



CITY COUNCIL STAFF REPORT



March 1, 2022

ITEM TITLE

Public Arts Grant: Approving the Create Chula Vista Arts Grant Funded by the American Rescue Plan Act of 2021

Report Number: 22-0077

Location: No specific geographic location.

Department: Community Services – Library

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 Section 15060(c)(3) no environmental review is required. Notwithstanding the foregoing, the activity qualifies for an Exemption pursuant to Section 15061(b)(3) of the California Environmental Quality Act State Guidelines.

Recommended Action

Adopt a resolution establishing a \$400,000 public arts grant program (Create Chula Vista Arts Grant) funded by the Coronavirus State and Local Fiscal Recovery Funds through the American Rescue Plan Act of 2021 and consistent with City’s American Rescue Plan 2021 spending plan, in order to support artists, arts organizations and groups, and businesses in producing public art projects.

SUMMARY

The proposed resolution will establish a \$400,000 public arts grant program (Create Chula Vista Arts Grant) for artists, arts organizations, and small businesses to be paid to develop public performing or visual arts projects in the City. The funding for the grant program comes from money received as a result of the American Rescue Plan Act’s Coronavirus State and Local Fiscal Recovery Funds and is consistent with the spending plan for those funds that City Council approved on August 24, 2021. The goal of the Create Chula Vista Arts Grant program is to promote and revive the arts in the City of Chula Vista, which have been significantly challenged during the pandemic after the loss of funding from the City’s Performing and Visual Arts Grant. The Create Chula Vista Arts Grant will also be extended to small businesses as an incentive to fund arts projects at their businesses and help further stimulate the art economy.

ENVIRONMENTAL REVIEW

The proposed activity has been reviewed for compliance with the California Environmental Quality Act (CEQA) and it has been 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. Notwithstanding the foregoing, it has also been determined that the activity qualifies for an Exemption pursuant to Section 15061(b)(3) of the California Environmental Quality Act State Guidelines. Thus, no environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not applicable.

DISCUSSION

On August 24, 2021 the City Council authorized the acceptance and allocation of American Rescue Plan Act of 2021 (ARPA) Coronavirus State and Local Fiscal Recovery Funds into a City fund labeled American Rescue Plan 2021, with expenditures to be made in accordance with a spending plan identified by City staff. The spending plan allocated \$400,000 for a public arts grant to help support artists and arts groups who were directly impacted by the loss of the City of Chula Vista's Performing Visual Arts Grant (PVAG).

The proposed Create Chula Vista Arts Grant (CCVAG) was developed for two purposes: to support the local artists negatively affected by the loss of the PVAG and to extend a public arts opportunity to local small businesses. The CCVAG, like the PVAG, will grant monies directly to artists to perform/create within City limits to support the following objectives:

1. To increase public awareness of, and participation in, performing and cultural arts in our community.
2. To support individuals/groups/agencies/organizations that can provide the most accessibility to the cultural arts.
3. To encourage the growth of local arts resources.
4. To support and encourage new organizations and individuals applying for funding.
5. To promote cooperation and collaboration among the Chula Vista Public Library and local schools and performing and visual arts individuals/groups/agencies/organizations.
6. To develop cultural venues which will attract both residents and tourists.
7. To serve the cultural needs of the community.
8. To broaden and leverage public and private support for the performing arts.
9. To maintain and preserve the City's artistic cultural and historic heritage.
10. To support exemplary community arts education.

In accordance with CCVG's second purpose, the CCVAG will also extend a public arts grant opportunity to local businesses with the goal of supporting small businesses and artists through the incentive to purchase art for their businesses from local artists within Chula Vista to further stimulate the art economy.

The grant funds will support art projects in dance, design arts, media arts, music, photography, theater, traditional/folk arts and visual arts, or interdisciplinary expressions involving more than one of the identified fields. Guidelines for the CCVAG are outlined in the Create Chula Vista Arts Grant Application Guidelines, which are attached as Attachment A to the proposed Resolution establishing CCVAG.

As it pertains to the Cultural Arts Master Plan, the CCVAG will meet the following goals:

- Cultural Arts Master Plan, Goal 2: Create Opportunities, Strategy 1: Support Cultural Arts Programs and Activities, section E , p.9.
- Cultural Arts Master Plan, Goal 2: Create Opportunities, Strategy 3:Connect the Creative Community, section A, B, & C , p.10.
- Cultural Arts Master Plan, Goal 4: Stimulate Economic Vitality, Strategy 2: Develop Cultural Arts Metrics, sections A p. 14.
- Cultural Arts Master Plan, Goal 4: Stimulate Economic Vitality, Strategy 2: Support both Traditional and Non-traditional Funding Sources, sections A&E p. 15.

The proposed Resolution will establish the CCVAG, authorize funding the CCVAG with \$400,000 from the State and Local Fiscal Recovery Funds accepted by the City and allocated to a City fund labeled American Rescue Plan 2021, and authorize the City Manager or the City Manager’s designee to take all necessary actions to implement and administer the CCVAG consistent with the intent of the program, including authority to make any modifications necessary to assure expenditure of the funds in a qualified and timely manner in accordance with the requirements of the Coronavirus State and Local Recovery Funds program, ARPA, and U.S. Department of Treasury Guidelines.

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 holdings of the Chula Vista City Council members and do not create a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.

CURRENT-YEAR FISCAL IMPACT

There will be no additional fiscal impact to the General Fund with this action. The funding for the grant program exists pursuant to American Rescue Plan Act of 2021 funds authorized and allocated by the City Council into a City fund to be spent in accordance with a spending plan presented to the City Council on August 24, 2021.

ONGOING FISCAL IMPACT

There will be no direct fiscal impact to the General Fund.

ATTACHMENTS

1. Attachment A to Resolution_Create Chula Vista Arts Grant Application Guidelines

Staff Contact: Erwin Magbanua, Principal Librarian, Joy Whatley, City Librarian, Tracy Lamb, Director of Community Services.