
Percent for the Arts
Program Recommendations

Overview

- 1) Current Support
- 2) Research
- 3) Analysis
- 4) Case Studies
- 5) Admissions Fee
- 6) Private Development Impact Fee
- 7) Recommendations
- 8) Questions



1.

CURRENT SUPPORT

Current Support for Arts & Culture

Long Beach has a rich history of supporting arts and culture.

Annual General Fund Support for the following:

- ▷ Long Beach Arts Council (\$404,300)
- ▷ Long Beach Museum of Art (\$319,000)
- ▷ Municipal Band (\$360,000)
- ▷ And many other programs

Contribution Frequency	Totals
One-time Contributions	\$ 418,703
Annual Contributions	\$ 5,787,229
TOTAL FY16 ARTS & CULTURE SUPPORT	\$ 6,205,932

2.

RESEARCH

Percent for the Arts Scan

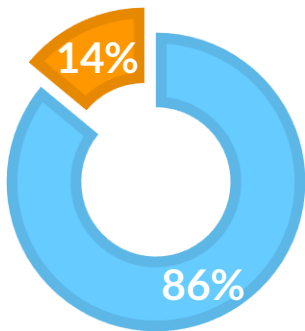
Survey

- ▷ 30 Largest Cities in the US
- ▷ 73 California Cities

Results

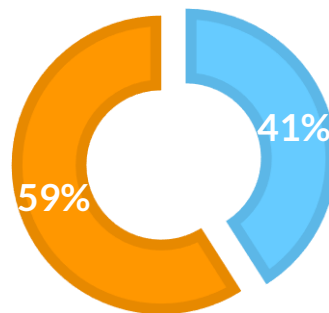
30 LARGEST CITIES

- Percent for the Arts Program
- No Percent for the Arts Program



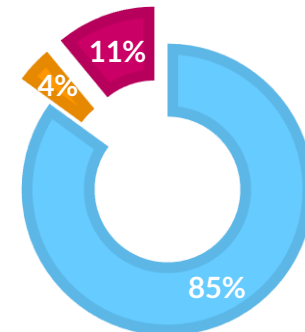
CALIFORNIA CITIES

- Percent for the Arts Program
- No Percent for the Arts Program



30 LARGEST CITIES: PUBLIC VS. PRIVATE

- % of Public Projects
- % of Private Projects
- Both Public & Private



3. ANALYSIS

Analysis

Staff has examined all of the City's various funds for feasible sources.

The following funds were considered:

- ▷ General Funds
- ▷ Enterprise Funds
- ▷ Internal Service Funds
- ▷ Special Funds
- ▷ Tidelands Funds



4. CASE STUDIES

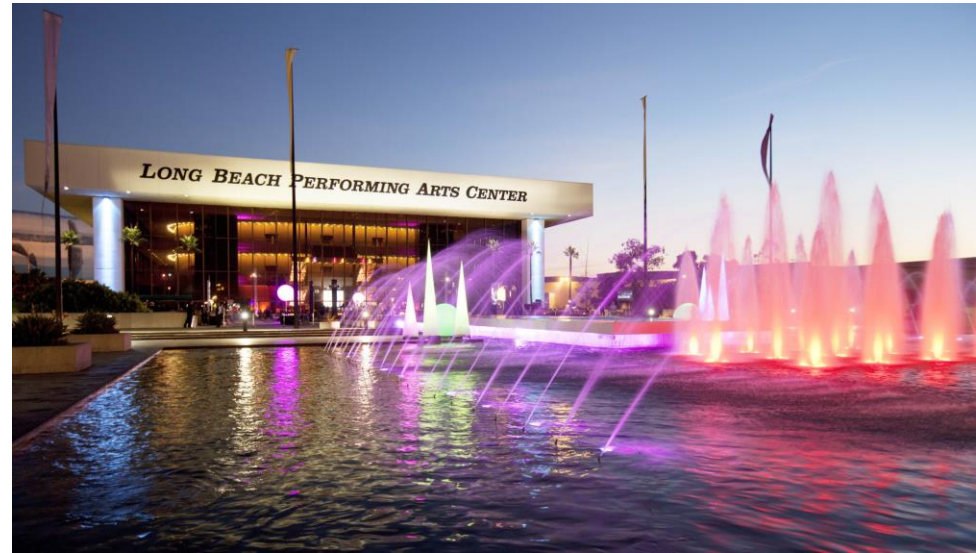
Case Studies

Pasadena	Sacramento	Santa Monica
<ul style="list-style-type: none"> ▷ Applies to all CIP projects ▷ 1% of construction hard costs ▷ Projects larger than \$250,000 ▷ Funds held in the CIP Public Art Fund ▷ The percent is not assessed on restricted sources of funds: Development Fees, Gas Tax, Sewer Fund...etc 	<ul style="list-style-type: none"> ▷ 2% of eligible CIP budgets are set aside for the comission, purchase, and installation of artwork ▷ Public Art Program includes a collection of over 400 permenately installed works of art ▷ 80% of artwork is by local or regional artists 	<ul style="list-style-type: none"> ▷ Percent for art program includes the following: art in public places, temporary art installations, murals, art purchased or created for visual display ▷ At least 1% of the total budget of all eligible capital projects ▷ No funds from projects funded by an enterprise fund can be allocated, except those directly related to the fund

5. ADMISSIONS FEE

Admission Fee

- ▷ Some states & cities have imposed a tax/fee on entertainment venues or events to support the arts
- ▷ Can be a tax on entertainment or specific to a venue
- ▷ Would require **2/3** voter approval for the funds to dedicated to the arts
- ▷ Alternatively, the Convention Center is increasing its own fee to help support the arts at the Center



6.

DEVELOPMENT IMPACT
FEE

Development Impact Fee

- ▷ As a requirement of development, the City charges development impact fees
- ▷ The Mitigation Fee Act – requires nexus or linkage between the fees being charged and the benefit of facilities to mitigate new development impacts
- ▷ How does Long Beach compare to other cities in the area? – Long Beach is currently in the top 50% of highest impact fees
- ▷ To implement a fee on private development for art, a Nexus study is required
- ▷ Continuing research as to where Long Beach is in the Marketplace and the possible effect on development

8.

RECOMMENDATIONS

Recommendations

- ▷ **General Fund Capital Projects** - Create a 1% Percent for the Arts Program on all General Fund capital construction projects & any other eligible fund
- ▷ **Fee Threshold** - Assessed on construction costs exceeding \$100,000
- ▷ **Other Funds** – Will participate to the extent allowed by law, with the funds dedicated to public art to benefit those funds and uses
- ▷ **Long Beach Arts Council** - The Arts Council will manage the disbursement of funds to the various artists and arts organizations
- ▷ **Funding** – Goal is to reach \$750,000 over the next three years to support the arts

Fund Uses



Recommendations continued

- ▷ **Convention Center Entertainment Fund Fee** – Convention Center increased the fee from \$1 to \$3 a ticket. The increase will generate an additional \$170,000 for a total of \$255,000 per year collected to provide additional support to the Arts at the Center
- ▷ **Private Development** – Staff will continue to study private development as a feasible second phase for arts funding
- ▷ **Administrative Regulations** - If approved, staff will develop the program through administrative regulations
- ▷ **Next Steps** – Formal development of the program by Spring 2017 and assist the Arts Council in development and implementation of the program

Questions?