



SMALL TOWN, BIG BEACH™

## CITY COUNCIL AGENDA ITEM

**SUBJECT:** Gulf Coast Arts Alliance Request for Funding

**STAFF CONTACT:** Grant Brown – Recreation & Cultural Affairs

**COUNCIL MEETING CYCLE:** March 16 – March 23, 2026

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### **RECOMMENDED COUNCIL ACTION:**

Approve agreement between the City and the Gulf Coast Arts Alliance (GCAA) and agree to fund the GCAA \$12,000 in exchange for service to the community.

### **BACKGROUND/SUMMARY:**

The Gulf Coast Arts Alliance (GCAA) and their working gallery, found within the Waterway Village, have provided local artists with a place to work, display and sell their art for more than 12 years. They have been amazing partners of the city, helping advance visual and performing art through events, programs and their partnership. Events such as *Art into Words*, Art Markets, and most notably the Ballyhoo Festival, along with art classes for residents and visitors have become signature cultural offerings. Their Gallery has been a cornerstone within the Waterway Village, adding to the lure of people strolling the village and staying connected with true local artists.

Unfortunately, the GCAA has landed on challenging times and needs financial support to keep their gallery open. We feel that City support of local artists is proper and vital to maintain the core values we as a community have.

In addition to their long-standing partnership, supporting the GCAA provides the city with several clear public benefits. The gallery serves as a cultural anchor in Waterway Village, driving pedestrian activity and supporting nearby businesses. Their programs and events generate economic activity, enhance the City's cultural identity, and provide accessible arts education for residents and visitors of all ages. GCAA also mobilizes volunteers and local artists in ways that significantly multiply the value of every public dollar invested.



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Providing temporary support helps preserve programs the City would otherwise need to replace or expand upon internally, including art classes, rotating exhibits, and cultural events that align with the City's Vision for public art and placemaking. This modest investment prevents higher long-term costs, supports momentum in public art initiatives, and ensures continuity of services that directly benefit the community.

**RELATED ISSUES:**

The proposed exchange for services agreement for \$12,000 will help keep the GCAA and their gallery intact and provide the city:

1. Technical support to the city
2. Provide and supervise revolving visual and performing art exhibits.
3. Organize and produce Art Markets.

**PREVIOUS COUNCIL ACTIONS:**

The GCAA applied for and received a non-profit grant from the city in 2025 for \$2,000.

**FINANCIAL IMPACT:**

\$12,000 to be paid out of the Recreation & Cultural Affairs, Public Relations/Advertising line, 01-550-65460.

**ATTACHMENTS:**

Agreement between the City of Gulf Shores and the Gulf Coast Arts Alliance