



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JULY 2, 2019**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT **WARDS: ALL**

SUBJECT: RECEIVE AND FILE AN UPDATE ON THE BEYOND FRAMEWORK FUNDING AGREEMENT; APPROVE THE MEMORANDUM OF UNDERSTANDING WITH THE WESTERN RIVERSIDE COUNCIL OF GOVERNMENTS AND THE UTILIZATION OF SET-ASIDE GRANT FUNDS IN THE AMOUNT OF \$100,000 FOR THE CITY'S CONTRIBUTION TOWARD THE HIRING OF A CONSULTANT/FUNDRAISER FOR THE EXPERIENCE INNOVATION CENTER IN RIVERSIDE

ISSUES:

Receive and file an update on the Beyond Framework Funding Agreement; approve the Memorandum of Understanding with Western Riverside Council of Governments and the utilization of set-aside grant funds in the amount of \$100,000 for the City's contribution toward the hiring of a consultant/fundraiser for the Experience Innovation Center in Riverside.

RECOMMENDATIONS:

That the City Council:

1. Receive and file an update on the Beyond Framework Funding Agreement with Western Riverside Council of Governments;
2. Approve the Memorandum of Understanding with the Western Riverside Council of Governments for Phase II of the Experience Action Plan and the utilization of set-aside grant funds in the amount of \$100,000 for the City's contribution toward the hiring of a consultant/fundraiser for the Experience Innovation Center in Riverside; and
3. Authorize the City Manager, or his designee, to execute the Memorandum of Understanding with Western Riverside Council of Governments for Phase II of the Experience Action Plan, to sign all documents and instruments necessary to complete the transaction, including making minor, non-substantive changes, and to utilize set-aside grant funds in the amount of \$100,000 for the City's contribution toward the hiring of a consultant/fundraiser for the Experience Innovation Center.

BACKGROUND:

Western Riverside Council of Governments (WRCOG) is the administrator of the BEYOND Framework Fund Program, which encompasses the BEYOND Core, BEYOND Team, and the BEYOND Health Program categories, an economic development and sustainability local assistance funding program intended to help WRCOG member agencies (such as the City of Riverside) develop and implement plans and programs that can improve the quality of life in Western Riverside County by addressing critical growth components such as the economy, water, education, environment, health, and transportation.

In late 2018, staff submitted an application to WRCOG to utilize BEYOND program funds, in the amount of \$360,000, for innovative projects within the Innovation District and throughout the City. WRCOG subsequently reviewed and approved the application submitted by the City for use of the BEYOND program funds to implement projects consistent with WRCOG's economic development and sustainability framework goals.

On January 22, 2019, the City Council reviewed and approved the Beyond Framework Funding Agreement with WRCOG in the amount of \$360,000 for multiple innovative projects within the Innovation District and throughout the City, which included a \$100,000 set-aside (to be held back by WRCOG) to hire a consultant/fundraiser for the WRCOG Experience Innovation Center in Riverside.

DISCUSSION:

On May 15, 2019, staff submitted a reimbursement request to WRCOG, in the amount of \$260,000, for professional and technical services rendered by the City and its contractors in connection with the Beyond Framework Fund Program. Specifically, staff implemented the following projects, which were the basis for reimbursement:

CATEGORY	PROJECT	LOCATION(S)	CONTRACTOR(S)	COST
Design	Gateways & Various Projects Conceptual Designs	City-wide	William Block	\$29,265
			Sub Total:	\$29,265
Public Art	Butterfly Artwork	Mariposa Alley - Downtown	Martin Sanchez	\$8,755
Public Art	Decorative Pole	Mariposa Alley - Downtown	Craft Gallery	\$425
Public Art	New Lighting	Mariposa Alley - Downtown	SP Forever	\$2,429
Public Art	Space Light Stringer	Mariposa Alley - Downtown	1000bulbs.com	\$1,424
Public Art	Communitrees	All Wards	Illuminated Trees	\$14,877
Public Art	Plexiglas Oranges for Communitrees and Events	All Wards	Made	\$1,088
Public Art	Hanging Glass Hearts Artwork	TBD	Pueblo Viejo Imports	\$245
Public Art	Temporary Lighting for Various Events	Various Wards	Powermoon Enterprises	\$26,868
Public Art	"The Gift" Sculpture	Ward 7	CJ Rench	\$48,830
			Sub Total:	\$104,942
Public Safety	Pedestrian Signs & Crosswalk Improvements	Wards 3 & 4	NexTech Systems	\$39,616
Public Safety	Bluetooth Traffic Monitoring Systems	Wards 1, 2, 5, & 6	Rhythm Engineering	\$46,608
			Sub Total:	\$86,224
Go Human Event	Equipment Rental Supplies	Wards 6 & 7	Various	\$9,439
Go Human Event	Promotional Items/Advertisement/Event Signage	Wards 6 & 7	Various	\$16,120
Go Human Event	Entertainment/Artists	Wards 6 & 7	Various	\$4,214
Go Human Event	Event Insurance	Wards 6 & 7	Various	\$1,074
Go Human Event	Staff Labor	Wards 6 & 7	NA	\$8,723
			Sub Total:	\$39,569
			GRAND TOTAL:	\$260,000

As previously noted, pursuant to the BEYOND Framework Funding Agreement, the City Council approved and WRCOG agreed to share costs related to the hiring of a consultant/fundraiser (Experience Consultant) to develop and administer a capital campaign for both cash and in kind contributions for the WRCOG Experience Innovation Center in Riverside.

Once constructed, the WRCOG Experience Innovation Center in Riverside will be a demonstration center, innovation hub and business incubator designed to draw audiences and expose visitors to best practices in water and energy, emerging technology, employment prospects and more. The Experience Center will borrow inspiration from similar concepts from across the globe including, but not limited to, the Los Angeles Cleantech Incubator (LACI), the Frontier Project in Rancho Cucamonga, the Southern California Edison Energy Education Center in Irwindale, and Alegria Farms in Irvine.

Utilizing the City Council approved \$100,000 set-aside of BEYOND programming grant funds (which were held back by WRCOG), WRCOG will enter into a separate contract with, and provide managerial, administrative, and logistical support to, the Experience Consultant and to cover all additional projects costs not covered by the City's BEYOND program grant funds (estimated to be an additional \$100,000). Lastly, as part of the MOU, the City will assist WRCOG in identifying potential locations throughout the City for the WRCOG Experience Innovation Center in Riverside.

Upon full execution of the MOU, work will commence on the Action Plan, which will pave the way towards implementing the WRCOG Experience Innovation Center in Riverside. The four-task Action Plan is described as follows:

1. Task 1: Concept Refinement & Review – refine the Experience concept, with a focus on programming that will drive innovation throughout the region as a key economic development strategy.
2. Task 2: Discovery & Socialization – seek input from key partners, assess their strengths, and identify the potential role(s) of each.
3. Task 3: Funding Plan Development – identification of potential sources of funding to calculate the magnitude of funds required. An Operating Financial Plan will be produced along with a funding roadmap for securing funding. In addition, the consultant team will produce a Capital Financial Plan and coordinate visit(s) with political representatives to identify potential sources of state funding.
4. Task 4: Organization & Action Plan – determine the governance structure as well as interim office space, staffing plan, and finalize the implementation plan for the Experience.

Below is a summary of the Action Plan timeline:

- Task 1: Concept Refinement & Review: July – August 2019
- Task 2: Discovery & Socialization: July – (up to) February 2020
- Task 3: Funding Plan Development: October – December 2019
- Task 4: Organization & Action Plan: December 2019 – (up to) February 2020

FISCAL IMPACT:

The Beyond Program revenue in the amount of \$360,000 was accepted by City Council on January 22, 2019 to the WRCOG-Beyond Grant revenue account 9907200-339000 and expenditures were appropriated in the same amount to the WRCOG-Beyond Grant expenditure account 9907200-440309. Of the \$360,000 awarded, \$100,000 was set-aside and held back by WRCOG specifically for the consultant/fundraiser for the WRCOG Experience Innovation Center in Riverside.

Prepared by: David Welch, Community & Economic Development Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer / City Treasurer
Approved by: Al Zelinka, FAICP, City Manager
Approved as to form: Gary G. Guess, City Attorney

Attachments:

1. Memorandum of Understanding
2. Presentation