



Legislation Text

File #: 24-596, **Version:** 1

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SUBJECT: Approval to Accept Additional Grant Award of \$9,500 From the United Way of Merced County as the Administering Organization for the Heartland Creative Corps for an Additional Art Project on City Owned Property in the City of Merced

REPORT IN BRIEF

Considers approving to accept additional grant award for \$9,500 from the United Way of Merced County as the Administering Organization for the Heartland Creative Corps for an additional art project on city owned property in the City of Merced.

RECOMMENDATION

City Council - Adopt a motion:

- A. Accepting additional grant funding of \$9,500.00 from the United Way of Merced County as the Administering Organization for the Heartland Creative Corps for an additional Art Project on City Owned Property in the City of Merced; and,
- B. Authorizing the City Manager to execute the contract/standard agreement, including any amendments, and other necessary documents pertaining to the life of the grant; and,
- C. Increasing revenue in the amount of \$9,500, and appropriating the same in Fund 1000-General Fund-City Manager, project GR240011; and,
- D. Authorizing the use of pooled cash to cover the appropriation until grant funds are reimbursed; and
- E. Authorizing the Finance Officer to make the necessary budget adjustments.

ALTERNATIVES

- 1. Approve, as recommended by Staff; or,
- 2. Approve with modifications; or,
- 3. Refer to staff for reconsideration of specific items as requested by Council; or,
- 4. Continue to a future Council meeting; or,
- 5. Deny.

AUTHORITY

Municipal Code Section 200; Local Government Planning Support Grants Program pursuant to Chapter 3.1 of Health and Safety Code (Sections 50515.05; Chapter 159, Statutes of 2019).

CITY COUNCIL PRIORITIES

This grant program aligns with the City Council's FY 2023/24 Goals and Priorities to continue the open call for art projects.

DISCUSSION

The California Creative Corps was developed by the California Council on the Arts in collaboration with the state legislature. California Creative Corps is a \$4.2 million economic and jobs recovery pilot program designed to support pandemic recovery and environmental, civic, and social engagement in California's hardest-hit communities. Using a variety of art forms, including visual, performing, and traditional arts, artists will promote positive community outcomes by creating locally focused, contextual, and culturally sensitive messages and public works.

Merced, Stanislaus, and Tuolumne counties have an abundance of talented individuals who tell the stories and express the culture of our communities through art. We want to support our artists to create projects that are locally focused and spread awareness related to public health messages, civic engagement, social justice & community engagement, and water & energy conservation, climate mitigation, & emergency preparedness.

Funding will provide project opportunities for local artists to create public art installations to contribute to our City of Merced neighborhoods' rich and vibrant character and cultures. These projects will visually represent our community's cultural perspectives, priorities, and contributions that positively impact our environment that community members can embrace, appreciate, and respect.

The City will issue an RFP for this collective community art project. The Arts and Cultural Advisory Commission (ACAC) will review and score all submissions based on each of the project descriptions and budgets. Artists selected for each project will be reviewed and approved by City Council. Once awarded, an artist will be required to enter into a professional services agreement with the City of Merced. The Senior Management Analyst/Public Information Officer will manage the project with City Manager oversight.

All projects will support social justice and community engagement. The City of Merced is interested in engaging with people of multiple ethnicities to promote interest and involvement in these community-based projects. We aim to encourage people in neighborhoods where these murals and sculptures are located to have a vested interest and a sense of ownership and connection to these projects. Studies have shown that public art encourages residents to develop respect and responsibility for these areas. Community members take an interest in protecting and maintaining murals. We will promote each project through the City's social media platforms to encourage community involvement during production.

Building community is essential in supporting the health and wellness of residents within the City of Merced - an effort that the City Council is committed to across all service areas. In every way possible, the City of Merced strives to provide equal access to all its residents and supports services and programs that promote inclusivity.

Additionally, each artist's progress will be documented and shared on the City's social media platforms and a project page at engage.cityofmerced.org. All artists will be required to meet the June

2024 project completion date.

The project aims to benefit artists and engage communities in the bottom quartile of the California Healthy Place Index. The Healthy Place Index will support the City of Merced in addressing environmental equity. The selected projects will focus on areas within the City of Merced identified as the lowest quartile of the California Healthy Places Index.

On May 10, 2024, the United Way of Merced County, the agency that oversees the Heartland Grant Project, notified the City Manager's office of additional funding. Based on the ACAC subcommittee's review, local artist Jose Sanchez, who submitted a response to the original RFP, was next on the list of recommendations for a Heartland Grant Project. The ACAC recommends Mr. Sanchez for a mural project at Carol Gabriault Park Basketball Court.

IMPACT ON CITY RESOURCES

Increasing revenue in the amount of \$9,500.00 and appropriating the same in Fund 1000-General Fund-City Manager, project GR240011. No match is required.

ATTACHMENTS

1. First Amendment to Services Agreement
2. Heartland Memorandum of Understanding