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# CITY OF POMONA COUNCIL REPORT

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August 4, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Ata Khan, Deputy Director, Office of Economic and Business Affairs

**SUBJECT: ADOPTION OF A RESOLUTION AUTHORIZING THE ART IN PUBLIC PLACES PROGRAM STAFF TO APPLY FOR THE CALIFORNIA ART COUNCIL GRANT OPPORTUNITY IN PARTNERSHIP WITH DA CENTER FOR THE ARTS AND DOWNTOWN POMONA OWNER'S ASSOCIATION TO ESTABLISH THE CITY OF POMONA AS A CALIFORNIA CULTURAL DISTRICT AND COMMITTING TO \$10,000 FROM THE ART IN PUBLIC PLACES FUND AS A MATCH IF AWARDED**

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## **RECOMMENDATION:**

It is recommended that the City Council adopt the following resolution:

**RESOLUTION NO. 2025-93 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POMONA, CALIFORNIA AUTHORIZING THE ART IN PUBLIC PLACES PROGRAM STAFF TO APPLY FOR THE CALIFORNIA ART COUNCIL GRANT OPPORTUNITY IN PARTNERSHIP WITH DA CENTER FOR THE ARTS AND DOWNTOWN POMONA OWNER'S ASSOCIATION TO ESTABLISH THE CITY OF POMONA AS A CALIFORNIA CULTURAL DISTRICT AND COMMITTING TO \$10,000 FROM THE ART IN PUBLIC PLACES FUND AS A MATCH IF AWARDED**

## **EXECUTIVE SUMMARY:**

The California Arts Council's cultural districts program recognizes well-defined geographic areas with a high concentration of cultural resources and activities. The program is seeking applicants for its next set of designations, which will include up to ten new cities. Currently, 15 cities across the State are designated. City staff seek to pursue this designation for Pomona's downtown arts district. As the program requires partnerships, the City is applying in partnership with the dA Center for the Arts and the Downtown Pomona Owner's Association. The grant award is for \$10,000 and requires a match. If awarded, the City would match the grant award from its Public Art Fund, for a combined \$20,000 investment in activities supporting the Cultural District designation.

### **SB1439/GOVERNMENT CODE §84308 APPLICABILITY:**

☐ When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

### **FISCAL IMPACT:**

If awarded, \$10,000 from the City's Public Art Fund (Special Revenue Fund 133-1712-xxxxx-51340) would be expended to match the grant award of \$10,000, for a combined total of \$20,000 of funding towards meeting the grant objectives. There is sufficient balance in this fund to accommodate this match.

### **DISCUSSION:**

The California State legislature adopted Assembly Bill 189, which is intended to preserve California's extensive and diverse cultural assets. It authorized the California Arts Council to establish criteria and guidelines for state-designated cultural districts, including a competitive application system by which a community may apply for certification as a state-designated cultural district. This also includes technical assistance from artists who have experience with cultural districts and promotional support for state-designated cultural districts. There are 15 current cultural districts, including Balboa Park, Barrio Logan, Little Tokyo, and San Pedro.

The City will partner with two Downtown-based groups, the dA Center for the Arts and the Downtown Pomona Owner's Association, to formally apply for the designation by the August 7 deadline. The application will highlight Downtown Pomona as a long-standing and thriving arts district, including a monthly arts walk, existing galleries, non-profit partnerships with locations

like the dA Center for the Arts and Latino Art Museum, and continued investment by the City's Public Art Fund and Art in Public Places program.

The award would provide \$10,000 for programmatic support to establish downtown Pomona as a State-designated cultural district. Funds can be spent on programs or projects that further encourage downtown Pomona to remain an arts and cultural hub, and will involve outreach and engagement with additional public art stakeholders. The application requires a 100 percent match, which the City would provide through its Public Art Fund. This would bring the combined total to \$20,000 for programmatic support that can be expended by the City. Decisions will be made by December of 2025.

**COUNCIL PRIORITIES & GOALS:**

This action supports Priority 2, Economic Development, in that the Art in Public Places Program and State-designated cultural district designation supports the City's economic prosperity.

Prepared by:

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Ata Khan  
Deputy Director  
Office of Economic and Business Affairs

**ATTACHMENT(S):**

Attachment No. 1 – Resolution No. 2025-93