



Staff Report

City Council

Item No. {{section.number}}.B

Meeting Date: July 24, 2024

From: Anne V. Ambrose, Assistant City Manager

Title: Proposed Public Arts Commission Grant Process

RECOMMENDATION:

To approve the Public Arts Commission recommendation for a grant process for the PAC grant program.

BACKGROUND:

At the January 10, 2024 City Council meeting, staff presented a study session on the use of Art in Public Places funds for arts education programs. During that session, the City Council directed staff to create three programs funded out of the general fund to fund educational or art activities separate from the permanent public art funded by the Art in Public Places fund:

- a grant program, similar to the City Council community grants program (see attached application) to fund art programming and education endeavors. An application process will be developed, the Public Arts Commission will review and present to the City Council the applications they recommend be awarded grants, and the City Council will consider and approve the final grant awards.
- a general fund budget will be provided to the Public Arts Commission, similar to the budget provided to the Parks and Community Events Commission to conduct commission-directed activities or recommendations for event sponsorships.
- a general fund maintenance budget to the care of the City's permanent public art collection.

The liaison to the Public Arts Commission briefed the Commission on the City Council's direction at their meetings on April 9, 2024 and March 12, 2024 and the commission expressed support for the two new funding programs.

DISCUSSION:

At the June 11, 2024 meeting, the Commission discussed and made recommendations on the application for the new grant program. The Commission commenced a robust discussion

on the grant. The definitions of what would constitute ‘art’ or ‘art education’ would follow the definitions articulated in section 11.45.020 of the City’s municipal code for the Art in Public Places program. The Commission have proposed criteria for the grant application as listed below:

- Programming/art must occur/be shown/be installed in Cathedral City and should be open and accessible to the public.
- Applicants can be individuals or organizations.
- All artistic disciplines are welcome to apply (artists, performers, dancers, authors, poets, musicians, designers, artist collectives, non-profit organizations, governmental, tribal and community groups and any other creatives.)
- Applicants do not need to be from Cathedral City.
- If an event is proposed, the cost to attend the event funded by the grant must be free to participants.
- Applicants can apply for grants from \$250.00 to \$10,000. The Commission wanted to have some leniency to recommend an amount lower or higher than requested if justified.
- Eligible costs can include artist fees, materials, supplies, advertising, travel, facilities, installation costs, and rentals.
- Applicants must complete their proposed activity by June 30, 2025.

If the City Council approves the grant application tonight, staff will launch the application on Monday July 29, 2024. Applications will be due by 5:00pm on Friday, August 30, 2024. At the next Public Arts Commission meeting on September 10, 2024, the Commission will need to decide on the evaluation process and either set a special meeting to review applications or calendar the application review at their regular meeting on October 8, 2024. The earliest practical meeting that applications can come to the City Council for review would be October 23, 2024 for the Council’s approval. As this grant program is starting almost at midyear, the applicants will have a shorter period in which to complete their grant funded activities by June 30, 2025. In future years, staff will begin the application process earlier so that final City Council approval will be achieved by June and the grant will have a performance period beginning July 1 – June 30.

FISCAL IMPACT:

The City Council has authorized \$20,000 for the Community Arts Grant Program.

| | DESCRIPTION | GENERAL LEDGER ACCOUNT CODES | PROJECT CODE | AMOUNT | ONE TIME or ONGOING |
|------------------|--------------------------|------------------------------|--------------|-----------------|---------------------|
| 2024-2025 | Public Art Grant Program | 100-500-510-513-8650-8658 | N/A | \$20,000 | Ongoing |
| 2024-2025 | Total | | | \$20,000 | |

FIVE-YEAR STRATEGIC PLAN:

Goal F: EMBRACING, INCLUSIVE COMMUNITY

Objective: Cathedral City is valued and respected as a community that welcomes and

embraces diversity, has an abundance of high quality and affordable housing options and vibrant businesses. Our neighborhoods are attractive, well-maintained, and issues surrounding homelessness have been compassionately addressed with thoughtful, coordinated, and collaborative programs.

F-3 Promote additional community events and celebrations.

F-8 Continue to facilitate the attraction and promotion of community events which celebrate our diversity, build a cohesive community, and support local businesses.

ATTACHMENTS:

1. Proposed Grant Application