

City of Sacramento

Legislation Text

File #: 2019-01097, Version: 1

Title:

An Ordinance Deleting Chapter 2.84 of the Sacramento City Code Relating to the Sacramento Metropolitan Arts Commission, and Adding Chapter 2.84 of the Sacramento City Code Relating to the Sacramento Arts, Culture, and Creative Economy Commission [To Be Published in its entirety in lieu of Pass for Publication per City Charter section 32(d)]

File ID: 2019-01097

Location: Citywide

Recommendation:

1) Adopt an Ordinance adding Chapter 2.84 to the Sacramento City Code relating to the establishment of the Sacramento Arts, Culture, and Creative Economy Commission; and 2) in lieu of pass for publication publish the ordinance in its entirety within 10 days of adoption per City Charter section 32(d).

Contact: Rebecca Bitter, Administrative Analyst, (916) 808-8052; Jody Ulich, Director, (916) 808-5105, Department of Convention and Cultural Services

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-Chapter 2.84 (Redline)
- 3-Chapter 2.84 (Clean)

Description/Analysis

Issue Detail: In August 2018, City Council accepted the Sacramento Arts, Culture and Creative Economy Plan ("Creative Edge Plan") which recommended the dissolution of the joint City/County Metropolitan Arts Commission and the adoption of a City-only arts commission. The proposed ordinance would delegate the former powers and duties, with some additions described below, of the Sacramento Metropolitan Arts Commission to the Sacramento Arts, Culture, and Creative Economy Commission.

Staff recommends that City Council pass an ordinance deleting Chapter 2.84 of the Sacramento City Code relating to the Sacramento Metropolitan Arts Commission and adding Chapter 2.84 of the Sacramento City Code relating to the Sacramento Arts, Culture, and Creative Economy Commission.

Policy Considerations: The proposed action is consistent with the General Plan Arts and Culture Goal 4.1 and associated policies regarding the provision of diverse arts and cultural facilities and programs to enhance quality of life and enrich community culture.

Economic Impacts: Not Applicable

Environmental Considerations: The report concerns administrative activities that will not have a significant effect on the environment and is exempt from CEQA review [CEQA Guidelines Sections 15061(b)(3); 15378(b)(2)].

Sustainability: Not Applicable

Commission/Committee Action: The Law and Legislation Committee considered the proposed ordinance at its June 18, 2019 meeting and passed a Motion forwarding the proposed ordinance to City Council for consideration and approval.

Rationale for Recommendation: Chapter 2.84 of the City Code regarding the Sacramento Metropolitan Arts Commission (Metro Arts) was enacted in 1977 as a joint City-County commission with the intent of supporting public art, arts grantmaking, and arts education throughout the City of Sacramento and the unincorporated parts of Sacramento County. The Creative Edge Plan evaluated the current status of the arts community in Sacramento. Four major themes emerged from the community engagement process via interviews, discussion groups, City Council District Forums, surveys, and other data:

- Sacramento's story is rich with history, innovation, and creativity (93% of respondents)
- Cultural equity is a priority for the community and residents want to celebrate and infuse their diverse cultures in all neighborhoods (77% of respondents)
- Common ground is found in prioritizing arts education (89% of respondents)
- Sacramento residents want to see investment in the arts, artists, and creatives (73% of respondents)

The Cultural Edge Plan identified six goals to fulfill the community's vision of the arts, cultural, and creative future:

- Goal 1 - Provide arts education to all Sacramento's children and youth
- Goal 2 - Advance cultural equity for all of Sacramento's diverse populations

- Goal 3 - Build upon and expand Sacramento's unique creative economy
- Goal 4 - Enable Sacramento artists and creatives to thrive in their work and to provide creative leadership in the community
- Goal 5 - Celebrate and infuse all Sacramento neighborhoods and districts with arts and culture
- Goal 6 - Expand and solidify Sacramento's investment in arts and culture

The Creative Edge Plan calls for the City to promote investment in the growth of the creative economy and recommends the City move to a City-only arts commission to ensure the successful implementation of the plan. As a City-only arts commission, the Sacramento Arts, Culture, and Creative Economy Commission would continue to serve as a Citywide advisory body supported by staff in the Convention and Cultural Services Department. The County would then have the option to continue or expand its existing programmatic relationships with the City through contracts for service, or the County could choose to establish its own County-only arts agency.

The Sacramento Arts, Culture, and Creative Economy Commission would have 11 members. 8 would be recommended by Councilmembers and appointed by the Mayor, subject to a concurrence of a majority of City Council. 3 members would be appointed by the Mayor subject to a concurrence of a majority of City Council. Commission members must be residents of the City with a history of community involvement and possess experience in the arts.

The Sacramento Arts, Culture, and Creative Economy Commission powers and duties would include:

- Foster the value, development, participation, and support of the arts.
- Provide recommendations and advice to the Council, City Manager, and Department of Convention and Cultural Services on all matters concerning the arts, including the cultural arts awards grant program, cultural economy grant program, art in public places program, film program, and the City's cultural amenities.
- Provide recommendations and advice to the Council, City Manager, and the Department of Convention and Cultural Services on the allocation of funds in support of the arts, to establish firm and equitable standards for such allocations, and to evaluate those allocations annually.
- Develop an awareness in the business community, in local government, and in the general public of the value of the arts and culture to the City.
- Except for artwork given to or purchased by museums, to review and make recommendations upon all artwork to be acquired by the City either by purchase or gift.
- Seek state, federal, or private funds in support of the arts on behalf of the City.
- Act as a liaison between the City, local artists, cultural groups, and the community at large.
- Develop an awareness of the needs of artists and the community, and regularly update and evaluate progress against Creative Edge: Arts, Culture, and Creative Economy Plan, dated June 2018, or as subsequently amended, for the growth of the arts in Sacramento. The commission would be required to submit an annual written report to Council about such

progress.

- Explore the future of the aesthetic quality of life in the community, with vision and imagination, and periodically report and give recommendations to the Council.
- Advise on the fair distribution of arts in each Council district and throughout the City's neighborhoods.
- Provide input to the Council regarding policies, programs, and services to further the purposes of the commission.
- Advise on the policies and processes where artwork is included in capital improvement programs and ensure that artists are involved as early as possible in the pre-design or design phases for each eligible construction project.
- Advise on the guidelines and procedures for the arts in public places program, cultural economy grant program, cultural arts awards grant program, or other programs relating to the coordination, sponsorship, or support of art programs or the nature, selection, and placement of artwork.
- Provide recognition and increased opportunities for artists through art in public places projects.
- Advise on the quality, quantity, scope, and style of art in public places.
- Provide input and advice on maintenance and curating standards for exhibits or artwork.
- Advise and assist the City in other activities as may be referred to it by the Council.

The proposed ordinance modifies the two percent for public art requirement by setting a threshold for Council approval of the public art budget. For eligible construction projects with total costs in an amount of \$200,000,000 or more, the amount to be expended for public art shall be approved by Council. Projects of this scale are uncommon; however, without this change, the City does not have the authority to approve a public art budget in an amount other than two percent.

Financial Considerations: Adoption of the proposed ordinance does not directly change the City's budget. However, the Fiscal Year (FY) 2019/20 Proposed Budget includes an increase of \$1,637,000 to the Metro Arts operating budget of \$723,758 for a total of \$2,360,758. This includes approximately \$157,000 and one full-time equivalent position for the City's Film Office, and \$1,480,000 of one-time funding for expanded implementation of the following elements of the Creative Edge Plan: arts education; cultural equity and creative economy grant programs; and neighborhood and district art projects.

In addition, becoming a City-only commission may affect the funding the City has historically received from the County should the County not continue to partner with the City. In FY2018/19, the County's payment to the City for the Cultural Arts Awards program was \$336,000 and \$100,000 for administrative support for a total of \$436,000 (the City's contribution to the program was \$164,000). The Cultural Arts Awards program is implemented in 3-year cycles. FY2019/20 is the third year of the current cycle, and the County is proposing to complete the third year of funding (\$436,000). Future County funding of the Cultural Arts Awards program is uncertain.

Local Business Enterprise (LBE): Not Applicable