



TO: T.C. Broadnax, City Manager
FROM: Kim Bedier, Director, Public Assembly Facilities
COPY: City Council and City Clerk
SUBJECT: Warhol Flower Art Installation on Tacoma Dome – February 10, 2015
DATE: January 27, 2015

SUMMARY:

A resolution expressing the City Council’s support for the concept of an art installation and ongoing maintenance of the Warhol flower on the Tacoma Dome roof and for related fundraising efforts for a 100% privately funded project.

COUNCIL SPONSORS:

Mayor Strickland and Council Members: Marty Campbell and Lauren Walker

STRATEGIC POLICY PRIORITY:

Expressing Council support for the art installation and private fundraising efforts best aligns with the following Council strategic priority:

- Foster neighborhood, community, and economic development vitality and sustainability.

BACKGROUND:

During the original construction of the Tacoma Dome in 1982, a competition was held to receive proposals for a public art installation. Although his work was not selected, pop artist Andy Warhol’s submission envisioned a brightly colored flower adorning the roof of the Dome. In celebration of the 30th anniversary of Warhol’s proposal in 2012, the Tacoma Art Museum hosted an exhibition of the artist’s flowers. This brought awareness to the advocacy of the group known as Citizens to Install Andy Warhol’s Flower on the Tacoma Dome. At the July 12, 2012 meeting of the Economic Development Committee, staff was directed to conduct research on the possibility of installing the flower art on the Dome. Staff initially communicated with the Warhol Foundation to gauge support. The Foundation expressed interest at that time, provided formal support for the project would be forthcoming from the City of Tacoma. The Tacoma Arts Commission has requested formal support from City Council in order to initiate further discussion with the Warhol Foundation and proceed with fundraising activities.

Research was conducted on the type of material that could be used to install the art. In June of 2014, Public Assembly Facilities Operations staff was directed to install a test sample of a vinyl decal. After six months, the decal experienced fading and was noticeably dirty. The material ripped significantly during attempted removal. Findings were presented to the EDC at the December 9, 2014 meeting, with the staff recommendation that the costs of ongoing maintenance, cleaning and removal be included in fundraising efforts. Estimated cost of the project for a three-year installation (including material, labor, maintenance, biannual cleaning, removal, fundraising consultant, marketing and related expenses, and project management) is \$5.1 million.

At the Economic Development Committee meeting held December 9, 2014, Council Member Campbell asked for City Council’s commitment of support for the installation of the Warhol flower art on the roof of the Tacoma Dome. The art project, including installation and ongoing maintenance, would be 100% privately funded.



ISSUE:

While the City of Tacoma owns the two Warhol “Flower Artworks” that were submitted as part of his original proposal, the City does not own the rights to reproduce the flower without permission from the Warhol Foundation. Preliminary discussions with the Warhol Foundation have indicated support for the concept, with next steps requiring a proposal that includes formal support from City Council authorizing the use of the Tacoma Dome for the art installation.

ALTERNATIVES:

City Council could choose to not support the concept of installing the Warhol flower art on the Tacoma Dome. The project would not proceed, as the Warhol Foundation requires City support to move forward.

RECOMMENDATION:

It is recommended that Council resolve to express its support for the installation of the Warhol flower art on the roof of the Tacoma Dome, provided no public funds are used toward the project, and subject to a successful fund raising campaign that includes the cost of installation, maintenance, cleaning and eventual removal of the artwork.

FISCAL IMPACT:

This resolution expresses support for fundraising efforts for a 100% private funded project so there is not fiscal impact to the City.

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
TOTAL			

* General Fund: Include Department

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
TOTAL			

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: N/A

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? N/A

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED. N/A