



Legislation Details (With Text)

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**Title:** RESOLUTION APPROVING INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF COMMERCE CITY AND THE REGIONAL TRANSPORTATION DISTRICT (“RTD”) REGARDING ARTWORK FOR THE NORTH METRO RAIL LINE

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RESOLUTION APPROVING INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF COMMERCE CITY AND THE REGIONAL TRANSPORTATION DISTRICT (“RTD”) REGARDING ARTWORK FOR THE NORTH METRO RAIL LINE

**Summary and Background Information:**

This IGA with the RTD will provide funding to purchase and display public art at the NMRL station. The art will consist of pieces installed in the station, as well as artwork wraps placed on power control cabinets, communications, and signal houses. RTD and the City will split the cost of the public art, with RTD contributing a total of up to \$44,000, and the City contributing a total of up to \$22,000. The Cultural Council will be responsible for soliciting applications and selecting the art to be displayed, with limited input from RTD.

Public art provides numerous benefits to the community. Participating in this public art program will strengthen the community’s sense of identity and economy. Public art celebrates symbols and images that embody a community. Positive representation and shared symbolism from public art fuel a unifying sense of place, bringing the community closer together. Public art is also known to deter graffiti and reduce maintenance costs. Additionally, public art has demonstrated economic benefits. In addition to the money paid to local artists, which then remains in the local economy, public art also increases tourism. A beautiful mural or intriguing sculpture brings in people from outside the immediate area, these people in turn contribute to the local economy. The ubiquity of social media increases the reach and visibility of the art as people share it across various channels. An economic analysis published in *Forbes* estimates that a single art installation in New York City has generated over \$69 million for the local economy, far offsetting its initial cost of \$15.5 million. Public art creates benefits, both tangible and intangible for the community. The art brings the community together and increases pride through shared symbols and positive representation of the community, and can attract visitors who directly contribute to the local economy.

The cost of this public art is not significant compared to the benefits it brings. With approximately two-

thirds of the cost being borne by the RTD, Commerce City can afford to invest in public art and the community. The cost sharing arrangement is favorable to the city, and the overall price the city pays (not to exceed \$22,000) is relatively low. Given the significant benefits of public art to community identity and the local economy, the investment is worth the cost.

**Staff Responsible (Department Head):** Deputy City Manager Troy Smith

**Staff Member Presenting:** Deputy City Manager Troy Smith

**Financial Impact:** \$22,000

**Funding Source:** Grant Funded