



City of Las Cruces®

PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 13Ordinance/Resolution# 17-038For Meeting of _____
(Ordinance First Reading Date)For Meeting of September 6, 2016
(Adoption Date)

Please check box that applies to this item:

 QUASI JUDICIAL LEGISLATIVE ADMINISTRATIVE

TITLE: A RESOLUTION AUTHORIZING THE INTERIM CITY MANAGER TO SIGN A LETTER OF SUPPORT FOR THE DOÑA ANA ARTS COUNCIL'S (DAAC) AND CITY OF LAS CRUCES' APPLICATION FOR THE NATIONAL ENDOWMENT FOR THE ARTS (NEA) FY17 "OUR TOWN" GRANT IN THE AMOUNT OF \$50,000.00; AND TO OBLIGATE THE CASH MATCH AMOUNT OF \$11,000.00 IN THE FY18 CITY BUDGET.

PURPOSE(S) OF ACTION:

To support the grant application and obligate match.

COUNCIL DISTRICT: ALL		
Drafter/Staff Contact: Amy Johnson Bassford	Department/Section: Finance/Grants	Phone: 575-541-2281
City Manager Signature:		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The DAAC is preparing an application for the NEA FY17 "Our Town" grant. The purpose of the grant program is to "support creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with arts at their core". The project proposed will fall into the NEA category of "Arts Engagement, Cultural Planning, and Design Projects", which represent the distinct character and quality of their communities.

The proposed project includes completing the Arts & Cultural District (District) Plan for the recently proposed District in the Downtown area during the first year of the grant award. This will allow the City of Las Cruces (City) to self-designate the area as a District in accordance with the State of New Mexico Statutes through the New Mexico Arts Department (NM Arts).

According to NM Arts, the goal of a District is to promote the exceptional art and history of New Mexico while developing cultural and artistic resources to create dynamic and economically vibrant districts. The following policy documents support the development of this plan:

- ~~Comprehensive Plan – Goal 21: Create a character and image of Las Cruces that is pleasant, unique, and attractive.~~

(Continue on additional sheets as required)

- Downtown Revitalization Plan – Goal 2: Increasing the arts, culture, and entertainment value in the Downtown area.
- Strategic Plan Quality of Life/Community Identity – Goal 20: Promote Las Cruces' unique identity; Goal 23: Support neighborhood vitality and downtown revitalization; Goal 25: Increase educational, recreational and cultural opportunities and amenities.

During the second year of the project, DAAC will work to build community engagement in the District and implement some of the recommendations outlined in the plan. In addition to the City as primary project partner, DAAC will invite other local agencies and stakeholders to participate throughout the entire project.

The application is being completed by the staff and volunteers at DAAC, with an application deadline of September 12, 2016. The grant requires projects to have two primary partners: “a non-profit 501(c)(3) cultural organization and a local government entity”. The grant requires a one to one match, with a grant request of \$50,000.00. DAAC will be providing \$25,000.00 of in-kind services to the project, and the City will be providing an \$11,000.00 cash match for the plan creation portion and an additional \$14,000.00 in in-kind services.

DAAC will act as the fiscal agent for the grant and should the grant be awarded the City will develop a memorandum of understanding with DAAC to ensure the project is completed successfully. This project is wholly separate from the funding for the management agreement with DAAC for the operations of the Rio Grande Theatre.

This resolution will provide the authorization for the Interim City Manager to sign the required “statement of support from the highest ranking official for the local government” and to obligate the required cash match in the FY18 budget should the grant be awarded.

SUPPORT INFORMATION:

1. Resolution.
2. Exhibit “A”, Letter of Support.
3. Attachment “A”, Proposed Grant Budget.
4. Attachment “B”, Letter of Commitment from DAAC.

SOURCE OF FUNDING:

Is this action already budgeted? N/A	Yes	<input type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	<i>Budget Adjustment Attached</i>	<input type="checkbox"/>	Expense reallocated from: _____
		<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)
		<input type="checkbox"/>	Proposed funding is from fund balance in the _____ Fund.
Does this action create any revenue? N/A	Yes	<input type="checkbox"/>	Funds will be deposited into this fund: _____ in the amount of \$_____ for FY _____.
	No	<input type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

The \$11,000.00 cash match to be provided by the City will be budgeted in the FY18 annual budget through the Community Development Department.

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
N/A	N/A	N/A	N/A	N/A	N/A

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will authorize the Interim City Manager to sign a letter of support for the DAAC and City's grant application and to obligate funding of \$11,000.00 for the FY18 budget.
2. Vote "No"; this will not allow DAAC and the City to move forward with the grant application.
3. Vote to "Amend"; this will delay the grant application process and require direction to staff.
4. Vote to "Table"; this will not allow DAAC and the City to move forward with the grant application prior to the application deadline.

REFERENCE INFORMATION:

N/A



City of Las Cruces[®]

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COUNCIL ACTION AND EXECUTIVE SUMMARY PACKET ROUTING SLIP

For Meeting of _____
(Ordinance First Reading Date)

For Meeting of September 6, 2016
(Adoption Date)

TITLE: A RESOLUTION AUTHORIZING THE INTERIM CITY MANAGER TO SIGN A LETTER OF SUPPORT FOR THE DOÑA ANA ARTS COUNCIL'S (DAAC) AND CITY OF LAS CRUCES' APPLICATION FOR THE NATIONAL ENDOWMENT FOR THE ARTS (NEA) FY17 "OUR TOWN" GRANT IN THE AMOUNT OF \$50,000.00; AND TO OBLIGATE THE CASH MATCH AMOUNT OF \$11,000.00 IN THE FY18 CITY BUDGET.

Purchasing Manager's Request to Contract (PMRC) {Required?} Yes No

DEPARTMENT	SIGNATURE	PHONE NO.	DATE
Drafter/Staff Contact	<i>Tommy Rossford</i>	X2281	8/23/16
Department Director	<i>Victoria Fredrick</i>	X2060	8/23/16
Other	<i>Wen</i>	X3067	8-23-16
Assistant City Manager /CAO Management & Budget Manager	<i>Deena O'Brien</i> <i>MacGregor</i>	X-2078 X2022	8/23/2016 8/23/16
Assistant City Manager/COO	<i>[Signature]</i>	X2271	8/23/16
City Attorney	<i>[Signature]</i>	X2128	23 Aug 2016
City Clerk	<i>[Signature]</i>	X2115	8-24-16

RESOLUTION NO. 17-038

A RESOLUTION AUTHORIZING THE INTERIM CITY MANAGER TO SIGN A LETTER OF SUPPORT FOR THE DOÑA ANA ARTS COUNCIL'S (DAAC) AND CITY OF LAS CRUCES' APPLICATION FOR THE NATIONAL ENDOWMENT FOR THE ARTS (NEA) FY17 "OUR TOWN" GRANT IN THE AMOUNT OF \$50,000.00; AND TO OBLIGATE THE CASH MATCH AMOUNT OF \$11,000.00 IN THE FY18 CITY BUDGET.

The City Council is informed that:

WHEREAS, the City of Las Cruces (City) has been requested by DAAC to be a primary project partner on the grant application to the NEA for the FY17 "Our Town" grant; and

WHEREAS, the City has determined the proposed project to complete the Arts & Cultural District Plan and related activities meet the goals of the following City policy documents: Comprehensive Plan, Downtown Revitalization Plan, and Strategic Plan; and

WHEREAS, the grant application deadline is September 12, 2016 and requires a letter of support from the City as the primary project partner; and

WHEREAS, the grant requires a one to one match, with a grant request of \$50,000.00; and

WHEREAS, DAAC will be providing \$25,000.00 in in-kind services and the City as the primary project partner will provide \$11,000.00 as a cash match and \$14,000.00 as an in-kind match should the grant be awarded.

NOW, THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(1)

THAT the City hereby authorizes the Interim City Manager to sign the letter of support, as shown in Exhibit "A", attached hereto and made part of this resolution.

(II)

THAT the Community Development Department is authorized to include the \$11,000.00 cash match requirement in the FY18 budget during the normal budgeting process.

(III)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above.

DONE AND APPROVED this _____ day of _____, 20_____.

APPROVED:

Mayor

ATTEST:

City Clerk

(SEAL)

Moved by _____

Seconded by _____

APPROVED AS TO FORM:

City Attorney

VOTE:

Mayor Miyagishima:	_____
Councillor Gandara:	_____
Councillor Smith:	_____
Councillor Pedroza:	_____
Councillor Eakman:	_____
Councillor Sorg:	_____
Councillor Levatino:	_____

**City of Las Cruces**®

September 6, 2016

Mr. Jason Schupbach
Director of Design Programs
National Endowment for the Arts
400 7th Street, SW
Washington, DC 20506-0001

RE: Our Town NEA Grant FY17

Dear Mr. Schupbach:

Please let this letter serve as the commitment by the City of Las Cruces to be a primary partner in the application by the Doña Ana Arts Council for the FY17 Our Town Grant. This grant will allow the City and the Arts Council to work in concert to develop and complete an Arts & Cultural District Plan so we, as a City, can self-designate an area of Downtown and the surrounding neighborhoods as an Arts & Cultural District.

The grant application submitted by the Doña Ana Arts Council is the only application for the grant program which will be submitted involving the City of Las Cruces. The City of Las Cruces operates under a charter with home rule, with a City Manager form of government, an elected Mayor and six Council members. Per the City Charter, "the City Manager shall be the chief administrator of the City and shall be responsible to the Council for the administration of all City affairs".

As the primary partner to the lead applicant, the City of Las Cruces is committed to providing up to 50% of the required match for the project. We will provide \$11,000.00 in cash toward the completion of the plan and in-kind services for the entire project, for a total of \$25,000.00. The non-federal cash match shall be provided from the City's general fund.

The City has made great strides in revitalizing our Downtown area and we are seeing the fruits of our labor with increased development and businesses locating in the area. The designation of a Downtown Arts & Cultural District is something the City and the community have been discussing and desirous of for over 10 years. We look forward to the opportunity to work with the Doña Ana Arts Council to make this designation a reality through this project.

David Dollahon
Interim City Manager

Date

AMOUNT REQUESTED FROM NEA	AMOUNT	\$50,000.00		
TITLE OR TYPE OF PERSONNEL	NUMBER OF PERSONNEL	ANNUAL OR AVERAGE SALARY	% OF TIME DEVOTED TO THIS	TOTAL
TRAVEL # OF TRAVELERS	FROM	TO		
OTHER EXPENSES: DIRECT COST				
Consultant to Develop/Write Plan @ \$40,000				\$29,000.00
DAAC Project Intern Stipend				\$8,000.00
Community Engagement Promotion Flyers, Radio, Web Page				\$2,000.00
A&C District Pilot Projects				\$1,500.00
Community Engagement Event Supplies				\$1,500.00
Spanish Translation Services for Community Engagement Promotional Items				\$1,000.00
Pilot Project/Comm. Engagement Promotional Items Creation				\$2,000.00
DAAC Administrative Costs/Accounting				\$5,000.00
				\$50,000.00
TOTAL MATCH REQUIREMENT FOR THIS PROJECT	AMOUNT			
	\$50,000.00			
CASH MATCH				
City of Las Cruces - Consultant to Develop/Write Plan @\$40,000				\$11,000.00
IN-KIND MATCH				
City Personnel In-Kind Efforts (Salary) - A Hume	1	\$62,700.00	10%	\$6,220.00
City Personnel In-Kind Efforts (Salary) - A Morales	1	\$37,250.00	21%	\$7,800.00
DAAC Personnel In-Kind Efforts (Salary) - K Albers	1	\$47,000.00	10%	\$4,700.00
DAAC Personnel In-Kind Efforts (Salary) - K Milligan	1	\$29,000.00	20%	\$5,800.00
A&C District Coordinating Counsel Volunteer Time	6	3 hrs/month @ \$15.00/hr	24 months	\$6,480.00
Spanish Translation Services for Community Engagement Promotional Items - In-Kind Donation				\$1,000.00
Pilot Project/Comm. Engagement Promotional Items Creation - In-Kind Donation				\$2,000.00
DAAC Administrative Costs/Accounting - In-Kind				\$5,000.00
				\$50,000.00

D O Ñ A ¹⁸⁰ A N A

 C O U N C I L

2016-2017
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August 10, 2016

Daniel Avila - Interim City Manager
 City of Las Cruces, NM

Dear Mr. Avila,

The Doña Ana Arts Council is extremely pleased to be partnering with the City of Las Cruces to submit a proposal to the National Endowment for the Arts for the OUR TOWN program. This grant program supports "creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core."

Since its founding in 1971, the DAAC has been central to promoting performing, visual, and literary arts as an integral part of education, economic growth, and community development, and we are proud of being the organization responsible for overseeing the total renovation of the Rio Grande Theatre and bringing it back to life as the focal point of downtown activities.

The dedication of the new Plaza marks another milestone in downtown revitalization, and with the arts thriving in the nearby neighborhoods, we see creating a plan for the proposed Arts & Culture District as especially timely. Our proposal, based in part on the updated Master Plan, will highlight and promote arts and history across the downtown neighborhoods of Mesquite and Alameda Depot by helping connect them to the central Plaza through design along pedestrian routes, and the planning will be the type of participatory process that our residents find totally engaging.

We are hopeful that the Our Town grant will provide a catalyst for reinforcing our growing creative economy while improving the quality of life for local residents, attracting more visitors and being seen as a fertile ground for arts expression.

Thank you for your commitment and ongoing support.

Sincerely,



Kathleen Albers
 Executive Director, DAAC



Scott Breckner
 Board President, DAAC



Envisioning a Community where the Arts Thrive