



# Building A Better Long Beach

August 2, 2010

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Approve and authorize the Executive Director to execute a Second Amendment to the Agreement with the Arts Council for Long Beach for public art management services and public art installations that would extend the term through Fiscal Year 2010-2011.  
(All Project Areas – Citywide)

### DISCUSSION

Over the years, the partnership between the Redevelopment Agency (Agency) and the Arts Council for Long Beach (ACLB) has resulted in the production of a growing public art collection throughout Long Beach. On September 15, 2008, the Agency Board approved a contract (Agreement) with the ACLB for public art management services and public art production, for a total amount not to exceed \$1,286,231. On September 21, 2009, the Agency Board approved a First Amendment to the Agreement to extend the contract through Fiscal Year 2009-2010 (FY10); the dollar amount of the contract was not increased.

The contract includes the administration of four distinct public art initiatives including temporary art, permanent art, education, and the Percent for Public Art Program. In order to continue the Program, staff recommends a second amendment to extend the term of the contract through Fiscal Year 2010-2011 (FY11). This second amendment would allow for the completion of the initiated projects and the commencement of new projects identified for FY11 (Exhibit A – FY09-FY11 ACLB Services and Projects). The overall total to fund the remaining FY10 initiatives and planned FY11 initiatives is \$879,497, which is within the existing balance of the contract.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

AMY J. BODEK  
EXECUTIVE DIRECTOR

AJB:LAF:DSW:JMV

Attachment: Exhibit A – FY09-FY10 ACLB Services and Projects

Exhibit A

FY09-FY11 ACLB Services and Projects

	Inception to date	Remaining	Total
<b>TEMPORARY PROJECTS<sup>a</sup></b>			
Urban Lab -Ocean and Lime	\$5,800.00	58,200.00	\$64,000.00
Expo Building Project	\$10,000.00		\$10,000.00
Four Mobile Exhibits - Vacant Storefronts	\$20,000.00 <sup>b</sup>		\$20,000.00
Design District Banner Project		\$10,000.00	\$10,000.00
Pacific Avenue Banner Project		\$10,000.00	\$10,000.00
North Village Banner Project		\$10,000.00	\$10,000.00
Ten Mobile Exhibits (\$5,000 each)		\$50,000.00	\$50,000.00
<b>PERMANENT PROJECTS<sup>a</sup></b>			
Seven Citywide Public Projects	\$237,250.00 <sup>b</sup>	312,750.00	\$550,000.00
Westside Industrial Median	\$13,000.00 <sup>b</sup>		\$13,000.00
Paramount Petroleum Public Art Project		70,000.00	\$70,000.00
Rosa Parks Park		72,500.00	\$72,500.00
Two Memorial Bus Shelters	\$14,350.00	25,650.00	\$40,000.00
Total			
<b>EDUCATIONAL OUTREACH<sup>a</sup></b>			
X Marks the Spot	\$18,725.00 <sup>b</sup>		\$18,725.00
National Endowment for the Arts Project		\$20,000.00	\$20,000.00
Public Art Film Series		\$15,000.00	\$15,000.00
<b>ADMINISTRATIVE SERVICES</b>			
Fiscal Year 2009	\$169,048.00		\$169,048.00
Fiscal Year 2010	\$112,699.00	56,349.00	\$169,048.00
Fiscal Year 2011		169,048.00	\$169,048.00
Executive Director (16%)	\$13,500		
Director of PA & Design (90%)	\$68,627		
Associate Director of PA & Design (90%)	\$43,861		
PA Assistant (50%)	\$19,110		
Overhead	\$23,950		
Total	169,048.00		
<b>TOTAL</b>	<b>\$600,872.00</b>	<b>\$879,497.00</b>	<b>\$1,480,369.00</b>
Paid for all or in part under pre-existing ACLB agreement			-\$194,138.00
Total funding allocation under existing contract			\$1,286,231.00

<sup>a</sup> Funds may be reallocated between these three programs at the discretion of the Executive Director upon written request from the Consultant. However, the overall budget may not be exceeded.

<sup>b</sup> Paid for all or in part under separate ACLB agreement