



# City of Palo Alto

## City Council Staff Report

(ID # 9443)

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**Report Type: Consent Calendar**

**Meeting Date: 8/13/2018**

**Summary Title: Approval to Submit an Art Works Grant Application to the National Endowment for the Arts**

**Title: Approval to Submit a National Endowment for the Arts Art Works Grant Request for \$40,000 to Support Code:ART2 in Downtown Palo Alto in October 2019**

**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 to support Code:ART2; 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 within downtown as part of Code:ART2, scheduled to take place in October 2019.

### **Background**

With the support of a previous National Endowment for the Arts Art Works grant and additional funding from local corporate sponsors, the inaugural Code:ART festival in June 2017 drew over 10,000 participants downtown and featured eight temporary sound and light installations, participatory-based performance, storytelling, and dynamic sculpture. Based upon extensive community feedback collected during the successful three-day 2017 event, the 2019 festival will feature a larger evening presence.

### **Discussion**

Taking place in the autumn months when nights grow longer and the downtown corridor draws more families, students, and visitors, Code:ART2 will attract a wider audience and feature more light-based interactive works. The Code:ART2 festival will

engage audiences of all ages by temporarily reframing downtown's underutilized spaces as a laboratory for interactive urban interventions and creative placemaking, sparking dialogue about how to shape the future of the downtown corridor. With a population that more than doubles each day with Stanford and tech commuters, the festival taps into the brain trust of Palo Alto, employing some of the same technologies developed in Silicon Valley to activate public spaces.

### **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 \$40,000. The awards will be announced April 2019 and the earliest start date for programming is June 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. There is no additional cost to the City.

### **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.

The grant request for Code:ART2 is consistent with the following Comprehensive Plan objectives:

Policy T-1.21 Maintain pedestrian- and bicycle-only use of alleyways Downtown and in the California Avenue area where appropriate to provide connectivity between businesses and parking and transit stops, and consider public art in the alleyways as a way to encourage walking.

Policy L-4.8 Ensure that University Avenue/Downtown is pedestrian-friendly and supports bicycle use. Use public art, trees, bicycle racks and other amenities to create an environment that is inviting to pedestrians and bicyclists.

Policy L-8.5 Recognize public art and cultural facilities as a community benefit. Encourage the development of new and the enhancement of existing public and private art and cultural facilities throughout Palo Alto. Ensure that such projects are compatible with the character and identity of the surrounding neighborhood.

Policy L-8.6 Seek potential new sites for art and cultural facilities, public spaces, open space and community gardens.

### **Environmental Review**

Temporary art installations covered under this grant are categorically exempt under California Environmental Quality Act regulations sections 15301 (existing facilities) and

15304 (minor alterations to land).

**Attachments:**

- ATTACHMENT A: ART WORKS Description
- ATTACHMENT B: Signed 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: Code:ART Date: October 2019

Grant Source: National Endowment for the Arts

Department Contact: Elise DeMarzo

Requested Grant Amount: \$ 40,000

1. Is there a matching fund requirement? Yes X No       
*(If yes, ASD review)*

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

Are the matching funds available? If so, describe funding source: Public Art CIP funds and corporate sponsors

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 professional personnel on arts endowment supported projects 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: Public Works and Facilities will need to be consulted in the implementation of these temporary installations.


*(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

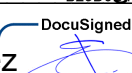
7. Briefly describe the reporting and auditing requirements as stated in grant application:

A progress report is due once the cumulative payment requests 2/3 of the award amount. Progress reports are submitted within the payment request form. Within 90 days of the end of the performance period, a final report is due to the NEA. The final report package includes: a final descriptive report, a federal financial report, and a work product (if required).

Prepared by: Elise DeMarzo  Date: 4/23/2018

Reviewed by: Rhyena Halpern  Date: 5/31/2018

Department Head Approval: Monique LeCongo Ziesenhenn  Date: 5/31/2018

ASD Director Approval: Lalo Perez  Date: 6/14/2018

cc: City Auditor

## Certificate Of Completion

Envelope Id: 45E5666590E24E4CA58F4F03DBDAC19A	Status: Completed
Subject: Please DocuSign: Grant Application Approval for Code:ART2	
Source Envelope:	
Document Pages: 2	Signatures: 4
Certificate Pages: 2	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	Elise DeMarzo
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	250 Hamilton Ave
	Palo Alto , CA 94301
	Elise.DeMarzo@CityofPaloAlto.org
	IP Address: 12.220.157.20

## Record Tracking

Status: Original	Holder: Elise DeMarzo	Location: DocuSign
5/29/2018 2:10:04 PM	Elise.DeMarzo@CityofPaloAlto.org	

## Signer Events

Rhyena Halpern  
 Rhyena.Halpern@cityofpaloalto.org  
 CSD  
 Security Level: Email, Account Authentication (None)

## Signature

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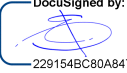
Monique le Conge Ziesenhenn  
 Monique.leConge@CityofPaloAlto.org  
 Director Libraries  
 City of Palo Alto  
 Security Level: Email, Account Authentication (None)

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**Electronic Record and Signature Disclosure:**  
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Lalo Perez  
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 Chief Financial Officer  
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 Security Level: Email, Account Authentication (None)

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**Electronic Record and Signature Disclosure:**  
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Elise DeMarzo  
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## Agent Delivery Events

## Status

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