



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 1, 2016

FROM: RIVERSIDE METROPOLITAN MUSEUM WARDS: ALL

SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT FOR ADVOCACY, FUND DEVELOPMENT, MARKETING, EDUCATION AND ADMINISTRATIVE SERVICES IN THE AMOUNT OF \$98,194 AND DISBURSEMENT OF \$280,000 FOR THE ARTS AND CULTURE GRANTS WITH THE RIVERSIDE ARTS COUNCIL FOR ARTS-RELATED PROGRAMS AND PROJECTS THROUGH JUNE 30, 2017, TOTAL AMOUNT NOT TO EXCEED OF \$378,194

ISSUE:

Approval of the Professional Consultant Service Agreement with the Riverside Arts Council for advocacy, fund development, marketing, education and administrative services in the amount of \$98,194 (4% reduction from fiscal year 2015/16) and disbursement of \$280,000 for the Arts and Culture Grants for arts-related programs and projects, through June 30, 2017, total amount not to exceed of \$378,194.

RECOMMENDATIONS:

That the City Council:

1. Approve the Professional Consultant Services Agreement with the Riverside Arts Council for a term ending June 30, 2017, for advocacy, fund development, marketing, education and administrative services in the amount of \$98,194 (4% reduction from fiscal year 2015/16) and disbursement of \$280,000 for the Arts and Culture Grants for arts-related programs and projects, total amount not to exceed of \$378,194; and
2. Authorize the City Manager, or his designee, to execute the Agreement and make any non-substantive changes.

BACKGROUND:

The Riverside Arts Council (RAC) was established in 1977 as Riverside County's central source for arts-related services, information, education and outreach. RAC is a private, non-profit corporation whose mission is to encourage the advancement, participation and integration of visual, literary and performing arts into the fabric of the communities it serves. Programs range from networking and regional arts and cultural infrastructure development to neighborhood revitalization, outreach and collaborative projects that proactively address community changes.

DISCUSSION:

The proposed Professional Consultant Service Agreement with the Riverside Arts Council will accomplish support the programs and services offered to Riverside residents and guests to the City.

1. The advocacy, fund development, marketing, education and administrative services for arts-related services, information, education and outreach are for an amount not to exceed \$98,194. This amount is 4% lower than last fiscal year 2015/16.
2. The disbursement of the Arts and Culture Grants for arts-related programs and projects, is for a total amount not to exceed \$280,000.
3. The Agreement total is not to exceed \$378,194.

The Riverside Arts Council met 94% of the goals established through the scope of services with the City. The Scope of Service identifies five areas of services:

1. advocacy
2. fund development
3. marketing
4. education
5. administrative

Key tasks are identified under each category. The Riverside Arts Council completed 32 out of 34 goals. The remaining goals were partially completed or are currently in progress.

The Riverside Arts Council has performed as follows for the 2015-16 Agreement:

Advocacy		Goal Achieved
1	Research and dissemination of funding opportunities, issues, data and information of organizations monthly and as needed.	Acquired and sent research regarding arts education, strategies for engagement of underserved audiences, NEA 50 th Anniversary, National Arts and Humanities Month, the third essay in Americans for the Arts' pARTnership Movement series, "Foster Critical Thinking" which demonstrates how arts partnerships can help businesses encourage critical thinking and boost innovation among employees, grant opportunities found within the California Arts Council's newsletter, and grant opportunities found within the Americans for the Arts newsletter.

2	Represent arts organizations at the local as well as the regional and national level.	Attended many Riverside Downtown Partnerships board meetings and events, was a guest as NEA 50th Anniversary Celebration in Washington DC, attended Dr. Wolde-ab Isaac's investiture as RCC's new president, spoke with Robert Lynch, CEO of Americans for the Arts, about coming to Riverside, spoke at National League of Charities meeting, served as a judge for the Uptown Kiwanis Club's Riverside's Got Talent, was a guest speaker at a Writer's Life MFA class taught by Rickerby Hinds and Susan Straight at UC Riverside, and participated in the Western States Arts Federation's Leadership and Advocacy Seminar, meeting with 9 members of Congress.
3	Represent and participate in local as well as national and regional local initiatives and programs.	Participated in reception for visiting site-specific dance expert Joanna Halgood and Trolley Dance Founder Jean Isaacs, judged cosplay contest for the Art/Cosplay Expo in Temecula, facilitated International Parking Day for Riverside with 7 organizations participating (including one business), served on The Community Foundation Arts Regranting Program Inland Empire grant panel, served on the Long Beach Arts Council Operating Grant Panel, and attended five California Arts Advocates/Californians for the Arts board meeting.
4	Economic impact participation, analysis and advocacy; Participation in appropriate studies.	With support from the City of Riverside, RAC will be conducting the 2016 Arts and Economic Prosperity V study through Americans for the Arts. Organizational information was sent to Americans for the Arts as part of the initial phase and audience surveys begun in January 2016.
5	Outreach to arts organizations and encouragement of collaboration with: Twenty meetings/visits with Executive Directors/CEO	Met with Harki Dhillon, UCR Professor Susan Ossman, Cosme Cordova, Cella Cudiamat from The Community Foundation and Danielle Wallis from Arts Connection, Ron Hoffman from Art Works, Patricia Korzec from March Field Air Museum, Stevie Taken and Alyssa Mitchell from Homespun Players, Tyler Stallings from Culver Center, Martin Sanchez from Tio's Tacos, Elvin Rodriguez from La Sierra University, Paul Song from the Korean- American Federation, Marek LeBlanc from Citibank, Veronica Guerrero from Peppermint Ridge, Academy of Visual and Performing Arts at La Sierra University Director Martin Glicklich, Jo Thompson from Jo Thompson Art, Brian Philipsen, Veterans' Services Director Grant Gautsche, Mirza Davitaia from MD Art Studio, and Allen Diwald from Stein Art Management.

6	Outreach to businesses for arts organizations to businesses: Ten business presentations.	Presented at Optimist Club, Downtown Riverside Kiwanis, Downtown Riverside Rotary, and American Legion Post 79. Met with the staff of Ruhnau Ruhnau Clarke, Al Arguallo from Bank of America, Boeing, Target, People Helping People Insurance Agency, and Carpenter Company.
Fund Development		Goal Achieved
1	Diversify funding sources for Riverside Arts Council:	
a	Identify and cultivate at least 5 new prospects per quarter	New prospects were identified as UCR CHASS Dean Milagros Pena, iHeart Media, Annenburg Foundation, BBVA Compass, Provident Bank, Bob Woodruff Foundation, Union Pacific, Bank of America, Chabot Wealth Management, la Rebelde Winery, Youssef and Kamel Mawardi Foundation, Boeing, Allergan Foundation, Cushman and Wakefield, Edison, Southern California Gas, Nordstrom, Young's Market, Pacific Premiere Bank, and Wells Fargo Bank.
b	Create a comprehensive sponsorship package for all opportunities to support the organization.	Did not Meet
c	Information on website	Information is available on RAC website.
d	Research and Identify joint funding opportunities for Riverside Arts Council and arts organizations	This research is currently underway. One outcome has been the sharing of in-kind media sponsor iHeart Media with Performance Riverside and Long Night.
2	Diversification of funding for arts organizations:	
a	Research a minimum of 10 opportunities	RAC is seeking collaborative opportunities with Boeing and the Bob Woodruff Foundation.
b	Disseminate opportunities to applicable arts organizations	Sent information regarding grants to Riverside Repertory, Homespun Players, and Anointed Vessels and well as disseminated the Community Foundation's Arts Regranting Program Inland Empire grant opportunity and the City of Riverside sponsorship program. Riverside Arts Council nominated Division 9 for finding and technical assistance consideration with the Funders Alliance, created a relationship between iHeart Media and Performance Riverside, and brokered the in-kind sponsorship for services between Division 9 Gallery and Burrtec for Day of the Dead.
c	Follow up with the arts organizations.	RAC followed up with Division 9 Gallery and Ballet Folklorico de Riverside, who were awarded a collaborative grant, as well as PLACE Performance who did not apply and Homespun Players who were first time applicants.
3	Mayor's celebration for Arts & Innovation	

a	Manage and direct the event	RAC created a new event by partnering with the Downtown Riverside Partnership. The Riverside Art and Music Festival combined the Mayor's Celebration/Festival for the Arts with the Summer Street Jam. It was held on September 17 in Downtown Riverside.
b	Diversify sponsorship opportunities	iHeart Media was a first-time sponsor, coming on as a significant media partner at \$27,000 in the form of in-kind advertising.
c	Engage the Mayor on themes and program.	The Mayor had to pull back from engaging in the event this year due to obligations with Long Night. He suggested making substantial changes to the identity of the event, which was accomplished. The Mayor's Celebration is no longer an event as of 2016. There is still a fundraiser for the Riverside Arts Council and for its Community Arts Partnership grant program, but it has taken on a drastically different identity.
4	Grant writing: Submit a minimum of eight grants per year.	RAC applied for a received a grant from California Arts Council Veterans for the Arts Initiative, California Arts Council State Local Partnership Program, San Manuel, California Arts Council Poetry Out Loud, California State Summer School for the Arts, Carpenter Foundation, and National Endowment for the Arts. RAC also applied but was declined from a grant through the Compass Bank.
Marketing		Goal Achieved
1	15 Favorites:	
a	Continue to produce and disseminate weekly	15 Favorites are produced on Tuesday and Wednesday of each week for Thursday dissemination.
b	Increase the subscriptions/sign-ups by 3%.	As an example of a beginning statistic, on October 15, 58,278 emails were sent; 58,577 were delivered with 701 bouncing. As an example of end of FY statistics, on June 23 57,498 emails were sent; 56,958 were delivered with 540 bouncing.
c	Increase the open rate of sent emails by 3%.	On October 15, there were 4,592 total opens, 3,498 were unique opens (6%). On June 23, there were 3,958 unique opens (6.9%). The unique open rate has slightly increased.
d	Research a minimum of five marketing and social media campaigns/ways to increase subscriptions.	RAC strategized methods of boosting subscriptions, including creating a YouTube channel with interviews of featured artists/organizations/events with a call to action to subscribe, revitalizing InlandArts.com and using the push on that site for the same call to action, run ad for 15 Favorite in the program for Gestalt's production of "Arcadia", create business card advertisement for presentation at Seizing Our

		Destiny meeting, distributed business cards at Rotary and Kiwanis meetings, and pushed the 15 Favorites during a Facebook campaign.
2	Advertising for arts organizations: Bulk buying & coordination of ads, radio, spots, online, etc.	RAC arranged for the connection between Scott Bauer of RCC/Performance Riverside and I Heart Media, resulting in discounted ad purchase for promotion of "Mary Poppins". Also, when the iHeart Media/Long Night promotional sponsorship buy was dead, RAC brought Jeannie Adair of iHeart Media back to the table with a revised proposal after speaking with Long Night coordinator Salynn Simon. RAC arranged a connection between Barbara Lohman of the Riverside City Philharmonic and the OC Register/Press Enterprise for in-kind advertising sponsorship of the holiday concert and attempted to bring together iHeart Media and City of Riverside for Festival of Lights.
3	First Thursdays and First Sundays:	
a	Continue to promote events	Events were promoted during speaking engagements at the Riverside Optimist Club, downtown Kiwanis Club, National Charity League's annual Philanthropy Day meeting, and downtown Rotary club.
b	Increase marketing of information to at least 50 new organizations/groups/businesses for families to attend	RAC began partnering with the Downtown Riverside Partnership on the creation and printing of a new oversized postcard promoting Artswalk. A thousand with printed and distributed to Artswalk venues, as well as hospitality establishments, including hotels, the postcards feature activities in addition to specials at restaurants and bars and has been seen as a tremendous success, Signage was also created to go in front of some of the more out of the way Artwalk venues. This has been helpful in directing foot traffic to these places
4	Website Enhancement: Minimum of 20 new organizational links on RAC website & Business collaboration- minimum of 15 new businesses with links to InlandArts.com, RAC and/or 15 Favorites	All RAC websites (organizational, The AfterImage, Artswalk, Artscape, Festival) have undergone makeovers. There continue to be new organizational links added, as well as business links
Administration		Goal Achieved
1	Administration of the City of Riverside Arts & Culture Grant	City of Riverside Arts and Culture Grant Panel was held July 14, with Evaluations being received August 28
2	Administration of the Community Arts Partnership Grant	Community Arts Partnership applications were received September 25. The Grant review panel was held on November 23 and eleven

		organizations were recommended for a total of \$12,000 in funding. The grant contracts were disseminated on December 12, 2015.
3	Strategic Planning for board and staff	The initial strategic planning session with the staff and board was on October 14 and included a review of the Scope of Services. Since, there has been an ongoing review of strategic plan held monthly.
4	Fiscal Receivership, documentation or relationship with the organization and fiscal accountability to participating organizations and board	Documentation and fiscal responsibility are both in place.
5	Planning Master Art Calendar for scheduling; design calendar for organizations to input and participate for planning and coordination for current/future years & promote to arts organizations, with a minimum of 2 organizations participating in the planning calendar with information and dates	InlandArts.com , which will serve as a planning calendar with information and dates, was revitalized. It was promoted at a Consortium meeting, upgrades were confirmed in June 2016 and planned migration of existing data is scheduled for completion in September 2016.
6	Develop and manage internship opportunities for arts organizations and local students.	RAC looked at existing volunteers and interns to see who may want to explore opportunities with other arts organizations. They also looked into collaborative efforts with UC Riverside and Cal Baptist and now have interns from both in place at the Afterimage Gallery. Interns from the local arts community also integrated into the artist vendor lot at Artwalk.
7	Active participation and input in citywide initiative such as City of Arts & Innovation, Riverside Arts Plan, Cultural Accountability Performance, and Seizing Our Destiny.	RAC presented at the Seizing Our Destiny Champions Council meeting, disseminated the Seizing Our Destiny Quality of Life Survey to Riverside arts organizations, and attended the Cultural Accountability Performance meeting. RAC discussed with Margie Haupt the future of Cultural Accountability Performance, determining that it would continue to exist, under a different name and under the administration of RAC.
8	Quarterly report on Scope of Services submitted to Arts & Cultural Affairs Division within 30 days of end of quarter.	Report was submitted for the first quarter.
9	Financial reporting of monies from agreement.	Museum & Cultural Affairs Administrative Analyst with the City of Riverside, is assisting with developing a template.

The advocacy, fund development, marketing, education and administrative services for arts-related services through June 30, 2017 are for an amount not to exceed \$98,194. This amount is 4% lower than last fiscal year 2015/16.

The second part of the agreement is for the Riverside Arts Council to disburse the Arts and Culture Grants for arts-related programs and projects, through June 30, 2017 for a total amount not to exceed \$280,000. During an audit of the Riverside Arts Council agreement this past fiscal year, it was noted that the amount of \$280,000 is recorded in the Arts & Cultural budget, although the dollar amount was specifically not listed in the agreement in previous years. Staff has made that change for the current agreement and will continue to do so in future agreements.

FISCAL IMPACT:

The total not-to-exceed amount for the Agreement is \$378,194. Sufficient funds are available in:

Account Name	Account Number	Scope of Work	Amount
Riverside Arts Council	5310000-450128	advocacy, fund development, marketing, education and administrative services	\$98,194
Art Organization Special Support	5310000-450032	disbursement of the Arts and Culture Grants	\$280,000
			\$378,194

Prepared by:	Sarah S. Mundy, Museum and Cultural Affairs Director
Certified as to availability of funds:	Scott G. Miller, Chief Financial Officer/City Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment: Professional Consultant Services Agreement Riverside Arts Council