

**RESOLUTION APPROVING THE ARTS+CULTURE ALLIANCE
AGREEMENT FOR PUBLIC SERVICES**

WHEREAS, the City Council supports creative placemaking in the City of Marshalltown;
and

WHEREAS, ARTS+CULTURE ALLIANCE (ACA) plays an important role in community
development of the City of Marshalltown; and

WHEREAS, ACA leads the development of a creative community through arts and culture;
executes the City's Arts and Culture Master Plan; represents the creative community on local, state,
and national levels; and leads creative placemaking efforts; and

WHEREAS, continued support of ACA promises to benefit the City of Marshalltown, its
businesses, and its residents through increased community pride, engagement, awareness and
authenticity in community development projects; and

WHEREAS, the City Council has designated up to \$125,000/year from the automated traffic
enforcement (ATE) cameras for the implementation of the Arts and Culture Master Plan; and

WHEREAS, the City Council has determined that ACA's activities to creative placemaking
constitutes a valued public service to the residents of Marshalltown for the reasons stated herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF
MARSHALLTOWN, IOWA:** that \$125,000 be allocated from ATE funds to the Arts + Culture
Alliance to implement the Arts and Culture Master Plan as follows.

Section 1. Partner with the City on Creative Placemaking Development as set forth in the following
documents:

- a. Marshalltown Parks and Recreation Plan
- b. Highway 14 Redevelopment Plan
- c. Iowa River's Edge Trail Master Plan
- d. Downtown Marshalltown Master Plan
- e. City's Capital Improvement Plan

Section 2. Support the City on Creative Placemaking Projects through:

- a. Design and Process Management
- b. Grant Writing
- c. Marketing and Communications (i.e., Creative Storytelling)

Passed this 13th day of November 2023, and signed this _____ day of November 2023.

CITY OF MARSHALLTOWN, IOWA

Joel Greer, Mayor

ATTEST:

Alicia Hunter, City Clerk