

RESOLUTION NO. 2016-131

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
AUTHORIZING THE MAYOR TO EXECUTE LETTER OF SUPPORT FOR
INCLUSION TO THE NATIONAL ENDOWMENT APPLICATION FOR A
PLANNING GRANT UNDER THE ARTS “OUR TOWN” CATEGORY IN
AMOUNT OF \$50,000 FOR THE ARTS VILLAGE LOCATED IN THE CITY OF
MARINA SUBJECT TO FINAL REVIEW BY THE CITY ATTORNEY

WHEREAS, at its regular meeting of May 31, 2005, the City Council adopted Resolution No. 2005-130, approving the University Villages Specific Plan containing development principles and design guidelines for the redevelopment of 420 acres within south Marina bounded by 8th Street and 1st Street to the south, Highway 1 to the west and Imjin road to the North. The east boundary is California Avenue to the north and 2nd Avenue to the south. Within the 420 acres is the Arts Village, which is comprised of approximately 12 acres, and;

WHEREAS, the City of Marina owns the Arts District property (APN 031-221-015-000). The building is comprised of approximately 60,000 sq. ft. A preliminary assessment of the structure was completed by the City’s Building Official and found the core structure to be in good condition; however, the interior, exterior and roof are in a dilapidated condition, and;

WHEREAS, at the regular meeting of May 7, 2016, the Economic Development Commission adopted Resolution 2016-02, approving the EDC Annual Report Fiscal Year 2015-16, which identified participation in the development of the Dunes Artist Village (incorporating the Veterans Trail Project) as one of its six goals, and;

WHEREAS, on August 25, 2016, Paulette Lynch, Executive Director of the Arts Council for Monterey County, reached out to the City of Marina’s Economic Development Coordinator with information on an upcoming grant opportunity from the National Endowment for the Arts (NEA), and;

WHEREAS, whereas, On August 31, 2016, a special meeting ensued among Ms. Lynch, Ms. Alcantara, Chair of the Economic Development Commission and Ms. Lidyoff, City of Marina’s Economic Development Coordinator, to discuss the potential grant opportunity. The outcome of that meeting was to pursue a “Planning Grant” in the amount of \$50,000 to determine the feasibility of the project, and;

WHEREAS, the NEA requires partnerships between arts organization, government and private entities to achieve livable goals for communities. To be eligible, the lead applicant organization must meet the following elements:

1. “Legal Requirements” of the National Endowment for the Arts including nonprofit, tax-exempt status, at the time of application; and
2. Have submitted an acceptable Final Report package(s) by the due date(s) on all National Endowment for the Arts award(s) previously received, and;.

WHEREAS, being that the Arts Council for Monterey County is a 501 (c) (3) it is eligible to be the lead Agency to submit the grant application to the NEA with City of Marina as a partner. Further, the NEA requires a Letter of Support by the local governmental entity, which is attached as (Exhibit “A”), and;

WHEREAS, the “Our Town” match generally range from \$25,000 to \$200,000. A minimum cost share/match equal to the grant amount is required. That said, the City of Marina’s match of \$25,000 will be from in kind services (public engagement etc.); and, the cash match by the Arts Council for Monterey County will be funded by donations from both the Hewlett Foundation and Packard Foundation, and;

WHEREAS, the objective of this planning grant, one of many future applications to be submitted to funders, is to provide the community and public officials with proper guidance on the future development of the Arts Village, and;

WHEREAS, should the Council approve this request, there is no fiscal impact.

NOW THEREFORE, BE IT RESOLVED that the City Council of the City of Marina does hereby:

Authorize the Mayor to execute Letter of Support for inclusion to the National Endowment Application for a Planning Grant under the Arts “Our Town” Category in the amount of \$50,000 for the Arts Village located in the City of Marina subject to final review by the City Attorney.

PASSED AND ADOPTED, at a regular meeting of the City Council of the City of Marina, duly held on the 7th day of September, by the following vote:

AYES: COUNCIL MEMBERS: Amadeo, Brown, Morton, O’Connell, Delgado
NOES: COUNCIL MEMBERS: None
ABSENT: COUNCIL MEMBERS: None
ABSTAIN: COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk



EXHIBIT A

CITY OF MARINA
211 Hillcrest Avenue
Marina, CA 93933
831-884-1278; FAX 831-384-9148
www.ci.marina.ca.us

September 7, 2016

National Endowment for the Arts (NEA)

To Whom It May Concern:

The City of Marina is pleased to present this Letter of Support for a grant request under the National Endowment Funding for the Arts "Our Town" Category in the amount of \$50,000 for the Planning Phase on the development of the new Arts Village located in the City of Marina, California.

The City of Marina has agreed to serve as a primary partner with the Arts Council for Monterey County as the lead applicant on this project. Our region has been granted an historic opportunity on the conveyance of certain property owned by former Fort Ord Military Base to the City of Marina. Under the University Villages Specific Plan, adopted by City Council on May 31, 2005, now known as The Dunes Specific Plan, certain property has been set aside to create an Arts Village that will enhance quality of life for our residents and visitors, increase creative and economic opportunities, and create a distinct sense of place that is welcoming and supportive for people from all cultural backgrounds. A combination of individual studio spaces, galleries or shops for artists, designers and high profile/interactive area/learning center type of facilities is envisioned at the Arts Village.

The Arts Council for Monterey County is the lead agency in our region for the development, support and promotion of art centers, arts organizations and art programs with nearly thirty-five years of award-winning expertise in program development, organizational development, community engagement and fundraising.

The City of Marina is one of the youngest and most diverse local governments in the state of California. The Arts Village along with a cultural center will ensure that our residents always view this diversity as a source of strength. The Arts Village will also help diversity sources of creative and economic opportunity that is much needed by our youth and families.

We believe you will find our goals aligned with that of "Our Town". Support from the NEA for this unique community project will help us to maximize community engagement from the project

onset and assist us to implement best practices for a successful launch that will benefit our resident for generations to come.

On behalf of the City of Marina, we understand the share/match financial component. That said, the City of Marina pledges \$25,000 match in the form of "in-kind" services; further, the Arts Council for Monterey County will provide a cash match of \$25,000 for a total match of \$50,000.

Thank you very much for making this opportunity available to small cities such as Marina. We look forward to your review.

Sincerely,

Bruce Delgado
Mayor, City of Marina

Honorable Mayor and Members
of the Marina City Council

City Council Meeting of
September 7, 2016

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AUTHORIZING THE MAYOR TO EXECUTE LETTER OF SUPPORT
FOR INCLUSION TO THE NATIONAL ENDOWMENT APPLICATION
FOR A PLANNING GRANT UNDER THE ARTS “OUR TOWN”
CATEGORY IN AMOUNT OF \$50,000 FOR THE ARTS VILLAGE
LOCATED IN THE CITY OF MARINA SUBJECT TO FINAL REVIEW
BY THE CITY ATTORNEY**

RECOMMENDATION:

It is recommended that the City Council:

1. Consider adopting Resolution No. 2016-, authorizing the Mayor to execute Letter of Support for inclusion to the National Endowment Application for a Planning Grant under the Arts “Our Town” Category in the amount of \$50,000 for the Arts Village located in the City of Marina subject to final review by the City Attorney.

BACKGROUND:

At its regular meeting of May 31, 2005, the City Council adopted Resolution No. 2005-130, approving the University Villages Specific Plan containing development principles and design guidelines for the redevelopment of 420 acres within south Marina bounded by 8th Street and 1st Street to the south, Highway 1 to the west and Imjin road to the North. The east boundary is California Avenue to the north and 2nd Avenue to the south. Within the 420 acres is the Arts Village, which is comprised of approximately 12 acres.

The City of Marina owns the Arts District property (APN 031-221-015-000). The building is approximately 60,000 sq. ft. A preliminary assessment of the structure was completed by the City’s Building Official and found the core structure to be in good condition; however, the interior, exterior and roof needs to be stabilized.

At the regular meeting of May 7, 2016, the Economic Development Commission adopted Resolution 2016-02, approving the EDC Annual Report Fiscal Year 2015-16, which identified participation in the development of the Dunes Artist Village (incorporating the Veterans Trail Project) as one of its six goals.

On August 25, 2016, Paulette Lynch, Executive Director of the Arts Council for Monterey County, reached out to the City of Marina’s Economic Development Coordinator with information on an upcoming grant opportunity from the National Endowment for the Arts (NEA).

On August 31, 2016, a special meeting ensued among Ms. Lynch, Ms. Alcantara, Chair of the Economic Development Commission and Ms. Lidyoff, City of Marina’s Economic Development Coordinator, to discuss the potential grant opportunity. The outcome of that meeting was to pursue a “Planning Grant” in the amount of \$50,000 to determine the feasibility of the project.

ANALYSIS:

The NEA requires partnerships between arts organization, government and private entities to achieve livable goals for communities. To be eligible, the lead applicant organization must meet the following elements:

1. “Legal Requirements” of the National Endowment for the Arts including nonprofit, tax-exempt status, at the time of application; and
2. Have submitted an acceptable Final Report package(s) by the due date(s) on all National Endowment for the Arts award(s) previously received.

Being that the Arts Council for Monterey County is a 501 (c) (3) it is eligible to be the lead Agency to submit the grant application to the NEA with City of Marina as a partner. Further, the NEA requires a Letter of Support by the local governmental entity, which is attached as (“EXHIBIT A”).

The “Our Town” match generally range from \$25,000 to \$200,000. A minimum cost share/match equal to the grant amount is required. That said, the City of Marina’s match of \$25,000 will be from in kind services (public engagement etc.); and, the cash match by the Arts Council for Monterey County will be funded by donations from both the Hewlett Foundation and Packard Foundation.

The objective of this planning grant, one of many future applications to be submitted to funders, is to provide the community and public officials with proper guidance on the future development of the Arts Village.

FISCAL IMPACT:

Should the Council approve this request, there is no fiscal impact.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Marilyn Lidyoff
Economic Development Coordinator
City of Marina

REVIEWED/CONCUR:

Layne P. Long
City Manager
City of Marina