



City of Chula Vista

Staff Report

File#: 15-0176, **Item#:** 5.

RESOLUTION NO. 2015-107 OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE PERFORMING AND VISUAL ARTS GRANT TASK FORCE'S SELECTION OF THE FISCAL YEAR 2015 PERFORMING AND VISUAL ARTS GRANTS RECIPIENTS AND MONETARY GRANT AWARDS TOTALING \$82,800

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

In 1997, the City Council approved a Sublease with Live Nation, Inc. (formerly Universal Concerts) that established a process whereby ticket sales proceeds at the Sleep Train (Formerly Coors/Cricket) Amphitheater would be paid to the City and utilized for a Performing and Visual Arts Fund. This fund is to be used for arts grants to the Chula Vista community for the purpose of promoting and stimulating the growth of performing and visual arts within the City of Chula Vista. This year, the Chula Vista Public Library received \$82,903 from Live Nation for their 2014 Concert Series.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the propose activity, approving the Performing and Visual Arts Task Force's selection of grants recipients and monetary grant awards, for compliance with the California Environmental Quality Act (CEQA) and has determined that there is no possibility that the activity in question may have a significant effect on the environment; therefore, pursuant to Section 15061(b)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

BOARD/COMMISSION RECOMMENDATION

The Task Force recommends that the City Council award arts funds to groups as outlined in this report. The Cultural Arts Commission endorsed the Task Force recommendations at their meeting on May 11th, 2015.

DISCUSSION

Since the program's inception, the Library Department has administered the Performing and Visual Arts Fund grant application process. The Performing and Visual Arts Grant Application was announced through a press release, advertised on the City of Chula Vista and Library websites, with applications made available online. The period for submittal ran from early December to mid-February, with an application deadline of 5pm, February 13th, 2015.

Thirty-three applications totaling \$146,350 in requests were received by the application due date. Upon receipt and review, a copy of each application was distributed to members of a Task Force assembled specifically for the purpose of determining the successful applications. The Task Force members invited to participate in the process this year were:

Judy Walsh-Jackson, Chief of Staff, Mayor's Office, City of Chula Vista
Darbi Peters, Guest Services Manager, Live Nation
Virginia Hartnett, Chula Vista Elementary School District
Al Gore, Chula Vista Cultural Arts Commission
Jennifer Rodriguez, Chula Vista Cultural Arts Commission
Vallo Riberto, Southwestern College
Stephanie Loney, Principal Librarian, Chula Vista Public Library (non-voting)

The thirty-three applications were reviewed and ranked by pre-established criteria. One application was not selected for an award for reasons outlined briefly below -

Onstage Playhouse - Application amount requested was very high (over 17% of the total grant budget) and project proposed (construction of sets and marketing) was felt to not be connected directly enough to arts education or to experiencing the arts. The proposal was one of three submitted by Onstage Playhouse and the other two applications were successful in receiving funding.

The Task Force met on April 16th, 2015 and recommended awarding the following thirty-two applications -

List of Grant Recommendations:

- Bonita Vista High School's Club Blue \$2,000
To purchase musical instruments to enable the group to continue performing at local events such as the Otay Ranch Band Review and the Chula Vista Field Tournament.
- Bonita Vista High School's Music Machine \$2,000
To support the 2015-2016 schedule of performances by Music Machine in Chula Vista elementary Schools, hospitals, senior centers, and community festivals.
- Bonita Vista High School's Sound Unlimited \$2,000
To support the show choir's 2015-2016 performance schedule in Chula Vista's elementary schools, hospitals, senior centers, and community festivals.
- Bonitafest Melodrama \$2,000
To support the production of a local interest melodrama to run in conjunction with the Bonitafest, in September, 2015.
- Jennifer Bustamante (Individual) \$500
To support the production of a "Harvest Lights at Memorial Park" event, featuring illuminated pumpkins created by the community and displayed at nightfall. To include a People's Choice award.
- California Ballet \$3,150
To provide on-site dance programs in the Eastlake and Bonita Vista High Schools as well as programs in the Chula Vista libraries.
- Elisha Cecil (Individual) \$1,000
To support the production of the first part of a film/media production featuring a fictional character and filmed on location at Southwestern College and San Diego. To include a screening within Chula Vista on completion.
- Chula Vista Art Guild \$2,000
To fund the Guild's 70th year celebration which will feature a juried art exhibit and reception at Southwestern College, annual spring and fall exhibits, Harborfest, Art in the Park (Heritage

Park), plus monthly artist demonstrations and two workshops by professional artists. An event at City hall will also be planned.

- Chula Vista Ballet \$3,000
To fund a season finale of “Sleeping Beauty” in Chula Vista restaged by Artistic Director Taeko Nishino with guest choreographer Innessa Plekhanova. The performance will feature Chula Vista Ballet talent as well as artists from around the nation.
- Chula Vista Rotary Club \$3,000
To fund “Mariachi OctoberFiesta!” community event in the Memorial Bowl, Chula Vista. To include Mariachi and Folklorico performers from the South Bay. Open to the public, proceeds from the Mariachi event will support local and international charity projects. Mariachi OctoberFiesta! will be a fusion of Mexican and German music, dance and culture
- City of Chula Vista Animal Care Facility \$2,200
- To fund the artistic decoration of a supplies container located at the Animal Care facility that will promote pet adoptions and responsible pet ownership in an artistic manner while providing an item of public art in southwest Chula Vista.
- City of Chula Vista Harborfest \$5,000
To fund the “Community Zone” at the 2015 Harborfest celebration on the Bayfront, which will showcase Chula Vista talent as well as cultural attractions such as Pilipino dances, Irish music, and a youth rock band.
- City of Chula Vista Recreation Department \$2,100
To create a mural inside the Parkway Community Center reflecting the local community and recreational activities that local youth can participate in.
- City of Chula Vista Starlight Parade \$2,500
To fund fliers, programs, and posters supporting the 2015 Starlight Parade on Third Avenue, Chula Vista.
- Eastlake High School Band Boosters \$2,000
To help fund the purchase of show props, flags, and copyrighted music for the various performances the marching band undertakes in and around Chula Vista.
- Friends of the Chula Vista Library \$2,000
To provide a musical and cultural program in the library that reflects the culturally diverse community of Chula Vista. Black History Month, Hispanic Heritage Month, Native American Month, and Asian Pacific Month will each be celebrated with a musical program that is free to the public.
- Friends of the Chula Vista Library \$2,000
To host 6 weeks of educational musical programing to support the library’s Summer Reading Program for which the theme in 2015 will be “Read to the Rhythm”. Will offer children free art workshops on creating musical instruments and a summer concert finale that will showcase a variety of different musical styles.
- Friends of Chula Vista Library \$2,000
To develop a music and theater program for teens in the library that reflects the community. To include a concert recital and a theatrical performance at the Civic Center Library.
- Friends of Chula Vista Library \$2,000
To fund a “Swing into the Library” event at the Otay Library’s community space (“The Hub”) that will feature a free lesson in East Coast swing, dance demonstrations and a performance by Downbeat Big Band in the mall’s food court.

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- High Tech High Chula Vista \$2,000
To help fund the third Annual Dia de los Muertos (Chula Vista Day of the Dead) event on November 1, 2015 in the Memorial Bowl Park.
- La Jolla Playhouse \$4,900
To fund the Performance Outreach Program in 6 Chula Vista elementary schools. The program offers pre-show workshops for students and the Resource Guide provided brings the Arts into the STEM curricula. The "Astronaut Farmworker" will be the play featured in the program.
- Museum of Contemporary Art San Diego \$2,500
To fund the participation of 280 Chula Vista high school students in the Extended School Partnership Program. The program offers multiple weeks of classroom workshops, field trips to the museum, and gallery space for student and teacher interaction with art. This program receives additional grant funding from other sources.
- OnStage Playhouse \$4,000
To provide an extensive six month intern program to Chula Vista high school students and college freshmen and the underwriting of 50 tickets for two performances of the Intern Summer Performance.
- OnStage Playhouse \$1,000
To advertise and market the performances "The Glass Menagerie" by Tennessee Williams and "Coyote on a Fence" by Bruce Graham.
- Edwin Frank Ortiz \$1,000
To fund, in part, the production of a creative film entitled "Chemistry". To be filmed on the campus of Southwestern College and entered into film festivals on completion.
- Sakura Theater \$1,500
To fund a performing arts program for residents of Chula Vista using local talent that will teach Japanese culture and environmental awareness.
- Salt Creek Elementary School \$2,500
To fund a multicultural festival celebrating diversity with an arts focus integrated into the event. The school will host 24 arts workshops on different regions of the world prior to the event, with artists from ArtReach San Diego. Some pieces from these workshops will also be displayed at Chula Vista Libraries for the public to view.
- San Diego Youth Symphony and Conservatory \$10,650
To provide free after-school music instruction and performance opportunities for approximately 200 students in Chula Vista elementary and middle schools. Meeting at Vista Square and Kellogg Elementary, the District Opus Strings Orchestra program is open to any district student. The Opus Honors Orchestra will be open to advanced elementary and middle school students. Two major concerts will be performed annually, as well as performances at community events.
- South Bay Ambassador Program \$1,000
To partially fund the one day fun-family 5k walk event that will have a performance stage with music, storytelling, and cultural dancers. The event will take place at Salt Creek Golf Course, Chula Vista.
- Third Avenue Village Association \$2,500
To fund altar kits for a Dia de Los Muertos event to take place on Third Avenue. Community members will create artistic altars that will be featured in participating businesses along Third Avenue.

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- Third Avenue Village Association \$4,000
To fund live performances, activities, costumed characters, and interactive entertainment at the annual Holiday in the Village event.
- Third Avenue Village Association \$2,800
To help fund decorations in and around Memorial Park for the duration of the holiday season. The decorations will enliven both the Starlight Parade and the Holiday in the Village community events.

The above grant award recommendations were made by the Task Force with full consideration given to recommendations made at the City Council meeting on April 28th, 2009 that -

- Applicants must use the correct application
- Criteria on how points are awarded
- Expectation of itemized budgets
- Clarification on the amount of funds that can be requested
- Final reports to be completed and filed on time
- Notice that failing to abide by any and all rules could result in funds being withdrawn and affect future applications by individuals or organizations

The previous guidelines were approved by the Chula Vista City Council on December 14th, 1999 and entitled *Criteria for the Allocation of the Performing Arts Fund*.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that each of the decisions contemplated by this action either: (i) is not site specific and consequently, the 500-foot rule found in the California Code of Regulations section 18704.2(a)(1) is not applicable to this decision; or (ii) would not affect the value of the real property located within 500 feet of the property line of the member's real property and, thus, pursuant to California Code of Regulations Title 2, section 18705.2 (a), no conflict exists. Staff is not independently aware, nor has staff been informed by any City Councilmember, 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. Awarding the Performing and Visual Arts Grants to the organizations and individuals listed above supports the Connected Community, as many of the projects are free and open to the general public. In addition, the Economic Vitality goal is supported as community events bring investment into the area where they are situated, and lastly, the Healthy Community goal is supported as dance and musical opportunities support physical and mental well-being.

CURRENT YEAR FISCAL IMPACT

There is no current fiscal impact associated with these grants. The recommended fiscal year 2015/2016 grant awards total \$82,800. The fund carried no reserve and the amount received from Live Nation totaled \$82,903. This leaves \$103 to be carried over to fiscal year 2016/2017.

ONGOING FISCAL IMPACT

None

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ATTACHMENTS

- A. Criteria for the Allocation of the Performing Arts Fund as approved by City Council on December 14th, 1999.