



CITY COUNCIL AGENDA STATEMENT



September 10, 2019

File ID: 19-0399

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ACCEPTING THE PERFORMING AND VISUAL ARTS GRANT REVIEW PANEL'S AWARD RECOMMENDATIONS FOR FISCAL YEAR 2019/20 WITH A TOTAL MONETARY GRANT AWARD FOR THIS FISCAL YEAR TOTALING \$80,390

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The Performing and Visual Arts Fund Grant Program (PVAG) was established in 1997 to promote and stimulate the growth of cultural arts within the City of Chula Vista. The PVAG is funded through a sublease agreement with Live Nation whereby a portion of annual ticket sales from the Amphitheater are allocated to Chula Vista Cultural Arts. The amount received this year from the North Island Credit Union Amphitheater (Amphitheater) was \$80,462.00 dollars. The PVAG funds projects in a variety of artistic fields including dance, design arts, media arts, music, photography, theater, traditional/folk arts and visual arts, and interdisciplinary expressions with the purpose of creating a robust and sustainable cultural arts scene in Chula Vista. This year's PVAG Review Panel has recommended grant funding in the amount of \$80,390.00 dollars.

ENVIRONMENTAL REVIEW

..Environmental Notice

The activity is not a "Project" as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines 15060(c)(3) no environmental review is required.

..Body

Environmental Determination

The Director of Development Services has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines, because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Council adopt the resolution

DISCUSSION

Funded through a portion of ticket sales from the Amphitheater, the PVAG has granted upwards of \$1 million since its inception and is a primary City funding source of cultural arts in Chula Vista. It is the objective of the PVAG Program to support projects that nurture and cultivate innovation and creativity, strengthen Chula Vista's competitive edge, and create a better quality of life for all residents. To further opportunity and to maximize grant monies, all PVAG project proposals must demonstrate a collaborative, strategic, and meaningful partnership. Projects funded through the PVAG must also have a community benefit and be accessible to the public.

This year, the proceeds received from Live Nation totaled \$80,462.00 dollars. With these monies, the Review Panel has recommended funding for 21 of the 26 grant requests received for a total PVAG grant recommendation of \$80,390 dollars (Attachment 1).

2019/2020 Grant Review Panel Members

Devonte Roberts – Cultural Arts Commissioner

Lorise Maynard – Cultural Arts Commissioner

Taylor Ward – Cultural Arts Commissioner

Jared Valentine – Live Nation – North Island Credit Union Amphitheater

Caroline Nordquist– Mingei Museum

Erwin Magbanua – Chula Vista Civic Center Library

Alexandra Mares – Community Member At Large

Jawaher Dominguez Karram -Community Member At Large

Cynthia Fernandez – Community Member At Large

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the real property holding of the City Council members do not create a disqualifying real property-related financial conflict of interest under the Political

CURRENT-YEAR FISCAL IMPACT

There is no current year fiscal impact associated with the Performing and Visual Arts Grant. The recommended grant awards would be fully funded through the monies received from Live Nation and existing unencumbered PVAG grant monies from last fiscal year.

ONGOING FISCAL IMPACT

There are no on-going fiscal impacts associated with this action.

ATTACHMENTS

1. FY19/20 PVAG Award Recommendations

Staff Contact: Lynnette Tessitore; Cultural Arts Manager