



City Council Memorandum

City of Arts & Innovation

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TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JANUARY 23, 2018

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARDS: ALL
DEPARTMENT

SUBJECT: UPDATE OF ARTS AND CULTURE GRANTS PROGRAM AND
ADMINISTRATION

ISSUE:

Review and approve of policy recommendations from the Ad Hoc Arts Grant Committee for the City's Arts and Culture Grant Program and its administration.

RECOMMENDATIONS:

That the City Council:

1. Approve of retaining the existing eligibility, funding categories, and criteria for the grant fund of \$280,000 for arts and cultural organizations;
2. Approve of changing the application process for the grant fund of \$280,000 to a two-year cycle, where recipients will apply the first year, submit mid-cycle data reports, and be granted the same amount in the second year unless drastic changes occur;
3. Adopt a 1% annual adjustment to the program;
4. Approve the creation of an annual, two-year-pilot fund of \$10,000, from the existing money, for micro-grants to individual, emerging artists;
5. Authorize staff to issue a Request for Proposal (RFP) for grant administration of both the organization grant and individual artist grant, in the amount of up to \$15,000 annually, for 2 years with one option for renewal;
6. Request the committee to continue to meet and return in 180 days with further developed recommendations for advocacy, fund development, marketing, and education; and
7. Authorize the City Manager, or his designee, to execute any necessary financial or legal documents with the approved organizations, including making minor, non-substantive changes necessary in order to implement the Program.

BACKGROUND:

On April 4, 2017, the City Council approved the Finance Committee recommendations, allowing

staff to administer the Fiscal Year 2017-2018 Arts and Culture Grant program; grant recipients and dollar amounts from Fiscal Year 2016-2017 were duplicated for Fiscal Year 2017-2018 for the total amount of \$280,000. This resulted in a one-time savings of \$98,194 which was previously paid to the Riverside Arts Council for its services. The City Council also approved the formation of an Ad Hoc committee to update the Arts and Culture Grant Program and return to the City Council with recommendations.

The Ad Hoc committee was formed to update the administration of the Arts and Culture Grant program and the related advocacy, fund development, marketing, education, and administrative services. The Ad Hoc committee was tasked with using the City’s General Plan 2025 Arts and Culture Element and the current Arts and Culture Grant guidelines to formulate recommendations to update the City’s Arts and Culture Grant Program.

Since its formation, the Ad Hoc committee met four times to discuss, evaluate, and redefine the Arts and Culture Grant Program. The committee also held two community meetings on September 14th and 19th, garnering input from 24 participants on a vision for arts and culture in our community, the needs and wants of the arts and culture community, and the purpose of and eligibility for organizational and artist support.

The members of the committee:

Scott Bauer, Chair	Riverside Community College
Gayne Anacker	California Baptist University
Todd Wingate	Riverside Art Museum
Cosme Cordova	Division 9 Gallery
Collette Lee	Riverside Arts Academy
Sheila Bergman	UCR Arts
May Davis	Asian Pacific Lunar Festival
Terrill Thomas	La Sierra University
Becky Whatley	Riverside County Philharmonic
Cynthia Shipley	Alvord Unified School District
Annemarie Guzy	Riverside Unified School District

DISCUSSION:

The key questions addressed by the Ad Hoc Committee:

1. What is the purpose of the program for the next 10 years?

The purpose of the Arts and Culture Grant Program has been outlined in the previous reports. Upon reviewing the guidelines, the Committee recommends allowing the program to be more fluid in the coming years in order to be able to react to the needs of the community by making adjustments. Currently, our services do not reach an entire market—individual artists. The purpose of the program moving forward now includes assisting individual, emerging artists. Small grants help artists fund their projects and display them throughout the City in places like coffee shops, galleries, and museums and at events like the Arts Walk. Their work contributes to the collective creative aesthetic of our community.

2. Who and what should be eligible?

The eligibility for the Arts and Culture Grant Program has been outlined in previous reports

as well. The Committee recommends the eligibility remain as is—applicants for the organization grants must be non-profit arts organizations located in Riverside, holding 501(c)(3) certification for three or more years.

The eligibility for the proposed individual artists’ grant fund is outlined below, in the section titled, “Grant-making to Individual and/or Emerging artists.”

3. Update the scope of the following services:

- a. Advocacy
- b. Fund development
- c. Marketing
- d. Education
- e. Administration

The Ad Hoc committee looked at cities like Los Angeles, San Diego, and Long Beach which have successful marketing, integration, and programming for their arts communities. These entities are prime examples of having well-developed arts and culture programs. The Ad Hoc committee would like more time to develop a plan to revamp arts and culture in the City through a comprehensive strategy for advocacy, fund development, marketing, and education.

In order to resume the grant process, the Committee and staff recommends contracting the task of administering the grants for up to \$15,000 a year, while a plan for the remaining aspects of the program is created.

At its first meeting, the Ad Hoc committee identified several key areas of improvement in the Arts and Culture Grant Program, including:

- 1. Lack of cohesiveness among art organizations
- 2. Inadequate marketing
- 3. Insufficient resources, monies, and support for artists, organizations, and programs

The discussions that followed targeted these three areas, and the outcomes of the discussions are reflected in the recommendations of the Ad Hoc committee and staff.

		Previous (2016-17)	Proposed (2018-19)	Difference
1.	Professional Consultant Services Agreement	\$98,194	Up to \$15,000	\$83,194
2.	Arts & Culture Organization Grant Funding	\$280,000	\$280,000	0
3.	Arts & Culture Individual Artist Grant Funding	0	\$10,000	-\$10,000
4.	Grant Recipient Involvement Reception	0	<\$2,000	-\$2,000
5.	Organizational Support for Marketing, Advocacy, Education, Etc.	(Previously a part of the Professional Consultant Services Agreement)	Up to \$71,194	Up to -\$71,194
	Total Amount	\$378,194	\$378,194	0

Currently, the existing grant program has two major components:

1. Grant-making of the \$280,000 to arts and cultural organizations for operational costs:

Criteria:

The Ad Hoc Committee proposes that the existing eligibility, funding categories, and criteria for this fund remain as is. These grants are used solely for arts organizations' operational expenses, which has helped sustain many of the City's arts and cultural organizations. However, this restriction does not allow funding for projects. Therefore, there exists a need for long-term increases in funding to extend support beyond operational to programs and projects. The Committee recommends the implementation of a biennial 2% adjustment as a preliminary step in the process of ensuring greater funds for the City's arts and culture organizations.

Application:

To make the granting process more efficient since the majority of the recipients do not change and request the same amounts annually, the Committee proposes implementing a two-year application cycle. A two-year application cycle means organizations would only have to apply once to receive the same grant amount in two consecutive years, and must submit a mid-cycle data report summarizing the activities for the completed fiscal year. These year-end reports would become part of the review process for any subsequent grant application.

2. Assist the arts and cultural community to develop in the areas of:

- a. Advocacy
- b. Fund development
- c. Marketing
- d. Education
- e. Administration

In previous years the Riverside Arts Council, in addition to administering the Arts and Culture Grant, was also contracted to provide the related advocacy, fund development, marketing, education, and administrative services to the community. At this time, the Committee recommends separating the task of grant administration from the other services by issuing a Request for Proposal to identify a consultant to manage grant administration only, in the amount not to exceed \$15,000 annually. These funds will be taken from the amount of \$98,194 previously administered to Riverside Arts Council for the Professional Consultant Services Agreement.

Further discussion needs to take place within the Ad Hoc committee to determine the best plans for marketing, education, advocacy, and fund development before a recommendation can be made to the City Council. There has been a lack of connectedness and awareness between artists, organizations, institutions, and the public. More discussion needs to take place within the Ad Hoc committee to determine the best structure for how the program can best serve our artists and arts and culture organizations as well as our community through better a marketing and advocacy plan.

Upon reviewing the program, the Arts and Culture Element of the General Plan, and the ways in which the arts and culture community is lacking, the Ad Hoc committee recognized the need for a

third component to the program:

3. Grant-making to Individual and/or Emerging artists:

In order to foster a population of artists that have the ability to integrate with the local economy and contribute to the community, an investment in these individuals is integral. Project-based micro-grants of \$500-\$1,000 will help individual and/or emerging artists accomplish projects in Riverside that are accessible to the public. It will provide assistance to artists who lack the resources to become professionally successful. Therefore, the Ad Hoc committee recommends creating a grant fund in the amount of \$10,000 per year, with an initial two-year pilot period. These funds will be taken from the amount of \$98,194 previously administered to Riverside Arts Council for the Professional Consultant Services Agreement.

Eligibility and Criteria:

- a. Applicants must be 18 years or older;
- b. Applicants must demonstrate the ability to complete the project described;
- c. A single-page application/proposal is required;
- d. A single-page, post-project report is required;
- e. The project must entail a public component within the City;
- f. The application/distribution process will follow a quarterly schedule;
- g. Applicants may only receive one grant per year; and
- h. Recipients must attend an annual reception.

4. Involvement

To encourage the City's artists and organizations to better integrate, the Committee recommends holding an annual reception for the grant recipients. This will allow them to network, exchange ideas, and become more familiar with the diverse, ever-growing arts and culture community. Spending on the reception will be up to \$2,000, only if necessary. These funds will be taken from the amount of \$98,194 previously administered to Riverside Arts Council for the Professional Consultant Services Agreement.

In addition, the Ad Hoc committee will continue to discuss establishing educational tools such as workshops and training sessions for artists and arts administrators. This educational aspect will serve many purposes ranging from equipping visual artists with business knowledge to assisting arts and culture organizations with marketing strategies.

Staff concurs with all the Ad Hoc Committee's recommendations.

FISCAL IMPACT:

The \$280,000 for Arts and Culture Grants are available in Art Organization Special Support account number 2815100-450032 pending budget approval of the Fiscal Year 2018-2019 and 2019-2020 budgets. The fiscal impact of the actions to create a grant fund for individual artists, put on an annual reception, and grant administration is \$42,000. The funds for these costs are available in the Riverside Arts Council account number 2815100-450128.

Prepared by: Rafael Guzman, Community and Economic Development Director
Certified as to
availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer
Approved by: Alexander T. Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachment: Presentation