

# STAFF REPORT



ITEM NO. **15**

CITY OF OCEANSIDE

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**DATE:** February 14, 2007  
**TO:** Honorable Mayor and City Councilmembers  
**FROM:** Library Department  
**SUBJECT: APPROVAL OF EXPENDITURE OF \$25,000 FROM THE CAPITAL IMPROVEMENT PROGRAM PUBLIC FACILITY FUND FOR ART ENHANCEMENT PROJECTS**

## SYNOPSIS

Staff and the Arts Commission recommend that the City Council approve the expenditure of \$25,000 from the Capital Improvement Program Public Facility Fund for Art Enhancement Projects and authorize the Parks and Recreation Division and the Public Works Department to implement the projects.

## BACKGROUND

The adopted budget for FY 2006-07 includes an appropriation of \$25,000 in the Capital Improvement Program budget for Public Art. The Arts Commission has considered recommendations for allocation of this funding for a variety of projects that promote the arts in Oceanside.

At their meeting on February 5, 2007, the Arts Commission selected the following projects to recommend for funding at this time:

Concerts in the Park	\$7,500
Coastal Rail Trail	\$5,000
Performing Arts Initiative	\$5,000
Directional Kiosk Art Element	\$5,000
Arts Collaborative Web site	<u>\$2,500</u>
Total	\$25,000

## ANALYSIS

Details of the five recommended projects are as follows:

1. Concerts in the Park \$7,500  
This funding will restore the highly popular Concerts in the Park series by offering two performances by well-known musical groups at park venues in Oceanside during the summer of 2007. Several locations are under consideration including Rancho del Oro Park, Luiseño Park, and Joe Balderrama Park. The Parks and Recreation Division will plan and present the concerts. Funding will help cover costs of musician fees, staging and sound systems. Private fundraising will also be undertaken to offset costs.
  
2. Coastal Rail Trail \$5,000  
This funding will be used as “seed money” to provide art elements along the Coastal Rail Trail. Art will be recommended by the Arts Commission to aesthetically enhance the project with items such as sculpture, seating, viewpoints, or historical markers. The public will have an opportunity to contribute to art in memory or honor of a person or organization. The Public Works Department will supervise the installations.
  
3. Performing Arts Initiative \$5,000  
This funding will contribute toward bringing a high-quality theatrical or performing arts group to a venue in downtown Oceanside for a performance in 2007. Private funding will be solicited as necessary to supplement the budget. Several groups are currently under consideration with final selection to be determined based upon venue and performer availability. An ad hoc committee of the Arts Commission will select the group with the approval of the Arts Commission. The event will be managed by the designated venue agency with the support of the Arts Commission.
  
4. Directional Kiosk Art Element \$5,000  
This funding will contribute toward an art element for the first directional kiosk currently being designed by MainStreet for installation in the Fairfield Development area. Each kiosk will have a distinctive art element to provide artistic interest, and secondarily, to draw attention to the sign and guide visitors to various attractions. Installation is expected in early summer.
  
5. Arts Collaborative Web site \$2,500  
This funding will be used to support development of a Web-based infrastructure for a collaborative arts Web site. The Web site will be used by the Oceanside Cultural Arts Foundation (OCAF), the Arts Commission, businesses, and other local art entities to promote and publicize arts and cultural activities. The Web site will enable the participating groups to send e-mail newsletters, list cultural events, and survey community opinions on arts-related issues. Additional funding will come from other project partners.

**FISCAL IMPACT**

The FY 2006-07 Capital Improvement Program (CIP) budget includes an appropriation of \$25,000 in the Public Facility Fund (503.837432) to provide funding for art installations throughout the City. Additional costs associated with implementing these projects will be absorbed by the corresponding City department. There is no additional impact on the operating budget.

**COMMISSION REPORT**

The Arts Commission unanimously approved the proposed arts projects at their February 5, 2007 meeting.

**CITY ATTORNEY'S ANALYSIS**

City Attorney analysis does not apply.

**RECOMMENDATION**

Staff and the Arts Commission recommend that the City Council approve the expenditure of \$25,000 from the Capital Improvement Program Public Facility Fund for Art Enhancement Projects and authorize the Parks and Recreation Division and Public Works Department to implement the projects.

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