



## CITY COUNCIL REPORT

10D

**SUBJECT:** Arts Funding Plan – Standard Allowance Partnership

**SUBMITTED BY:** Sean Scully, City Manager  
Erin Frye – Economic Development / Communication Specialist

**DEPARTMENT:** City Manager

**DATE:** January 28, 2025

**STRATEGIC RELEVANCE:** Necessary Administrative Action

**STAFF RECOMMENDATION:**

Staff recommend 1) City Council adopt resolution 2025-018 approving the proposal as submitted by the Art League of Lincoln and Lincoln Community Foundation for the allocation and use of approximately \$200,000 for funding toward the specified art programs and directs the City Manager to draft and execute all necessary agreements to carry forth the spending program.

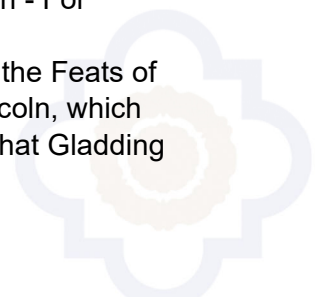
**BACKGROUND / INTRODUCTION:**

In October 2024 the City Council authorized the City Manager, on behalf of the City of Lincoln, to enter into a Memorandum of Understanding with the Economic Development Department to obligate funds to be used to enhance the economic development of the City. Within that MOU, funds were identified for public art, Civic Auditorium and Carnegie Library upgrades.

Staff engaged with the Art League of Lincoln (ALL) and the Lincoln Community Foundation (LCF) to discuss a variety of creative concepts for to utilize the funds allocated for public art, Civic Auditorium and Carnegie Library upgrades for the benefit of not only the art community of Lincoln but also the community as a whole. To that end, the Lincoln Community Foundation and Art League of Lincoln developed a draft proposal (attached) detailing four specific programs they believe will achieve the overall goal the funds are intended to address.

The specific details are contained in the attached proposal. A summarized and expanded version is as follows:

1. Re-activation of the Feats of Clay regional event – \$50,000 allocation - For decades the City of Lincoln celebrated its heritage, history and deep connection/partnership with Gladding McBean in an event known as the Feats of Clay. For years this event was the keystone event for the City of Lincoln, which allowed residents and visitors to learn and celebrate the deep roots that Gladding





McBean has to the City of Lincoln and world class ceramic art, craftsmanship and quality that has made Gladding McBean the premier terra cotta and clay materials producer in the world. Gladding products are located in a significant portion of the worlds most well known Cities (large and small).

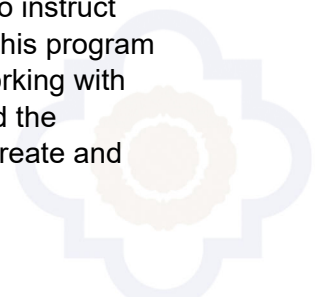
The funds would ensure that the ALL can operate this important celebration with qualified staff who will plan and manage the many functions of this event, including organizing the multitude of volunteers that make this event happen. In addition to this funding and gallery sales, ALL will be seeking other sponsorships and grants, which can also be used as a source of revenue for matching grants and other fundraising activities, leading to greater sustainability. Additionally, it is the hope of this program that restarting this event allows the event to return to a yearly draw for the Lincoln community thereby elevating Lincoln back to a place where the art and clay products are produced in Lincoln.

2. Public Art – \$50,000 allocation - Council has (over many years) discussed the need and desire to have more public art installations to add to the culture and community of Lincoln’s historic downtown and newly developed areas. In past years, funding for such an effort was generally non existent due to the various competing public service needs that sometimes take priority over public art. Given that the philosophy of the Council has been to try to employ the standard allowance funds for efforts that “the City could otherwise generally be unable to afford” public art as a concept fit this standard directly. Staff attempted to design a process wherein the funds went to an organization who would (under specific parameters) created a call for projects (or RFP) for public art proposals in key areas of Lincoln, evaluate said proposals and recommend to Council placement of the public art project (or projects), and finally, contract with the artist for the fabrication and installation of the art project.

Staff believe this process allows the ALL the latitude to encourage creativity in art proposals and leaves the majority of the decision-making process in the hands of those community members who are experienced artists and/or consistent patrons of the arts in Lincoln. It should be noted that there will be some excess funds (not proposed as part of this allocation) for additional public art as the proposal was designed with enough flexibility to move underspend funds within the program to supplement additional public art projects if desired at a later time.

3. Arts in School Education / Youth Art Programs - \$50,000 allocation

November of 2022, Proposition 28, the Arts and Music in Schools (AMS) Act, was passed in California by ballot measure to expand access to the arts in public schools. This resulted in an immediate shortage of art and music teachers. In March of 2023, the Art League was invited by Phoenix High School to instruct students in need of art credits for graduation. Due to the success of this program and the growing demand at other local schools, the Art League is working with Western Placer Unified School District (WPUSD) to gradually expand the program to Title 1 elementary schools in 2025. In this role, ALL will create and





coordinate instruction programs, provide advocacy oversight, promote the program and measure its success. The funding will help ALL develop the program and pay for the part time art instructors. Additionally, the City has discussed collaboration with ALL to employ some of these funds for youth art programs to be run through the City's Recreation Department who could provide added access to the youth of the community through art programs offered through this program.

4. Art Education for the Community – \$50,000 allocation - Over the past couple of years the ALL has had several extremely well received and successful art education classes designed for the community at large (i.e. options for all age and talent levels).

These classes have helped ALL serve many segments of the community as well as increased awareness of their Mission and Vision as a cultural center. With this funding ALL intends to offer more classes that serve the residents and businesses of the community. As ALL expands classes, they will also continue to seek adequate spaces that will accommodate arts education program needs. Again, staff has suggested additional partnership opportunities wherein some of these programs could be collaborated with City recreation programs to add value to the recreation opportunities for all age groups in Lincoln.

**SUGGESTED ADMINISTRATIVE PARAMETERS:**

For a variety of reasons, staff believes that the Lincoln Community Foundation would be the most appropriate nonprofit to hold the funds for the ALL and would be a collaborative partner with the ALL as requests for disbursement begin to occur for the aforementioned programs. The Lincoln Community Foundation was founded with the purpose of serving Lincoln Non-Profits and as such are uniquely positioned to administer the finances throughout the duration of the program. Similar to the allocation to the 4<sup>th</sup> of July Foundation last year, under this model the Lincoln Community Foundation would ensure that the funds were being used for their intended purpose as approved by the City Council. Lincoln Community Foundation has agreed to administer these funds with a 5% (\$10,000) administrative fee which is generally consistent with the administrative charge of past partnerships. The administrative fees will be budgeted as part of the overall arts allocation.

Additionally, staff would recommend that Council require routine status updates (perhaps quarterly) from the ALL and Lincoln Community Foundation as to the status of each and every one of the aforementioned programs. This will ensure that Council remains involved in the ongoing use of these funds while allowing both organizations the freedom to be creative within the parameters established.

Staff has met with representatives and leadership from both the Art League of Lincoln and the Lincoln Community Foundation all of whom have expressed enthusiastic support for these proposals and the parameters detailed herein.





It should also be noted that approximately \$290,000 will still remain for arts/civic amenities for the variety of other efforts Council authorized in the MOU between the City Manager and Economic Development. Those items will also be coming to Council for consideration in the near future.

**POLICY COMPLIANCE:**

Administrative

**CONCLUSION:**

Staff recommends that Council adopt resolution 2025-018 approving Arts Funding Plan out of funds allocated to the Economic Development Department and directs the Economic Development Communication Specialist to effectuate necessary agreements with the Art League of Lincoln and Community Foundation to carry forth the proposal as presented by the Art League of Lincoln subject to City Attorney legal review.

**FISCAL IMPACT:**

Resolution 2024-230 authorized a budget augmentation in Fund 1020-Standard Allowance in the Economic Development Department. There is not anticipated to be any significant general fund impact to this action outside of routine administration and staff time (which will be generally non substantive financially to the general fund).

**REPORT ACCOUNTABILITY:**

This Staff Report has been reviewed by the City Attorney for legal sufficiency and by the City Manager for content.

The Finance Department has reviewed this staff report and certifies budgeted funds are available, unless a budget amendment is being requested as part of this action item.

**ATTACHMENTS:**

Resolution 2025-018  
Draft Spending Plan



**RESOLUTION 2025 - 018**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LINCOLN THE PROPOSAL SUBMITTED BY THE ART LEAGUE OF LINCOLN AND LINCOLN COMMUNITY FOUNDATION FOR THE ALLOCATION AND USE OF APPROXIMATELY \$200,000 FOR FUNDING TOWARD THE SPECIFIED ART PROGRAMS AND DIRECTS THE ECONOMIC DEVELOPMENT AND COMMUNICATION SPECIALIST TO DRAFT AND EXECUTE ALL NECESSARY**

**WHEREAS**, the Resolution 2024-230 authorized a Memorandum of Understanding (MOU) between the City Manager, on behalf of the City of Lincoln, and the Economic Development Department; and

**WHEREAS**, as part of that MOU, funds were identified to support the Art's in Lincoln and civic amenities; and

**WHEREAS**, City staff have worked with Lincoln Community Foundation and the Art League of Lincoln to create a program to ensure the funds are used for their intended purposes; and

**WHEREAS**, the Lincoln Community Foundation has agreed to be the fiscal agent for this project in collaboration with the Art League of Lincoln; and

**WHEREAS**, the programs and efforts proposed will add important cultural value to the City of Lincoln; and

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Lincoln hereby approves the Funding for Public Art and Other Art Programming Proposal, an allocation of \$200,000, an administration fee of \$10,000, and directs the Economic Development and Communication Specialist to draft and execute all necessary agreements with the Lincoln Community Foundation and Art League of Lincoln to carry forth the spending program subject to City Attorney review and concurrence.

**PASSED AND ADOPTED** this 28<sup>th</sup> day of January, 2025.

AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

---

Holly Andreatta, Mayor

ATTEST:

---

Hope Ithurburn, City Clerk

**Funding for Public Art and Other Art Programming  
Proposal for the City of Lincoln from the Art League of Lincoln  
September 24, 2024**

**Purpose of Document**

The Art League of Lincoln (ALL) has been asked by the City of Lincoln (COL) and the Lincoln Community Foundation (LCF) to prepare a concept proposal for ALL to develop and administer art programming and public art procedures benefiting the residents and businesses of the community. This proposal describes the four primary projects that ALL would focus on as a result of the funding, as well as a brief history of ALL.

**History of Art League of Lincoln**

The Art League of Lincoln (ALL) was established on March 27, 2012 as a 501(c)3 organization with the mission to promote, foster and support the arts in the greater Lincoln area through exhibits, shows, tours, education and other activities for artists and art appreciators. Over the last several years, we have focused on bringing educational and innovative events in visual arts, music, and poetry to the community and establishing local partnerships. These partnerships include alliances with the City of Lincoln, Chamber of Commerce, Western Placer School District, Downtown Lincoln Association, Lincoln Community Foundation, as well as other non-profit groups and various constituencies within the community.

In 2024, the Art League was successful in bringing back a regional Feats of Clay, delivering more diverse and inclusive exhibits, and improving the grounds and building to be more ADA compliant and appealing for the residents and visitors of Lincoln.

ALL is governed by a board of directors and operates three galleries and a gift shop in Lincoln. ALL has approximately 215 members of artists and art appreciators and has a base of between 40 and 50 volunteers supporting our operations.

**Priority Projects Described in This Proposal**

This proposal targets four mission driven programs that ALL has identified as priorities for this funding for 2025.

1. Feats of Clay
2. Public Art
3. Arts in Schools Education - Proposition 28
4. Arts Education for the Community

## 1. Feats of Clay

The Art League of Lincoln revived Feats of Clay (FOC) in 2024 as a regional event. Feats of Clay was one of the largest clay celebrations in northern California and brought in tourism and many other economic benefits to Lincoln. With the help of this funding, we are prepared to extend the regional reopening of FOC to a national exhibit in 2025 in collaboration with Gladding McBean. Ray Gonzales and Gia McNutt have agreed to lead the planning for this event for the Art League.

The seed money from this grant will ensure that we can operate this important celebration with qualified staff who will plan and manage the many functions of this event, including organizing the multitude of volunteers that make this event happen. In addition to this funding and gallery sales, ALL will be seeking other sponsorships and grants, which can also be used as a source of revenue for matching grants and other fundraising activities, leading to greater sustainability.

## 2. Public Art

In 2020 the Art League of Lincoln was selected by the City of Lincoln to screen and recommend public art installations for the City. In 2024, ALL was contacted about its interest in becoming the administrator of the public art process for new public art installations, in addition to its current screening responsibility. A large portion of the funding from this grant would focus on working with the City and community to determine possible public art projects, developing processes and procedures for applying for and recommending projects, managing the projects from application to installation, public awareness campaigns, etc.

## 3. Arts in Schools Education - Proposition 28

In November of 2022, Proposition 28, the Arts and Music in Schools (AMS) Act, was passed in California by ballot measure to expand access to the arts in public schools. This resulted in an immediate shortage of art and music teachers. In March of 2023, the Art League was invited by Phoenix High School to instruct students in need of art credits for graduation.

Due to the success of this program and the growing demand at other local schools, the Art League is working with WPUSD to gradually expand the program to Title 1 elementary schools in 2025. In this role, ALL will create and coordinate instruction programs, provide advocacy oversight, promote the program and measure its success. The funding will help us develop the program and pay for the part time art instructors.

## 4. Art Education for the Community

Over the last 3 years, the Art League has introduced several successful and in-demand art classes to the community. These include several different youth art classes and camps, master classes for artists and various adult art classes. These classes have helped us serve many

segments of the community as well as increase awareness of our Mission and Vision as a cultural center. With the funding we intend to offer more classes that serve the residents and businesses of the community. As we expand our classes, we will also continue to seek adequate spaces that will accommodate our arts education program needs.

**Summary: Use of Funds Received**

The Art League of Lincoln intends to use this grant funding for the planning, administration, and marketing of four main programs: Feats of Clay, Public Art, Arts in Schools and Community Art Education. This funding will allow us to expand our capacity and be seed money for achieving sustainability in our community as a cultural arts center.

DRAFT