



CITY COUNCIL STAFF REPORT



June 17, 2025

ITEM TITLE

Public Arts Grant Award Recommendations: Accept the Performing and Visual Arts Grant Review Panel's Award Recommendations for Fiscal Year 2024-25

Report Number: 25-0124

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.

Recommended Action

Adopt a resolution accepting the Performing and Visual Arts Grant Review Panel's award recommendations for fiscal year 2024-25 with a total monetary grant award totaling \$72,000.

SUMMARY

The Performing and Visual Arts Grant (PVAG) Program is funded through a sublease agreement with Live Nation, Inc. (formerly Universal Concerts) through which a portion of annual ticket sales from the North Island Credit Union Amphitheater is allocated to support cultural arts programming in the City of Chula Vista. The PVAG funds projects in a variety of artistic fields, including dance, design arts, media arts, music, photography, theatre, traditional/folk arts, visual arts, and interdisciplinary expressions with the purpose of creating a robust and sustainable cultural arts scene in Chula Vista. This year's PVAG Review Panel has recommended grant funding in the amount of \$72,000.

ENVIRONMENTAL REVIEW

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.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

The Cultural Arts Commission accepted these recommendations at its May 2025 meeting.

DISCUSSION

Funded through a portion of ticket sales from the Amphitheater, the PVAG has granted upwards of \$1 million since its inception and is a primary City funding source of cultural arts in Chula Vista. It is the objective of the PVAG Program to support projects that nurture and cultivate innovation and creativity, strengthen Chula Vista's competitive edge, and create a better quality of life for all residents. Projects funded through the PVAG must have a community benefit and be accessible to the public.

The Review Panel has recommended funding for 9 of the 67 grant requests received for a total PVAG grant recommendation of \$72,000 dollars (Attachment 1).

2025 Grant Review Panel Members:

Kate Bishop – Cultural Arts Commissioner

Sanja Jing – Cultural Arts Commissioner

Erwin Magbanua – Principal Librarian and Cultural Arts Manager, City of Chula Vista

Karla Mendez – Community Engagement Specialist, City of Chula Vista

Taylor Ytuarte – Librarian III, City of Chula Vista

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 City Council members do not create 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.

CURRENT-YEAR FISCAL IMPACT

There is no fiscal impact as a result of this action. Funding is included in the current fiscal year 2024-2025 appropriations. The recommended grant awards are fully funded from available PVAG funding.

ONGOING FISCAL IMPACT

There is no ongoing fiscal impact.

ATTACHMENTS

1. 2025 PVAG Award Recommendations

Staff Contact: Joy Whatley, Library Director and Erwin Magbanua, Principal Librarian and Cultural Arts Manager