

November 9, 2021

C-13

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement with the Public Corporation for the Arts of the City of Long Beach, Inc., a California nonprofit corporation, dba Arts Council for Long Beach, in the amount of \$404,085, to fund arts and cultural activities, for a period of one year. (Citywide)

DISCUSSION

The City enters into an annual agreement with the Arts Council for 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 August 24, 2021, the City Council adopted the Fiscal Year 2022 (FY 22) Budget, which includes \$404,085 for the Arts Council agreement. City Council approval is requested to enter into a one-year agreement with the Arts Council for the budgeted amount of \$404,085. In FY 22, the Arts Council will utilize the City's assistance to fund a community arts grant program in the amount of \$164,785. The remaining \$239,300 will be used to fund general operations of the Arts Council.

The annual agreement includes terms and conditions for administering the Percent for the Arts program to ensure the Arts Council remains in compliance with the City's Percent for the Arts Policy. The Percent for the Arts payment to the Arts Council is paid separate and in addition to the funding support provided by the annual agreement, and is based on 1 percent of actual fees assessed on the previous year's eligible CIP projects.

The FY 22 \$404,085 contract amount is unchanged from the FY 21 contract amount. The COVID-19 pandemic has dramatically impacted the Special Advertising and Promotion Fund Group revenues, which are used to support the Arts Council. These revenues are anticipated to improve slowly in FY 22.

In FY 22, in addition to the community arts grant program, the Arts Council will also be administering the direct grant program to arts and culture organizations supported by the additional 1 percent Transient Occupancy Tax revenues from Measure B.

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This matter was reviewed by Deputy City Attorney Amy R. Webber on October 18, 2021 and by Budget Operations and Development Officer Rhutu Amin Gharib on October 20, 2021.

TIMING CONSIDERATIONS

City Council action is requested on November 9, 2021, to proceed with the agreement with the Arts Council.

FISCAL IMPACT

The total amount of the one-year agreement is \$404,085, and is budgeted in the Special Advertising and Promotion Fund Group in the City Manager Department. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. Approval of this recommendation is anticipated to result in a positive local job impact.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'T. Modica', written over the printed name.

THOMAS B. MODICA
CITY MANAGER