



## Request for City Council Committee Action from the Department of Coordinator

**Date:** December 4, 2014

**To:** Councilmember John Quincy, Chair, Ways & Means Committee

**Subject:** Donated interior bus card space from Metro Transit

**Recommendation:** Accept donated space from Metro Transit for a public service announcement about the Creative City Road Map process.

### Department Information

Prepared by: Gülgün Kayim, Director, Arts, Culture and Creative Economy Approved by: Spencer Cronk, City Coordinator Presenters in Committee: Gülgün Kayim, Director, Arts, Culture and Creative Economy
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### Financial Impact

- Action is within the Business Plan
- Other financial impact: Printing of the interior cards

### Supporting Information

Creative City Road Map is the City of Minneapolis' planning process to think more strategically about how its arts and creative assets can best contribute to the local and regional economy and improve Minneapolis' quality of life. The community has been invited to engage in this process through ongoing artist-led engagements throughout the city, a survey, and at open houses.

To reach additional people about Creative City Road Map a public service announcement will be designed specifically for Metro Transit interior card space. The City will be responsible for printing the interior cards. If acceptance of the donated space is approved, the printing would be paid for from the Creative City Road Map budget.

Metro Transit has agreed to fit in about 200 interior cards for the month of January, which would be a \$6,400 space value. In addition, they may also be able to run the cards through February. This will allow even more time for potential participants to engage with the Creative City Road Map process.