

Media Advisory

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For More Information:

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WHAT: Art Alley – Progress Update

WHO: Rapid City Arts Council | Art Alley Artists Guild | Destination Rapid City

WHY: We believe that we can use Art Alley as a creative tool to bring art and people together to transform and strengthen the community.

RCAC, Guild 2.0 and DRC Focused on Art Alley Improvements

The Rapid City Arts Council (RCAC) and Art Alley Artist Guild (Guild 2.0) believe that by working together we can transform our community and help it evolve into one of the most progressive, vital and sustainable communities in the nation, and that we can leverage the Street Art Scene in Art Alley to that end. We believe that street art is an important communication tool of the people and an emerging art form of our youth. We believe that working together we can use Art Alley as a creative tool for positive community growth.

Recently Art Alley came under scrutiny, and concerned members of our community appealed to the City Council for help and to voice their concerns. Working together, Destination Rapid City (DRC) and RCAC responded to these concerns. At the March 4th City Council meeting the Council voted to continue making any decision for 30 days to allow the people of Rapid City to come together and work toward solutions.

Much progress has been made since that time. Initially, a very productive meeting of all interested parties was held at the Dahl Art Center on March 6, 2013. Attendance was strong, helpful dialogue took place, and many good ideas were presented. This was followed by a meeting with building and business owners on March 12. Again, positive dialogue occurred that helped us move forward toward solutions.

Guild 2.0 was formed and is now in its beginning stages. As a result of several hours of respectful discussion, the Guild 2.0 Manifesto of Purpose, Mission

Statement and Core Values were created. All Alley artists become a part of Guild 2.0 by virtue of painting in the Alley, and are expected to abide by the code of conduct addressed in the Manifesto. Members of the community are stepping up and offering assistance and expertise, such as Sean Kittrell who holds a Master's Degree in Art History and Education and has experience working on similar projects.

Issues identified by building/business owners, artists and the community include safety, sanitation, content, public intoxication and other misconduct such as vandalism. Although such offenses are not necessarily associated with the art in the Alley, they are nonetheless of concern to all parties.

On March 13, Black Hills Power workers replaced burned out bulbs in all existing fixtures, creating an immediate impact and illuminating dark recesses. The DRC Clean Team will provide daily and weekly cleanups in the Alley, as well as thorough cleanings twice annually. Alderman Chad Lewis spoke with RCPD Chief Allender who shared that approximately 90% of the calls to Art Alley are initiated by officers policing the Alley and that foot patrols and police presence will continue in Art Alley and the downtown area.

Art Alley artists are invited to attend a meeting on Wednesday, March 27 at 5:30pm in the Bruce H. Lien Cultural Café (Kansas City entrance) at the Dahl Arts Center. Topics of discussion will include Open Source Governance and the responsibilities and privileges that come with being stewards of Art Alley. The meeting's focus will be re-establishing a positive culture of respect in the Alley.

Much progress has been made, and more should be expected in the coming weeks and months.