



*City of Arts & Innovation*

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL**                      **DATE: MARCH 13, 2018**

**FROM: GENERAL SERVICES DEPARTMENT**                      **WARDS: 1**

**SUBJECT: REPORT ON THE CHEECH MARIN CENTER FOR CHICANO ART, CULTURE AND INDUSTRY TO BE LOCATED AT THE CITY OF RIVERSIDE MAIN LIBRARY BUILDING, 3581 MISSION INN AVENUE; APPROVE CONCEPTUAL DESIGNS FOR THE PROJECT; ADOPT A RESOLUTION AUTHORIZING THE SUBMITTAL OF A GRANT APPLICATION TO THE CALIFORNIA NATURAL RESOURCES AGENCY IN THE AMOUNT OF \$1,000,000 TO RENOVATE THE EXISTING MAIN LIBRARY BUILDING TO BECOME THE CHEECH MARIN CENTER FOR CHICANO ART, CULTURE AND INDUSTRY**

**ISSUES:**

Receive a report on the Cheech Marin Center for Chicano Art, Culture and Industry to be housed at the City of Riverside Main Library building located at 3581 Mission Inn Avenue; approve conceptual designs for the project; and adopt a Resolution authorizing the submittal of a State grant for renovation of the existing Main Library Building to become the Cheech Marin Center for Chicano Art, Culture and Industry project.

**RECOMMENDATIONS:**

That the City Council:

1. Receive a report on the Cheech Marin Center for Chicano Art, Culture and Industry project to be located at the City of Riverside Main Library building, 3581 Mission Inn Avenue;
2. Approve conceptual designs for the Cheech Marin Center for Chicano Art, Culture and Industry prepared by Page and Turnbull and wHY;
3. Adopt the attached Resolution designating the City Manager, or his designee, as the authorized agent to conduct all negotiations, execute and submit all necessary grant documents between the City of Riverside and the California Natural Resources Agency for the renovation of the existing Main Library building to become the Cheech Marin Center for Chicano Art, Culture; and
4. Upon grant award, authorize an increase in estimated revenues in the amount of \$1,000,000 to project account number 9408800-334300 and appropriate expenditures in the same amount to project account 9408800-440220.

## **BACKGROUND:**

On May 16, 2017, the City Council approved a Memorandum of Understanding (MOU) among the City of Riverside (City), Richard “Cheech” Marin (Cheech Marin), and the Riverside Art Museum (RAM) to complete a feasibility analysis of the Main Library building located at 3581 Mission Inn Avenue to repurpose the facility into a public center for the Cheech Marin Center for Chicano Art, Culture and Industry project (Cheech Center); the new Main Library will be relocated to 3911 University Avenue. Under the MOU, the City is required to retain the services of consultants and work with RAM and Cheech Marin to create a facility assessment, determine art center programming, complete conceptual plans, and develop conceptual cost estimates for the future renovation of the Main Library to the Cheech Center. After several site visits and facility assessments, City staff, RAM and Cheech Marin determined the facility met the location, spatial accessibility and layout requirements for the new Cheech Center.

On June 30, 2017, the Purchasing Division of the Finance Department issued a Request for Qualifications No. 1728 (RFQ) seeking professional architectural design services from experienced firms for the development of Phase 1 conceptual plans and drawings for the Cheech Center. The RFQ responses were due on July 26, 2017, with 11 firms responding. In order to identify the most qualified firm, a Screening and Selection Committee (Committee) was formed to evaluate and score all responsive Statements of Qualifications based on the evaluation criteria set forth in the RFQ. The Committee included one member from the Riverside Art Museum, one member from the Board of the Riverside Art Museum, one staff person from the Library Department, two staff persons from the General Services Department, and one member of the local business community.

On July 31, 2017, the Committee met to review the RFQ evaluation process and on August 17, 2017, the Committee met to discuss the scoring results. After reviewing scores, the Committee agreed to invite the top five architect teams that best met the requirements of the RFQ to participate in presentation and interview sessions with the Committee. Following interviews, the Committee determined Page and Turnbull to be the most qualified firm. Page and Turnbull’s design team includes WHY, a highly experienced and recognized company that designs art centers and museum exhibits.

On October 3, 2017, the City Council approved the new main library project construction at 3911 University Avenue.

On October 24, 2017, the City Council approved a Professional Services Agreement (PSA) with Page and Turnbull for Phase 1 architectural and art center conceptual design services for the Cheech Center.

Page and Turnbull, City staff and RAM have worked diligently to complete the Phase 1 facility analysis, determine art center programming, complete conceptual designs, and finalize preliminary cost estimates for the Cheech Center. In an effort to obtain broad community feedback, Page and Turnbull held three community/visioning workshops on November 28 and December 15, 2017, and February 1, 2018. At the February 1<sup>st</sup> meeting, Page and Turnbull presented preliminary conceptual plans to the RAM board members. The conceptual designs received majority approval, with minor overall questions and comments from meeting attendees. Public feedback has been integrated into the final conceptual ideas presented herein to the City Council.

## **DISCUSSION:**

The Main Library facility was built in 1964 and is 54 years old. Most functional systems are original to the facility and have reached the end of their life cycle. As a result of the facility assessment, the design consultants determined that most of the Main Library functional systems such as heating, ventilation, air conditioning, electrical, lighting, plumbing, elevator, building envelop and roofing need substantial repairs and/or complete replacements. Completing these renovations at the Main Library will give the City an opportunity to replace outdated and inefficient systems and deliver a refurbished, state-of-the-art facility to house the new Cheech Center. Design consultants have determined renovation of the Main Library building will cost approximately \$10 million. Of this amount, approximately \$2-3 million represents the expense to rehabilitate the roof, HVAC, and elevator systems. The expense of these improvements would have to be assumed by the City, were the Cheech Center project fail to come to fruition.

The MOU between the City, RAM and Cheech describes the process to assist the parties in their fundraising efforts to convert the existing Main Library into the new Cheech Center. The initial fundraising goal for the 12 month MOU term (February 2018 plus a 3-month optional extension through May 2018) was set at a minimum of \$3 million. Since execution of the MOU by all parties, the City, RAM and Cheech Marin have all participated in fundraising efforts for the renovation project. As of the writing of this report, 90% or \$2.7 million of the initial \$3 million fundraising goal has been achieved. The parties are confident that the \$3 million goal will be timely met.

As is typical to fundraising efforts, the \$2.7 million represents all of the written commitments made to date. It does not yet represent the total amount of funding currently on hand, given that an operating agreement between the City and RAM has not yet been approved and executed. The City Council is tentatively scheduled to consider the operating agreement on May 22, 2018.

The City has been pursuing additional funding sources, including State grants, to renovate the existing Main Library building. Over the last few months, City staff have engaged the California Natural Resources Agency to secure \$1 million in grant funding for the Cheech Center. Although this allocation was set aside specifically for the Cheech Center, the City must still submit an application for the funding and enter into a grant agreement with the Natural Resources Agency to formally access the funds. Staff can move forward with securing the funding after the City Council adopts the attached resolution authorizing the City Manager to submit the grant application and execute the grant documents.

On May 22, 2018, City staff will return to the City Council with a project and funding update, and request approval of an amended Page and Turnbull agreement to provide future Phase 2 construction design services. Staff will also request approval of the final operating agreement between the City and RAM.

The Acting Library Director and Chief Financial Officer concur with this report.

## **FISCAL IMPACT:**

The total fiscal impact of this action is \$1,000,000 in grant revenues. The grant revenues will be appropriated into account 9408800-334300 and will be used for design costs estimated at \$250,000, and for partial renovation costs of the Main Library facility estimated at \$750,000. All remaining revenue for the Cheech Center project will be obtained through RAM private funding, donations and grants.

Prepared by: Carl Carey, General Services Director  
Certified as to  
availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer  
Approved by: Marianna Marysheva, Assistant City Manager  
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Presentation
2. Authorizing Resolution