



City of Arts & Innovation

# Economic Development, Placemaking and Branding/Marketing Committee

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**TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE MEMBERS**      **DATE: NOVEMBER 18, 2021**

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

**SUBJECT: AWARD OF THE ARTS & CULTURE GRANT PROGRAM FOR FISCAL YEAR 2021-2022 IN THE TOTAL AMOUNT OF \$288,484**

**ISSUE:**

Receive, review, provide input on and recommend that City Council approve staff recommendations for the awards of the Arts & Culture Grants for Fiscal Year (FY) 2021/22 in the total amount of \$288,484.

**RECOMMENDATIONS:**

That the Economic Development, Placemaking and Branding/Marketing Committee recommend that the City Council:

1. Approve the Arts & Culture Grants for FY 2021/22 in the total amount of \$288,484 for arts & culture organizations; and
2. Authorize the City Manager, or his designee, to execute any necessary, financial, or legal documents with the approved organizations and/or artists, including making minor and non-substantive changes, to implement the City's Arts & Culture Grant program.

**BACKGROUND:**

The City Council approved updated arts and cultural grant program and policies on January 23, 2018, and September 11, 2018, to address a lack of cohesiveness among art organizations, inadequate marketing, and insufficient resources, funds, and support for artists, organizations, and programs. The City Council approved the following:

1. Approve of retaining the existing eligibility, funding categories, and criteria for the grant fund of \$280,000 for arts and cultural organizations;
2. Approve of 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. Adopt a 1% annual adjustment to the Program;

4. Approve the creation of an annual, two-year pilot fund of \$10,000, from the existing money, for micro-grants to individual, emerging artists;
5. Authorize the City Manager, or his designee, to execute any necessary financial or legal documents with the approved organizations, including making minor, non-substantive changes necessary to implement the Program;
6. Authorize City staff to administer the Arts and Culture Grant Program; and
7. Request the Ad Hoc Arts Grant Committee to continue to meet to address current and future art elements of advocacy, fund development, marketing, and education.

Shortly thereafter, staff implemented an updated application and disseminated information about the Program through press releases, social media, e-mails, and non-profit organizations.

The creation of the annual fund of \$10,000 for the Emerging Artist Micro-Grant Program has a separate application and approval process. One has been awarded for FY 2021/22 for a mural at Ramona High School, and three applications are currently being processed.

### **Why Arts Matters**

The economic impact of the arts is substantial and has been shown to positively impact job creation, increase local income and sales tax revenue, serve as a magnet for tourism, and can lead to many more positive, direct, and indirect drivers of the local economy. Arts also fosters civic engagement, including voting, volunteering, and charitable work, as documented by the National Endowment for the Arts. Arts builds skills and enhances educational opportunities for youth as it builds confidence, creativity, and discipline for kids while teaching them about empathy, creative problem solving, and self-expression. Arts help to define civic identity and create a more connected community. The World Health Organization concluded that art could help us to emotionally navigate the journey of battling an illness or injury, to process difficult emotions in times of emergency and trauma, and even to physically recover more quickly from injury or disease.

A 2021 report issued by the National Endowment for the Arts and Bureau of Economic Analysis concluded that, after more than a year enduring the pandemic, the arts and cultural industries remain among the hardest hit by the economic crises inflicted by COVID-19.

### **DISCUSSION:**

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.
4. Encourage and support administrative and fiscal excellence in non-profit arts and cultural organizations.

The following organizations received funds through the grant for FYs 2018/2020, and staff's recommendations for this FY 2021/2022 include fourteen organizations as follows:

	<b>Organization</b>	<b>FY 2018/19 &amp; 2019/20 Amounts</b>	<b>FY 2021/22 Amounts</b>
1	Anointed Vessel Productions**	\$5,000	\$10,000
2	Ballet Folklorico**	\$7,665	\$10,500
3	BRAVA**	-	\$20,190
4	California Riverside Ballet	\$9,600	-
5	Empower You Edutainment**	-	\$7,500
6	Inlandia**	\$22,000	\$22,000
7	KVCR**	\$19,500	\$30,000
8	March Field Air Museum**	\$20,000	\$33,000
9	Raincross Master Chorale	\$6,000	-
10	Riverside Arts Academy**	\$25,000	\$40,000
11	Riverside Arts Council**	-	\$20,000
12	RI International Art Works**	\$10,000	\$20,000
13	Riverside Art Museum	\$49,000	-
14	Riverside Children's Theatre	\$5,000	-
15	Riverside Community Arts Association**	\$8,473	\$6,000
16	Riverside Community Players**	\$15,000	\$23,250
17	Riverside Concert Band	\$3,762	-
18	Riverside County Philharmonic	\$15,000	-
19	Riverside Dickens Festival	\$20,000	-
20	Riverside International Film Festival**	-	\$2,044
21	UCR Arts Block**	\$39,000	\$44,000
	<b>Total</b>	<b>\$280,000</b>	<b>\$288,484</b>

\*\*Organizations that applied for funding for FY 2021/22.

Historically, many of the same organizations apply for funding each year. During this funding cycle, there were a few changes, and seven organizations did not apply. These organizations did not apply for various reasons, predominantly related to COVID-19. Four new organizations applied for funding this year. Staff believes this is due to the outreach, training, and messaging that has continued from the CARES Act funding for non-profit organizations program. The amount of money that each organization can receive can be up to 15%. One organization's revenues declined, so the amount of money they received declined as well. Several other organizations received increased funding within the 15% allowable amount from last year's awards. Each year the amount of award changes due to the 1% increase, and staff's recommended amounts are based on each organization's application, budget, programming, and specific requests. Staff's recommended amounts are consistent with the range that others have received in prior years.

These programs have given stability and opportunities for art organizations and artists, respectively, for over twenty (20) years. Artist organizations and artists will continue to need this support, especially at this time, given the recent COVID-19 pandemic. Historically, art organizations across the country are underfunded. As the City of Arts & Innovation, the City has a responsibility to make sure that arts and culture are strengthened and diversified; this funding is one strategic way that this can happen.

During the pandemic staff has strategically been working to support businesses and residents with information and resources. Through the CARES Act funding, non-profit organizations were supported with \$1.6 million that supported their efforts to survive, diversify, upgrade technology and/or to provide services to our community. As the initial crisis of the pandemic has receded, it is important that strategic work continue to support businesses and residents. As the City of

Riverside is still in the Recovery and Thrive Phases of the pandemic, it is important that the creative arts & culture economy not be lost in the recovery efforts of our community.

## **STRATEGIC PLAN ALIGNMENT**

The Arts & Culture Grant Program supports **Strategic Priority 1 – Arts, Culture and Recreation** and **Goals 1.1 and 1.2**: learning, arts, culture, recreation, senior programs, and partnerships, as well as facilitation of requests for in-kind sponsorship related to various City amenities. Because of the diversity of the programs, particularly **Strategic Priority 2 – Community Well-Being (Goals 2.3 – 2.5)** are also addressed through programs related to developing of a sense of community, community engagement, neighborhoods, and partnerships.

This item aligns with each of the Cross-cutting Threads as follows:

**1. Community Trust:**

- Each round of granting is documented fully in the reports that are presented to City Council.
- The continued communication and trainings to the non-profit organizations to ensure they are informed about the opportunity.

**2. Equity:**

- As applications are evaluated, there is particular attention to organizations that seek to serve populations representing the diversity of Riverside.

**3. Fiscal Responsibility:**

- The Arts & Culture Grant Program is included in the Arts & Cultural Affairs Division operating budget, placing it directly within the sphere of accountability that encompasses each staff member's work, through the supervision of City Management, to the City Council.
- Additionally, these grant monies are leveraged through the organizations to provide community-enhancing activities throughout the calendar year, which multiply the value and impact of those dollars.
- On average, the non-profit organizations that spend the Arts & Culture Grant funds utilize about one City dollar per person who receives services, based on the estimated number of individuals served through these grant-funded organizations and across a broad spectrum of causes.

**4. Innovation:**

- The Program operates through each budget cycle; there is a broad opportunity for applicants to innovate in response to community needs, new trends, and inspiration.
- The frequency of the application and cycle encourages innovation because it mitigates risk in a way that a project of longer duration cannot, and that frequency also allows for flexibility in response to emerging needs of the community and arts & culture.

**5. Sustainability & Resiliency:**

- Funded programs promote the health of our non-profit, arts & culture community, which makes this an investment in the capacity of the non-profit community, as well as an investment in each life served by that community.
- The non-profit organizations in our community represent such broad and diverse areas of interest that they serve as a barometer of need in the community.

## **FISCAL IMPACT:**

The total fiscal impact of this action is \$288,484. The funds are budgeted and available in the General Fund, Community & Economic Development, Arts & Cultural Affairs, Account Number 2850000-450032.

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