



**MEMORANDUM
ECONOMIC DEVELOPMENT**
County of Placer

TO: Honorable Board of Supervisors **DATE:** July 26, 2022
FROM: Gloria Stearns, Economic Development Manager
BY: Nicole Hinkle, Senior Economic Development Specialist
SUBJECT: Amendment – Consultant Services Agreement with Arts Council of Placer County

ACTION REQUESTED

1. Approve and authorize the County Executive Officer, or designee, to execute an Amendment to the 2021-2023 Agreement with Arts Council of Placer County (ACPC), to increase the contract by an additional \$42,500 for the period of July 1, 2022, through June 30, 2023, for a new annual total not to exceed amount of \$248,100 and amending Scope of Work.
2. Approve a FY 2022-23 Budget Amendment #AM-00681 for CC10006 - Economic Development in the amount of \$42,500 and cancel General Fund Reserves in the amount of \$42,500.

BACKGROUND

The Arts Council of Placer County (ACPC) is a catalyst for the arts and humanities throughout Placer County serving residents, visitors, artists, arts organizations and partner agencies with programs, advocacy, resources, collaboration, and support in Placer County. Since 1983, ACPC has been building community throughout Placer County with the belief that art should be a part of everyday living and that, when it is, everyone in the community benefits from a higher quality of life.

As the designated State-Local partner of Placer County and the California Arts Council, ACPC's programs and services encourage and support the public to experience art in all degrees. ACPC promotes the work of arts and cultural agencies as well as that of independent visual, performing, and literary artists. In doing so, ACPC drives positive impact to the local economy. ACPC engages professional artists and technicians to present dozens of annual public arts and cultural events and as well as serves as a clearing house for information on the arts in Placer County and the Sierra Nevada.

Despite the impacts due to the COVID-19 pandemic, the ACPC achieved multiple and notable successes during the past two-year contract period. These included:

- Continued Administration of a Community Arts Grants Program. During the contract period ACPC awarded a total of \$85,000 during FY 2021-22. Recipient categories included:
 - Artist Grant

- Art Organization Grants
- Arts Education Grants
- Communities of Color and Underserved Communities
- Fine Arts and Performing Arts events
- Film category
- ACPC also hosted and supported various arts events, including several Pop-Up Art Shows, featuring artists throughout Placer County, as well as the annual the Placer Artist Studio Tours
- Development and update of a countywide Arts Directory and Calendar
- Designed and implemented a county-wide arts marketing program
- Collaborated with tourism and educational organizations in Placer County to assist in marketing the arts in Placer County

The ACPC will continue to expand on the above tasks over the next year.

This proposed contract amendment includes new tasks for FY 2022-23 which includes moving forward phase two of the first-ever countywide Cultural Mapping Study. Cultural Mapping has become a part of both the cultural planning and community cultural development fields. For the purposes of this research cultural mapping is the process of identifying and stating, in a written and visual inventory, all cultural assets within Placer County. This study will create an identity profile of our communities that is enriching, informative and useful in identifying cultural and artistic needs. This process will draw attention to the existence and importance of cultural resources and point out problems to be solved or strengths to build upon.

Working alongside the Placer County Office of Economic Development, ACPC will achieve greater economic impact with promotion of the arts by engaging partners in a coordinated approach. The attached contract amendment and scope of work continues a results-oriented contract that focuses on the outcomes and achievement of specific, measurable performance standards and requirements. Further, the proposed initiatives ensure the artists, art organizations and art programs throughout Placer County shall be supported.

FISCAL IMPACT

Upon your Board's approval, the cost of this contract for FY2022-23 will increase by \$42,500 for a not-to-exceed amount of \$248,100. There is currently \$205,600 budgeted for this contract in the FY 2022-23 budget for CC10006 – Economic Development. To fund the increase, a Budget Amendment #AM-00681 to increase appropriations by \$42,500, with a corresponding cancellation of General Fund reserves is included for your consideration and approval. This produces an additional \$42,500 impact to the General Fund in FY 2022-23.

ATTACHMENTS

Attachment A: First Amendment to Consultant Services Agreement with Arts Council of Placer County

Honorable Board of Supervisors

July 26, 2022

Amendment – Consultant Services Agreement with Arts Council of Placer County

Page 3

Attachment B: Amended Scope of Services

FIRST AMENDMENT TO CONSULTANT SERVICES AGREEMENT WITH ARTS COUNCIL OF PLACER COUNTY

THIS FIRST AMENDMENT TO THE CONSULTANT SERVICES AGREEMENT is made and entered on this 26th day of July 2022, by and between the COUNTY OF PLACER, hereinafter referred to as "COUNTY", and the ARTS COUNCIL OF PLACER COUNTY, a California nonprofit corporation, dba PlacerArts, hereinafter referred to as "CONSULTANT".

WHEREAS, on July 1, 2021, COUNTY and CONSULTANT entered into Consultant Services Contract, No. 13857 ("Agreement") whereby certain services as they pertain to providing Arts Grants Program Facilitation and Arts-Related Services, would be provided to the COUNTY;

NOW, THEREFORE, IT IS MUTUALLY AGREED by and among the parties as follows:

1. The COUNTY and the CONSULTANT agree to amend the Scope of Work of the current agreement.
2. Increase the contract by an additional \$42,500 for a new not-to-exceed annual amount of \$248,100.
3. Pursuant to the Scope of Work, Task 1 and Task 2 have been amended.
4. EXCEPT as specifically modified above, all the remaining terms and conditions of the said Consultant Services Agreement shall remain and continue in full force and effect.

COUNTY OF PLACER:

By: _____ Date _____
Jane Christenson, Acting County Executive Officer

CONSULTANT:

_____ Date _____
Jim Crosthwaite, Executive Director

APPROVED AS TO FORM:

County Counsel

AMENDED SCOPE OF SERVICES

SECTION I - PURPOSE

The scope of work listed below follows the County's goals for the arts as they relate to Economic Development. The following are included as goals for the contract with Arts Council of Placer County for fiscal year 2021-22, and fiscal year 2022-23:

- Development and implementation of a comprehensive re-granting program to benefit artists, art organizations, and art programs throughout the County.
- Development and implementation of measurable program support in all areas of the Arts, including visual, performing, and literary and music.
- Development and implementation of arts marketing and promotion activities by ACPC itself and through other arts, tourism, and marketing organizations in the County (Placer County Visitors Bureau, Placer Valley Tourism, Sierra College, etc.)
- Communicate with the Placer County Economic Development Office at least on a quarterly basis to maintain oversight and evaluation of services.

SECTION II – SCOPE OF WORK

Task 1. Administer Arts Grants Program

- A. Overview: Arts Council of Placer County will continue to administer a grants program (developed in FY 2017-18) of at least \$80,000 for the fiscal year 2021-2022 and at least \$115,000 for the fiscal year 2022-2023.
 - I. Grants to include, but not limited to the following categories:
 - a. Community Arts Grants/Program Grants
 - b. Artist Grants
 - c. Art Organization Grants
 - d. Arts Education Grants
 - e. Communities of Color and Underserved Communities
 - f. Fine Arts and Performing Arts events
 - g. Film category
- B. Timeline:
 - I. Review and reaffirm the revised Goals and Objectives of the program by July 1, 2021. Grants have been redrafted to conform to fiscal years, instead of calendar years.
 - II. Grant applications for fiscal year 2021-2022 will be made available by June 1, 2021. Deadline for submission will be instituted at intervals during the fiscal year. These grants will be granted for the fiscal year 2021-2022 programs, events, and activities only.
 - III. Grant applications for fiscal year 2022-2023 will be made available by June 1, 2022. Deadline for submission will be instituted at intervals during the fiscal year. These grants will be granted for the fiscal year 2022-2023 programs, events, and activities only.
 - IV. Upon approval and submission of proper paperwork, each grantee will be paid one-half of their grant total before their event, with the remaining one-half payment payable upon conclusion of the event and submission of proper paperwork.

- C. Reporting/Due Diligence:
 - I. Arts Council of Placer County will include Placer County in the grant selection process, as described above. Complete records of applications, contracts, fund distribution, and evaluation, including a summary of the economic impact of the grant activity, will be provided to Placer County as part of the quarterly reports.

Task 2. Conduct a County-Wide Cultural Mapping Study

- A. Continue work on the County Wide Cultural Mapping Study, which would also support an overall philosophy of support (including grants) by the Arts Council of Placer County for Communities of Color and underserved Communities.
 - I. Contract to be awarded for work to begin July 1, 2021. Funding for this program to include \$10,000 from ACPC and matching \$10,000 from Placer County, for a total of \$20,000.
 - II. Contract to be awarded for work to continue with Tier 2 on July 1, 2022. Funding for this program to include \$7,500 from ACPC and matching \$7,500 from Placer County, for a total of \$15,000.
- B. Timeline/Implementation:
 - I. Request for Proposal to be released July 1, 2021.
- C. Reporting/Due Diligence:
 - I. Status on Request for Proposal and/or County Wide Cultural Mapping Study shall be summarized in each quarterly report due to the County.
 - II. Status on Tier 2 study of the County Wide Cultural Mapping Study shall be summarized in each quarterly report due to the County.

Task 3. Support and Promote Arts and Cultural Events Throughout Placer County

- A. Overview: Support events showcasing Placer County artists and performing arts organizations throughout Placer County. To support this effort, the Arts Council of Placer County will develop and implement marketing and support programs for the following and establish a “toolbox” for each to maintain this support:
 - I. Placer County Studios Tour events
 - II. Art Galleries
 - III. Performing Arts Organizations
 - IV. Libraries
 - V. Arts and Cultural Events
 - VI. Culinary Arts
 - VII. Film
- B. Reporting/Due Diligence:
 - I. Quarterly reports from above will include economic impact, attendance (including volunteers, sponsors, etc.), goals, objectives, and data from all social media and/or email correspondence which were used to publicize the events.

Task 4. Publish an annual Placer County Arts and Culture Guide

- A. Overview: Originally established in 2019, but put-on hiatus in 2020, the Arts Council of Placer County will publish an Arts Guide every year starting in November of 2021 that will include a directory of Placer County arts assets, editorial, advertising, information on the Arts Council and its efforts and information on arts and cultural related happenings in Placer County. This publication will also support fundraising efforts and be published in

conjunction with input and support with such partners as Placer Grown, North Lake Tahoe Resort Association, Placer County Visitors Bureau and Placer Valley Tourism.

B. Timeline/Implementation:

- I. FY21-22: Annual publication starting in November of 2021.
- II. FY 22-23: Semi-annual publication in the Spring and Fall.

C. Reporting/Due Diligence:

- I. Guide activities shall be summarized and include visitors to each entity (as an impression), also metrics from any social media or email blasts from any agency that publicize the Guide (impressions or counts) in each quarterly report due to the County.

Task 5. Develop and Maintain Strategic Partnerships with Other Placer County Organizations

A. Overview: Leverage resources and assets of other Placer County organizations that may increase the awareness and participation in arts in Placer County. Example organizations include:

- I. Other local Arts organizations.
- II. Tourism Marketing (Placer County Visitors Bureau, Placer Valley Tourism, North Lake Tahoe Resort Association).
- III. Educational Institutions.

B. Reporting/Due Diligence:

- I. There will be no required follow up for this project, but information is available upon request.

Task 6. Regular Communication with Placer County Economic Development

A. Overview: Provide Placer County Economic Development a quarterly report summarizing previous quarter's activities related to this Scope of Work and supporting detail. The Fourth Quarter report shall include an annual summary, and presentation to the Placer County Board of Supervisors.

B. Timeline/Implementation:

I. Report Due Dates

- a. First Quarter (July to September) – October 15 for each fiscal year
- b. Second Quarter (October to December) – January 15 for each fiscal year
- c. Third Quarter (January through March) – April 15 for each fiscal year
- d. Fourth Quarter (April through June) & Annual Summary Report – July 15 for each fiscal year

C. Reporting/Due Diligence:

- I. Reports should include a balance of objective and subjective information including but not limited to description of activities, attendance figures, social media or email blasts (impressions / counts), survey results, successes and challenges, and recommended changes.

