



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 2
File #: 21-260

Board Meeting Date: 4/6/2021

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Michael P. Callagy, County Manager
Subject: Use of District-Discretionary **Measure K** Funds - Supervisorial District 2

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$114,000, to Peninsula Ballet Theatre to create a Media Hub to act as a community resource for filming dance and other performances and offering live or filmed classes for students of all ages and abilities, and authorizing the County Manager, or designee, to execute the grant agreement.

BACKGROUND:

Measure K is the half-cent general sales tax initially approved by San Mateo County voters in November 2012 and extended in November 2016 for a total of thirty years.

On February 12, 2019, the Board of Supervisors (Board) held a study session on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2019-21. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study session to, among other things, work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FY 2019-21. The Board approved \$3.75 million in one-time loans or grants each fiscal year for FY 2019-21, divided equally among the five supervisorial districts, for district-discretionary needs and projects. Due to reduced Measure K revenue as a result of COVID-19, the Board of Supervisors reduced the allocation for FY 2020-21 to \$1 million for each supervisorial district. District 2 has submitted a request to use its district-discretionary **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

District/Project	Amount
District 2 (Supervisor Carole Groom) - Peninsula Ballet Theatre: To create a Media Hub for filming dance and other performances and to offer live or filmed classes for students of all ages and abilities.	\$114,000

This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the Board in December 2018.

PROJECT SUMMARY:

This is a request to authorize a grant to the Peninsula Ballet Theatre, and resulting grant agreement, in an amount not to exceed \$114,000, to create a Media Hub for filming dance and other performances and to offer live or filmed classes for students of all ages and abilities. The County Manager’s Office will administer and manage the proposed agreement.

In order to meet current community needs, this Media Hub will allow Peninsula Ballet Theatre to offer the following new ventures:

- Filming of dance and other performance art for live streaming or Video on Demand to audience members at home, at school, or in other locations;
- Performances can be partially filmed on location and integrated into the live theater production; and
- Classes can be offered live or filmed as a series for students of all ages and abilities, either as group classes, individual instruction, or as part of an arts education outreach program.

The proposed Measure K grant will allow Peninsula Ballet Theatre to add professional lighting, cameras, and broadband network capacity with on demand streaming equipment in order to implement the Media Hub. Peninsula Ballet Theatre expects that the Media Hub will be operational in approximately December of 2021, and will provide a report on the number of classes and participants utilizing the Media Hub in its first year of service.

Total Measure K Request: Not to Exceed \$114,000

The release of funds will be contingent on the execution of an agreement providing for the County’s confirmation of the expenditure of funds for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

Christine Leslie
Executive Director and CEO
1880 South Grant Street
San Mateo CA 94402

PERFORMANCE MEASURES:

Description	Target
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Purchase equipment and set up a Media Hub for filming dance and other performances and offer live or filmed classes for students of all ages and abilities.	Approximate date to begin use: December 2021

County Counsel has reviewed and approved the agreement and resolution as to form.

FISCAL IMPACT:

There is sufficient **Measure K** funding available for this specific FY 2020-21 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2020-21 Adopted Budget.