



Napa County
Board Agenda Letter

1195 THIRD STREET
SUITE 310
NAPA, CA 94559
www.countyofnapa.org
Main: (707) 253-4580

Board of Supervisors

Agenda Date: 7/13/2021

File ID #: 21-578

TO: Board of Supervisors
FROM: Minh Tran - County Executive Officer
REPORT BY: Jesus Tijero, BOS - Staff Assistant I
SUBJECT: FY 2021-22 Arts & Culture Grant Contracts for Recipients

RECOMMENDATION

County Executive Officer requests approval of the following Arts and Culture Advisory Committee grant award recommendations and authorization for the Chair to sign the corresponding grant agreements for the term July 13, 2021 through June 30, 2022 which total \$175,000:

Main Category 1: Tourism Generating Arts and Culture Organizations for a total of \$100,000

1. Friends of Lincoln Theater: \$15,000
2. Music in the Vineyards: \$15,000
3. Napa Valley Writer's Conference: \$10,000
4. Cinema Napa Valley: \$15,000
5. NapaShakes Napa Valley Shakespeare: \$5,000
6. Napa Valley Museum: \$15,000
7. Napa Valley Festival Association - Festival Napa Valley: \$15,000
8. Napa County Historical Society: \$10,000

Main Category 2: General Arts and Culture Organizations for a total of \$75,000

1. Di Rosa Center: \$15,000
2. Napa Valley Youth Symphony: \$10,000
3. Shakespeare Napa Valley: \$5,000

4. Rail Arts District Napa: \$5,000
5. Cafeteria Kids Theater: \$10,000
6. Lucky Penny Productions: \$10,000
7. Napa Valley Art Association: \$5,000
8. Nimbus Arts: \$15,000

EXECUTIVE SUMMARY

At its regular meeting on April 26, 2021, the Napa County Arts & Culture Advisory Committee (ACAC) discussed and scored 16 grant applications submitted for the FY 2021-22 grant cycle. The ACAC voted unanimously to support all 16 applications for funding that met the ACAC's grant guidelines. A detailed table with the ACAC's grant recommendations is attached.

On May 18, 2021, the Board of Supervisors unanimously endorsed the ACAC's recommendations to approve 16 arts grant applications for the FY 2021-22 funding cycle. Today's actions will authorize awarding contracts to implement that earlier endorsement.

FISCAL & STRATEGIC PLAN IMPACT

| | |
|---|---|
| Is there a Fiscal Impact? | Yes |
| Is it currently budgeted? | Yes |
| Where is it budgeted? | Special Projects Fund |
| Is it Mandatory or Discretionary? | Discretionary |
| Discretionary Justification: | The Special Projects Fund and the funding of arts grants are not required by law but have been identified as a priority by the Board. The award of these grants is in accordance with the Board's direction to staff relating to allocation of the Special Projects Fund. The total amount available in Fiscal Year 2021-2022 is \$195,868. |
| Is the general fund affected? | Yes |
| Future fiscal impact: | The total arts grant funding available for FY 2021-22 is \$195,868. The total grant amount awarded is \$175,000, leaving a balance of \$20,868 for the next fiscal year. |
| Consequences if not approved: | If the contracts are not approved, the arts funding from the Special Projects Fund will not be distributed for the 2021-22 grant cycle. |
| County Strategic Plan pillar addressed: | Collaborative and Engaged Community |

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

In November 2004, Napa County voters approved an increase in the Transient Occupancy Tax (TOT) rate charged to visitors renting hotel and motel rooms in the unincorporated area. The increase, from 10.5% to 12%, took effect on January 1, 2005, and was not dedicated to any specific purpose, thus requiring only a majority vote to pass. In FY 2005-06, although the revenue generated by the additional 1.5% TOT rate is fully discretionary, the Board determined that the receipt of additional discretionary revenue provided an opportunity to consider County investments in projects or programs that were a Board priority. This has become known as the Special Projects Fund (SPF).

On January 23, 2018, the Board reauthorized the SPF for another five-year cycle through FY 2022-23. The Board also amended the focus (core principles) of SPF expenditures and created a new SPF allocation formula:

- 60% - Parks and Open Space
- 20% - Affordable Housing Programs for hospitality workers
- 20% - Arts and Culture Programs or Services

Of the 20% SPF arts and culture allocation, 20% of that amount is now annually allocated to Arts Council Napa Valley for operating expenses, and the remaining 80% annually distributed through a competitive grant process to arts and culture organizations in Napa County.

Board Approved FY 2021-22 Grant Funding Guidelines:

Grant funds for the arts and culture grant program derive from the County's Transient Occupancy Tax (TOT) that is mostly tourism generated. However, due to impacts of the coronavirus pandemic and the 2020 Hennessey and Glass wildfires had on tourism, the County has seen a significant loss in TOT. These impacts, coupled with the uncertainty that arts and culture organizations are facing because of the pandemic, led the Committee to make improvements to the 2021-22 Grant Guidelines in order to best support the survival, sustainability, and recovery of local arts and culture organizations.

On January 12, 2021, the Board approved the Grant Guidelines, which include the following major changes:

- Due to the uncertainty many of the arts and culture organizations faced as a result of the pandemic, grants have been offered for operational expenses only, with the goal of providing organizations with a path for survival, sustainability and recovery. Funding under the Capital Improvement, Special Programs & Projects, Capacity Building, and Leadership & Professional Development subcategories were not offered during this

grant cycle.

- The use of a fiscal sponsor, multiple grant requests and collaborative requests were not offered due to limited funds compared to previous years and grants only being awarded for operational expenses.
- Maximum grant amounts were based on an average of the organization's current operating budget and the last two operating budgets:
 - Small operating budget: up to \$100,000 - \$5,000 maximum award amount
 - Mid-sized operating budget: greater than \$100,000 but less than \$500,000 - \$10,000 maximum award amount
 - Large operating budget: above \$500,000 - \$15,000 maximum award amount

Grant Awards:

The Arts and Culture Advisory Committee (ACAC) met on Monday, April 26, 2021, to review and score 16 grant applications for the FY 2021-22 grant cycle. The Committee voted unanimously to support all 16 applications for funding that met the ACAC's grant guidelines. The details of the recommended awards are included in the attached spreadsheet.

On May 18, 2021, the Board of Supervisors unanimously endorsed the ACAC's recommendations to approve 16 arts grant applications for the FY 2021-22 funding cycle. Today's actions will authorize awarding contracts to implement that earlier endorsement.

SUPPORTING DOCUMENTS

1. 2021-2022 ACAC Grant Recommendations
2. Agreement - Cafeteria Kids Theater
3. Agreement - di Rosa Center for Contemporary Art
4. Agreement - Lucky Penny Productions
5. Agreement - Napa Valley Art Association
6. Agreement - Napa Valley Youth Symphony
7. Agreement - Nimbus Arts
8. Agreement - Rail Arts District Napa
9. Agreement - Shakespeare Napa Valley
10. Agreement - Cinema Napa Valley

11. Agreement - Friends of Lincoln Theater
12. Agreement - Music in the Vineyards
13. Agreement - Napa County Historical Society
14. Agreement - Napa Valley Festival Association - Festival Napa Valley
15. Agreement - Napa Valley Museum
16. Agreement - Napa Valley Writer's Conference
17. Agreement - NapaShakes Napa Valley Shakespeare