



CITY OF LONG BEACH

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OFFICE OF THE CITY MANAGER

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6711 • FAX (562) 570-6583

PATRICK H. WEST
CITY MANAGER

October 2, 2007

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 of the City of Long Beach, Inc., doing business as Arts Council for Long Beach, 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 (Arts Council), 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 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 18, 2007, the City Council adopted the Fiscal Year 2008 (FY08) 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 Arts Council in the amount of \$600,000. In FY 08, the Arts Council 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 Arts Council such as personnel and marketing assistance, in addition to coordination and fundraising for the 2008 Smithsonian Week activities. This represents the same level of funding as in FY 05, FY 06 and FY 07.

This matter was reviewed by Assistant City Attorney Heather Mahood on September 21, 2007 and Budget and Performance Management Bureau Manager David Wodynski on September 24, 2007.

TIMING CONSIDERATIONS

City Council action is requested at the October 2, 2007 City Council meeting to expedite payment for the Arts Council for its annual activities.

FISCAL IMPACT

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

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "P. H. West", with a long horizontal flourish extending to the right.

PATRICK H. WEST
CITY MANAGER

PHW:cw

Attachment: Arts Council Overview



Arts Council for Long Beach

Established in 1976, the Public Corporation for the Arts, dba Arts Council for Long Beach, is the official arts agency for the City of Long Beach. The goal of the Arts Council is to improve the quality of life through the arts for all residents of and visitors to our city. We encourage every member of the community to enjoy direct, personal experiences with artists, scholars, educators, and original works of art in every discipline and practice. The Arts Council for Long Beach is a private nonprofit organization governed by a volunteer board of directors and managed by a professional staff.

The Arts Council for Long Beach implements five primary programs:

ARTS LEARNING PROGRAM provides area residents with direct experiences with arts and culture. We present multidisciplinary, multicultural arts programs and services that inspire creativity, celebrate diversity, promote tolerance, and contribute to the vitality of the arts in our community

- **Passport to the Arts Program** celebrates cultural diversity, provides standards-based arts education for Long Beach third-graders and supports artists. Each year the program showcases the artistic contributions of people from a different part of the world with representation in Long Beach. Artists from all four arts disciplines serve as resident artists in participating schools, delivering teacher workshops, arts instruction, and assemblies. The program is free to schools and funded by private support.
- **Smithsonian Week in Long Beach** – Scholars from the Smithsonian Institution spend a week in the city and present free lectures and lessons to students in grades K-12 and at local colleges and universities. K-12 teachers attend pre-visit workshops to receive information about the scholars and suggestions for standards-based preparatory student projects. Scholars also present their lectures at community venues throughout the city during the week. The Arts Council partners with numerous community-based organizations to present Smithsonian Week programs. All events are free; private philanthropy and the City of Long Beach support this weeklong festival of learning.

- **Eye on Design** – Through a partnership with the Smithsonian Institution's Cooper-Hewitt National Design Museum, the Arts Council expands its Smithsonian relationship by offering the educational program "Eye (I) on Design" in Long Beach. This community-centered endeavor brings together teachers, architects, urban planners, civic leaders, and local arts and cultural organizations with the goal of educating young people about design and involving them in their neighborhoods. The program fosters community pride, makes connections between arts learning and its real-world applications, and results in a permanent public art installation in a neighborhood. The program is supported through private giving and by a grant by the National Endowment for the Arts.

GRANTS PROGRAM – The Arts Council awards merit-based grants, contracts, and commissions to support the work of Long Beach artists and arts organizations through an intense panel review process that evaluates applicants based on artistic quality, organizational and fiscal soundness, and community impact. In 2007, \$300,000 in grants of City of Long Beach funds were awarded to individual artists and arts organizations. Additional Arts Learning grants totaling nearly \$100,000 are awarded each year to arts educators participating in our in-school arts programs.

MARKETING PROGRAM – The Marketing Program promotes Long Beach as a vital center of arts activities. Its innovative collaborative endeavors provide high-quality, low-cost marketing services to arts and cultural organizations in the City of Long Beach. The Arts Council leads an Arts Marketing Directors Partnership comprising arts marketing professionals to pool organizational resources and implement joint marketing projects managed by the agency. The marketing department publishes *Connections*, the arts council newsletter and community arts calendar; produces the annual State of the Arts luncheon; promotes *October Is Arts Month*, and markets organizational programs such as *Smithsonian Week*. Marketing efforts are self-sustaining and a source of earned income for the arts council.

PUBLIC ART PROGRAM – This program facilitates civic improvement projects involving the arts. The Arts Council administers the Long Beach Public Art Program requiring certain public/private development in redevelopment areas to allocate 1% of total costs to create public art and administer the program. The public art staff also provides professional development workshops to area artists wishing to learn about the public art field, offers learning experiences to the general public about public art, engages in urban arts policy and planning endeavors, documents the City's collection of public art, and conserves art works. This program is funded through the City's Percent-for-Art Program, a policy of the Redevelopment Agency.

PROFESSIONAL DEVELOPMENT - This program offers invaluable one-on-one counseling and "Creative Edge" workshops providing professional development for artists and arts managers, and community volunteers. Topics include all areas of non-profit management including professional artist development, promotional and marketing expertise, public relations, grant writing, database management, website development, fundraising, volunteer and board development, and special event coordination, among others. Workshops are offered at no or little cost to the participants.