2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

AGREEMENT

35429

THIS AGREEMENT is made and entered in duplicate as of November 12. 2019 for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting held on October 8, 2019, by and between the PUBLIC CORPORATION FOR THE ARTS OF THE CITY OF LONG BEACH, a California nonprofit corporation, doing business as ARTS COUNCIL FOR LONG BEACH, with a place of business at 350 Elm Avenue, Long Beach, California 90802 ("PCA"), and the CITY OF LONG BEACH, a municipal corporation ("City").

WHEREAS, since 1985, PCA and City have had a contractual relationship pursuant to which City allocated and distributed certain funds to support a broad range of arts and cultural activities in City and under which PCA acted as administrator and organizer for various arts and cultural activities and responsibilities; and

WHEREAS, it is the desire and intent of PCA and City to continue their relationship for another year;

NOW, THEREFORE, the parties hereto agree as follows:

1. The above recitals are incorporated herein.

2.

Α. In accordance with the allocation authorized by the City Council pursuant to the recommendation of the PCA, City shall pay to PCA an amount not to exceed of Five Hundred Four Thousand Three Hundred Dollars (\$504,300) during the City's fiscal year 2019-2020 to provide financial support in the amounts shown on Exhibit "A", attached hereto and incorporated herein by this reference: (1) to offset PCA operating budget costs including administration, staff coordination, and fundraising activities, in the amount of Two Hundred Thirty-Nine Thousand Three Hundred Dollars (\$239,300); and (2) to fund a community arts grant program in the amount of One Hundred Ninety Thousand Dollars (\$190,000), as shown on Exhibit "B" attached hereto.

2

3

4

5

6

7

8

9

10

11

23

24

25

26

27

28

Included in the above, the City of Long Beach shall provide to PCA a one-time Challenge Grant in an amount up to Seventy-Five Thousand Dollars (\$75,000) intended to provide an incentive for private contributions to the Arts Council whereby the City shall match all the donations on a one-to-one basis for contributions received October 1, 2019 to September 30, 2020 from nongovernmental sources to support initiatives for artist sustainability and professional development, efforts for arts equity in underserved communities, and strategies that increase marketing of the arts and cultural community of Long Beach, as described on Exhibit "A-1" attached hereto and incorporated herein.

City shall pay Four Hundred Twenty-Nine Thousand Three Hundred Dollars (\$429,300) to PCA in installments as follows: One Hundred Sixty Thousand Dollars (\$160,000.00) on City's execution of this Agreement and the remaining amount of Two Hundred Sixty-Nine Thousand Three Hundred Dollars (\$269,300.00) in installments of Thirty-Three Thousand Six Hundred Sixty-Two Dollars and Fifty Cents (\$33,662.50) on the second calendar day of each month beginning January 2020 through August 2020.

B. The organizations and artists shown on Exhibit "B" as receiving "Professional Artist Fellowships", "Operating Grants, Level I", "Operating Grants, Level II", and "Community Projects Grants" must apply for support and successfully meet PCA's established criteria for support. In order to fulfill its obligations as reviewing agency for all City funds allocated to the arts and cultural groups and artists in Exhibit "B", PCA shall enter an agreement with each arts and cultural group and artist, which agreement shall set forth the terms under which the groups and artists will report to PCA regarding their financial status. Long Beach residency status, community outreach efforts and any other information required by PCA to be in compliance with this Agreement. PCA shall submit copies of all executed agreements between PCA and each group and artist to the City Manager within fifteen (15) days after full execution.

- 3. In accordance with the City's Administrative Regulation No. AR9-1 Regulation Governing Percent for the Arts Program ("Policy"), PCA shall administer and oversee the Percent for the Arts Program, as described in Exhibit "C", attached hereto and incorporated herein. The City will disburse Percent for the Arts Program funding, separate and in addition to the annual Agreement, each year to the PCA based on calculations of actual Program fees collected from eligible sources from the prior Fiscal Year, pursuant to the Percent for the Arts Policy as described in Exhibit C".
- 4. Before any payment is made on invoices from each arts and cultural group and artist shown on Exhibit "B", PCA shall assure that the funds requested will be used appropriately to promote cultural and arts activities in Long Beach to the benefit of the Long Beach citizenry and shall so certify in the performance report required in Section 4 below.
- 5. On or before January 2, 2020, April 2, 2020, July 2, 2020 and October 1, 2020, PCA shall submit to City a performance report of its activities, which report shall include a statement of all arts and cultural groups and artists to whom funds were distributed during the preceding three-month period and certification that each such group or artist met the provisions of this Agreement. PCA shall require that the arts and cultural groups listed in Exhibit "B" and with which PCA has an agreement shall submit an interim and final report statement to PCA, setting forth the group's financial condition and disclosure of all expenses, revenues, and fund balances relating to funds given to said groups hereunder. These statements shall be prepared and submitted on a schedule that will permit them to be reviewed by the City upon request.

6.

A. PCA shall prepare and file with City a complete annual financial report no later than November 15, 2020, covering the period October 1, 2019 through September 30, 2020 and accounting for the Five Hundred Four Thousand Three Hundred Dollars (\$504,300) allocated to PCA under Section 2 hereof. At that time, PCA shall return to City any revenues undistributed or

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

unexpended by it on or prior to September 30, 2020. Said financial report shall be certified by PCA's senior executive officer to indicate that all expenditures are supported by receipts, invoices, vouchers or other appropriate documentation and that such expenditures were made in accordance with this Agreement. PCA shall maintain books, financial records and files as necessary to support its certified financial statements. The City Auditor and other appropriate City personnel shall have the right to examine and audit the statements and supporting books, records and files for three years following the expiration or sooner termination of this Agreement.

- B. Notwithstanding anything to the contrary herein, the City Manager may approve the retention by PCA of funds allocated to specific arts and cultural groups and artists during 2019-2020 and not spent by September 30, 2020, so long as he finds that adequate progress and timely completion of the projects can be demonstrated by PCA to his satisfaction. PCA shall make monthly status reports on such projects and shall expedite completion in a form satisfactory to the City Manager.
- C. On or before November 15, 2020, PCA shall secure from each arts and cultural group identified in Exhibit "B" a comprehensive annual financial statement for the period October 1, 2019 through September 30, 2020. Said financial statement shall be reviewed, audited and approved by each group's board, and shall be forwarded to the City Manager, together with a copy of the applicable report based on said review, or part of the annual financial statement.
- 7. PCA shall maintain a current commercial checking account at a commercial bank in which all funds granted under this Agreement are immediately deposited when received and from which all payments are made for PCA's expenses for programs and for services. The balance in this bank account and such reconciliation shall be certified by the senior executive officer of PCA.
 - 8. PCA shall not use any of its funds for political campaign contributions

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

or for promotions of political candidates or any other political purpose.

- 9. PCA shall, upon request by City, submit to City a list of the names, addresses and assignments of all its officers and staff, permanent, part-time and voluntary. PCA shall notify City of any changes to this list within ten (10) days after said changes become effective.
- 10. PCA shall maintain for a period of three (3) years and make available to City such additional records, budgetary and other information as City may request.
- 11. City, its officials and employees shall not have any control over the conduct of PCA's activities or the employees of PCA. PCA expressly warrants that it will not at any time or in any manner represent that PCA or any of PCA's agents, volunteers, subscribers, members, officers or employees are in any manner the agents, volunteers, subscribers, officers or employees of City.
- 12. PCA shall with respect to this Agreement indemnify and hold harmless City, its officials, employees and agents (collectively in this Section "City") from and against any and all liability, claims, demands, damage, loss, causes of action, proceedings, penalties, costs and expenses (including reasonable attorney's fees, court costs, and expert and witness fees)(collectively "Claims" or individually "Claim"). Claims include by way of example but are not limited to: Claims for property damage, personal injury or death arising in whole or in part from any negligent act or omission of PCA, its officers, employees, agents, or anyone under PCA's control (collectively "Indemnitor"); PCA's breach of this Agreement; misrepresentation; willful misconduct; and Claims by any employee of Indemnitor relating in any way to worker's compensation. Independent of the duty to indemnify and as a free-standing duty on the part of PCA, PCA shall defend the City and shall continue such defense until the Claim (including allegations in a Claim) is resolved, whether by settlement, judgment or otherwise. No finding or judgment of negligence, fault, breach, or the like on the part of Indemnitor shall be required for the duty to defend to arise. PCA shall notify the City of any Claim within ten (10) days. Likewise, the City shall notify PCA of any Claim, shall tender the defense of such Claim

to PCA, and shall assist PCA, as may be reasonably requested, in such defense.

- 13. As a condition precedent to the effectiveness of this Agreement, PCA shall procure and maintain at PCA's expense for the duration of this Agreement from insurance companies that are admitted to write insurance in California or from authorized non-admitted insurance companies that have ratings of or equivalent to A:VIII by A.M. Best Company:
 - (a) Commercial general liability insurance (equivalent in scope to ISO form CG 00 01 11 85 or CG 00 01 11 88) in an amount not less than One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) general aggregate. Such coverage shall include but not be limited to broad form contractual liability, cross liability, independent contractors liability, and products and completed operations liability. The City, its officials, employees and agents shall be named as additional insureds by endorsement (on City's endorsement form or on an endorsement equivalent in scope to ISO form CG 20 10 11 85 or CG 20 26 11 85), and this insurance shall contain no special limitations on the scope of protection given to the City, its officials, employees and agents.
 - (b) Workers' Compensation insurance as required by the Labor Code of the State of California and employer's liability insurance in an amount not less than One Million Dollars (\$1,000,000).
 - (c) Professional or errors and omissions liability insurance in an amount not less than One Million Dollars (\$1,000,000) per claim.
 - (d) Commercial automobile liability insurance (equivalent in scope to ISO form CA 00 01 06 92), covering Auto Symbol 1 (Any Auto) in an amount not less than Five Hundred Thousand Dollars (\$500,000) combined single limit per accident.

Any self-insurance program, self-insured retention, or deductible must be separately approved in writing by City's Risk Manager or designee and shall protect City, its officials, employees and agents in the same manner and to the same extent as they

ocean boulevard, str ribor each, CA 90802-4664 would have been protected had the policy or policies not contained retention or deductible provisions. Each insurance policy shall be endorsed to state that coverage shall not be reduced, non-renewed, or canceled except after thirty (30) days prior written notice to City, and shall be primary and not contributing to any other insurance or self-insurance maintained by City. PCA shall notify the City in writing within five (5) days after any insurance required herein has been voided by the insurer or cancelled by the insured.

PCA shall require that all contractors and subcontractors which PCA uses in the performance of services hereunder maintain insurance in compliance with this Section unless otherwise agreed in writing by City's Risk Manager or designee.

Prior to the start of performance, PCA shall deliver to City certificates of insurance and required endorsements for approval as to sufficiency and form. The certificate and endorsements for each insurance policy shall contain the original signature of a person authorized by that insurer to bind coverage on its behalf. In addition, PCA, shall, within thirty (30) days prior to expiration of the insurance required herein, furnish to City certificates of insurance and endorsements evidencing renewal of such insurance. City reserves the right to require complete certified copies of all policies of PCA and PCA's contractors and subcontractors, at any time. PCA shall make available to City's Risk Manager or designee all books, records and other information relating to the insurance coverage required herein, during normal business hours.

Any modification or waiver of the insurance requirements herein shall only be made with the approval of City's Risk Manager or designee. Not more frequently than once a year, the City's Risk Manager or designee may require that PCA, PCA's contractors and subcontractors change the amount, scope or types of coverages required herein if, in his or her sole opinion, the amount, scope, or types of coverages herein are not adequate.

The procuring or existence of insurance shall not be construed or deemed as a limitation on liability relating to PCA's performance or as full performance of or

- 14. This Agreement contemplates the unique role and responsibilities of PCA and the parties acknowledge that a substantial inducement to City for entering this Agreement was and is that uniqueness. As a result, PCA shall not assign its rights or delegate its duties hereunder, or any interest herein, or any portion hereof, without the prior written consent of City. Any attempted assignment or delegation shall be void, and any assignee or delegate shall acquire no right or interest by reason of such attempted assignment or delegation. PCA shall not subcontract any portion of the performance required hereunder. Nothing in this Section 13 shall prevent PCA from employing as many employees as PCA deems necessary for performance of this Agreement.
- 15. Any notice required hereunder or desired to be given by either party shall be in writing and personally delivered or deposited in the U.S. Postal Service, first class, postage prepaid to the City at 333 West Ocean Boulevard, Long Beach, California 90802 Attn: City Manager and to PCA at the address first shown herein. Change of address shall be given in the same manner as stated herein. Notice shall be deemed given on the date deposited in the mail or on the date personal delivery is made, whichever first occurs.
- 16. The term of this Agreement shall begin at 12:01 a.m. on October 1, 2019, and shall terminate at midnight on September 30, 2020. Either party may terminate this Agreement by giving thirty (30) days prior notice to the other party. The complete annual financial report required by Section 5 shall be filed no later than November 15, 2020, and any revenues to be returned shall be returned at the time of said filing, unless otherwise allocated, with the approval of the City Manager.
- 17. The City Manager or designee shall administer this Agreement and all matters in connection herewith, and his decision shall be final.
- 18. The acceptance of performance or the payment of any money by City shall not operate as a waiver of any provision of this Agreement, or of any right to damages or indemnity stated in this Agreement. The waiver of any breach of this

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

Agreement shall not constitute a waiver of any other or subsequent breach of this Agreement.

- 19. PCA, by executing this Agreement, certifies that, at the time PCA executes this Agreement and during the term hereof, PCA does not and will not perform hereunder in any manner which would create a conflict, whether monetary or otherwise, as between the interests of City and the interests of any recipient of funds hereunder.
- This Agreement shall not be amended, nor any provision or breach 20. hereof waived, except in writing signed by the parties which expressly refers to this Agreement.
- This Agreement shall be governed by and construed pursuant to the 21. laws of the State of California.
- This Agreement constitutes the entire understanding between the 22. parties and supersedes all other agreements, whether oral or written, with respect to the subject matter herein.
- 23. In the event that there is any legal proceeding between the parties to enforce or interpret this Agreement or to protect or establish any rights or remedies hereunder, the prevailing party shall be entitled to its costs and expenses, including reasonable attorney's fees.
- Subject to applicable laws, rules and regulations, PCA shall not 24. discriminate in the performance of this Agreement on the basis of race, religion, national origin, color, age, sex, sexual orientation, gender identity, AIDS, HIV status, handicap, or disability.

23 ///

24 ///

25 ///

26 ///

27 ///

28

///

IN WITNESS WHEREOF, the	parties hereto have executed this Agreement
with all formalities required by law as of the	date first stated above.
·	PUBLIC CORPORATION FOR THE ARTS OF THE CITY OF LONG BEACH, a California nonprofit corporation, doing business as ARTS COUNCIL FOR LONG BEACH
Dec. 05, 2019 Dec., 05, 2019	Name: Griselda Suarez Title: Executive Director
Dec., 05, 2019	Name: Brian Trimble Title: Board President
	"PCA"
Dec. 1 2019	CITY OF LONG BEACH, a municipal corporation By Relecca & Larner
	EXEOUTHD PURSUANT TO SECTION 301 OF "City" THE CITY CHARTER
This Agreement is approved a	is to form on, 2019.
	CHARLES PARKIN, City Attorney By Deputy

Exhibit A PCA Operating Budget FY 2019-20: October 1,2019through September 30, 2020

363,057

1,216,450.00

(0.85) Total Budget

Executive Director; Administrative Manager 4,500.00 Property / Liability 30,000.00 Accounting; Notes: 106,673.22 113,228.00 353,228 29.04% 44,399 3.65% 190,000.00 750.00 750.00 504,300 1,419.00 41.46% 400.00 City Support 182,441 15.00% 0.00% 0.00% 37,257.20 182,441 15.00% Neighborhoods Public Art Design/ 0.00% 0.00% 185,410 15.24% 185,410 15.24% 61,850 123,560 72,989 **139,386** 11.46% 11.46% 0.00% 0.00% 139,386 66,397 Marketing 0.00% 47,128 335,171 27.55% 335,171 0.00% 288,043 Grants & Training 2.22% %00.0 27,000 0.00% 2.22% 27,000 27,000 **Fundraising** 158,420 13.02% 2,000 3,500 1,000 2,580 7,000 5,000 14.60% 336,057 3,300 2,500 4,500 3,500 60,000 0.00% 6,500 1,500 20,000 36,500 177,637 Admin 158,420 13.02% 2,500 27,000 6,500 4,000 2,000 3,500 1,000 3,757 2,580 7,000 5,000 123,560 145,184 219,224 **842,408** 69,25% 1,205,465 20,000 500 3,500 60,000 1,500 16.82% 10,000 36,500 288,043 FY 2019/20 percentage of revenue of total budg Special Events Program/Marketing **Outside Consultants Operations** Allocations-Granting Program Total Expenses-PCA & PA Meetings/Travel/Conferences Printing + Stationery Supplies Percentage of total budget Percentage of total budget Fundraising (Development) Miscellaneous-License etc Percentage of total budget Admin Salaries & Benefits Program Administration Equipment/Computers Telephone & Internet Outside Consultants Employee Incentive Bank/PayrollServ **Total Operations** Audit/Legal Fees Arts Learning Program Total: Reserve Fund Maintenance Memberships Staff Costs: Operations Insurance Website Supplies Postage Parking

41.46%

15.00%

15.24%

11.46%

27.55%

2.22%

27.63%

99.10%

623,184

363,057 1,205,465.24

Exhibit A-1

City of Long Beach Challenge grant for Arts Council for Long Beach Fiscal Year 2019-2020

The City of Long Beach is providing a one-time Challenge Grant up to \$75,000 to the Arts Council for Long Beach (Arts Council). The Challenge Grant is intended to provide an incentive for private contributions to the Arts Council by the City matching the donations on a one-to-one basis for contributions received October 1, 2019 to September 30, 2020 from private and public sources that support administration, coordination, and implementation of programs for artist sustainability and professional development, efforts for arts equity in underserved communities, arts education, public art projects and strategies that increase arts marketing projects.

Challenge Grant Provisions:

- 1. Donations should be received from individual donors, foundations, corporations, and non-municipal funds to support artist sustainability and professional development, efforts for arts equity in underserved communities, and strategies that increase arts marketing projects. The City will match on a one-to-one basis. The City will match up to \$75,000 of the amount of said donations received during the fiscal year.
- 2. The Arts Council must submit evidence (suitable to the City) of donations made to support initiatives for artist sustainability and professional development, efforts for arts equity in underserved communities, and strategies that increase arts marketing projects for Long Beach during the fiscal year beginning October 1, 2019 and ending on September 30, 2020. All evidence must be submitted to the City Manager's Office no later than October 1, 2020. The Arts Council can submit evidence to the City at the same time its installment invoice is given to the City for the payment of the other allocated funding under the contract (\$429,300). The City may request reasonable reports or information to ensure grant compliance.
- 3. Any grants funds not utilized for the intended purpose by September 30, 2021 (one year after the grant match period) must be returned to the City or the City must authorize an extension.
- 4. The receipt or appropriation of Challenge Grant funds should not be used in any way to determine compensation or bonuses.

2019-2020 Grant Awards Exhibit B

	1st payment 1/15/20	2nd payment 5/15/20	3rd payment 11/15/20	Total Award	
ARTIST FELLOWSHIP	100%	0%	0%		
Kelsey Zwarka	\$3,000.00		\sim	\$	3,000
Martin Etem	\$3,000.00	$ \nearrow\!\!\!\!\! \nearrow$	$ \bigcirc\!$	\$	3,000
Jason Keam	\$3,000.00		\longrightarrow	\$	3,000
Ali Smith	\$3,000.00			\$	3,000
	\$12,000.00			\$	12,000.00
OPERATING GRANTS, LEVEL I (\$250K-\$1M budge	33%	33%	34%		
Art Theatre	808.32	808.32	832.81		2,449.44
Camerata Singers of Long Beach	815.73	815.73	840.45	\$	2,471.91
Long Beach Playhouse	871.35	871.35	897.75	\$	2,640.45
Musica Angelica	804.61	804.61	828.99	\$	2,438.20
	3,300.00	3,300.00	3,400.00	\$	10,000.00
OPERATING GRANTS, LEVEL II (budgets >\$1M)	33%	33%	34%		
Arts & Services for Disabled, Inc.	6,481.50	6,481.50	6,677.91	\$	19,640.90
International City Theatre	5,609.01	5,609.01	5,778.98	\$	16,997.00
Long Beach Opera	6,244.10	6,244.10	6,433.31	\$	18,921.50
Long Beach Symphony Orchestra	5,864.23	5,864.23	6,041.94	\$	17,770.40
Museum of Latin American Art	6,030.42	6,030.42	6,213.16	\$	18,274.00
Musical Theatre West	5,080.75	5,080.75	5,234.71	\$	15,396.20
,	35,310.00	35,310.00	36,380.00	\$	107,000.00
COMMUNITY PROJECT GRANTS	50%		50%		
Kleefeld Contemporary	2,500.00	\mathbb{N}	2,500.00	\$	5,000
Carpenter Performing Arts Center	2,500.00	\mathbb{M}	2,500.00	\$	5,000
Cambodia Town Inc.	2,000.00	\bigvee	2,000.00	\$	4,000
LGBTQ Center of Long Beach	1,750.00	$\sqrt{}$	1,750.00	\$	3,500
South Coast Dance Arts Alliance	1,750.00	\sim	1,750.00	\$	3,500
Hmong Association of Long Beach	1,750.00	\mathbb{V}	1,750.00	\$	3,500
South Coast Chorale	1,750.00	\mathbb{N}	1,750.00	\$	3,500
Long Beach Blues Society	1,500.00	\mathbb{M}	1,500.00	\$	3,000
Rock Club-Music is the Remedy	1,000.00	\sim	1,000.00	\$	2,000
Act Out Theater	1,000.00	\mathbb{M}	1,000.00	\$	2,000
	17,500.00		17,500.00	\$	35,000.00
SUB TOTAL GRANT AWARDS FOR 2019-2020	\$68,110.00	\$38,610.00	\$57,280.00	\$	164,000.00
COD TOTAL CHAIT ANAIDOT ON ECTO-2020	400,110.00	Ψου, ο 10.00	ψφι, <u>200.00</u>	Ψ_	104,000.00
Monthly Microgrant Awards				\$	26,000.00
TOTAL GRANT AWARDS FOR 2019-2020				\$	190,000.00

Exhibit C

PERCENT FOR THE ARTS

- 1. Under the City of Long Beach's Percent for the Arts Program (Program), regulated by the City's Administrative Regulation No. AR9-1 Regulation Governing Percent for the Arts Program (Policy), PCA will assume the role of the primary vendor contracted by the City to administer and manage all Program projects. Accordingly, the City and PCA will enter into separate memorandums of understanding (MOU) to define individual project scope of works, timelines, and deliverables and disburse funding on a separate funding schedule separate from this annual Agreement.
- 2. <u>Program Funding Allocations, Project Identification, and Review, Selection and Approvals of Program commissioned works are in accordance with the City's Percent for the Arts Policy.</u>
- 3. Acknowledgements: "Supported in part by the City of Long Beach and Percent for the Arts" must appear or be stated on all advertisements, programs, publications, displays, web site, social media, in announcements and every other form of public communication for events and projects receiving funding support from the Percent for the Arts Program.
- 4. Equity: In addition, and pursuant to the City's Percent for the Arts Policy, the PCA will make every effort to equitably solicit public art opportunities to members of all backgrounds, ethnicities, religions, orientation and gender identification. To the extent possible, PCA will also engage new artists to participate in the public art application process. It is the goal of the City to develop high caliber art projects that meet the diverse interests of the residents of Long Beach. The following factors should be taken into account by PCA when reviewing and selecting proposals for new works:
 - i. Public art proposals will reflect input gathered from local community and neighborhood stakeholders through open forums to provide the artist inspiration and potential concepts and themes. Public art shall be compatible with the host community, and public input shall be received and considered as part of the design process.
 - ii. Gathering public input and appropriately transmitting the input to the artist will be the responsibility of the PCA.
 - iii. Throughout process of creating this Policy, City staff and PCA worked closely to ensure PCA will make every effort to equitably solicit public art opportunities to members of all backgrounds, ethnicities, religions, orientation, and gender identification.
 - iv. To the extent possible, PCA will also engage new artists to participate in the public art application process.
- 5. Roles and Responsibilities are defined in the City's Percent for the Arts Policy.

Exhibit C

PERCENT FOR THE ARTS

- 1. Under the City of Long Beach's Percent for the Arts Program (Program), regulated by the City's Administrative Regulation No. AR9-1 Regulation Governing Percent for the Arts Program (Policy), PCA will assume the role of the primary vendor contracted by the City to administer and manage all Program projects. Accordingly, the City and PCA will enter into separate memorandums of understanding (MOU) to define individual project scope of works, timelines, and deliverables and disburse funding on a separate funding schedule separate from this annual Agreement.
- 2. <u>Program Funding Allocations, Project Identification, and Review, Selection and Approvals of Program commissioned works are in accordance with the City's Percent for the Arts Policy.</u>
- 3. Acknowledgements: "Supported in part by the City of Long Beach and Percent for the Arts" must appear or be stated on all advertisements, programs, publications, displays, web site, social media, in announcements and every other form of public communication for events and projects receiving funding support from the Percent for the Arts Program.
- 4. Equity: In addition, and pursuant to the City's Percent for the Arts Policy, the PCA will make every effort to equitably solicit public art opportunities to members of all backgrounds, ethnicities, religions, orientation and gender identification. To the extent possible, PCA will also engage new artists to participate in the public art application process. It is the goal of the City to develop high caliber art projects that meet the diverse interests of the residents of Long Beach. The following factors should be taken into account by PCA when reviewing and selecting proposals for new works:
 - i. Public art proposals will reflect input gathered from local community and neighborhood stakeholders through open forums to provide the artist inspiration and potential concepts and themes. Public art shall be compatible with the host community, and public input shall be received and considered as part of the design process.
 - ii. Gathering public input and appropriately transmitting the input to the artist will be the responsibility of the PCA.
 - iii. Throughout process of creating this Policy, City staff and PCA worked closely to ensure PCA will make every effort to equitably solicit public art opportunities to members of all backgrounds, ethnicities, religions, orientation, and gender identification.
 - iv. To the extent possible, PCA will also engage new artists to participate in the public art application process.
- 5. Roles and Responsibilities are defined in the City's Percent for the Arts Policy.