

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



ITEM: 3.27
(ID # 24155)

MEETING DATE:

FROM : OFFICE OF ECONOMIC DEVELOPMENT:

Tuesday, February 27, 2024

SUBJECT: OFFICE OF ECONOMIC DEVELOPMENT: Approve the American Rescue Plan Act (ARPA) - Tourism Recovery Projects Allocation to the Office of Economic Development for the Riverside County Arts & Culture Month Project and Proclaim March Riverside County Arts and Culture Month - MARCH 2024 – For Fiscal Years 23/24 through 25/26 - All Districts. [\$300,000 Total Cost – 100% ARPA] (4/5 Vote Required)

RECOMMENDED MOTION: That the Board of Supervisors:

1. Authorize Funding of the Riverside County Arts & Culture Month Project from the ARPA Tourism Recovery Funding Category in an Amount not to Exceed \$300,000, through Fiscal Year 25/26; and
2. Adopt attached Board of Supervisors Resolution No. 2024-048, Proclaiming March 2024 as the Inaugural Riverside County Arts & Culture Month; and
3. Authorize the Director of the Riverside County Office of Economic Development, or designee, to take Necessary Steps to Implement and Administer the Program Including Signing Subsequent, Necessary and Related Documents, Subject to approval as to Form by County Counsel, with Participating County Departments and Local Small Businesses; and
4. Approve and Direct the Auditor-Controller to Make the Budget Adjustments Shown on Attached Schedule A.

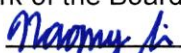
ACTION:4/5 Vote Required


Suzanne Holland, Director of Office of Economic Development 2/16/2024

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Spiegel, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Gutierrez
Nays: None
Absent: None
Date: February 27, 2024
xc: OED

Kimberly A. Rector
Clerk of the Board
By: 
Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 300,000	\$ 0	\$ 300,000	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: 100% ARPA			Budget Adjustment: Yes	
			For Fiscal Year: FY 23/24-25/26	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

On March 11, 2021, President Biden signed the American Rescue Plan Act of 2021 (H.R. 1319) in to law. The \$1.9 trillion package is intended to combat the COVID-19 pandemic, including the public health and economic impacts. On April 27, 2021, the Executive Office presented the Board of Supervisors with a preliminary ARPA funding allocation then on October 19, 2021, presented a revised funding allocation after the U.S. Treasury released the ARPA interim funding guidelines. On April 1, 2022, the U.S. Treasury effectuated the provisions of the final rule and funding guidelines. The final rule authorizes ARPA funding for impacted industries such as tourism, travel, and hospitality.

Tourism has historically been a critical component of Riverside County's economy with its direct and indirect job creation, sales tax revenue, and transient occupancy tax revenue. The tourism, travel and hospitality sector is one of the most negatively impacted industries in Riverside County by COVID-19. Visit California, the State's official destination marketing organization, contracts with Dean Runyan Associates to study the travel industry economy across the state of California, including detailed economic impact in Riverside County. In 2021, Visit California released an economic impact study on California's travel industry for 2020 and prior years. The study noted that direct travel spending in Riverside County was down by 39.2% from 2020, a \$3.5 Billion loss to the industry. On October 6, 2020, Item 3.25, the Board of Supervisors authorized the creation of the Riverside County Tourism Recovery Campaign to support rebuilding of the county's tourism industry which suffered negative economic impacts as a result of the COVID-19 pandemic. Therefore, the Office of Economic Development is recommending allocating the Economic Recovery/Tourism funding for the Riverside County Arts & Culture Month project:

Riverside County Arts & Culture Month Project - \$300,000

The tourism industry, including museums, art galleries, and cultural centers experienced a significant impact to patronage due to the reduction in tourism during the COVID-19 Pandemic. The Riverside County Arts & Culture Month project aims to reinvigorate this sector by encouraging residents and visitors to patronize Riverside County's many beautiful locations and organizations offering art and culture. Proclaiming March 2024 as "Riverside County Arts & Culture Month" will continue to encourage the arts and celebrate diverse cultures in our communities and the region. The month-long celebration aims to raise awareness about the profound social and economic impact of arts and culture in Riverside County, inspiring residents

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to actively participate in cultural and art experiences. The Riverside County Arts & Culture Month project is in collaboration with esteemed partners including art councils, non-profits, chambers of commerce, cities, indigenous communities, and various Riverside County community partners, collectively contributing to Riverside County's leadership in the arts.

Impact on Residents and Businesses

These investments will support tourism recovery and business growth in the county by supporting new and existing small businesses. The Economic Recovery funding will continue to support the County's economic recovery from the pandemic with investments in marketing for Riverside County's diverse and vibrant arts and culture landscape, extending invitations to cities and organizations to unite in a coalition dedicated to art, education, and enrichment. The Economic Recovery funding will assist the county's economic recovery from the pandemic and elevate the county's economic profile and long-term resiliency facilitating quality job growth, opportunities for new industry businesses, and continued support for existing business growth and retention while improving the health and safety of communities.

Additional Fiscal Information

Costs associated with this Board action will be funded using 100% ARPA funds. Expenditures for FY 23/24 -25/26 are estimated at \$300,000. The Office of Economic Development requests a budget adjustment in attached Schedule A to increase revenue and appropriations for anticipated expenditures of \$300,000 for this fiscal year. The approximate allocation of the preliminary budget is as follows:

BUDGET LINE ITEMS	BUDGET AMOUNT
2024 Art & Culture Month Marketing Campaign	110,000
2025 Art & Culture Month Marketing Campaign	80,000
2026 Art & Culture Month Marketing Campaign	80,000
Contingency	30,000
Total Budget	\$300,000

Attachments:

- Riverside County Arts & Culture Resolution
- Schedule A Budget Adjustment



Aaron Gettis, Deputy County Counsel 2/20/2024

RESOLUTION NO. 2024-048
RESOLUTION OF THE RIVERSIDE COUNTY BOARD OF SUPERVISORS
DECLARING MARCH 2024 AS THE INNAGURAL RIVERSIDE COUNTY ARTS & CULTURE
MONTH

WHEREAS, Riverside County has emerged as a leader in Arts and Culture; and

WHEREAS, the encouragement of local artists and the steadfast support of the arts community are deemed essential for elevating the quality of life in Riverside County and fostering economic growth through tourism, arts and innovation; and

WHEREAS, Riverside County's vibrant arts and culture scene has been cultivated through extensive partnerships with local nonprofits, private corporations, cities, and strategic allies, collectively contributing to Riverside County's leadership in the arts; and

WHEREAS, an environment that bolsters the arts and culture community in Riverside County is crucial not only for promoting tourism throughout the County but also for enriching the lives of Riverside County's residents; and

WHEREAS, Riverside County values a dynamic atmosphere that fosters innovation, education, and outreach within the local art community, recognizing these as vital components for the success, health, and advancement of the county.

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED by the Riverside County Board of Supervisors, in regular session assembled on February 27, 2024, at 9:30a.m., in the meeting room of the Board of Supervisors located on the 1st floor of the County Administrative Center, 4080 Lemon Street, Riverside, California, that:

1. the Riverside County Board of Supervisors do hereby declare the month of March 2024 as the Inaugural "Riverside County Arts & Culture Month" to continue encouraging the arts in our communities and the region.

FORM APPROVED COUNTY COUNSEL
BY: AARON C. GETTIS 2.20.24 DATE

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3 RESOLUTION NO. 2024-048

4 RESOLUTION OF THE RIVERSIDE COUNTY BOARD OF SUPERVISORS DECLARING
5 MARCH 2024 AS THE INNAGURAL RIVERSIDE COUNTY ARTS & CULTURE MONTH

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7 ROLL CALL:

8
9 Ayes: Jeffries, Washington, Spiegel, Perez, and Gutierrez

10 Nays: None

11 Absent: None

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14 The foregoing is certified to be a true copy of a resolution duly adopted by said Board of
15 Supervisors on the date therein set forth.

16
17 KIMBERLY A. RECTOR, Clerk of said Board

18
19 By:  _____
20 Deputy

SCHEDULE A
Office of Economic Development
Budget Adjustment
Fiscal Year 2023/2024

Increase estimated revenue:

21735-1901000000-763520	Fed-American Rescue Plan Act	\$300,000
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Increase in Revenues:

21735-1901000000-528500	Project Cost Expense	\$300,000
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