To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, Interim City Manager

Submitted by: Michael Caplan, Manager, Office of Economic Development/Civic Arts Program

Subject: Grant from the William and Flora Hewlett Foundation for an updated Arts and Culture Plan

RECOMMENDATION
Adopt a Resolution accepting a $50,000 matching grant from the William and Flora Hewlett Foundation for an updated Arts and Culture Plan for the City of Berkeley.

FISCAL IMPACTS OF RECOMMENDATION
Immediate costs because the matching funds are already in the budget and no new money is requested. However, a successful cultural plan will increase the viability of the arts in Berkeley and should have a positive fiscal input over the long-term.

The grant from the William and Flora Hewlett Foundation will be deposited into the One-Time Grant Fund and put into revenue code 421-8704-331.81-11. The appropriation of these funds will be included in the Second Amendment to the FY 2016 Annual Appropriations Ordinance.

CURRENT SITUATION AND ITS EFFECTS
The William and Flora Hewlett Foundation has awarded the City of Berkeley a $50,000 matching grant over a two year period to update the 2004 Arts and Culture Plan.

BACKGROUND
In mid-2014 OED staff and representatives of the Civic Arts Commission met with the Hewlett Foundation to discuss a possible grant to update Berkeley’s Cultural Plan. Like many other private foundations, the Hewlett Foundation is now awarding grants and forming partnerships with local governments. Berkeley’s current Arts and Culture Plan dates from 2004 and has been the basis of the City’s arts policy ever since. The cost of completing a new, comprehensive City–wide plan was estimated at approximately $100,000.

As a result of this meeting, the Foundation set aside $50,000 for this project if the City could raise an additional $50,000 as a match. The match to the Hewlett grant is coming from already budgeted funds from the Public Art Fund, the Civic Arts Grant Program.
Accept $50,000 Hewlett Arts Grant

CONSENT
CALENDAR
October 27, 2015

and a U.C. Berkeley Chancellor's Grant through the Berkeley Public School Fund. These intended uses for those funds were noted in two Information Reports from the Civic Arts Commission that went to Council on July 14, 2015; one regarding the FY 2016 Public Art Plan and the other explaining adjustments to the FY 2016 Civic Arts Grant Budget. No new City funds would be necessary for the match.

ENVIRONMENTAL SUSTAINABILITY
There are no environmental sustainability effects.

RATIONALE FOR RECOMMENDATION
The Hewlett Grant application has been an active collaboration between Civic Arts Staff and the Civic Arts Commission. In addition to helping clarify priorities and direction for the Civic Arts Program, the proposal’s three top areas of focus are: public art implementation and funding, civic arts grants policy and arts education. This cultural planning initiative will allow the Civic Arts Program and the Civic Arts Commission to establish a common vision for the arts in Berkeley and build community support around a set of specific policy priorities.

ALTERNATIVE ACTIONS CONSIDERED
None considered.

CONTACT PERSON
Mary Ann Merker, Civic Arts Coordinator, Office of Economic Development, 981-7533

Attachment:
1. Resolution
RESOLUTION NO. ##,###-N.

GRANT FROM THE WILLIAM AND FLORA HEWLETT FOUNDATION FOR AN UPDATED ARTS AND CULTURE PLAN

WHEREAS, the Civic Art Program in partnership with the Civic Arts Commission applied for a matching grant from the William and Flora Hewlett Foundation for an updated Arts and Culture Plan; and

WHEREAS, the Hewlett Foundation has granted a $50,000 matching grant for this purpose and will be put into revenue code 421-8704-331.81-11; and

WHEREAS, the match to these funds exists through an additional grant from the Chancellor’s Grant from U. C. Berkeley and already budgeted Public Art and Civic Art Grant funds.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the $50,000 grant from the Hewlett Foundation be accepted.