

STAFF REPORT

Date: August 23, 2023

To: Mayor and City Council

Thru: Doug Thornley, City Manager

Subject: Staff Report (For Possible Action): Approval of the Reno Arts & Culture Commission Fiscal Year 2023/2024 Work Plan.

From: Megan Berner, Senior Management Analyst

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 June 26, 2023, the RACC approved a work plan for Fiscal Year 2023/2024. The work plan includes funding legacy and ongoing programs as well as new initiatives. Staff recommends Council approve the Fiscal Year 2023/2024 Work Plan

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 the City Council, make 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 \$80,000 is allocated to Public Art. 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 |
| Poet Laureate | \$1,500 |
| City Artist | \$7,500 |
| North Valleys National Endowment for the Arts Grant Match | \$35,623 |
| Equity Expansion Grants | \$50,000 |
| Admin / Minutes | \$7,500 |
| WESTAF Public Art Management System / Public Art Map | \$2,000 |
| Social Media and Marketing | \$1,000 |
| TOTAL | \$238,123 |

Public Art

| Description | Proposed Budget |
|---|------------------------|
| Lake and University Way Windows (Ballroom and Events Center) | \$1,500 |
| Art Signals: Painted Signal Box program | \$10,500 |
| North Valleys National Endowment for the Arts Grant Project | \$38,000 |
| Aerial Gallery: Artistic Banner Program | \$7,000 |
| Unallocated - (Future Projects / Contingency / Additional Matching) | \$23,000 |
| TOTAL | \$80,000 |

Discussion:

The Arts & Culture Commission 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. (Grant guidelines for both are included in the attachments.)

This budget also supports the year-round programming of the City's three main gallery spaces at City Hall and McKinley Arts and Culture Center as well as the biennial Poet Laureate program and the annual City Artist program.

This fiscal year, the RACC is recommending allocating a portion of funding to the North Valleys Roundabout Public Art Project which the City received grant funding from the National

Endowment for the Arts for. The grant requires a match of \$35,000 and the RACC has put aside additional funding from the Arts & Culture allocation and the Public Art allocation for this project.

The RACC is proposing the creation of an Equity Expansion Grant program. 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. (Draft grant guidelines are included in the attachments.)

The remainder of the Arts & Culture budget includes minutes and other administrative costs for the RACC, social media and marketing, and the Public Art Collection Management System.

The remaining Public Art allocation includes funding for the annual programming of the Lake and University way windows in the Reno Ballroom and Reno Events Center, the annual Art Signals: Painted Signal Box program, and the Aerial Gallery: Artistic Banner program.

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 FY23/24.

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 2023/2024 Work Plan.

Proposed Motion:

I move to approve staff recommendation.

Attachments:

RACC Work Plan FY23-24 RACC
Public Art Work Plan FY23-24
A&C Project Grant Guidelines
A&C Event Grant Guidelines
Draft A&C Equity Grant Guidelines