

**Meeting Date:** 1/14/2014

**Report Type:** Consent

**Report ID:** 2014-00040

**Title: Grant: Broadway Augmented Art Project**

**Location:** Districts 4 and 5

**Issue:** The Sacramento Metropolitan Arts Commission (SMAC) was awarded a grant by the National Endowment for the Arts (NEA) to support "Broadway Augmented"--a temporary public art project--subject to the City Council's approval. The grant requires a dollar-for-dollar matching contribution from the City. Resolution 2013-0198 requires City Council approval to establish an operating grant that requires matching funds from City resources.

**Recommendation:** Pass a Resolution 1) authorizing the City Manager or his designee to accept \$20,000 in grant funding from the National Endowment for the Arts to support the Broadway Augmented Art project; 2) authorizing the City Manager or his designee to establish an operating grant for the Broadway Augmented Art project (G17604000); 3) authorizing the City Manager or his designee to establish grant revenue and expenditure budgets to implement the award; and 4) authorizing the City Manager or his designee to transfer \$30,500 from the SMAC General Fund operating budget to the Broadway Augmented Art project.

**Contact:** Mike Kerton, Administrative Officer, (916) 808-3982; Shelly Willis, Executive Director, (916) 808-3971, Convention, Culture and Leisure Department

**Presenter:** None

**Department:** Convention Culture & Leisure

**Division:** Metro Arts-Administration

**Dept ID:** 17001811

**Attachments:**

- 1-Description/Analysis
- 2-Resolution
- 3-Exhibit A

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#### **City Attorney Review**

Approved as to Form  
Kourtney Burdick  
1/3/2014 3:21:49 PM

#### **City Treasurer Review**

Reviewed for Impact on Cash and Debt  
Janelle Gray  
12/30/2013 9:59:23 AM

#### **Approvals/Acknowledgements**

Department Director or Designee: Rebecca Bitter - 1/2/2014 3:12:46 PM

## Description/Analysis

**Issue Detail:** The National Endowment for the Arts (NEA) through its Art Works grants program for Local Arts Agencies has awarded the Sacramento Metropolitan Arts Commission (SMAC) \$20,000 in grant funding, subject to the City Council's approval. This report recommends accepting the award. The award requires a dollar-for-dollar match from the City. The match requirement will be funded out of the FY2013/14 SMAC General Fund operating budget.

The grant funding will be used to support "Broadway Augmented"—a virtual and temporary public art project that can be viewed in the fall of 2014 on the Broadway corridor between 3<sup>rd</sup> and 28<sup>th</sup> Streets. The project will use augmented reality technology, supplementing a view of the physical, real-world environment with computer-generated sensory input, such as sound, video, or graphics. Using this technology is a cost effective way to produce 10 virtual works of art that can be viewed using smart phones by thousands of visitors on the corridor. The project was developed in partnership with California State University, Sacramento, the Greater Broadway Partnership, and the Sacramento Chapter of the Urban Land Institute.

**Policy Considerations:** City Council Resolution 2013-0198, Section 11.1(1)(b), requires City Council approval to establish a grant that requires matching funds from City resources. In addition, City Council Resolution 2013-0198, Section 11.3, requires City Council approval to establish a grant when such action is a grantor funding condition.

**Economic Impacts:** None

**Environmental Considerations:** California Environmental Quality Act (CEQA): Under the CEQA guidelines, Title 14, Section 15378(b), continuing administrative activities do not constitute a project and are therefore exempt from CEQA review.

**Sustainability:** Not applicable.

**Commission/Committee Action:** Not applicable.

**Rationale for Recommendation:** Acceptance of the NEA grant to support the Broadway Augmented Art project is consistent with SMAC's mission to advance the community through arts and culture.

**Financial Considerations:** The total budget for the Broadway Augmented Art project is \$89,000. The NEA grant award will fund \$20,000 of the project and at a minimum must be matched dollar for dollar. The match will be funded

from existing resources within SMAC's FY2013/14 General Fund operating budget. A breakdown of project funding is as follows:

NEA Grant Award	\$20,000
SMAC General Fund Operating	\$30,500
Broadway Partnership (in-kind)	\$ 5,000
California State University, Sacramento (in-kind)	\$31,000
Friends of the Arts Commission (in-kind)	<u>\$ 2,500</u>
Total Project Resources	\$89,000

A grant operating expenditure budget of \$50,500, which excludes the in-kind contributions of \$38,500, will be established for the project. The in-kind contributions consist of donated labor, supplies, and printing and design services. A revenue budget of \$20,000 will be established for the NEA grant award.

**Local Business Enterprise:** Not applicable.

## **RESOLUTION NO. 2014-**

Adopted by the Sacramento City Council

### **ACCEPTANCE OF GRANT FUNDS FOR THE BROADWAY AUGMENTED ART PROJECT**

#### **BACKGROUND**

- A. Subject to the City Council's approval, the Sacramento Metropolitan Arts Commission (SMAC) has been awarded a grant from the National Endowment for the Arts (NEA) in the amount of \$20,000 to produce the Broadway Augmented Art project. The grant requires a dollar-for-dollar matching contribution from the City. The City desires to accept the grant and contribute \$30,500 to the project, to be funded from the FY2013/14 SMAC General Fund operating budget. In-kind contributions will also be provided by California State University, Sacramento, the Broadway Partnership, and Friends of the Arts Commission.
- B. The Broadway Augmented Art project is a virtual and temporary public art project on the Broadway corridor between 3<sup>rd</sup> and 28<sup>th</sup> Streets. The project will use augmented reality technology to produce 10 virtual works of art that will be seen by thousands of visitors on the corridor through use of their smart phones.

#### **BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

- Section 1. The City Manager, or the City Manager's designee, is authorized to accept a \$20,000 grant from the NEA to partially fund the Broadway Augmented Art project (as described in Exhibit A).
- Section 2. The City Manager, or the City Manager's designee, is authorized to establish the Broadway Augmented Art project (G17604000), effective August 1, 2013, the NEA grant support start date.
- Section 3. The City Manager, or the City Manager's designee, is authorized to establish revenue and expenditure budgets of \$20,000 to implement the award.
- Section 4. The City Manager, or the City Manager's designee, is authorized to transfer matching funds in the amount of \$30,500 from the FY2013/14 SMAC General Fund operating budget to G17604000.



Ms. Barbara Bonèbrake  
Authorizing Official  
City of Sacramento, California  
300 Richards Blvd.  
Sacramento, CA 95811-0218

JUL 31 2013

Dear Ms. Bonebrake:

On behalf of the National Endowment for the Arts, it is a pleasure to inform you that your organization has been awarded a grant.

<u>Grantee:</u>	City of Sacramento, California		
<u>For:</u>	Sacramento Metropolitan Arts Commission		
<u>Grant #:</u>	13-6200-7031	<u>CFDA #:</u>	45.024
<u>Grant Amount:</u>	\$20,000	<u>Outcome:</u>	Creation
<u>Period of Support:</u>	August 1, 2013 to October 31, 2014		
<u>Discipline/Program:</u>	Local Arts Agencies		
<u>Grant Project:</u>	To support "Broadway Augmented," a temporary public art project, as described in your application (A12-945107) and the enclosed project budget.		

Please review your award packet. A copy of the approved budget is included. If changes were made to the budget they are noted at the bottom of the budget page.

Award materials are online at [www.arts.gov/manageaward](http://www.arts.gov/manageaward). The *General Terms & Conditions* provide detailed information concerning the NEA's regulations and procedures, the administrative requirements that apply to your grant, and your responsibilities as a grantee. Instructions for requesting grant funds and reporting on your project are also here.

If you have any questions regarding the administrative requirements of this grant, our Grants & Contracts Office staff will be happy to assist you. They may be reached at [grants@arts.gov](mailto:grants@arts.gov) or (202) 682-5403. Congratulations on your grant award!

Sincerely,

A handwritten signature in black ink, appearing to read "Joan Shigekawa".

Joan Shigekawa  
Senior Deputy Chairman

## PROJECT BUDGET

Grantee: City of Sacramento, California

Grant #: 13-6200-7031

**Important Information:** This budget is derived from your application, revised budget, and/or other communication as noted below. Expenditures on your project should be in general agreement with this budget. Deviation without prior NEA approval will be limited to the standards outlined in the *General Terms & Conditions* and the provisions of circulars A-110 (2 CFR 215) or A-102 (45 CFR 1157). It is understood that costs included below may be estimates and that actual, allowable expenditures will be reported on all financial reports.

This grant must be matched dollar for dollar (1 to 1) unless otherwise indicated in your award letter. All costs must be incurred within the project period on your award letter. Unallowable project costs cannot be supported by either Federal or non-Federal funds. This budget cannot include overlapping project costs with any other Federal grant (direct or indirect). Proper documentation must be maintained for all in-kind contributions claimed.

**INCOME**

Cash: \$ 45,000

In-Kind: \$ 7,500

Total Contributions: \$ 52,500

NEA Grant: \$ 20,000

Total NEA Grant: \$ 20,000

**TOTAL PROJECT INCOME: \$ 72,500****EXPENSES****Direct Costs:**

Salaries and Wages: \$ 15,000

Fringe Benefits: \$ 0

Travel: \$ 7,500

Other: \$ 50,000

Total Direct Costs: \$ 72,500

**Indirect Costs: \$ 0****TOTAL PROJECT EXPENSES: \$ 72,500**

City of Sacramento  
Sacramento Metropolitan Arts Commission (SMAC)  
Grant # 13-6200-7031

Broadway Corridor Virtual Public Art Project  
REVISED BUDGET

<b>INCOME</b>	
<b>Contributions:</b>	
<b>Cash</b>	
SMAC *	\$ 30,500
Total Cash	\$ 30,500
<b>In-Kind</b>	
California State University, Sacramento	\$ 31,000
Broadway Partnership	\$ 5,000
Friends of the Arts Commission	\$ 2,500
Total In-Kind	\$ 38,500
<b>Total Contributions</b>	<b>\$ 69,000</b>
<b>NEA Grant</b>	<b>\$ 20,000</b>
<b>TOTAL PROJECT INCOME</b>	<b>\$ 89,000</b>
<b>EXPENSES</b>	
<b>Direct Costs:</b>	
Salaries and Wages	\$ 15,000
Fringe Benefits	\$ -
Travel	\$ 7,500
Other	\$ 66,500
<b>Total Direct Costs</b>	<b>\$ 89,000</b>
<b>Indirect Costs:</b>	<b>\$ -</b>
<b>TOTAL PROJECT EXPENSES</b>	<b>\$ 89,000</b>

\* The \$30,500 match from SMAC is considered a cash contribution by the NEA and consists of \$15,000 for staff time and \$15,500 for professional services