



City of Palo Alto

City Council Staff Report

(ID # 8749)

Report Type: Consent Calendar

Meeting Date: 1/29/2018

Summary Title: Approval to Submit a National Endowment for the Arts Grant Application in the Amount of \$ 25,000

Title: Approval to Submit a National Endowment for the Arts Grant Application Requesting \$25,000 to Animate the Cubberley Community Center Campus Through Public Art

From: City Manager

Lead Department: Community Services

Recommended Motion

Staff recommends that Council authorize:

- 1) Staff to submit an application for an "Art Works" grant through the National Endowment for the Arts for temporary visual art that focuses on the Cubberley campus; and
- 2) The City Manager or his designee from the Community Services Department to accept the grant.

Executive Summary

The "Art Works" grant from the National Endowment for the Arts (Attachment A) will support temporary public art projects at the Cubberley Community Center intended to engage the community and gather input for future arts initiatives at the site.

Background

Creative placemaking is defined as the integration of artists and arts organizations in the development of physical places that are publicly accessible in collaboration with the community. The intended purpose of the grant is to foster meaningful engagement between the public, artists, and the existing Cubberley stakeholders, thereby animating the environment and generating valuable feedback for future arts programming and creative placemaking efforts at the site. Using the feedback given by the NEA regarding the "Art Works" application submitted last year, staff feels that this Art Works application for smaller pilot projects to explore the possibilities at the Cubberley site will be successful.

Cubberley Community Center is on the campus of the former [Cubberley High School](#), which closed in 1979. Cubberley High School was the setting of [Ron Jones'](#) teaching experiment, [The Third Wave](#), and was one of three public [high schools](#) in Palo Alto in the 1960s and 1970s. Today, Cubberley Community Center is home to several tenant community organizations and amenities, such as a [Chinese](#) reading room, dance classes, artist studios, gyms and ball fields, as well as a performing arts theater. [Palo Alto Unified School District](#) (PAUSD) owns most of the land and leases it to the City of Palo Alto. The City owns 8 acres at the site and leases space to about thirty nonprofit and private organizations. The City manages the artist studios, a maker space, and the athletic program.

Discussion

The existing use of the Cubberley site includes a broad range of stakeholders, including the organizations and individuals leasing space at the site and the many visitors to the campus. The Community Services Department's Arts and Sciences Division feels that temporary public art would be an excellent way to bring these stakeholders together in collaborative projects and to engage in discussion regarding the future use and design of Cubberley. The activities proposed in the application will in no way displace the current Cubberley stakeholders or the various users of the site and amenities and will be temporary.

Cubberley already has a vibrant visual artist studio program, a panopoly of cultural and performing arts groups and nonprofit arts and service organizations. Arts & Sciences Division staff have been in discussion with our Community Services partners regarding the many possibilities to engage these stakeholders and transform Cubberley into a creative cultural destination where arts are integral in the discussions and activities that take place. The three temporary public art projects supported by the Art Works grant would be a key step in that direction. Staff anticipates commissioning three temporary projects: one community meal/food related project to engage the community in dialogue about the future arts programming at Cubberley over a shared meal, a second commission of a participatory nature that may manifest in a sculptural installation that engages visitors, and a third project by a lead artist engaging the community in creating a mural at the Cubberley site. All community input about arts programming at Cubberley will be documented and provided to the Cubberley master planning effort.

The Palo Alto City Council has been discussing possible ways to gather input from the community about core values, this type of artist led project could be an excellent way to gather some of that important insight while reanimating the Cubberley campus.

Resource Impact and Timeline

The National Endowment for the Arts' Art Works Grant funds for visual arts range between \$10,000 and \$100,000, with the average being \$25,000. Staff plans to request \$25,000. The awards will be announced November 2018 and the earliest start

date for programming is January 2019. The City's grant match requirement is 100% of the awarded grant amount. Staff plans to fulfill the matching requirement with in kind donations and existing funds in public art derived from the municipal percent for art ordinance. The grant match requirements will be fulfilled within the department's existing budget.

Policy Implications

Staff will fully comply with the rules and policies for grant submission as outlined in City Policy 1-12: Grant and Funding request Applications.

Submission of a grant application for the enhancement of Cubberley Community Center is consistent with Policy C-19 of the Community Services Element of the City's Comprehensive Plan: "Develop improvement plans for the maintenance, restoration and enhancement of community facilities, and keep these facilities viable community assets by investing the necessary resources."

Environmental Review

Submission of a grant proposal is not considered a project under the California Environmental Quality Act.

Attachments:

- Attachment A: Art Works Grant Program Description (PDF)
- Attachment B: Grant Application Authorization (PDF)

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- ATTACHMENT A: ART WORKS Grant Description
- ATTACHMENT B: Grant Application Authorization

ART WORKS Guidelines: Grant Program Description

*"The Arts . . . belong to all the people of the United States" **

Art Works is the National Endowment for the Arts' principal grants program. Through project-based funding, we support public engagement with, and access to, various forms of excellent art across the nation, the creation of art that meets the highest standards of excellence, learning in the arts at all stages of life, and the integration of the arts into the fabric of community life. Projects may be large or small, existing or new, and may take place in any part of the nation's 50 states, the District of Columbia, and U.S. territories.

We encourage applications for artistically excellent projects that:

- Celebrate America's creativity and cultural heritage.
- Invite a dialogue that fosters a mutual respect for the diverse beliefs and values of all persons and groups.
- Enrich our humanity by broadening our understanding of ourselves as individuals and as a society.

*1965 Enabling Legislation for the National Foundation on the Arts and the Humanities Act of 1965

Grants generally will range from \$10,000 to \$100,000. No grants will be made below \$10,000. Grants of \$100,000 or more will be made only in rare instances, and only for projects that we determine demonstrate exceptional national or regional significance and impact. In the past few years, well over half of the agency's grants have been for amounts less than \$25,000.

POLICY AND PROCEDURES 1-12/MGR

Revised: October 2004

CITY OF PALO ALTO
GRANT APPLICATION AUTHORIZATION CHECKLIST

The City of Palo Alto strongly encourages staff to identify and apply for grants to assist in the funding of City projects and programs. The acceptance of grant funding, depending on the source, may place a wide range of legal, financial and administrative requirements on the City. In some cases, the mere act of applying for a grant will place the City in a situation that can create negative impacts if the City is unable to accept the grant. These circumstances can limit the City's ability to apply for similar grant funds from the source agency in the future.

Use of non-local funds on CIP projects, such as grant funds, requires adherence to prevailing wage requirements. Coordination with purchasing will be necessary to ensure compliance.

In order to minimize any negative impacts to the City, the following checklist must be completed prior to applying for grant funds.

Project/Program Name: ArtScope Cubberley Date: Spring 2019

Grant Source: National Endowment for the Arts

Department Contact: Elise DeMarzo

Requested Grant Amount: \$ 25,000.00

1. Is there a matching fund requirement? Yes X No

(If yes, ASD review)

If so, what is the amount? \$ 25,000 Percentage split (e.g. 60/40) 50/50

Are the matching funds available? If so, describe funding source: Art in Public Places pooled CIP funds. Additionally, staff time may also be counted toward the match.

2. Does the project/program create a new service? Yes No x

(If yes, ASD/City Manager review)

3. Are there special contractual obligations/requirements (e.g. prevailing wage, disadvantaged business enterprise, etc.)? Yes x No

(If yes, Attorney review) Describe: You must compensate all professional performers and related or supporting professional personnel on arts endowment-supported projects at no less than the prevailing minimum compensation.

POLICY AND PROCEDURES 1-12/MGR

Revised: October 2004

4. Are there long-term/ongoing maintenance costs? Yes ___ No x
If yes, has a funding source been identified? Yes ___ No ___

Describe maintenance responsibilities: _____

5. Will the receipt of grant funds or the program/project itself impact other departments?

Yes x No ___

If yes, list the department(s) and describe the impacts: ___ Facilities will need to be involved in the planning and implementation of these temporary public art projects. _____

(Department Heads from departments listed above must review grant application prior to submittal)

6. Will the receipt of grant funds require Council resolution/approval?

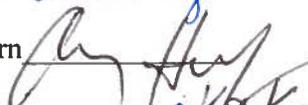
Yes ___ No x

7. Briefly describe the reporting and auditing requirements as stated in grant application:

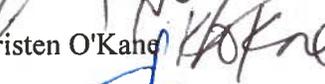
When the grant is completed, staff must submit a report detailing the achievements of the project and how these were determined.

Prepared by: ___ Elise DeMarzo 

Date: 11/14/17 ___

Reviewed by: ___ Rhyena Halpern 

Date: 11/14/17 ___

Department Head Approval: Kristen O'Kane 

Date: 11/21/17

ASD Director Approval: 

Date: 12/7/17

cc: City Auditor