



City of Arts & Innovation

Community Services and Youth Committee Memorandum

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TO: COMMUNITY SERVICES AND YOUTH COMMITTEE MEMBERS **DATE:** FEBRUARY 12, 2020

FROM: CITY MANAGER'S OFFICE **WARD:** 1

SUBJECT: UPDATE FROM THE RIVERSIDE ARTS MUSEUM ON THE CHEECH MARIN CENTER FOR CHICANO ART, CULTURE AND INDUSTRY

ISSUE:

Receive an update from the Riverside Arts Museum on the Cheech Marin Center for Chicano Art, Culture and Industry.

RECOMMENDATIONS:

That the Community Services and Youth Committee receive an update from the Riverside Arts Museum on the Cheech Marin Center for Chicano Art, Culture and Industry.

DISCUSSION:

With a planned opening in Fall 2021, The Cheech Marin Center for Chicano Art, Culture, and Industry of the Riverside Art Museum (The Cheech), will explore Chicano culture from the barrio to the bay, cholos to Cesar Chavez, and pre-Columbian to modern murals. As Cheech says, it will be the “center of Chicano art, not for only paintings, but sculpture, photography, and video arts.” The Cheech will be located in the building currently occupied by the Main Library, once the New Main Library’s construction has been completed. The Cheech is an ideal adaptive reuse of this 61,420-square-foot mid-century building with the transformation from library to art center preserving many of its historic aspects.

On May 16, 2017, the City Council approved a memorandum of understanding between the Riverside Art Museum (RAM), Cheech Marin and the City, to begin work and fundraising towards the renovation costs to transform the Main Library into The Cheech. Since then, nearly \$14.5 million has been fundraised for the renovation project. City and RAM staff are currently negotiating a management agreement in order to successfully launch The Cheech.

Drew Oberjuerge, Executive Director of the Riverside Arts Museum, will provide an update on The Cheech and outline critical next steps to realize a successful opening.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Moises Lopez, Deputy City Manager

Certified as to

availability of Funds: Edward Enriquez, Chief Financial Officer/City Treasurer

Approved by: Rafael Guzman, Assistant City Manager

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