



# Lewisville Arts update for City Council April 7, 2025

Lewisville Grant Program : *Art Support Grant Updates*

Current Public Art Projects Updates

# Lewisville Grant Program

## Background:

Established in 1996, Lewisville's art-supporting grants used to be managed by an outside organization (Greater Lewisville Arts Council.) There was only the Support Grant available for many years.

In 2010, with the establishment of the Arts Advisory Board, the grants were brought "in-house" to be managed by City staff and the Council-appointed advisory board.


## Funding Source:

HOT funds within the 15% allowable by state law for supporting the arts as a means of tourism to provide grants to arts groups producing public art programming in Lewisville.

## Different Grants Currently Available:

- **Arts Project Grants-** One-time only funding. Variable awards, based on need of the project. Used for special one-off programs. Available only to 501c3 organizations. Applied for infrequently.
- **Artist Microgrant-** \$1000 awards available to individuals doing an artistic program within Lewisville. Currently up to **five** grants are available annually. Have been used for exhibitions, murals, theatrical productions, and classes.
- **Arts Support Grants-** Largest program, funding currently at \$125,000. Available to 501c3 arts related organizations who have a history of producing artistic programming in Lewisville for at least two years.





**Historically,  
there has not  
been much  
change in the  
applicant pool  
for the Arts  
Support  
Grants  
... but that is  
changing.**

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Long-standing original group of six/seven groups

FY18 a new eighth group became eligible

**FY25 two new eligible groups applied and were  
awarded grants**

**FY26 one known newly eligible group is likely  
applying, there are other groups that are eligible and  
could also apply.**

*It is unlikely any legacy groups won't apply again*

# Results of Arts Support Grants

Annually \$125,000 is supporting:

- 26 Arts Performances
- 10 Artist Talks
- 8 Arts Workshops
- 5 Art Exhibitions
- 2 Community Art Events

Serving at least 15,042 arts patrons (as reported by the recipient groups in FY24)

Estimates from the National Endowment for the Arts 2022 AEP6 survey showed:

## Event-Related Spending by Arts and Culture Audiences Totaled \$844,921

Attendance to Arts and Culture Events	Local <sup>1</sup> Attendees	Nonlocal <sup>1</sup> Attendees	All Attendees
Total Attendance to In-Person Events	18,793	9,898	28,691
Percentage of Total Attendance	65.5%	34.5%	100.0%
Average Per Person, Per Event Expenditure	\$27.80	\$32.58	\$29.44
<b>Total Event-Related Expenditures</b>	<b>\$522,445</b>	<b>\$322,476</b>	<b>\$844,921</b>

# Updates to the Arts Support Grant Application and Evaluation tool

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Due to the increased demand and competition for grant funding, an audit and review was conducted of the Arts Support Grant Program application questions and evaluation tool.



This review is also called for in the CRT business plan.



This year's review resulted in some changes that staff and Arts Board are recommending today.





# Application Question Updates:

***Ultimate Goal: encourage more tourism.***

**New and reformatted questions push for more consideration and detail from the applicants about how their programs will impact the community, push for innovation, evaluate success, and encourage more tourism.**

New question examples:

- How will your program highlight Lewisville as an arts and culture destination?
- Describe what efforts you plan to do for this program to attract and reach new audiences?
- How will you measure the impact of this program on area tourism (e.g., Hotel stays, patronizing local restaurants, local attractions and other arts groups)?
- How will you measure the impact of your program on the community?

# Evaluation Tool Updates:

**The new and edited questions lead to some changes being considered on the evaluation tool:**

Criteria weights updates:

Community Impact	Was 40%	<b>Now 60%</b>
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*\* increased based on the goals of the program.*

Capability	Staying at 20%
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Artistic Quality	Was 40%	<b>Now 20%</b>
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*\* reduction based on this area being highly subjective to evaluate.*





## Board of Directors Questions:

**We have always asked "Does the organization have a diverse board?" in the evaluation tool.**

This has always been rather subjective based on questions asked which included area of residence, tenure on the board, and other known experiences.

To better answer this question and better evaluate the capability of the Board in running the organization well, the AAB would now like to ask more specific questions including:

- What variety of talents, professional experience and artistic background does your board possess to effectively manage your organization?
- Does the Board, in addition to or in conjunction with the Artistic Staff, actively seek input from the community to inform their choices in programming?
- The Board would also like to ask for short bios of each board member to review.



# Institute a maximum award

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To better accommodate the increased number of requests within the available budget, the Arts Board recommends imposing a maximum award.

Maximum being recommended:

\$20,000 to any one organization

In recent history, there have been three-four groups who have gotten over \$20,000.

In FY25 two awards exceeded \$20,000 and one award was \$20,000



**Questions and feedback on these  
recommendations?**







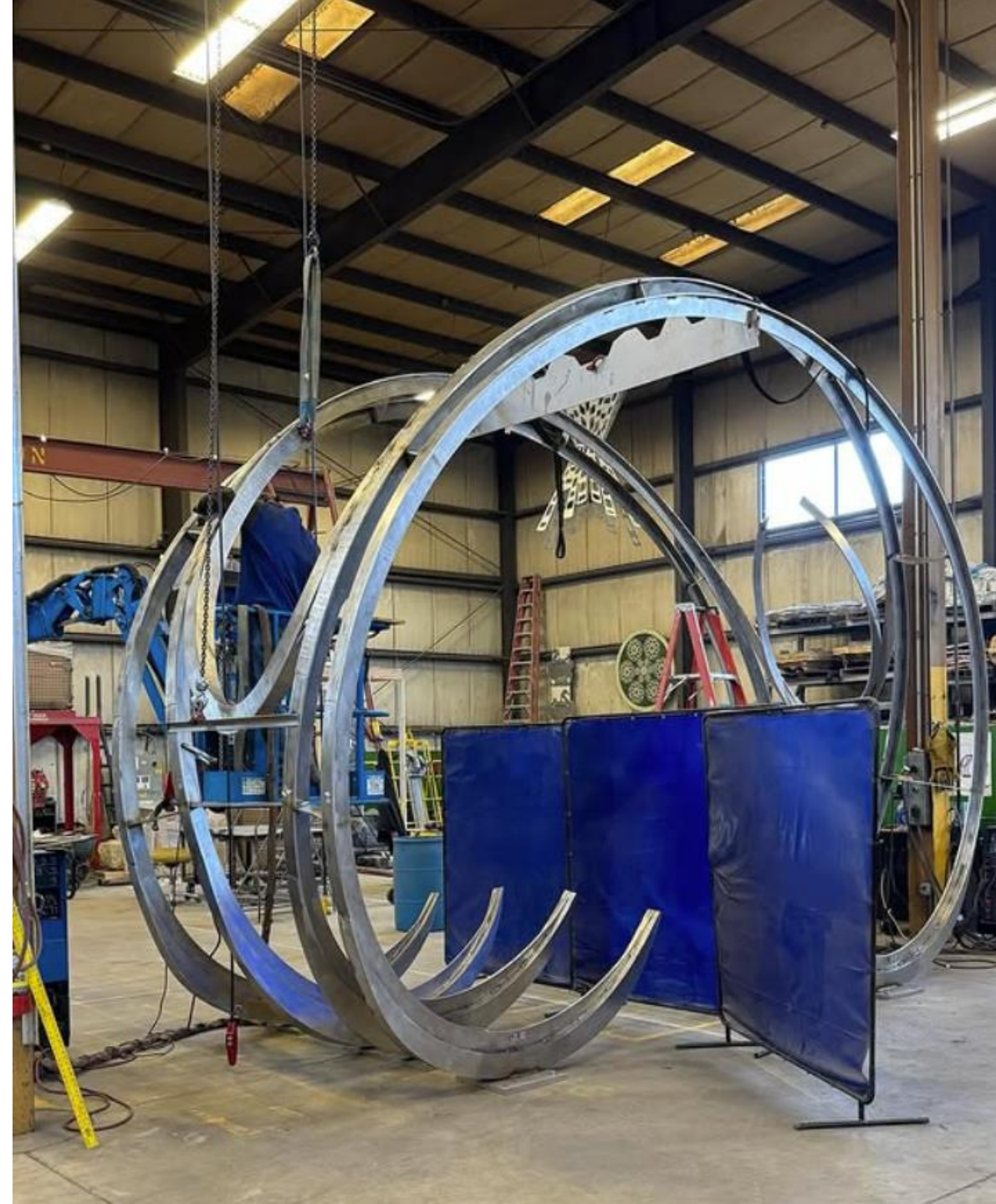
# Public Art Projects Update

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# **Civitas Blessing Hancock Tittle McFadden Public Safety Building**

- In the final review stage for word choices and layout.
- Frame completely fabricated
- Installation date TBD, but before Summer 2025





## ***Luminous*** **Michele Gutlove** **Lewisville Public** **Library**

- Track lighting will be installed before Summer 2025
- Glass being fabricated in the artist's studio at this time
- Installation planned for late August 2025





# Sculpture Garden Lewisville Grand Theater Courtyard Renovation

- Project has been delayed due to budget constraints and bids received being higher than available budget
  - Original courtyard budget \$661,000
  - First bids back exceeded \$1.4M
  - After refinements and cuts to some other elements of the larger project the LGT Courtyard reno budget now at **\$821,000**
- 100% designed, and designs modified to allow for lower cost alternatives
- Hope to break ground in late spring 2025, 6-9-month project timeline
- Once completed will provide six sculpture spots for rotating exhibition

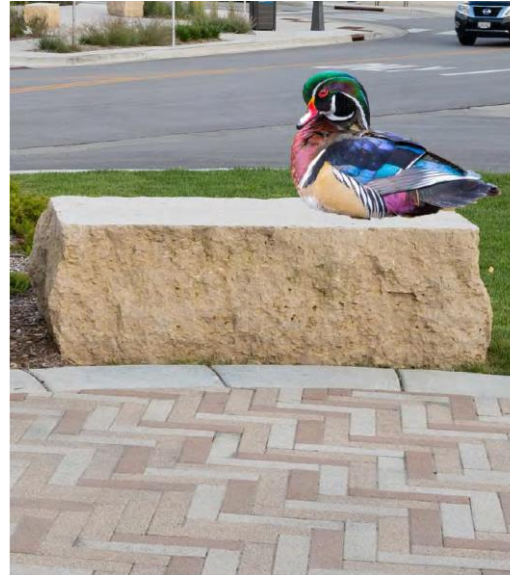




# ***TITLE TBD***

## **Gigi Miller Centennial Trail**

- Artist selected in Jan, contract coming to an upcoming agenda
- Project will include several mosaiced sculptures positioned on stone benches, trail head enhancements, and trail walkway inlays
- Will include a community participation element, timing TBD
- Installation date TBD, in conjunction with completion of the trail
- Mostly funded from Trail project, small portion from Public Art CIP, FY21 Public Art workplan (formerly 2-D Metal Cutouts)





## ***Lewis the Lizard***

**Rachel Brigman and Frank Green**  
**Fleet and Facilities Building /**  
**Valley Ridge Blvd. Bike Trail**

- Partnership project with UNT- College of Visual Art and Design
- The work will pay homage to the staff that work in the Fleet and Facilities building
- Will use recycled materials from this line of work including tool chests, tools and car light reflectors
- The pad will be sized to also accommodate a standard bench near Lewis.
- Expected installation by end of Summer 2025
- Funded in FY24 Public Art workplan, delayed one year due to professor availability







# Outdoor Projection Art Installation

## LightWare Labs

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- Temporary Installation of projection art in Old Town
- Part of the wrap-up of the Centennial Celebration- shifting from reflecting on the past to looking ahead to the future.
- Dates being considered:
  - First weekend in Nov. OR Holiday Stroll weekend 2025.
- Funded in the FY25 Public Art workplan



# ***TITLE TBD***

## **Pascale Pryor**

### **DCLID Trail**

- Artist Selected in Jan, contract coming to an upcoming agenda
  - She was a finalist for the Centennial Trail project, but the staff felt her work would be perfect for this project.
- Project two or three sculptures units at Trail Heads or other areas in this trail project.
- Artist is local to Dallas
- Installation date TBD, in conjunction with completion of the trail but need under contract now as trail design is being finalized
- Funded within Bond Package



*Examples of Pascale's past work*





*Inspiration Images*

## **Art for the Gene Carey Animal Shelter and Adoption Center Expansion**

- Artist Call now open, through May 16
- Plan to have an artist selected by late summer 2025 to allow for the selected work to be infused in final design planning phase for the building.
- Funded from the Bond Package, therefore must be integrated into the building, similar to Thrive





## Public Art

### Glory Park Parque la Gloria Phase 2

### Mitsu Overstreet

- Artist selected was also a finalist for the Centennial Trail project
- Known for his Community Engagement efforts, he will be a perfect fit for this project
- Project details to be proposed by artist in coming months. Will include mural/artistic treatment to far north retaining wall and possibly a stand-alone sculpture or shade structure
- Funded mostly by Public Art CIP, FY25 work plan, partial additional funding from Park Project CIP



*Examples of Mitsu's past work*

