

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



FROM: Supervisor Bob Buster

SUBMITTAL DATE: March 28, 2007

SUBJECT: First District Community Improvement Designation funds for the Riverside Arts Council

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Approve the use of Community Improvement Designation funds for Inland Arts.com for Riverside Arts Council
- 2) Approve and direct the Auditor-Controller to make the following budget adjustments:

Increase Appropriations:

10000-1000100000-536200 Contributions to Other Non-Co Agcy \$5,000.00

Decrease Board Designation:

10000-1000100000-320135 Community Improvement \$5,000.00

BACKGROUND: In 2005, the Riverside Arts Council launched InlandArts.com, a major, interactive website funded by the James Irvine Foundation. Part of the nationwide Artsopolis network, InlandArts.com has become the single most effective marketing tool that the arts community has in Riverside County. It puts small, grassroots groups on a level playing field with larger budget organizations by offering a free, easily accessible method of disseminating information. It also helps to increase public awareness of the arts, generating a greater sense of community pride.

I request that the Board of Supervisors approve a contribution of \$5,000 to support the Riverside Arts Council.

REQUIRES
4/5th's VOTE



BOB BUSTER
1st District Supervisor

Prev.Agn.ref

Dist.

AGENDA NO.

3.53

RIVERSIDE ARTS COUNCIL

February 20, 2007

Hon. Bob Buster, Supervisor
1st District
County of Riverside
County Administrative Center
4080 Lemon Street, 5th Floor
Riverside CA 92501

Dear Supervisor Buster:

The Riverside Arts Council (RAC) respectfully requests a three-year funding commitment in the annual amount of \$20,000 for two programs benefiting your district:

- \$15,000 in support of InlandArts.com
- \$5,000 in support of Project Safe Neighborhoods

In 2005, the RAC launched InlandArts.com, a major, interactive website funded by the James Irvine Foundation. Part of the nationwide Artsopolis network, InlandArts.com has become the single most effective marketing tool that the arts community has in Riverside County. It puts small, grassroots groups on a level playing field with larger budget organizations by offering a free, easily accessible method of disseminating information. It also helps to increase public awareness of the arts, generating a greater sense of community pride. The site receives more than 180,000 hits per week.

The James Irvine Foundation funded the start-up of InlandArts.com with a three-year \$200,000 grant. The RAC is now in the final phase of this funding and is seeking Riverside County Board of Supervisors assistance in maintaining this integral part of this region's cultural identity. The costs of licensing, site maintenance/operating support and staffing total \$75,000 each year. Your support will allow us to continue developing InlandArts.com into an even greater resource for the arts and cultural community and for the general public.

The RAC is also seeking funding in the amount of \$5,000 in support of its expanding partnership with the Gang Task Force of Riverside County District Attorney's Office and the Project Safe Neighborhoods gang prevention program. Seeking to develop gang prevention programs in eleven communities throughout Riverside County, the DA's Office asked the RAC to expand its work with Project Bridge, the gang prevention program of the City of Riverside Parks, Recreation and Community Services Department.

Currently, the RAC is conducting programs at Auburndale Intermediate School in Corona, Nicolet Middle School in Banning and Monte Vista Middle School in San Jacinto as part of Project Safe Neighborhoods. As the DA's Office incorporates Riverside and Perris in 2007, the RAC will continue its programming in each previous location. This sense of continuity is vital to these communities.

The RAC has a long history of service to Riverside County. Since 1978, we have provided a broad spectrum of programs and services to artists, cultural organizations, education, business and governmental agencies to improve the quality of life and foster economic development. We also have a history of County support. From the mid-1980's to 1992, the RAC received as much as \$30,000 per year from the County, allowing us to maintain an office and gallery in Palm Springs and leverage California Arts Council Funding for regranting. More recently, we have been receiving approximately \$20,000 annually to coordinate the Artscape exhibition in the Riverside County Administrative Center and \$4,000 for anti-gang programs. In addition, Supervisor Tavaglione generously contributed \$6,500 to our participation in Arts and Economic Prosperity II, a national study on the impact of non-profit arts on the local economy.

Your support will allow us to maintain and expand our current level of services – critical services that are not provided by any other agency in the County or the region. Attached is a more detailed narrative detailing services we provide to the County and specifically to your district. I would welcome the opportunity to discuss how we can better serve the County of Riverside. Thank you for your consideration of this request.

Sincerely,



Ellen P. Estilai
Executive Director