



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: DECEMBER 6, 2016**

**FROM: MUSEUM & CULTURAL AFFAIRS      WARDS: ALL**  
**DEPARTMENT**

**SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH THE  
RIVERSIDE ARTS COUNCIL FOR ARTS-RELATED PROGRAMS AND  
PROJECTS THROUGH JUNE 30, 2017, IN THE AMOUNT 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.

On behalf of the City of Riverside, the Riverside Arts Council administers the City of Riverside Arts and Culture Grant in support of eligible non-profit arts and cultural organizations within our community. Through the years, it has evolved into its current competitive form, and from the mid-1990's to 2007 it was known as the City Arts Grant program. In its effort to being an inclusive city, in 2007 the City Council changed the name to the City of Riverside Arts and Culture Grant Program. Through the City of Riverside Arts and Culture Grant Program, the City of Riverside seeks to:

1. Sustain professional development of established arts and cultural institutions based in and serving the City of Riverside;
2. Assist the operational and development of small to mid-sized arts and cultural organizations;
3. Encourage and support the contribution of excellence and diversity to the richness of the community's cultural life; and
4. Encourage and support administrative and fiscal excellence in non-profit arts and cultural organizations.

The proposed agreement includes the fiscal authority for the disbursement, in previous agreements only the administrative responsibility was included as part of the scope of services. The contract includes the budgeted not to exceed amount of \$280,000 specifically for this disbursement for the Arts and Culture Grants for arts-related programs and projects.

The proposed Agreement is to support the programs and services offered to Riverside residents and guests to the city in the amount of \$98,194 (4% reduction from fiscal year 2015/16) for advocacy, fund development, marketing, education and administrative services and \$280,000 for disbursement for the Arts and Culture Grants for arts-related programs and projects.

## **DISCUSSION:**

The Riverside Arts Council met 84% 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 38 out of 45 goals. The remaining goals were partially completed or are currently in progress or have been reviewed for staffing levels, performance or ability to adequately address. Some aspects of the scope of services were being phased out of the agreement, such as the Mayor's Celebration this past year, so they did not meet that requirement and it has been removed for this upcoming year. Other aspects of the scope of service was evaluated for the reduced amount by 4% due to the budget constraints, their staffing capacity and updated the scope as appropriately.

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

Areas of Service	Met	Do Not Meet
<b>Advocacy:</b>		
1. Research and dissemination of funding opportunities, issues, data and information of organizations monthly and as needed.	X	
2. Represent arts organizations at the local as well as the regional and national level.	X	
3. Represent and participate in local as well as national and regional local initiatives and programs.	X	
4. Outreach to arts organizations and encouragement of collaboration with: a. Twenty meetings/visits with Executive Directors/CEO	X	
5. Outreach to businesses for arts organizations to businesses: a. Ten business presentations.	X	
<b>Fund Development:</b>		
1. Diversify funding sources for Riverside Arts Council: a. Identify and cultivate at least 5 new prospects per quarter b. Create a comprehensive sponsorship package for all opportunities to support the organization. c. Information on website. d. Research and Identify joint funding opportunities for Riverside Arts Council and arts organizations	X  X X	X
2. Diversification of funding for arts organizations: a. Research a minimum of 10 opportunities b. Disseminate opportunities to applicable arts organizations c. Follow up with the arts organizations.	X X X	
3. Mayor's Celebration for Arts & Innovation		X
4. Grant writing: a. Submit a minimum of eight grants per year.	X	

Marketing:		
<ol style="list-style-type: none"> <li>1. 15 Favorites:               <ol style="list-style-type: none"> <li>a. Continue to produce and disseminate weekly</li> <li>b. Increase the subscriptions/sign-ups by 3%.</li> <li>c. Increase the open rate of sent emails by 3%.</li> <li>d. Research a minimum of five marketing and social media campaigns/ways to increase subscriptions.</li> </ol> </li> <li>2. Advertising for arts organizations:               <ol style="list-style-type: none"> <li>a. Bulk buying &amp; coordination of ads, radio, spots, online, etc.</li> </ol> </li> <li>3. First Thursdays and First Sundays:               <ol style="list-style-type: none"> <li>a. Continue to promote events</li> <li>b. Increase marketing of information to at least 50 new organizations/groups/businesses for families to attend</li> </ol> </li> <li>4. Website enhancement:               <ol style="list-style-type: none"> <li>a. Minimum of 20 new organizational links on RAC website</li> <li>b. Business collaboration- minimum of 15 new businesses with links to InlandArts.com, RAC and/or 15 Favorites</li> </ol> </li> </ol>	<div>X</div> <div>X</div> <div>X</div> <div></div> <div></div> <div>X</div> <div>X</div> <div>X</div> <div>X</div>	<div>X</div> <div></div> <div></div> <div></div>
Education:		
<ol style="list-style-type: none"> <li>1. Cultural Consortium:               <ol style="list-style-type: none"> <li>a. Lead</li> <li>b. Support administratively and fiscally</li> <li>c. Enhance/encourage exchange of ideas and collaborations</li> </ol> </li> <li>2. Lead, research and/or share best practices with arts organizations:               <ol style="list-style-type: none"> <li>a. Monthly communication to arts organizations with information</li> </ol> </li> <li>3. Workshops for arts organizations and individuals such as new media, fund development, board development, etc.               <ol style="list-style-type: none"> <li>a. Monthly professional development workshops</li> <li>b. Minimum of 25 one-on-one consultations per year</li> </ol> </li> <li>4. Riverside Arts Project (The Afterimage Gallery at University Village)</li> </ol>	<div>X</div> <div>X</div> <div>X</div> <div></div> <div>X</div> <div>X</div> <div></div> <div>X</div>	

5. Arts & Innovation Honoree of the Month/Profile of Artists & Organizations: a. Photos of past winners & their work displayed prominently on the website and/or other venues b. Active promotion/marketing with press release, emails, etc.	X X	
6. Participation in the Private Building Mural Program as applicable.		X
<b>Administration:</b>		
1. Administration of the City of Riverside Arts & Culture Grant	X	
2. Administration of the Community Arts Partnership Grant	X	
3. Strategic Planning for board and staff	X	
4. Fiscal Receivership a. Documentation or relationship with the organization b. Fiscal accountability to participating organizations and board	X X	
5. Planning Master Art Calendar for scheduling: a. Design calendar for organizations to input and participate for planning and coordination for current/future years b. Promote to arts organizations, with a minimum of 2 organizations participating in the planning calendar with information and dates		X X
6. Develop and manage internship opportunities for arts organizations and local students.	X	
7. Active participation and input in citywide initiative such as City of Arts & Innovation, Riverside Arts Plan, Cultural Accountability Performance, and Seizing Our Destiny.	X	
8. Quarterly report on Scope of Services submitted to Arts & Cultural Affairs Division within 30 days of end of quarter.	X	
9. Financial reporting of monies from agreement.	X	

In the current proposed agreement staff has addressed several key areas: Arts & Culture Grant total amount of \$280,000, reduced amount by 4% due to the budget constraints and updated the scope as there has been changes in capacity, locations and programs.

Below is a table of organizations that received funding the past year and the proposed amounts of funding for this year. The Riverside Arts Council provided information meetings, application and a convening of panel to review the applications.

<b>Organization</b>	<b>Last Year's Award</b>	<b>2016-17 Request</b>	<b>Recommendations</b>
Riverside Art Museum	\$58,000	\$98,062	\$58,000
Inlandia	\$16,000	\$22,651	\$16,000
UCR Arts Block	\$26,000	\$60,000	\$26,000
March Field Air Museum	\$20,000	\$30,000	\$20,000
Riverside Community Players	\$18,000	\$25,438	\$18,000
Riverside Community Arts Assoc.	\$8,000	\$6,493	\$6,493
Riverside County Philharmonic	\$52,000	\$50,000	\$50,000
Riverside Community College District Performance Riverside	\$20,000	\$47,921	\$20,000
Riverside Dickens Festival	\$18,000	\$20,895	\$18,500
Riverside Children's Theatre	\$5,000	\$8,000	\$5,000
Women Wonder Writers	N/A	\$7,650	\$3,500
RI International Art Works	\$7,000	\$20,000	\$9,607
Ballet Folklorico	\$12,000	\$15,000	\$12,000
Riverside Concert Band	\$2,000	\$1,750	\$1,750
Raincross Master Chorale	\$4,000	\$4,150	\$4,150
Riverside International Film Festival	\$2,000	\$5,000	\$3,000
California Riverside Ballet	\$6,500	\$14,975	\$5,000
PLACE Performance	N/A	\$2,000	\$2,000
Annoited Vessel Productions	N/A	\$5,000	\$1,000

The proposed Agreement of \$98,194 is to support the programs and services offered by the Riverside Arts Council based on the scope of services. The scope of services is attached to the Agreement.

**FISCAL IMPACT:**

The total not-to-exceed amount for the Agreement is \$378,194. Sufficient funds are available in the Riverside Arts Council Account No. 5310000-450128 for \$98,194 and in Arts Special Support Account No. 5310000-450032 for \$280,000 in Museum & Cultural Affairs Department.

Prepared by:	Margery L. Haupt, Arts & Cultural Affairs Director
Certified as to availability of funds:	Scott G. Miller, Chief Financial Officer/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