



CITY OF POMONA COUNCIL REPORT

August 5, 2019

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Benita DeFrank, Neighborhood Services Director

SUBJECT: Adopt a Resolution Accepting a Grant Award of \$3,300 from Los Angeles County Arts Commission for Free Summer Concerts and Amending the FY 2019-20 Operating Budget by Appropriating the Grant Funds

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Adopt the following attached resolution:

RESOLUTION NO. 2019-107 – A RESOLUTION OF THE CITY OF POMONA, CALIFORNIA, RECEIVING A GRANT OF \$3,300 (215-4190-40380-58687) FROM LOS ANGELES COUNTY ARTS COMMISSION FOR FREE SUMMER CONCERTS AND AMENDING THE FY 2019-20 OPERATIONAL BUDGET BY APPROPRIATING THE \$3,300 TO 215-4190-XXXXX-58687; and,

- 2) Accept the grant and authorize the City Manager to execute the Grant Agreement on behalf of the City and any documentation needed to accept grant funds.

EXECUTIVE SUMMARY: Receiving and appropriating the grant funds of \$3,300 from Los Angeles County Arts Commission and entering into the grant agreement will provide the Community Services Division additional resources to help pay the cost of musician fees for three summer concerts. The City will be responsible for additional concert-related expenses, including custodial, security, and staffing in an estimated amount of \$3,750. The concert-related expenses total \$7,050 to administer three summer concerts.

FISCAL IMPACT: Amending the FY 2019-20 Operational Budget (215-4190-XXXXX-58687) by receiving and appropriating \$3,300 in grant funds. Staff will work with the Mayor and Council to cover additional expenses through sponsorships or through a Finding of Public Benefit request.

DISCUSSION: Since 1968, the Los Angeles County Arts Commission has been sponsoring free concerts at community venues throughout Los Angeles County. Each of the five Supervisorial Board Offices of Los Angeles County provides funds to cover musician fees for the program at set rates. The Community Services Division submitted three separate grant applications to the Los Angeles County Arts Commission's Free Summer Concerts Program. In May 2019, the Division was awarded grant funding in the amounts of \$900, \$1,300, and \$1,100 for July, August, and September, respectively.

The goal of the grant is to provide access to quality music programming representing the diversity of Los Angeles County residents. Staff was required to select musicians/music groups from the Musician's Roster, a vetted and comprehensive list of performers provided by Los Angeles County Arts Commission. Musical performances will include **Yari Moré Latin Band**, a Latin American band providing music styles in salsa, cumbia, merengue, and cha cha; **Incendio**, a group offering a "world guitar" sound of Latin, Middle Eastern and Celtic grooves; and **Sgt. Pepper's Beatles Tribute Band** performing Beatles' songs while dressed in the Ed Sullivan Show black suits, the Sgt. Pepper outfits and Abbey Road clothing. Concerts will be held at Civic Center Plaza and will be free and open to the general public. Concerts are scheduled for the third Saturday of July, August, and September from 7:00 p.m. to 9:30 p.m.

As per the grant guidelines, the City will be responsible for coordinating all necessary production logistics, marketing of events, and any other concert-related expenses. Recognizing that an upgrade in sound equipment enhances the audience experience, the Division will invest up to \$11,000 in production and sound equipment. Such investment will assist the Division in reducing costs and fees by eliminating the necessity to rent audio equipment for City events, including Movies in the Park. The Division determined an estimated \$1,250 per concert will be required to cover concert-related expenses, including custodial, security, and staffing. Staff will work with the Mayor and Council to cover the additional expenses through sponsorships or through a Finding of Public Benefit request.

Staff recommends Council to accept the grant funds and authorize the City Manager to execute the Grant Agreement on behalf of the City and any documentation needed to accept grant funds.

Prepared by:

Monica Belloso
Technical Specialist II

ATTACHMENT: Resolution 2019-107