



Arts & Culture Grants for Fiscal Year 2021-2022

Community & Economic Development

Economic Development, Placemaking and
Branding/Marketing Committee
November 18, 2021

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BACKGROUND

The City Council approved upgraded arts and cultural grant program and policies, on January 23, 2018, and September 11, 2018, to address: 1) a lack of cohesiveness among art organizations, inadequate marketing; and 2) insufficient resources, monies, 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;



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BACKGROUND (CONT.)

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;



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BACKGROUND (CONT.)

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 in order 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.



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PROGRAM GUIDELINES

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.



FUNDING RECOMMENDATIONS

	Organization	FY 18-19 & 19-20 Amounts	FY 21-22 Amounts
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
	Total	\$280,000	\$288,484



EXAMPLES OF PROGRAMS



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EXAMPLE OF PROGRAMS (CONT.)



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STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



Arts, Culture & Recreation



Community Well-Being

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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RECOMMENDATIONS

That the Economic Development, Placemaking and Marketing/Branding 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, in order to implement the City's Arts & Culture Grant program.



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