



# CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

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GERALD R. MILLER  
CITY MANAGER

October 4, 2005

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute an Agreement with the Public Corporation for the Arts in the amount of \$600,000 to fund arts and cultural activities for a period of one year. (Citywide)

## DISCUSSION

The City annually enters into an agreement with the Public Corporation for the Arts of the City of Long Beach, Inc. (PCA), doing business as the Arts Council for Long Beach, to administer City funding for the promotion and development of community-oriented cultural activities and artistic programs. These cultural and artistic programs help bring the diverse Long Beach community together and enhance civic pride. Through this funding from the City, the PCA 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 13, 2005, the City Council adopted the Fiscal Year 2006 (FY 06) Budget, which included a \$600,000 appropriation for these activities. Therefore, City Council approval is requested to enter into a one-year agreement with the PCA in the amount of \$600,000. In FY 06, the PCA will utilize the City's assistance to fund a community arts grant program in the amount of \$300,000; the remaining \$300,000 will be used to fund general operations of the PCA such as personnel and marketing assistance, in addition to coordination and fundraising for the 2006 Smithsonian Week activities. The funding sources for this agreement include the General Fund (\$450,000) and the Special Advertising and Promotions Fund (\$150,000). This represents the same level of funding as in FY 05.

This matter was reviewed by Senior Deputy City Attorney Donna F. Gwin on September 28, 2005 and Budget Management Officer David Wodynski on September 26, 2005.

HONORABLE MAYOR AND CITY COUNCIL

October 4, 2005

Page 2

TIMING CONSIDERATIONS

The proposed agreement will make the PCA funding, appropriated by the City Council in the FY 06 Budget, available for payment. Accordingly, action is requested at the October 4, 2005 City Council meeting.

FISCAL IMPACT

The total amount of the one-year agreement is \$600,000 and is budgeted in the General Fund (GP) and the Special Advertising and Promotions Fund (SR 133) in the City Manager Department (CM).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GERALD R. MILLER  
CITY MANAGER