

ART + PLACEMAKING STRATEGY 2026

Third Place Strategy

2026 Projects/Ideas

WSP Night Market :

- **Overview:** Biweekly or monthly evening farmers market-like event, common in many parts of the world, to feature music, food, small business/vendors, and time with community.
- **Location:** Sports Complex
- **Timeline:** July-September
- **Goals:**
 - Utilize newly refurbished Sports Complex pavilion
 - Highlight existing small businesses, opportunity to showcase WSP to potential new businesses
 - Showcase local artists and musicians
 - Test/pilot potential pavilion plaza enhancements
- **Budget:** Uncertain, at least \$3,000-5,000
 - Variables: number of dates, scope, sponsorships, offerings
- **Inspiration:**



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3rd Place Interiors Grant

- **Overview:** Program to create more welcoming, interesting, and cozier interior ‘third spaces’ throughout WSP.
 - Third spaces are places where people regularly gather, connect, and build community and are essential for social wellbeing, relaxation, and fostering relationships.
 - Examples include coffee shops, bars, cafes, restaurants, food halls, beer gardens, gyms, hair salons/barbershops, bookstores, makerspaces, theatres, recreation and hobby spaces, art galleries or studios with public programming, and community-focused retail (e.g. garden centers that host classes, record stores that host listening events, craft stores with workshops)
- **Location:** Citywide
- **Timeline:** Through 2026
- **Goals:**
 - Creates or enhances indoor spaces for people to connect
 - Encourages socialization and builds community
 - Supports existing businesses, improves interest (“Instagrammable” spaces), and attracts new customers
 - Build the arts and sense of place in West St. Paul
- **Budget:** Up to \$20,000 total
 - Mini-grant Details
 - Up to \$4,000 per business
 - Minimum 25% match required
 - Eligible expenses
 - interesting, welcoming, or interactive art, spaces, or other improvements like murals that encourage interaction and

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participant photography, an inspirational quote neon sign, or a ceiling enhancement that brings new color to a space (or hides boring/ugly spaces)

- enhancements that encourage lingering, well-being, or relaxation such as warm lighting, comfortable furniture, or improved ambiance
- enhancements that encourage socializing, togetherness, community, or a sense of 'home away from home' such as a performance space, play space for kids, or communal 'beer hall' type tables
- improvements that are likely to bring joy, laughter, or a sense of whimsy like silly creature paintings or bold pops of color
- a new space or enhancement that showcases local artists, West St. Paul history, or highlights culture/ethnic heritage
- Ineligible expenses:
 - Exterior improvements, land acquisition, financing fees, sidewalks, refinancing of existing debt, personal property, working capital, machinery, roof repair, electrical and plumbing upgrades, energy upgrades, HVAC systems, previously completed projects, and projects started prior to PRAC approval.

- **Inspiration:**



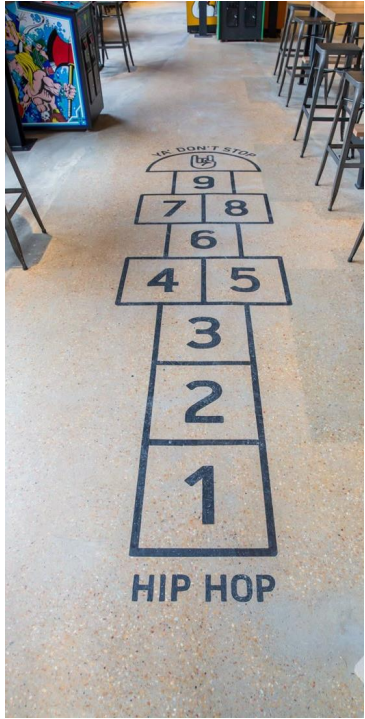
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Uniquely WSP Exteriors Grant

- **Overview:** Arts and placemaking mini-grant to support the creative improvement or enhancement of exterior spaces visible and/or accessible to the public
- **Location:** Citywide
- **Timeline:** Through 2026
- **Goals:**
 - Improve the public realm and community aesthetics
 - Implement the goals and strategies outlined in the Branding+Placemaking Roadmap
 - Encourages socialization and builds community
 - Supports existing businesses, improves interest (Instagrammable spaces), and attracts new customers
 - Build the arts and sense of place in West St. Paul
- **Budget:** Up to \$25,000
 - Mini-grant Details
 - Up to \$7,500 per business
 - Minimum 25% match required
 - Eligible expenses
 - Front **façade** or public patio landscaping (no more than 50% of grant expenses)
 - Art, murals, or other colorful enhancements
 - Ineligible expenses: Expenses eligible under the city's exterior **façade improvement program, land acquisition, financing fees, sidewalks, refinancing of existing debt, personal property, working capital, machinery, interior remodeling, roof repair, electrical and plumbing upgrades, energy upgrades, HVAC systems, furniture and fixtures, previously completed projects, and projects started prior to PRAC approval.**
- **Inspiration:**

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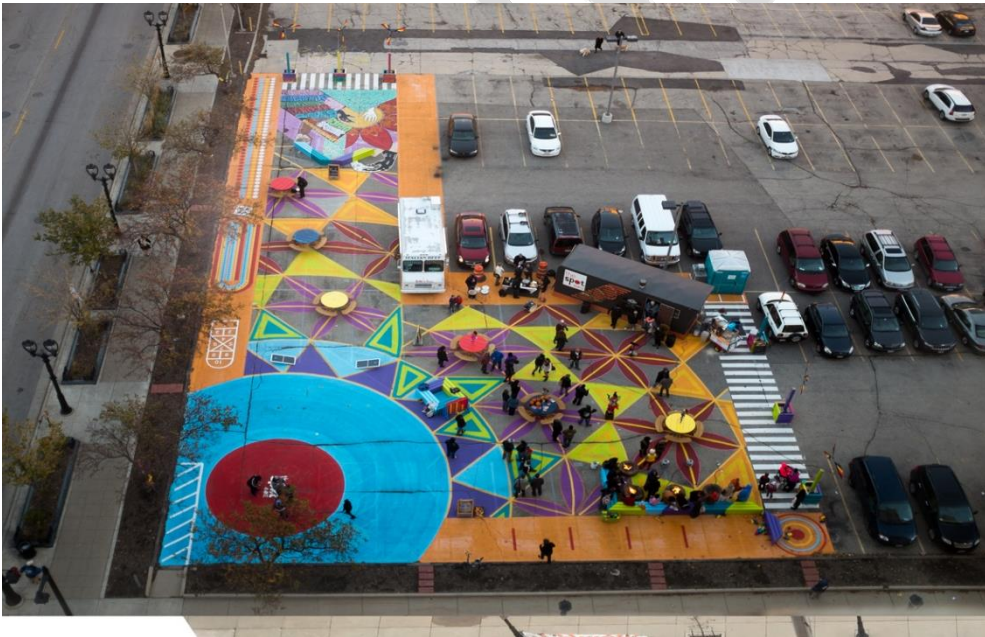
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We Are WSP Event Strategy

2026 Projects/Ideas

- **WiSP Rollout and Swag** : West St. Paul is creating its very own mascot/cryptids - the “WiSPs.” To build excitement, we want to organize a funny and engaging campaign.
 - **Rollout:** Videos, social media, website, use of the city-owned billboard along Hwy 52, ‘weird happenings’ in partnership with departments, businesses, and neighbors
 - **Swag:** Temporary tattoos, stickers, color pages, hats, t-shirts, bouncy ball, etc.
- **Explore WSP Days**
 - **Jedediah Tingle Games** : Continuation of silly competitive games premiered at Harmon Park’s 100 Year birthday party (who can scream, “I love WSP” the loudest, who can build the largest tower on their partners forehead, silly catwalk, etc). Could be a fun activity to do during the Friday and Saturday band’s intermission.
 - **“West St. Paul ” singalong:** Begin the tradition of an annual singalong of Carolyn Swiszczy’s famous song, with some fun interaction - <https://www.youtube.com/watch?v=Vadn5miBBfo>
 - **Art24:** A head-to-head, bracket style live painting tournament, where artists are given 60 minutes to paint their interpretation of a theme. Each round is determined by popular vote, with the eventual winner receiving a grand prize and a prominent display in City Hall for the following year. All other paintings will be sold through an online auction.
 - **Inspiration:** <https://discoverwauwatosa.com/art-64/>
- **Pool Parties:** The city’s pool not only turns 70 years old this year, but it also will be undergoing a major renovation. We want to celebrate both achievements. Both events would be in partnership with St. Paul Parks Conservancy.
 - **Golden Gal Birthday Party** : Celebrate by jazzing up the pool like the “Golden Girl’s” lanai. Picture it: Miami in the 1980s.
 - **Poolside Movie Night** : Unfortunately, because we don’t have functioning lights in the pool (yet), we can have a floating movie night, but we’ll host a movie night at Poolside Park to celebrate that we WILL have functioning pool lights in the future!
- **City Hall Diorama Contest and Open House:** This is a 3-for-1 event

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- **Open House:** The city used to hold an open house in the fall but stopped a few years ago. The police department would like to host an event again.
- **Diorama Contest:** To fire up the community's creative side, we'll host a diorama contest and display at city hall. Each year, the community will be challenged to create a 3D shoebox-sized scene depicting a pre-chosen theme. Dioramas will be displayed and judged during the open house.
- **City Hall Diorama:** The Brutalist architecture of our city hall is rather shoebox-like, so we'll turn the City Hall lobby into one large diorama display. Very meta!
 - **Inspiration:**



Future Projects/Ideas

- Winter Placemaking
- WSP Weird Cinema Night (Fall/Winter)

WSP Parks Rising Strategy

2026 Projects/Ideas

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- **Art Park repair** : The existing art piece is in need of some maintenance. The artist is scheduled to make repairs this spring.
- Southview Engagement (Park Improvement Funds, grant)
 - Pilot Ninja Course: The Police and Parks departments co-host the popular Wednesday Activities at Southview. Police secured a small grant to create a temporary 'ninja course' at Southview, which we'll pilot as we conduct visioning for the future design of Southview. Southview is scheduled for renovation in 2029.
- Albert Park & Plaza / Officer Scott Memorial (Federal Grant/Street Improvement Funds)
- Sports Complex Pavilion renovation (Park Improvement Funds)
- Park Signs (Park Improvement Funds)
- Pool Renovation (Park Improvement Funds)

Future Projects/Ideas

- **Harmon Park shade project** : Creative shade project between baseball fields to offer spectators more shade
- **Mural at Pool**: West wall to prevent graffiti

Robert Street Strategy

2026 Projects/Ideas

- **Robert-Thompson Bus Shelter Art** : Metro Transit has offered to pay for the art installation if the city secures the artwork. Notably, this is a lower-hanging fruit, but a lower priority project.
 - **Inspiration:**

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- **Robert-Emerson Mural**
- Robert Street Banners: Installation of new street banners

Smith-Dodd Strategy

2026 Projects/Ideas

- **Utility box wrap**
 - Inspiration:



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- Albert Park & Plaza, Scott Memorial
- **Smith-Dodd Grand Re-Opening Event**

Planning

2026 Projects/Ideas

- Art + Placemaking Engagement

Future:

- Art + Placemaking Plan
- Art Commission Recruitment, Bylaws
- Small Business Recruitment Strategy

Draft Budget

		Target	Target	
ARTS&PLACEMAKING	CITY	Sponsor	Match	TOTAL
	\$		\$	
Robert-Thompson Bus Shelter	500		800	\$ 1,300
	\$	\$		
City Hall Diorama Décor	2,500	500		\$ 3,000
	\$			
Repair Art Park	1,000			\$ 1,000
	\$			
WiSP Swag/Roll-Out	5,000			\$ 5,000
	\$			
Smith-Dodd Utility Wrap	7,500			\$ 7,500
	\$		\$	
3rd Place Grant: Interiors (5)	20,000		5,000	\$ 25,000
	\$		\$	
Uniquely WSP Exteriors Grant	30,000		7,500	\$ 37,500
	\$			
Smith-Dodd Event	2,500			\$ 2,500
	\$			
Night Market	5,000			
	\$			
ARTS&PLACE TOTAL	\$ 74,000			
	\$			
A&P BUDGET ALLOCATION	75,000			

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REMAINING	\$ 1,000
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		Target	Target	
PARKS&REC EVENTS	CITY	Sponsor	Match	TOTAL
	\$			
Existing P&R Programs	7,500			\$ 7,500
	\$			
City Hall Open House/Diorama	1,000			\$ 1,000
	\$	\$		
Night Market	5,000	2,500		\$ 7,500
	\$			
Southview Engagement	500			\$ 500
	\$	\$		
Smith-Dodd Opening	2,500	500		\$ 3,000
	\$	\$		
Pool Party	500	500		\$ 1,000
	\$			
Winter Event	1,000			\$ 1,000
	\$			
PARKS&REC EVENT TOTAL	\$ 18,000			
P&R EVENT BUDGET ALLOCATION	\$ 20,000			
	\$			
REMAINING	2,000			

		Target	Target	
EXPLORE WSP DAYS	CITY	Sponsor	Match	TOTAL
	\$			
WestFest	1,000			\$ 1,000
	\$			
Jedediah Tingle Games	1,000			\$ 1,000
	\$	\$		
Art32	10,000	500		\$ 10,500
	\$			
Emcee	1,000			\$ 1,000

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EWSPD TOTAL	\$ 13,000
EWSPD BUDGET ALLOCATION	\$ 20,000
REMAINING	\$ 7,000

DRAFT

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