

City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: APRIL 4, 2017**

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

**SUBJECT: THE ARTS AND CULTURE GRANTS PROGRAM, ADMINISTRATION AND
RECIPIENTS FOR FISCAL YEAR 2017/18, AND FORMATION OF AN AD HOC
COMMITTEE TO RECOMMEND UPDATES TO THE ARTS AND CULTURE
GRANTS PROGRAM**

ISSUES:

Approve staff to administer the fiscal year 2017/18 Arts and Culture Grant program, authorize the same Arts and Culture Grant recipients and dollar amounts from fiscal year 2016/17 to be duplicated for fiscal year 2017/18, and approve the formation of an ad hoc committee to recommend updates to the Arts and Culture Grant program.

RECOMMENDATIONS:

That the City Council:

1. Approve staff to administer the fiscal year 2017/18 Arts and Culture Grant program;
2. Authorize the same Arts and Culture Grant recipients and dollar amounts from fiscal year 2016/17 to be duplicated for fiscal year 2017/18, total amount of \$280,000;
3. Approve the formation of an ad hoc committee to update the Arts and Culture Grant program and return to City Council within six to nine months with recommendations; and
4. Appoint, by formal motion, individuals to the City Council citizen ad hoc committee to update the Arts and Culture Grant Program.

COMMITTEE RECOMMENDATION:

The Finance Committee met on February 8, 2017, with Chair Soubirous, Vice Chair Burnard and Member Perry present, to consider policy recommendations to the City Council for the City's Arts and Culture Grants Program, and its administration. After discussion the Committee unanimously voted to recommend that the City Council approve appointment of an ad hoc committee to update the guidelines for the Arts and Culture Grants Program by reviewing the existing policy and the Arts and Cultural Element of the General Plan 2025, and specify the goals and parameters for the ad hoc committee.

BACKGROUND:

In November, 2007, the Riverside General Plan 2025 was adopted through public participation in series of meetings with the Community and Economic Development Department's Planning Division. The plan is shared vision of Riverside representing the consensus of the people. The Arts and Culture Element AC-1 (Attachment 1) of the General Plan is "guided by the impetus and the commitment to the shared principles that the arts and culture form the heart and soul of a civil society and contribute to the high- quality of life in Riverside, while also facilitating the forward and open-thought process that is commonly associated with the arts" (Riverside General Plan Executive Summary).

On October 23, 2007, the City Council approved the fiscal year 2007/08 Arts & Culture Action Plan and renamed the art support program the current Arts and Culture Grant Program (Attachment 2). The Action Plan included a needs assessment, a mission statement, re-organization to align all of the City's arts and cultural amenities, program initiatives for staff led programs and partnerships, development of a cultural ecology, and an annual recap.

DISCUSSION:

The City's Arts and Culture Grants Program, and its administration, were last discussed at City Council in October of 2007. At the 10 year mark, staff believes now is a good time to review and refresh the program, to look at its successes, identify gaps and new opportunities, and to define what it should be for the next 10 years. While the original plans were broad, bold and expansive, it has over the years narrowed in scope, in part due to the recession of 2008. Today, the program consists of two primary objectives:

1. Grant-making of the \$280,000 to arts and cultural organizations
2. Implementing projects to assist the arts and cultural community to develop in the areas of:
 - A. Advocacy
 - B. Fund development
 - C. Marketing
 - D. Education
 - E. Administration

Arts and Culture Grants Program Administration

The City has contracted with the Riverside Arts Council (formerly known as the Riverside Arts Foundation) since 1982 to administer arts grants on behalf of the City. The Riverside Arts Council (RAC) has been contracted to use a fair process to select a volunteer panel to review, recommend and select annual grant recipients. During fiscal years 2006/07 to 2008/09, the City issued payments directly to the Grant recipients after administrative analysis and recommendation from RAC. Fiscal Years 1982/83 – 2005/06 and then again in 2009/10 to today, the City paid RAC directly for the Grants, RAC issued the payments to the grant recipients.

The financial support RAC received through yearly agreements has been for two primary tasks

including the funding for the Arts & Cultural Grants Program plus the related advocacy, fund development, marketing, education, and administrative services. The following is a chart is a ten year summary of the program funding contracts with RAC and arts and culture organizations.

Fiscal Year	Professional Consultant Service Agreement	Arts and Culture Grant Funding	Grant Recipients	Total Amount
2006-07	\$94,285	\$140,000*	9	\$234,285
2007-08	\$94,285	\$140,000*	9	\$234,285
2008-09	\$94,285	\$280,000*	16	\$375,285
2009-10	\$94,285	\$280,000	17	\$375,285
2010-11	\$94,285	\$280,000	17	\$375,285
2011-12	\$102,285	\$280,000	14	\$382,285
2012-13	\$102,285	\$280,000	18	\$382,285
2013-14	\$102,285	\$280,000	15	\$382,285
2014-15	\$102,285	\$280,000	18	\$382,285
2015-16	\$102,285	\$280,000	18	\$382,285
2016-17	\$98,194	\$280,000	19	\$378,194

*the City issued payments directly to the Grant recipients after administrative analysis and recommendation from RAC

This contract has not been put out for competitive bid. Staff strongly recommends that the City take responsibility for the administration of the Arts Grants Program for fiscal year 2017/18. And to have the ad-hoc committee review the scope of the professional service agreement for administration of the Arts and Culture Grant program and the related advocacy, fund development, marketing, education, and administrative services are reviewed for relevancy and issued as a competitive bid.

Fiscal year 2017/18 Arts & Culture Grants

Freeze the program for one year by authorizing the funding to all 19 organizations funded in fiscal year 2016/17 for the same amount for fiscal year 2017/18. This will allow the policy decisions to occur without impacting the services provided to the community from the recipients of the Arts and Culture grants.

City Arts and Culture Grant Recipients			
		FY 2016/17	FY 2017/18
	Organization	Recipients	Recommendations
1	Anointed Vessel Productions	\$1,000.00	\$1,000.00
2	Ballet Folklorico	\$12,000.00	\$12,000.00
3	California Riverside Ballet	\$5,000.00	\$5,000.00
4	Inlandia	\$16,000.00	\$16,000.00
5	March Field Air Museum	\$20,000.00	\$20,000.00
6	PLACE Performance	\$2,000.00	\$2,000.00
7	Raincross Master Chorale	\$4,150.00	\$4,150.00
8	RI International Art Works	\$9,607.00	\$9,607.00
9	Riverside Art Museum	\$58,000.00	\$58,000.00
10	Riverside Children's Theatre	\$5,000.00	\$5,000.00
11	Riverside Community Arts Association	\$6,493.00	\$6,493.00

12	Riverside Community College District Performance Riverside	\$20,000.00	\$20,000.00
13	Riverside Community Players	\$18,000.00	\$18,000.00
14	Riverside Concert Band	\$1,750.00	\$1,750.00
15	Riverside County Philharmonic	\$50,000.00	\$50,000.00
16	Riverside Dickens Festival	\$18,500.00	\$18,500.00
17	Riverside International Film Festival	\$3,000.00	\$3,000.00
18	UCR Arts Block	\$26,000.00	\$26,000.00
19	Women Wonder Writers	\$3,500.00	\$3,500.00
	Total	\$280,000.00	\$280,000.00

Each organization that received funding in fiscal year 2016/17 will be required to provide staff with a brief memo summarizing the activities for fiscal year 2017/18 that will be supported by the City's Arts & Culture grant funding.

Ad Hoc Committee

Appoint a citizen's ad hoc committee 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 will be tasked use 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.

The key questions are:

1. What are outcomes from the past 10 years?
2. What is the purpose of the program for the next 10 years?
3. Who and what should be eligible?
4. Update the scope of the following services :
 - a. Advocacy
 - b. Fund development
 - c. Marketing
 - d. Education
 - e. Administration

Ad Hoc committee members are recommended to include a diverse group of 10 to 15 individuals from various backgrounds, organizations, and experiences that represent a broad spectrum of Riverside's arts and culture interests. Staff have confirmed interest from a variety of community members to serve in this capacity:

	Name	Company
Chair	Scott Bauer Ph.D.	Riverside Community College
2	Sheila Bergman, PhD	UCR ARTSblock
3	Cosme Cordova	Division 9 Gallery
4	May Lynn Davis	APCA

5	Annemarie Guzy	Riverside Unified School District
6	Collette Lee	Riverside Arts Academy
7	April MacLean	Infuse Dance Studio
8	Terrill Thomas, MFA	La Sierra University
9	Becky Whatley	Riverside County Philharmonic
10	Todd Wingate	Riverside Art Museum

The commitment is expected to attend four meetings with each meeting to be held on the 3rd Friday of the month from 10 am – 12 pm.

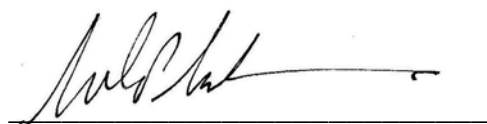
The City Manager's Office and the Museum and Cultural Affairs Department will staff the meetings.

FISCAL IMPACT:

The fiscal impact of the action to approve staff to administer the fiscal year 2017/18 Arts and Culture Grant program instead of contracting with RAC will result in a one time savings of \$98,194. This contract is included in the fiscal year 2017/18 budget for \$98,194 in the Riverside Arts Council account number. 5310000-450128. The fiscal impact of duplicating the Arts and Culture Grant recipients and dollar amounts from fiscal year 2016/17 to fiscal year 2017/18 remains at \$280,000 and is included in the fiscal year 2017/18 budget in the Arts Special Support Account number 5310000-450032. The fiscal impact of approving the formation and appointing individuals to an ad hoc committee is estimated at \$5,000 for miscellaneous expenses related to the committee's work. The funds for these costs will be available in the Riverside Arts Council account number 5310000-450128.

Prepared by: Alexander T. Nguyen, Assistant City Manager
 Certified as to
 availability of funds: Scott G. Miller, PhD., Chief Financial Officer/City Treasurer
 Approved as to form: Gary G. Geuss, City Attorney

Concurs with;



Mike Soubierous, Chair
 Finance Committee

Attachment:

1. Arts and Culture Element AC-1
2. October 23, 2007, City Council Report
3. Presentation