

# STAFF REPORT



ITEM NO. 26

CITY OF OCEANSIDE

DATE: September 12, 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.

## BACKGROUND

The Adopted Budget for FY 2007-08 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 July 9, 2007, the Arts Commission selected the following projects to recommend for funding at this time:

Performing Arts Initiative	\$6,000
July 2008 Concert of Celebration & Unity (Amphitheater)	\$5,000
Concerts in the Park (Summer 2008)	\$5,000
Sculpture Competition	\$5,000
Utility Box Enhancement Project	\$1,000
Contingency	\$3,000

## ANALYSIS

Details of the five recommended projects and the discretionary fund are as follows:

1. Performing Arts Initiative \$6,000  
Fund two performing arts events including one week of theatrical

workshops culminating in presentation of a performance within the City. Private fundraising will be undertaken to offset costs.

2. Concert of Celebration & Unity (July 2008 Pier Amphitheater) \$5,000  
Fund a top-name vocal star for a performance at the amphitheater, which is also to include a jazz competition for quality local talent. Major corporate sponsors are being sought to offset costs.
3. Concerts in the Park (Summer 2008) \$5,000  
Continue funding for the highly popular Concerts in the Park series presented by the Arts Commission and the Parks and Recreation Division of Neighborhood Services. Private fundraising will be undertaken again to offset costs.
4. Sculpture Competition \$5,000  
Fund a sculpture competition and the award of prizes to local artists.
5. Utility Box Enhancement Project \$1,000  
Provides initial funding to implement a project for artists to paint utility boxes in selected areas of the City.
6. Contingency \$3,000  
Provide contingency funds for approved projects or for new projects which may develop during the year. Any new project would be brought to Council for approval.

### **FISCAL IMPACT**

The FY 2007-08 Capital Improvement Program (CIP) budget includes \$25,000 in the Public Facility Fund (503.837432) to provide funding for art installations throughout the City. There is a current balance of \$17,441 available. Additionally, there are carry forward funds from FY06-07 in the amount of \$20,059 for a total of \$37,500 available for projects. 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 art projects at their July 9, 2007 meeting.

### **CITY ATTORNEY'S ANALYSIS**

The referenced documents have been reviewed by the City Attorney and approved as to form.

**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.

PREPARED BY:

SUBMITTED BY:

Deborah Polich  
Deborah Polich  
Library Director

Peter A. Weiss  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

MS

Margery Pierce, Neighborhood Services Director

MP

Gary Kellison, Senior Civil Engineer

G.K.

Paul Bussey, Interim Financial Services Director

PB