



# CITY OF LONG BEACH **R-23**

OFFICE OF THE CITY MANAGER

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6711 FAX (562) 570-7650

October 21, 2014

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute an Agreement with Public Corporation for the Arts of the City of Long Beach, Inc., a California nonprofit corporation, dba the Arts Council of Long Beach, in the amount of \$404,300 to fund arts and cultural activities for a period of one year. (Citywide)

## DISCUSSION

The City annually enters into an agreement with Public Corporation for the Arts of the City of Long Beach, Inc., a California nonprofit corporation, doing business as the Arts Council of Long Beach (Arts Council), to administer City funding for the promotion and development of community-oriented cultural activities and artistic programs. The cultural and artistic programs help bring the diverse Long Beach community together and enhance civic pride. Through this funding from the City, the Arts Council has provided financial support and assistance to over 100 local arts organizations and more than 1,000 area artists, with the objective of making arts and culture available to all residents of Long Beach.

On September 2, 2014, the City Council adopted the Fiscal Year 2015 (FY 15) Budget, which includes \$404,300 for the Arts Council Agreement. The total amount includes a one-time Challenge Grant of \$50,000 appropriated during the adoption of the FY 15 Budget. This Challenge Grant is intended to provide an incentive for future donors to contribute funds by matching donations. This Challenge Grant would be paid out by the City on a one-to-one basis on submission of evidence that the Arts Council has received contributions between October 1, 2014 and September 30, 2015 from non-government sources for the marketing of the arts and cultural community of Long Beach.

Therefore, City Council approval is requested to enter into a one-year agreement with the Arts Council in the amount of \$404,300. In FY 15, the Arts Council will also utilize the City's assistance to fund a community arts grant program in the amount of \$190,000. Finally, a total of \$164,300 will be used to fund general operations of the Arts Council. The remainder will be for \$50,000 for the Challenge Grant.

This matter was reviewed by Deputy City Attorney Linda Vu on October 2, 2014 and Budget Management Officer Victoria Bell on October 3, 2014.

HONORABLE MAYOR AND CITY COUNCIL

October 21, 2014

Page 2 of 2

TIMING CONSIDERATIONS

City Council action is requested on October 21, 2014, to proceed with the Agreement with the Arts Council.

FISCAL IMPACT

The total amount of the one-year agreement is \$404,300 and is budgeted in the Special Advertising and Promotion Fund (SR 133) and in the General Fund (GP) in the City Manager Department (CM). Approval of this recommendation should result in a positive local job impact.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
CITY MANAGER

PHW:TG