



Office of the City Manager

CONSENT CALENDAR
January 16, 2024

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Eleanor Hollander, Economic Development Manager
Subject: Acceptance - \$30,000 Grant from the National Endowment for the Arts

RECOMMENDATION

Adopt a Resolution accepting a \$30,000 grant from the National Endowment for the Arts (NEA). The grant will be used to support a new Civic Arts grant program totaling \$60,000 to begin in Fiscal Year 2025 (FY25). The NEA grant will be used to underwrite a new program designed to support the following types of arts and cultural programming in the City of Berkeley:

- Nonprofit (not-art specific) organizations located in the City of Berkeley wishing to produce arts/cultural programming **in** the City of Berkeley led by a partnering arts organization or teaching artist; or
- Arts nonprofit organizations located in the Greater Bay Area (outside of Berkeley) wishing to produce arts/cultural programming taking place **in** the City of Berkeley.

FISCAL IMPACTS OF RECOMMENDATION

The NEA grant requires \$30,000 in matching funds that were identified, prior to the grant application submittal (February 2023), and therefore requires no new identification of funds. The required one-to-one matching funds totaling \$30,000 from the baseline FY25 budget and are comprised of the following reallocations within Fund 011:

- \$20,000 One (1) two-year Civic Arts General Operation Support grant award (FY23 and FY24) intended for Theatre First which closed in 2023 and was not paid out.
- \$4,000 One (1) less Individual Arts Grant (IND) selected for award in FY25. This reduction of a single grant award in FY25 would leave a total of ten (10) IND grants to be awarded in FY25.
- \$6,000 Reallocate funds in FY25 that would normally be spent on artist workshops, advertising, and other program support services to instead bolster the new program the “Arts Program Grants” enabled by the matching grant from the NEA.

There is not an obligation to identify an ongoing financial match beyond FY25 with the acceptance of this grant award.

CURRENT SITUATION AND ITS EFFECTS

With an annual budget of approximately \$700,000 from the City's General Fund (011), the Civic Arts Grants Program currently awards funding in three distinct categories: 1) Individual Artist Projects; 2) Community Festivals, and 3) General Operating Support. This new NEA grant funding will allow for the establishment of a fourth Civic Arts Grants funding category – the *Arts Program Grants*, which will be administered in conjunction with the FY25 Civic Arts Grants process. The Arts Program Grants category aims to (1) foster cross-sector collaborations and opportunities for non-arts organizations to hire arts and cultural workers or partner with Berkeley-based arts organizations for programming, and (2) offer the Berkeley community the opportunity to engage in Greater Bay Area programming offered by non-Berkeley arts organizations taking place in Berkeley. Awards will be up to \$5,000 each for eligible program-related expenses. The review criteria for this new grant category are: Program Narrative and Timeline (25%), Artistic Merit and Artistic Excellence (25%), Community Engagement and Impact (25%), and Cultural Equity (25%).

BACKGROUND

After analyzing data from previous Civic Arts grant cycles, Civic Arts staff identified a gap in the current grant opportunities. Staff found that there are two types of arts programming that have historically not been eligible for Civic Arts Grants funding:

1. Berkeley-based non-arts nonprofit organizations seeking funding for their current arts programming, or wishing to start arts programming.
2. Arts organizations in the Greater Bay Area wishing to do programming in Berkeley, especially those organizations in neighboring communities who already have strong partnerships with Berkeley-based arts facilities.

In order to better support a wide range of arts and cultural activities in Berkeley and to increase equitable access to artistic expression and creativity, Staff sought to create the “Arts Program Grants” category and augment City funding for the arts by pursuing a matching grant from the NEA. Approval for the NEA grant application in accordance with the city’s administrative regulation (AR 1.17) was granted February 7, 2023. The City was notified of the award from the NEA on November 9, 2023.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no environmental sustainability or climate impacts associated with this recommendation.

RATIONALE FOR RECOMMENDATION

Accepting federal funding from the National Endowment for the Arts would help the City accomplish one of the five high-level goals articulated in *The City of Berkeley’s Arts and Culture Plan (2018-2027)*: “**Increase Investment in a Vibrant Arts Community, Strengthen and support Berkeley’s inclusive and culturally rich arts sector by expanding funding and marketing opportunities for a broader array of arts organizations.**”

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Additionally, accepting these funds aligns with the City of Berkeley's fiscal policy to leverage City funds to secure matching State and Federal resources for the City of Berkeley.

ALTERNATIVE ACTIONS CONSIDERED

No alternatives were considered.

CONTACT PERSON

Hilary Amnah, Office of Economic Development, 510-981-7539

Attachment:

1: Resolution

RESOLUTION NO. ##,###N.S.

ACCEPTING A \$30,000 GRANT FROM THE NATIONAL ENDOWMENT FOR THE ARTS (NEA) TO SUPPORT ACCESS TO ARTS AND CULTURAL PROGRAMMING IN THE CITY OF BERKELEY BY CREATING A NEW CIVIC ARTS GRANTS PROGRAM-BASED FUNDING CATEGORY KNOWN AS THE *ARTS PROGRAM GRANTS*.

WHEREAS, the *Arts and Culture Plan for the City of Berkeley (2017-18)* includes the goal of increasing investment in a vibrant arts community by expanding funding and marketing opportunities for a broader array of arts organizations; and

WHEREAS, the Civic Arts Program has identified a gap in its current grant program offerings through data analysis, and community feedback on program-based funding; and

WHEREAS, an *Arts Program Grant* would support the City's ability to create increased access to arts and cultural programming taking place in Berkeley; and

WHEREAS, federal funding from the National Endowment for the Arts is available to local arts agencies for sub-granting purposes; and

WHEREAS, the Civic Arts grant program has identified \$30,000 in matching funds to use for a new grant program category, the *Arts Program Grant* of \$60,000 total; and

WHEREAS, the National Endowment for the Arts has awarded a \$30,000 grant for this purpose and these funds will be put into revenue account code 336-21-208-252-0000-000-000-434110.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the \$30,000 grant from the National Endowment for the Arts be accepted for the above purpose.