



Agenda Report

Arts Commission

Item #: 24-122

Meeting Date: 4/04/2024

TITLE: ARTS AND CULTURE MASTER PLAN BUDGET FOR
FISCAL YEAR 2024-25

DEPARTMENT: PARKS AND COMMUNITY SERVICES

PRESENTED BY: MONIQUE VILLASENOR , RECREATION MANAGER

CONTACT INFORMATION: LAURETTE GARNER, ARTS SPECIALIST, (714) 754-5322

RECOMMENDATION:

Staff recommends that the Commission receive and file the update on budget requests for Fiscal Year 2024-25 in alignment with the Arts and Culture Master Plan.

BACKGROUND:

In 2021, the City Council adopted the Arts and Culture Master Plan to develop a plan that identified initiatives to advance arts and culture in Costa Mesa. To fulfill these initiatives, the City has committed financial resources to the arts.

On November 3, 2020, Costa Mesa voters approved the “City of Costa Mesa Retail Cannabis Tax and Regulation Measure” (Measure Q). Currently the Arts & Culture Master Plan budget is funded through Measure Q, and is defined as follows:

½ Percent for the Arts: Of the Total 7 percent cannabis tax rate, half a percent is dedicated to the Arts and Culture Master Plan in the FY 2022-23 Adopted Budget, and another half percent to a New First Time Homebuyers Program. The Arts and Culture Master Plan Fund will support the full implementation of Year Two of the Arts and Culture Master Plan including the new Arts Specialist position hired in Year One.

In 2023, City Council authorized the City Manager to allocate \$469,075 in FY 2022-23 from the General Fund to fully fund year three of the Arts and Culture Master Plan and eliminate the shortfalls in years one and two due to insufficient revenues from Measure Q.

ANALYSIS:

Staff are providing funding requests for Fiscal Year 2024-25 Operating Budget for the Arts & Culture Master Plan (Attachment 1). With the FY 2024-25 requests, staff will continue to provide Free Art Experiences throughout the City, expand Public Art, assert “City of the Arts” brand, and continue to develop Arts and Culture programming throughout the City. The budget prioritizes four (4) main goals set forth in the Arts & Culture Master Plan:

1. Increase opportunities for all to experience arts and culture throughout our community
2. Expand public art throughout the City, both indoor and outdoor, through donation, loan, purchase
3. Professionalize and elevate the status of arts and culture in City government
4. Support Costa Mesa's thriving creative economy

The requested programs for funding as outlined in year four (4) of the Arts & Culture Master Plan are the following:

- ARTventure/Action Arts/Events - \$30,000
- Galleries/Exhibition Spaces - \$400
- Free Park Performances – \$36,000
- Art Crawl - \$3,000
- Free at Segerstrom Center Campus – \$60,000
- Utility Box Art - \$12,500
- Sculpture Garden - \$60,000
- Artist Laureate - \$2,500
- Arts Commission Stipends - \$8,400
- Arts Grants \$10,000

FISCAL REVIEW

Staff requested an operating budget of \$222,800, which excludes the Arts Specialist salary and SMART Camp, as their funding is preapproved.

LEGAL REVIEW

No legal review is required.

CONCLUSION:

Staff recommend that the Commission receive and file this report.