

# MARSHALLTOWN

— I O W A —

Joel Greer, Mayor  
Joe Gaa, City Administrator  
24 North Center Street  
Marshalltown, IA 50158  
PH 641.754.5701 | FX 641.754.5717

---

**TO:** Mayor and City Council  
**FROM:** Joe Gaa, City Administrator  
**DATE:** November 8, 2023  
**RE:** Resolution to Allocate \$125,000 in ATE Revenues to ACA

---

**Strategic Plan:**

- Strategy 1: Expand and improve development in the community.
- Strategy 2: Enhance Marshalltown's public image.
- Strategy 3: Continually improve and sustain the City's infrastructure, organization, and services.
- Strategy 4: Partner with citizens, for-profit, non-profit, and others to improve quality of life.

**Recommendation:** Approve a resolution allocating \$125,000 from automated traffic enforcement (ATE) revenues to the Arts + Culture Alliance for the implementation of the Arts and Culture Master Plan.

**Budget Impact:** The funds are expected to be available in early 2024 as ATE revenues are collected.

**Description/Background:** On October 23, 2023 the City Council approved a plan for use of future ATE revenues. That plan included up to \$125,000/year for the purpose of implementing the Arts and Culture Master Plan. The Arts + Culture Alliance plans to make a proposal to the Council on November 13<sup>th</sup> for the use of those funds.

**CITY COUNCIL**

Al Hoop, Gabriel Isom, Barry Kell, Mike Ladehoff,  
Greg Nichols, Jeff Schneider, Gary Thompson

