



City of Arts & Innovation

Economic Development, Placemaking and Branding/Marketing Committee

TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE MEMBERS DATE: AUGUST 20, 2020

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT WARDS: ALL

SUBJECT: UPDATE ON THE ADMINISTRATION OF THE ARTS & CULTURE GRANT AND EMERGING ARTIST MICRO GRANT PROGRAMS AND RECOMMEND THAT CITY COUNCIL AUTHORIZE STAFF TO ADMINISTER THE ARTS & CULTURE GRANT AND EMERGING ARTIST MICRO GRANT PROGRAMS FOR FUTURE YEARS

ISSUES:

Receive an update of the administration of the Arts & Culture Grant and Emerging Artist Micro Grant Programs from Fiscal Years 2018/19 and 2019/20 and recommend that City Council authorize City staff to administer the Arts & Culture Grant Program in the annual amount of \$285,628, which has an approved 1% annual increase, and the Emerging Artist Micro Grant Program in the annual amount of \$10,000 for future years.

RECOMMENDATIONS:

That the Economic Development, Placemaking and Branding/Marketing Committee:

1. Receive an update of the administration of the Arts & Culture Grant and Emerging Artist Micro Grant Programs from Fiscal Years 2018/19 and 2019/20;
2. Recommend that the City Council authorize staff to administer the Arts & Culture Grant Program in the annual amount of \$285,628, which has a City Council approved 1% annual increase in each future fiscal year;
3. Recommend that the City Council authorize staff to administer the Emerging Artist Micro Grant Program in the amount of \$10,000 each fiscal year; and
4. Recommend that the City Council authorize staff to administer both the Arts & Culture Grant and Emerging Artist Micro Grant Programs on the same cycle as the City's budget (either annual or biennial).

BACKGROUND:

The Arts & Cultural Affairs Division (ACAD) of the Community & Economic Development Department helps to develop a sense of community by enhancing the experience for residents and visitors alike in the City of Riverside. ACAD is the catalyst for arts, entertainment, programs, artists, and experiences that cultivate arts and culture. Riverside's vision "To inspire everyone through meaningful arts & cultural experiences" is demonstrated in the efforts of the City team and partnerships with and for the community. ACAD provides support and access by cultivating experiences, funding services by arts & cultural partners, and recognizing value of arts in the community.

In November 1985, the City Council approved a proposal by the Riverside Arts Foundation (now known as the Riverside Arts Council) to provide "general support funding to art organizations that have provided significant programs and activities to the City and citizens of Riverside." In the 35-year history of this Arts & Culture Grant Program, there has been consistent focus on the awareness and support of arts & cultural organizations that provide and continue to provide quality arts experiences for residents, visitors, businesses and the City. The City Council in 1985 recognized the importance of placemaking and how arts & culture are an integral part of our community's success.

In the mid 2010's, the Riverside Arts Council was struggling with operations, programming and financial stability. In 2017, an Ad Hoc Arts Grant Committee identified several key areas of improvement in the Arts & Culture Grant Program, including lack of cohesiveness among art organizations; inadequate marketing; and insufficient resources, monies, and support for artists, organizations, and programs.

On January 23, 2018, City Council approved policy recommendations for the City's Arts & Culture Grant Program provided by the Ad Hoc Arts Grant Committee, which included the following:

1. Retaining the existing eligibility, funding categories, and criteria for the grant fund of \$280,000 for arts and cultural organizations;
2. Changing the application process for the grant fund of \$280,000 to a two-year cycle, where recipients will apply the first year, submit mid-cycle data reports, and be granted the same amount in the second year unless drastic changes occur;
3. Adoption of a 1% annual adjustment to the program;
4. Creation of a two-year-pilot fund in the amount of \$10,000 annually from existing program funding to be used for micro-grants to individual emerging artists;
5. Issuance of a Request for Proposal (RFP) for grant administration of both the organization grant and individual artist grant in an amount up to \$15,000 annually for two years with one option for renewal; and
6. Requested the Ad Hoc Committee to continue to meet and return in 180 days with further developed recommendations for advocacy, fund development, marketing, and education.

On May 3, 2018, staff prepared and released Request for Proposal (RFP) #1821 for the Administration of the Arts & Culture Grant Program. The RFP information was sent to over 40 organizations/individuals and reviewed by 33 individuals/organizations through PlanetBids. One response to the RFP was received from the Riverside Arts Council. After review of the proposal, staff recommended the rejection of this proposal and recommended in-house administration of the Grant Program.

On September 11, 2018, the City Council authorized staff to administer the Arts & Culture Grant Program for Fiscal Years 2018/19 and 2019/20 and requested the Ad Hoc Arts Grant Committee to continue meeting to address current and future art elements of advocacy, fund development, marketing and education. Council also requested the Community & Economic Development Department to collaborate with the Ad Hoc Arts Grant Committee and return to City Council for a review of process and recommendations for administration of the Arts & Culture Grant Program prior to Fiscal Year 2020/21.

DISCUSSION:

Arts & Culture Grant Program

The Arts & Culture Grant Program seeks to:

1. Sustain professional development of established arts and cultural institutions based in and serving the City of Riverside;
2. Assist the operation 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.

Shortly after City Council’s approval of improvements to the Arts & Culture Grant Program, staff implemented an updated program application and disseminated information about the program through a press release, social media, emails and non-profit organizations. Program administration, review and awarding of the grants program by City staff are at industry level standards with a streamlined application process which includes the participation of a diverse and knowledgeable panel, public participation, and recommendations that support arts and cultural organizations in the community.

The following is a list of organizations that have received funding through the Arts & Culture Grant Program:

No.	Organization	FY 17-18 Amounts	FY 18-19 & 19-20 Amounts*
1	Anointed Vessel Productions	\$ 1,000	\$ 5,000
2	Ballet Folklorico	\$ 12,000	\$ 7,665
3	California Riverside Ballet	\$ 5,000	\$ 9,600
4	Inlandia	\$ 16,000	\$ 22,000
5	KVCR	\$ -	\$ 19,500
6	March Field Air Museum	\$ 20,000	\$ 20,000

No.	Organization	FY 17-18 Amounts	FY 18-19 & 19-20 Amounts*
7	Raincross Master Chorale	\$ 4,150	\$ 6,000
8	Riverside Arts Academy	\$ -	\$ 25,000
9	RI International Art Works	\$ 9,607	\$ 10,000
10	Riverside Art Museum	\$ 58,000	\$ 49,000
11	Riverside Children's Theatre	\$ 5,000	\$ 5,000
12	Riverside Community Arts Association	\$ 6,493	\$ 8,473
13	Riverside Community Players	\$ 18,000	\$ 15,000
14	Riverside Concert Band	\$ 1,750	\$ 3,762
15	Riverside County Philharmonic	\$ 50,000	\$ 15,000
16	Riverside Dickens Festival	\$ 18,500	\$ 20,000
17	UCR Arts Block	\$ 26,000	\$ 39,000
	Total		\$ 280,000

*The budgets for fiscal years '18-'19 and '19-'20 were approved prior to the 1% increase approved by City Council. Grants from fiscal years '18-'19 and '19-'20 are proposed for the same recipients for fiscal year '20-'21.

Emerging Artist Micro Grants

An investment in local individuals is integral to foster a population of artists that can integrate with the local economy and contribute to the community. Project-based micro-grants of \$500 - \$1,000 help individual and/or emerging artists accomplish projects in Riverside that are accessible to the public. This program has assisted artists who lack the resources to become professionally successful or have opportunities to show their work. Eligibility and requirements for the Emerging Artist Micro Grants include:

1. Applicants must be 18 years or older;
2. Applicants must demonstrate the ability to complete the project described;
3. A single-page application/proposal is required;
4. A single-page, post-project report is required;
5. The project must entail a public component within the City;
6. The application/distribution process will follow a quarterly schedule;
7. Applicants may only receive one grant per year; and
8. Recipients must attend an annual reception if applicable.

The Emerging Artist Micro Grant Program was administered on a two-year trial period for supporting local artists directly to create art in public places and assists individual, emerging artists. Small grants help artists fund their projects and display them throughout the City in places like coffee shops, galleries, and museums and at events like the Arts Walk. Their work contributes to the collective creative aesthetic of our community, neighborhood and movements in our community. Highlighted artists and projects funded with micro-grants include:

1. Tysen Knight – Partnership with Riverside County Office of Education to create three artworks by at-risk boys of color at various City of Riverside locations.
2. Ron Del Cid & Jesus Castaneda – In partnership with Alvord Unified School District for Carnecia Mural in Ward 6 that was placed at a highly graffitied business.
3. Rachel Cruz – Partnership with Inlandia Institute and Center for Social Justice and Civil Liberties for a three-part comic and writing workshop to explore Riverside-born artist and writer, Mine Okubo's work.

4. Georgina Flores - Eastside GLOW UP Celebration, artist Georgina Flores engaged with residents to design and paint trash cans at Patterson Park using glow-in-the-dark paint.
5. Adam Moron – Ceramics project at Johnny Martin Sotelo Youth Innovation Center.

The Arts & Culture Grant Program has given stability and opportunities to art organizations for over 35 years and the Emerging Artist Micro Grant Program has assisted artists for approximately two years. Art organizations and artists will continue to need this support in future years to flourish.

As the City of Arts & Innovation, it is essential to continue these grant programs since many of these organizations and artists will help frame our community's cultural response to the current COVID-19 pandemic and social movements of our times. It is important that the creative economy is not lost in the recovery efforts of our community.

FISCAL IMPACT:

The total fiscal impact of the action is \$295,628 for fiscal year 2020/21. Sufficient funds are available in the Arts Grants, Account Number 2850000-450032 in the amount of \$285,628 to cover the Arts & Culture Grant Program; and in the Art Programmatic Support, Account Number 2850000-450443 in the amount of \$10,000 to cover the Emerging Artist Micro Grant Program.

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

Attachments:

1. Arts & Culture Grant Program Guidelines
2. Presentation