



CITY COUNCIL AGENDA STATEMENT



June 12, 2018

File ID: 18-0228

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ACCEPTING THE PERFORMING AND VISUAL ARTS GRANT REVIEW PANEL'S GRANT AWARD RECOMMENDATIONS FOR FISCAL YEAR 2018-19 WITH A TOTAL MONETARY GRANT AWARD FOR THIS FISCAL YEAR TOTALING \$78,730 DOLLARS

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

All Performing and Visual Arts Grant (PVAG) applications were required to be received no later than 5pm April 11, 2018. Those applications determined to be complete and eligible were submitted to the members of the Performing and Visual Arts Grant Application Review Panel (Review Panel) for review and scoring. On May 7th, the Review Panel convened to discuss and make final grant recommendations and on May 14th, the Cultural Arts Commission accepted the recommendations of the Review Panel. All grant money awarded will directly fund artists, artistic collaborations, materials such as supplies and costumes for cultural arts programs/performances, and to assist in strengthening and growing the cultural arts scene in Chula Vista.

ENVIRONMENTAL REVIEW

Environmental Notice

..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

That Council adopt the resolution

DISCUSSION

In 1997, the City Council approved a Sublease with LiveNation, Inc. that established a process whereby a percentage of ticket sale proceeds earned by the Amphitheater would be earmarked for the City's Performing and Visual Arts Grant Fund (PVAG Fund). This fund was established to stimulate the growth of the Arts in Chula Vista through support of Chula Vista artists, arts organizations, educational agencies, and City projects and programming. Twenty eight (28) applications were received with a total grant request of \$160,000. This year's applicants included individual artists, City departments, and a variety of new collaborations between artists, arts organizations and non-profits. All projects and programs would be provided within the City of Chula Vista, and are required to have at least one event open to the community at large. Educational institutions and non-profit organizations located in Chula Vista may partner with non-Chula Vista based non-profit organizations, however all PVAG funds must be expended on costs associated with the projects/programs held in Chula Vista.

This year, the proceeds received from Live Nation totaled \$71,074 dollars for a total PVAG available balance of \$79,739 dollars available to award for FY19. With these monies, the Review Panel has recommended FY19 funding for 25 of the 28 grant requests received as well as funding for the Cultural Arts Master Plan upcoming year work program for a total FY19 PVAG recommendation amount of \$78,730 dollars (Attachment 1).

FY2019 Grant Review Panel Members

Christianne Penunuri – Cultural Arts Commissioner

Jennifer Rodriguez – Cultural Arts Commissioner

Griselda Delgado – Cultural Arts Commissioner

Darbi Peters – Live Nation – Mattress Firm Amphitheater

Silvia Nogales – Southwestern College School of Arts, Communication, and Social Sciences

Zaneta Encarnacion– Southwestern College Office of Development and Foundation

Karla Mendez – Community Member At Large

Lauren Shelton- Chula Vista Elementary School District

Stacey Kurz – Healthy Chula Vista/Age Friendly Senior Project Coordinator City of Chula Vista

DECISION-MAKER CONFLICT

Staff has reviewed the property holdings of the City Council members and has found no property holdings within 500 feet of the boundaries of the property(ies), which are subject to this action. Consequently, this item does not present a disqualifying real property-related financial conflict of interest under California Code of Regulations Title 2, section 18702.2(a)(11), for purposes of the Political Reform Act (Cal. Gov't Code §87100,et seq.)

Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The Performing and Visual Arts Grant Program supports several of the Strategic Plan Goals, including; Strategy 2.2; to promote an environment for residents and businesses to prosper, Goal 5, Strategy 5; to encourage residents to engage in civic activities, and Strategy 5.2; to provide opportunities that enrich the

community's quality of life. The grant monies are approved for projects and activities that will: strengthen and build upon Chula Vista's unique cultural arts, attract visitors to Chula Vista, provide cultural equity, and have a long term positive impact on the community.

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. 2019 PVAG Award Recommendations

Staff Contact: Lynnette Tessitore