



Agenda Item No: 4.c
Meeting Date: April 17, 2023

SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: Economic Development & Innovation

Prepared by: Micah Hinkle,
Economic Development Director

City Manager Approval: _____ 

TOPIC: GRANT AWARD FROM THE STATE OF CALIFORNIA ARTS COMMISSION

SUBJECT: RESOLUTION OF THE SAN RAFAEL CITY COUNCIL APPROVING THE ACCEPTANCE AND APPROPRIATION OF GRANT FUNDING FROM THE STATE OF CALIFORNIA ARTS COMMISSION IN AN AMOUNT OF \$671,429 FOR THE DOWNTOWN SAN RAFAEL ARTS DISTRICT, AND AUTHORIZING THE CITY MANAGER TO EXECUTE A GRANT AGREEMENT AND OTHER DOCUMENTS RELATED TO THE GRANT

RECOMMENDATION:
Adopt a resolution approving the acceptance and appropriation of grant funding from the State of California Arts Commission in an amount of \$671,429 for the Downtown San Rafael Arts District and authorizing the City Manager to execute a grant agreement and other documents related to the grant.

BACKGROUND:
On March 20, 2017, the City Council authorized City participation in a joint application with Art Works Downtown, San Rafael Downtown Business Improvement District (Downtown BID), Youth in Arts (YIA), and the California Film Institute (CFI) for designating Downtown San Rafael as a California Cultural District.

On July 13, 2017, the California Arts Commission (CAC) selected Downtown San Rafael Arts District (DSRAD) as one of fourteen State of California designated art districts. The program certification was valid for five years and was completed in August of 2022.

In January 2023, with State legislature funding support, the CAC voted to continue the California Cultural District Program and opened a \$671,429 grant funding opportunity to each of the fourteen designated districts who successfully receive a five-year recertification. City staff from the Economic Development and Library & Recreation Departments have been working with DSRAD partners Art Works Downtown (AWD), Downtown BID, YIA, the CFI, and the Marin Society of Artists (MSA) for the recertification of the DSRAD as a California Cultural District and completion of a grant funding application.

FOR CITY CLERK ONLY

Council Meeting: _____

Disposition: _____

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On April 6, 2023, City staff received notification that the DSRAD has been recertified as a Cultural District and has been awarded \$671,429 for cultural district support and enhancement.

ANALYSIS:

San Rafael's selection as one of California's premier state-designated arts and culture districts was done through a highly competitive process and is a recognition of the history and value of culture and arts to the San Rafael community. The DSRAD is located along the spine of Fourth Street in downtown San Rafael, which is a unique place to create and appreciate arts and culture. The DSRAD, along with multiple other arts and culture organizations and individuals in San Rafael, provide a wide variety of arts and culture programs, events, and activities that help San Rafael residents and visitors come together, make connections, amplify creative expressions, and get involved in the larger community.

The CAC recertification process and grant program re-energized the DSRAD core partners by providing funding resources for targeted district activities. Through ongoing collaboration and partnership, the core DSRAD partners of AWD, the Downtown BID, YIA, CFI, MSA, and the City of San Rafael worked together to submit a recertification application to the California Arts Council, and identified targeted deliverables over the next three years that the grant funds would be utilized for to support and enhance the DSRAD.

By accepting funds from the CAC, the DSRAD agrees to reporting requirements (including Interim and Final Reports), agrees to send a representative contingent to any CAC convenings, and will support the Downtown San Rafael Arts District with the following:

- Develop a DSRAD Strategic Plan
- Build DSRAD capacity and sustainability
- Raise DSRAD visibility
- Increase DSRAD supporter base
- Continue existing programs, events and activities delivered through DSRAD core partners
- Grow programs, events and activities as capacities are built.

Given the grant size and organizational capacity, the City of San Rafael would be the fiscal sponsor and administer the grant and work with core partners for implementation.

FISCAL IMPACT:

The CAC grant of \$671,429 is a three-year grant and does not require matching funds. The City will be the fiscal sponsor for this grant and will manage the grant administrative and reporting requirements and would take a 10% administration fee of \$67,142 leaving the remaining funds available for DSRAD grant deliverables. A budget developed by the core partners and approved by CAC is attached as Attachment 2. Funds from this grant would be appropriated for use based on the proposed budget and held in the grant fund account 283.

OPTIONS:

The City Council has the following options to consider on this matter:

1. Adopt resolution as presented.
2. Adopt resolution with modifications.
3. Direct staff to return with more information.
4. Take no action.

RECOMMENDED ACTION:

Adopt resolution approving the acceptance and appropriation of grant funding from the State of California Arts Commission in an amount of \$671,429 for the Downtown San Rafael Arts District, and authorizing the City Manager to execute a grant agreement and other documents related to the grant.

ATTACHMENTS:

1. Resolution authorizing the grant acceptance and execution of the grant agreement for the California Arts Commission Grant for the Downtown San Rafael Arts District.
2. Downtown San Rafael Art District - Draft Three Year CAC Grant Budget

RESOLUTION NO.

RESOLUTION OF THE SAN RAFAEL CITY COUNCIL APPROVING THE ACCEPTANCE AND APPROPRIATION OF GRANT FUNDING FROM THE STATE OF CALIFORNIA ARTS COMMISSION IN AN AMOUNT OF \$671,429 FOR THE DOWNTOWN SAN RAFAEL ARTS DISTRICT, AND AUTHORIZING THE CITY MANAGER TO EXECUTE A GRANT AGREEMENT AND OTHER DOCUMENTS RELATED TO THE GRANT

WHEREAS, on March 20, 2017, the City Council authorized City participation in a joint application with Art Works Downtown, San Rafael Downtown Business Improvement District, Youth in Arts, and the California Film Institute for designating Downtown San Rafael as a California Cultural District; and

WHEREAS, on July 13, 2017, Downtown San Rafael Arts District was selected as one of fourteen State of California designated art districts by the California Arts Commission (CAC) for a five-year certification; and

WHEREAS, in January 2023, the California Arts Commission voted to continue the California Cultural District Program and opened a \$671,429 grant funding opportunity to each of the fourteen designated districts who successfully receive a five-year recertification; and

WHEREAS, on March 29, 2023, the City of San Rafael, Art Works Downtown, San Rafael Downtown Business Improvement District, Youth in Arts, California Film Institute, and Marin Society of Artists submitted a recertification application and grant application for the Downtown San Rafael Arts District as a California Cultural District; and

WHEREAS, on April 6, 2023, the City of San Rafael received notification that the Downtown San Rafael Arts District has been recertified as a California Cultural District and has been awarded a three-year grant for \$671,429 for cultural district support and enhancement; and

WHEREAS, the City of San Rafael has the legal authority and is authorized to enter into a funding agreement with the State of California.

NOW, THEREFORE BE IT RESOLVED, that the City Council hereby authorizes as follows:

1. The City of San Rafael City Manager, or designee is hereby authorized and directed to take such other actions necessary or appropriate to obtain grant funding with the California Arts Commission.
2. The City of San Rafael City Manager, or designee is hereby authorized and directed to execute the funding agreement with the California Arts Commission and any amendments thereto.
3. The grant funds are hereby appropriated in an amount of \$671,429 for uses outlined in the grant application budget.
4. The City of San Rafael City Manager, or designee is hereby authorized and directed to submit any required documents, funding requests, and reports in connection with the grant funding.

I, LINDSAY LARA, Clerk of the City of San Rafael, hereby certify that the foregoing Resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of the City of San Rafael, held on Monday, the 17th day of April 2023, by the following vote, to wit:

AYES: Councilmembers:
NOES: Councilmembers:
ABSENT: Councilmembers:

Lindsay Lara, City Clerk

Attachment 2 – DSRAD Budget

DSRAD Budget					
<i>(In US\$)</i>					
Total Funds	671,429.00				
	Amount				
Item	Year 1	Year 2	Year 3	Total for 3 Years	Assumptions
Master Plan	75,000.00	-	-	75,000.00	
Governance Cost	15,286.10	-	-	15,286.10	15k + any residual balance after other costs
Admin Costs	22,380.97	22,380.97	22,380.97	67,142.90	10% of total
Staffing / Implementation	90,000.00	95,000.00	100,000.00	285,000.00	285k total, with gradual ramp up
Program Implementation	75,000.00	77,000.00	77,000.00	229,000.00	Year 1 existing program enhancements with art theme
Subtotal				671,429.00	
<i>Note: Exact dollar amounts for each line item may shift depending on need.</i>					