

STAFF REPORT

Date: August 28, 2024

To: Mayor and City Council

Through: Jackie Bryant, Interim City Manager

Subject: Staff Report (For Possible Action): Approval of the Reno Arts & Culture Commission (RACC) Fiscal Year (FY) 2024/2025 Work Plan.

From: Megan Berner, Arts and Culture Manager

Department: City Manager's Office – Arts and Culture

Summary:

Each year, the Reno Arts & Culture Commission (RACC) creates a work plan based on the annual budget allocation from Room Tax to Arts & Culture and the Public Art Fund. At their meeting on July 15, 2024, the RACC approved a work plan for fiscal year (FY) 2024/2025. The work plan includes funding legacy and ongoing programs as well as new initiatives. Staff recommends Council approve the Fiscal Year 2024/2025 Work Plan.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?	X	
2. Is this item an agreement required based on an item previously approved by Council?		X
3. Is this item included in the current budget approved and adopted by Council?	X	
Other Considerations		
What percent of the total City budget does this item represent?	0.04%	

Alignment with Strategic Plan:

Arts, Parks, and Historical Resources

Previous Council Action:

There is no recent Council action relevant to this item.

Background:

Arts & Culture receives a portion of the Room Tax budget each year to fund arts and culture in the City of Reno. The RACC, as advisors to Council, makes a recommendation on how to spend this funding on arts and culture programming. Based on that allocation, the RACC creates a work plan to present to Council for approval. This year's allocation from Room Tax to Arts & Culture is in the amount of \$238,123. An additional \$40,000 is allocated to Public Art. There was also a one-time allocation for a specific project for a mural along California Avenue that was funded by Council in the budget for FY 2024/2025 in the amount of \$100,000. The recommendations from the RACC are as follows:

Arts & Culture

Description	Proposed Budget
Annual Arts & Culture Grants to Nonprofits	\$130,000
City Galleries	\$3,000
Admin / Minutes	\$7,500
Poet Laureate	\$1,500
City Artist	\$7,500
Equity Expansion Grants	\$50,000
Light & Tech Art Festival Grants for Local Artist Installations	\$20,000
West Fourth Street Roundabouts Artwork	\$25,767
TOTAL	\$245,267

Public Art

Description	Proposed Budget
Lake and University Way Windows (Ballroom and Events Center)	\$1,500
Art Signals: Painted Signal Box Program	\$10,000
Aerial Gallery: Artistic Banner Program	\$7,000
Light and Tech Art Festival Grants for Local Artist Installations	\$10,000
West Fourth Street Roundabouts Artwork	\$11,500
TOTAL	\$40,000

Special Projects

Description	Proposed Budget
California Avenue Murals	\$100,000

Discussion:

The RACC and Arts & Culture staff administer an annual grants program to nonprofits in the form of Event Grants for arts and culture events that are free and open to the public and Project Grants that include seasonal support and special programming.

This budget also supports the year-round programming of the City's three main gallery spaces at City Hall and the McKinley Arts and Culture Center as well as the biennial Poet Laureate program and the annual City Artist program. Additionally, the RACC is recommending a continuation of funding to the Equity Expansion Grant Program created last year. The Equity Expansion Grant is intended to provide programmatic funding to eligible organizations that provide arts, culture, and heritage services. The grant prioritizes organizations historically facing social, financial, and/or geographic barriers. The grant prioritizes projects and activities that are by and for American Indian and Alaska Native, Arab and Middle Eastern, Asian and Pacific Islander, Black and African American, Hispanic and Latinx, LGBTQIA+, differently-abled, youth, seniors, and access-challenged communities.

This fiscal year, the RACC is recommending allocating a portion of funding from both the Public Art Fund and the Arts & Culture budget to the Light Art & Tech Festival in winter 2025 to support grants to local artists to create installations for the festival. Another portion of funding is being set aside for artwork to be installed in new roundabouts going in on West Fourth Street as part of a Regional Transportation Commission (RTC) safety project.

The remainder of the Arts & Culture budget includes minutes and other administrative costs for the RACC.

The remaining Public Art allocation includes funding for the annual programming of the Lake and University Way windows along the Reno Ballroom and Reno Events Center, the annual Art Signals: Painted Signal Box Program, and the Aerial Gallery: Artistic Banner Program—all of which support local artists.

An additional allocation of \$100,000 was made by Council for a mural along California Avenue. That project is also part of this work plan and will be completed in the second half of the fiscal year.

Financial Implications:

The work plan will be funded with allocations from Room Tax to the Public Art and Arts & Culture Commission budgets already approved for FY 2024/2025.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council approve the Reno Arts & Culture Commission Fiscal Year 2024/2025 Work Plan.

Proposed Motion:

I move to approve staff recommendation.

Attachments:

RACC Work Plan FY24-25