



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager



Date: May 6, 2013
Board Meeting Date: June 4, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: John L. Maltbie, County Manager

Subject: Peninsula Arts Council Measure A Proposal

RECOMMENDATION:

Do not allocate Measure A funding to the Peninsula Arts Council.

BACKGROUND:

At the Measure A Workshop on February 15, 2013, your Board requested that the Peninsula Arts Council (PAC) submit a formal request for Measure A funding to increase opportunities for residents to enjoy all forms of art in San Mateo County.

The PAC has submitted a formal proposal and is requesting \$407,000 in Measure A funding over two years and a total of \$2,183,000 over ten years. These funds will build the capacity of their organization to support and promote the arts in San Mateo County. The proposal requests \$185,000 in FY 2013/14 to rent space for PAC and hire a full time Executive Director and an Administrative Assistant. In FY 2014/15, \$222,000 is requested for ongoing staff support and potential additional specialized staff including a grant writer and/or fiscal manager.

With an official office and paid staff, PAC proposes to:

- Promote and professionalize the arts in San Mateo County by providing a paid Cultural Liaison to the County Arts Commission and other County and City agencies
- Work with cities and other community organizations to develop a countywide Public Art Master Plan
- Apply for arts grants on behalf of San Mateo County.

PAC believes that these activities would enhance the cultural environment of San Mateo County by creating a unique sense of place and would promote economic development.

DISCUSSION:

Staff recommend not allocating ongoing Measure A funding to the Peninsula Arts Council for two reasons. First, many of the proposed PAC activities are done in whole or part by the San Mateo County Arts Commission and second, the request is essentially ongoing and continuous support for a specific non-profit.

The San Mateo County Arts Commission

The San Mateo County Arts Commission promotes and encourages the arts and cultural activities, advises the Board of Supervisors on arts issues, prepares and updates the county's strategic and cultural plan and serves as a liaison with arts organizations in the County. The five Commissioners, who are appointed by the Board of Supervisors, meet monthly. In 2012, after a lengthy planning process, the Commission adopted a Five Year Strategic Plan.

The County Arts Commission is issuing their first round of grant this year in the three categories adopted in the Strategic Plan: arts education, technical assistance and programs/projects. In April, 26 grants to support student art projects were awarded to classroom teachers in schools with high levels of under-performing students. Each teacher that applied received a \$50 grant from the Commission. The arts education grants were coordinated through the County Office of Education. Grants for the two other grant categories, technical assistance and programs and projects, will be awarded by the Commission in June.

The FY 2012-13 San Mateo Arts Commission budget is \$66,999, which includes \$12,225 in state grant funding. The Commission budget includes \$13,000 for a professional curator to manage three art galleries at the Redwood City County Government Center; \$25,000 for a grants and workshop manager and \$23,400 for arts grants to schools, artists and arts organizations. The grants manager has initiated talks with potential outside funders to increase the pool of grants funds in future years. Staff members from Supervisor Groom's office and the County Manager's Office support the Commission at no direct cost.

Peninsula Arts Council

PAC proposes to use Measure A funding to develop their organizational infrastructure, revise their strategic plan, develop and expand their Board of Directors and develop a plan for grant and partnership opportunities. Their work plan also mentions marketing, communications, positioning and collaboration with the Arts Commission. Specific milestones in their proposal include holding the annual PAC Diamond Awards event and convening a Public Art/Creative Community Place Making planning session. The proposal states that Measure A funding will be needed for 10 years to support PAC and in 2025, local government would continue to provide 40% of the PAC revenues indefinitely.

While support of the arts is a worthy goal, we do not recommend using Measure A funds to build and support a non-profit organization for 10 years that would duplicate some of the work currently done by the County Arts Commission. There may be

specific tasks that PAC could do to assist the Commission, but it is recommended that the Commission request proposals for projects that require outside assistance. PAC would be welcome to bid on any Commission contracts.

FISCAL IMPACT:

There is no fiscal impact associated with approving the staff recommendation.

Measure A Funds recommended in this Report:

Proposal	FY 2013/14	FY 2014/15
Peninsula Arts Council	0	0

Cumulative Measure A Funds tentatively approved to Date:

Proposal	FY 2013/14	FY 2014/15
Pescadero Area Mobile Health Van	\$551,180	\$402,359
Core Agencies and Thrive One-time Computer software purchase and system development (one-time)	\$300,000	\$25,000
Homeless Outreach Teams (ongoing)	\$150,000	\$150,000
East Palo Alto Homeless Shelter Operating Expenses (ongoing)	\$500,000	\$700,000
Parks Department (Note – One-time capital projects not included in FY 14/15 funding)	\$1,766,208	\$1,766,208
Parks Department Capital Projects (one-time)	\$3,500,000	0
TOTAL	\$6,767,388	\$3,043,567