



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 RECOMMENDATION**

That Council adopt the resolution

## **DISCUSSION**

In 1997, the City Council approved a Sublease with Live Nation, 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. This year, the proceeds received from Live Nation totaled \$86,837 dollars. In addition, there is \$2,483 dollars in residual 2016 grant monies in the PVAG Fund for a total of \$89,320 dollars available for the FY18 grant cycle. The Review Panel's grant recommendations total \$87,101 dollars ((Attachment 1), leaving \$2,219 dollars to be carried over to next Fiscal Year's grant cycle

The Cultural Arts Master Plan (CAMP, Goal 4, Strategy 1, Initiative A) recognizes the need to leverage and measure the impact of the PVAG. For this reason, staff worked with the Cultural Arts Commission to develop scoring criteria that was clearly defined, that utilized SMART Principles (Specific, Measureable, Attainable, Relevant, and Timely), and that would provide both the applicant and Review Panel clear guidelines for completion and review of the application packet (Attachment 2). Thirty two (32) applications were received for a total grant requests of \$195,583 dollars. This year's applicants included individual artists, City departments, and a variety of arts organizations and non-profits

### Review Panel Members

Rod Reinhart - Cultural Arts Commissioner  
Sophia Gray - Cultural Arts Commissioner  
Karen Ann Daniels - Cultural Arts Commissioner  
Lynnette Tessitore - Cultural Arts Manager  
Darbi Peters - Live Nation - Mattress Firm Amphitheater  
Silvia Nogales - Southwestern College  
Lars Almquist - San Ysidro Health Center  
Cynthia Fernandez - Cultural Arts/Member At Large  
Karla Mendez - 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 500-foot rule found in California Code of Regulations Title 2, section 18702.2(a)(11), is not applicable to this decision for purposes of determining a disqualifying real property-related financial conflict of interest under 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.

### **ONGOING FISCAL IMPACT**

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

### **ATTACHMENTS**

1. Fiscal Year 2018 Performing and Visual Arts Grant Recommendations
2. Performing and Visual Arts Grant Criteria and Scoring Matrix

*Staff Contact: Lynnette Tessitore; Cultural Arts Manager*