits/Fees							
Other, List							
Other, Sales Tax							
Contingency							
Total:	\$4000						
Date Completed: 7.31.2015							

LOG Operating Budget 2014-2015

EXPENSES

	<u>2014</u>	<u>2015</u>
Insurance	\$1,000.00	\$1,000.00
Website	\$100.00	\$100.00
Brochures-design, pictures & printing	\$1,700.00	0
Office Expense (PO Box, Registration)	\$400.00	\$400.00
LPSG Insurance	\$350.00	\$350.00
Fund Raising	\$1,000.00	\$1,000.00
People's Voice Ballots	\$200.00	0
Half People's Voice Purchase	\$7,000.00	\$7,000.00
Plaques and plaque holders	\$610.00	\$175.00
Art Education (Link)	\$400.00	\$400.00
Special Events (Kick Off)	0	\$750.00
Call to Artist	0	\$200.00
Art Critics (Judges)	0	\$200.00
Installation	0	\$1,500.00
Artists Stipends (400 X 9 – 600)	0	\$3,000.00
Artist Expense (Hotel)	0	\$400.00
Bases - 4	0	\$2,000.00
Taxes on sculpture sales	\$560.00	\$560.00
Uncommitted Funds (Maintenance)	\$200.00	\$200.00
TOTAL EXPENSES	\$13,520.00	\$19,235.00

INCOME

Cash Reserve	\$6,177.00	\$9,150.00
Interest	\$18.00	\$18.00
Printing Grant (Reimbursement)	\$1,300.00	0
Donations	\$7,000.00	\$6,000.00
Fundraiser	\$1,000.00	0
Grants	\$7,000.00	\$5,000.00
Commissions (20% or \$14,000.00)	0	\$2,800.00
TOTAL INCOME	\$22,495.00	\$22,968.00

DIFFERENCE

+\$8,975.00 +\$3,733.00

February 19, 2014