

Biome

Madison Arts Council



Upper Minnesota Valley
**REGIONAL
DEVELOPMENT
COMMISSION**

Helping Communities Prosper



Madison, MN

Project Completed: July 2020

Biome depicts the native prairie plants that would've been in the region when settlers first came through the area.

The Madison Arts Council (MAC) is a group of local citizens, elected officials, chamber representatives, school employees, local artists, and has been open to the anyone who would like to attend the meetings. The group started after a community-wide meeting was held that asked “what do we want Madison to look like in the future”. Public art was identified in that meeting as being an important project to pursue. The first meetings were held in January of 2016 and they have talked about a variety of projects they would like to see in Madison. In the summer of 2018, they contracted Kristi Fernholz of the UMRDC to act as the group facilitator for this project.

Organization

MAC started meeting and grant writing in 2016. They hired the UMRDC in 2018 because of the experience they had in grant writing and working on public art projects.

Planning

MAC started planning by doing an inventory of potential locations and discussing goals. The group already knew they wanted a light-based public art project using light in honor of the town’s electric company. The company has made important contributions to Madison through the years – both through designing electrical systems and by donating generous gifts towards City projects. They also had an idea of an art piece that was 3-dimensional and visible both day and night.

Once the group decided on a city-owned location and project goals, the next step was to find an artist to create the artwork. The project was described in a Request for Qualifications and distributed to artists who were asked to provide their work style and resume. The group chose three artists and paid them to create a design specifically for the location, the budget, and other details for completing the project. A scoring process was used to choose the final artwork.

The group found three artists who created artwork. Of the three proposed projects (of which they wanted to complete all three) they chose Biome for the proposed location.

Implementation

A grant was written to the Southwest Minnesota Arts Council (SMAC) for 80% of the cost of this project. The remaining 20% continues to be raised through community donations. The City provided in-kind services to prepare the site and provided assistance to the artist while working.

The artist owns copyright and intellectual rights of the mural. The City can freely use the image for promotional and printed use. There is no maintenance agreement. The sculpture is expected to last a very long time. The metal is timeless. The connections and wiring should last for at least 40 years. The LED lights should last for 20 years.



Expenses & Funding

Expenses	Amount
UMVRDC grant writing	\$5,000
UMVRDC technical assistance for coordination	\$6,346
Artist Selection Process	\$1,900
Sculpture including artist, materials and all expenses	\$28,850
Total	\$42,096
Funding Sources	Amount
City of Madison	\$5,446
UMVRDC Hedgehog grant for grant writing	\$2,000
SMAC Planning Grant	\$2,500
SMAC Grant (used for implementation of mural)	\$25,000
Fundraising for sculpture	\$7,150
Total	\$42,096

Results

Although the sculpture has just recently been installed, the community feedback has been very positive. The sculpture is a site to see during the day and even more fascinating lit up at night. This project has blazed the path for more public art projects to come in the future in Madison and has been a great showcase to the community of what public art can do to liven up a space.

