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MEMORANDUM

To: Salt Lake County Council
From: Midvale City Redevelopment Agency
Date: September 14, 2021
Subject: Midvale Main Street CDA Budget for Art

On August 8, 2021, the Salt Lake County Tax Increment Finance Ad Hoc Committee met to discuss possible tax increment participation for the Redevelopment Agency of Midvale City's ("Agency") Main Street Community Development Area ("CDA"). Jevon Gibb, Salt Lake County's ("County") Economic Development Director, informed the Agency that the County does not typically support public art in conjunction with redevelopment area's and pledging property tax increment revenues. The County would need to see what justification the Agency had for its line item, Public Art, before it could feel comfortable participating tax increment to support the CDA.

Public Art is an important component in the Agency's redevelopment strategy for the CDA, and thus, it is a significant line item in the CDA's budget. Public Art amounts to \$\$1,945,250 or 12% of the total budget. Expenses include the development and initial operation costs for the Art House, an incubator for local artists to display and sell art. Public Art will also fund murals, statuary, artistic signage/streetscape improvements, and art events.

The Agency received recommendations from two separate studies that it should focus on public art in its efforts to redevelop the Main Street area.

Small Area Plan

The first recommendation to invest in public art as a component of a redevelopment strategy for the Main Street Area came as part of the Midvale Main Street Small Area Plan developed by VODA Landscape + Planning, in December 2018. The plan recommends utilizing public art to improve midblock connections and provide human scale urban design details to contribute to enhanced walkability, visibility and a heightened sense of place and belonging. The Plan also recommends providing various streetscape improvements, including artistic and colorful striping.



Midvale Downtown Arts District Market Study

The second recommendation came from an Arts Demographic and Market Analysis study commissioned by Webb Design. The main objective of the study was to determine if the Main Street area could successfully develop and sustain an arts and culture district. The study found that Midvale's Main Street is currently positioned such that it has a competitive opportunity to establish an arts district which will attract new residents and businesses.

Webb Design's study also determined that:

- Midvale could achieve significant returns on only moderate investments in preparing Main Street for the arts and culture district concept,
- Midvale residence are active arts participants likely to respond positively to programs and events offered in their downtown area,
- Arts events, programs and facilities can drive infill development and redevelopment of underused parcels in an incremental fashion, with initial outdoor event programming such as artist markets and food fairs,
- Arts districts often include incubators, both for nonprofit artists sharing space on a cooperative basis, and also start up creative industry incubators for design firms, digital media creators and others,
- Main Street can and should support more arts-based events that connect to arts facilities along Main Street, starting with existing events like Cinco de Mayo and then adding programs like an arts parade and various multicultural days and special events, and
- Arts districts represent a proven model for the redevelopment of Main Street areas towards the pursuit of goals that have been established by the City of Midvale.



Case for Investment

The redevelopment of Main Street is a unique balance of building revitalization, infill development and incentivizing the right combination of small business, restaurants, and housing to create a vibrant feel. The key to success with Main Street is about placemaking. An active vibrant street will be inviting to residents, visitors, and businesses. The City envisions this area as a unique destination for local residents across the Salt Lake Valley. Public art, in every form, will be a key to making the street feel alive, safe and a memorable experience.

The Agency received sound recommendations to invest in arts from consultants based on research and analysis. Investing in arts in the Main Street CDA will greatly aid the Area's revitalization and redevelopment. The Agency, therefore, feels that the CDA's budget for public art is reasonable and necessary to achieve the project area's goals associated with effectively guiding and crafting the Main Street CDA's redevelopment.