



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 6/16/2015

Agenda Placement: 6L

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors

**FROM:** Lawrance Florin - Director  
Housing and Intergovernmental Affairs

**REPORT BY:** JoAnn Melgar, STAFF ASSISTANT - BOS - 253-4722

**SUBJECT:** FY 2015-16 SPF Grant Agreement for the Arts Council Napa Valley from the Arts & Culture Category

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### **RECOMMENDATION**

Director of Housing and Intergovernmental Affairs requests approval of and authorization for the Chair to sign a grant agreement with the Arts Council Napa Valley (ACNV) for a maximum of \$33,820 for the term July 1, 2015 through June 30, 2016, to continue the implementation of the Napa County Community Cultural Plan and other art-related initiatives of the ACNV including industry convening, marketing and education and policy development.

### **EXECUTIVE SUMMARY**

This Grant Agreement will allow the Arts Council Napa Valley (ACNV) to receive grant funds in accordance with the twenty-five percent (25%) of the funds allocated in the Arts & Culture category of the Special Projects Fund exclusively for art-related projects/programs proposed by the Arts Council Napa Valley (ACNV). The designation of funds for the ACNV in Fiscal Year 2015-2016 is \$33,820.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	No
What is the revenue source?	Special Projects Fund, 10540.
Is it Mandatory or Discretionary?	Discretionary

Discretionary Justification: On April 10, 2012, the Board authorized the reservation of twenty-five percent (25%) of the funds allocated in the Arts & Culture category, for art-related projects/programs proposed by the Arts Council Napa Valley (ACNV), with the remaining amount in the category reserved for projects/programs recommended by the Arts & Culture Advisory Committee. In order to receive funds reserved within the Arts & Culture category, ACNV must submit an application for program/projects in accordance with the Napa County Community Cultural Plan (Cultural Plan) to the Director of Housing and Intergovernmental Affairs for review and recommendation to the Board.

Is the general fund affected? Yes

Future fiscal impact: None.

Consequences if not approved: ACNV will need to seek alternate sources of funding to perform the proposed arts and culture activities.

Additional Information:

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

On November of 2004, Napa County voters approved a 1.5% increase in the Transient Occupancy Tax (TOT) rate charged to visitors renting hotel and motel rooms in the unincorporated area. The increase took effect on January 1, 2005 and was not dedicated to any specific purpose. The Board established the Special Projects Fund for projects related to Parks and Open Space, Visitor Management and Arts and Culture and committed an annual contribution of 12.5% of the prior calendar year's total transient occupancy tax revenues to the Special Projects Fund, fiscal conditions permitting.

On September 14, 2010, the Board authorized the continued financing of programs within the three priority areas of the Special Projects Fund. These funds are allocated to Parks & Open Space (60%), Visitor Management (30%) and Arts & Culture (10%). On April 10, 2012, the Board reserved twenty-five percent (25%) of the funds allocated in the Arts & Culture category of the Special Projects Fund for art-related projects/programs proposed by the Arts Council Napa Valley (ACNV), with the remaining amount reserved for projects/programs recommended by the Arts & Culture Advisory Committee. In order to receive funds reserved within the Arts & Culture category, ACNV must submit an application for program/projects in accordance with the Napa County Community Cultural Plan (Cultural Plan) to the Director of Housing and Intergovernmental Affairs for review and recommendation to the Board.

ACNV has received the following grant amounts per Fiscal Year (FY) for art-related projects/programs: FY 2012 - 13 \$ 27,210, FY 2013 - 14, \$ 28,749, and FY 2014 - 15 \$ 31,594. A total of \$ 135,273 was made available to the Arts and Culture category of the Special Projects Fund (10% of the SPF funds from the 2014 calendar year's TOT revenue), of which \$33,820 or the equivalent 25% is reserved for ACNV.

Consequently, ACNV submitted an Arts and Culture grant request in the amount of \$ 33,820 for FY 2015-16 to perform cultural marketing development and management; arts education development and outreach; public art

development and outreach; advertising and marketing, website/online resources development, site visits/travel expenses, print communications and general and operating expenses (rent, telephone, and internet). The Director of Housing and Intergovernmental Affairs has reviewed the request and recommends the Board to authorize a grant to ACNV in the amount of \$33,820 from the Special Projects Fund for the services described above.

The grant to Arts Council Napa Valley (ACNV) will be considered general operating support as the officially appointed local arts agency (LAA) to Napa County. The following budget reflects the scope of work for ACNV in fiscal year FY 2015 - 2016. ACNV's primary areas of focus are on three countywide initiatives: cultural marketing, art in public spaces, and arts in education.

Cultural Marketing Development & Management: \$8,500

Arts in Education Development & Outreach: \$ 2,000

Public Art Development & Outreach: \$7,000

Industry Services: \$5,820

Advertising & Marketing \$3,000

Website/online resources development \$2,000

Site Visits/Travel: \$1,500

Print Communications: \$1,000

General operating expenses \$3,000

**TOTAL BUDGET \$ 33,820**

**SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Molly Rattigan