



DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

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DIVISIONS:

CROCKER ART MUSEUM  
GOLF  
METROPOLITAN ARTS  
MUSEUM & HISTORY  
PARKS  
RECREATION  
ZOO

May 16, 1989

Budget and Finance Committee  
Sacramento, CA

Honorable Members in Session

SUBJECT: National Endowment for the Arts Locals Test  
Program Grant

SUMMARY

This report recommends that the City Council approve an increase in appropriations and amend the Metropolitan Arts Division's FY88-89 operating budget by \$7,544 to begin the third and final year of the National Endowment for the Arts (NEA) Locals Program.

BACKGROUND INFORMATION

On May 5, 1987 and May 11, 1987 the City Council and Board of Supervisors respectively approved acceptance of the NEA Local Program grant (\$200,000). The grant covers a three-year period (1987 - 1990) and requires a two-to-one match of new local government funds. Since 1987 a total of \$192,456 of the \$200,000 has been received from the NEA and has been used to support the following categories:

- A. Communication & Technical Assistance (\$50,000) - To improve level of artistic and professional quality through improved interaction, sensitivity and communication between SMAC and community groups. Includes information resource development, outreach, formalized technical assistance to the arts community, multi-cultural groups, staff and commissioners.

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- B. Funding/Regranting (\$50,000) - Establish a program specific to individual artists; increase dollars available for current grant program(s) and explore other new categorical grants support programs.
- C. Promotion of the Arts (\$100,000) - A three year sustained public relations campaign to raise the visibility of the arts.

During the second year of the grant, the Sacramento Metropolitan Arts Commission supported the following activities:

- (1) New Works in Performance grants to 20 artists for the creation of new works.
- (2) New and Emerging Organization grants. A program to assist small, multi-cultural arts groups to stabilize and develop into stronger organizations.
- (3) Arts Marketing Campaign. Based on market research findings from three sources, the consulting firm of Hancock & Keil developed and implemented a marketing and promotion campaign for all the arts in Sacramento. A series of public service advertisements were created, incorporating the logo and slogan: SACRAMENTO ARTS: RED HOT IN RIVER CITY. A variety of 10, 20 30 and 60 second radio and TV spots were produced for the broadcast media. The TV spot won second place in the 1988 Sacramento Ad Club Awards Program. Print ads, billboards, bus posters and other promotional materials were also developed.
- (4) Business Volunteer for the Arts Program. For the second year, the Commission has supported a technical assistance program of the Sacramento Metropolitan Chamber of Commerce which promotes and supports a long-term relationship between the Sacramento business community and arts organizations. Last year, 48 arts organizations used the services of BVA.
- (5) Center for Contemporary Art. Funding was provided for a consultant to oversee the planning and initial development of the Center.
- (6) Performing Arts Facilities Inventory. NEA funding supported a county-wide facilities study undertaken by the Sacramento Area Regional Theatre Alliance.

The grant requires a two-to-one match with the NEA providing \$200,000 and local government matching with \$400,000 in new monies for the aforementioned arts activities over the three-year grant period. The total amount raised to date in new local government funds for the purpose of this grant is \$740,866, almost double the required match amount.

The release of grant funds by the NEA is made as proof of match is met and certified by local officials. This report documents the following eligible match for the third and final year of the program.

The following lists the eligible sources of match:

<u>SOURCE OF MATCH</u>	<u>CITY</u>	<u>COUNTY</u>	<u>TOTAL AMOUNT</u>
Program Coord Sal	\$ 45,953	\$ 0	\$ 45,953
"City Life" Prog.	\$ 70,000	\$ 0	\$ 70,000
Sac Symphony	\$ 30,000	\$ 30,000	\$ 60,000
Sac Ballet	\$ 30,000	\$ 0	\$ 30,000
Co. Cultural Awds	\$ 0	\$150,000	\$150,000
TOTALS:	\$175,953	\$180,000	\$355,953

The total match available from the City and County is \$355,953. Based upon this amount, grant funds of \$7,544 from the NEA will be released upon receipt of verification by local officials.

FINANCIAL DATA

The combined City and County available match is \$355,953 for FY 1988-89. Based upon this match an increase in appropriations for the balance of program funds of \$7,544 forthcoming from the NEA for FY 1988-89 is necessary to complete the third and final year of the program.

POLICY MATTERS

None.

MBE/WBE

Every effort will be made to comply with the City's MBE/WBE goals.

RECOMMENDATION

It is recommended that the Budget and Finance Committee forward this report to the full City Council for action and amend the FY88-89 Metropolitan Arts Division's budget to begin the third and final year of program activities under the Locals Program Grant.

Respectfully submitted,

*for - B. Eiling Linggi*  
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Robert P. Thomas, Director  
Parks & Community Services

Recommendation Approved:

*Jack R. Crist*  
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Jack R. Crist,  
Deputy City Manager

May 30, 1989  
All Districts

Person to contact:  
Wendy Ceccherelli, Director  
Metro Arts, 449-5558

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## RESOLUTION NO.

ADOPTED BY THE SACRAMENTO-CITY COUNCIL ON DATE OF

RESOLUTION AMENDING THE FY 1988-89 CITY  
OPERATING BUDGET FOR THE DEPARTMENT OF  
PARKS & COMMUNITY SERVICES  
(METRO ARTS DIVISION)

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

1. That the FY 1988-89 Metropolitan Arts Division's operating budget is hereby amended by \$7,544 to reflect the third year of the National Endowment for the Arts grant award as follows:

Revenue anticipated:

250-OGR-G226-3596	\$7,544
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Expenditures increased:

250-OGR-G226-4258	7,544
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2. Revenue in the amount of \$7,544 is forthcoming from the National Endowment for the Arts.

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MAYOR

ATTEST:

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CITY CLERK

4sn/resol