



COUNTY OF SAN DIEGO

BOARD OF SUPERVISORS

1600 PACIFIC HIGHWAY, ROOM 335, SAN DIEGO, CALIFORNIA 92101-2470

AGENDA ITEM

COSD CLERK OF THE BOARD
2022 JUN 6 AM 11:42

DATE: June 14, 2022 and June 28, 2022

TO: Board of Supervisors

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SUBJECT

NOTICED PUBLIC HEARING: ADOPT AN ORDINANCE CREATING A SAN DIEGO COUNTY ARTS AND CULTURE COMMISSION AND IMPLEMENTING RECOMMENDATIONS TO EXPAND ARTS AND CULTURE IN SAN DIEGO COUNTY (DISTRICTS: ALL)

OVERVIEW

Arts and culture are the lifeblood of healthy, safe and thriving communities and an important part of economic and workforce development.

This Board has been supportive of efforts to elevate arts and culture in the region, recognizing the particular impact the COVID-19 pandemic has had on local organizations. In June 2021, the Board of Supervisors voted to approve a funding framework for the expenditure of received American Rescue Plan Act (ARPA) funds that included five million dollars to augment supervisorial Community Enhancement Funds in order to fund organizations related to arts and culture. And in August 2021, the Board of Supervisors supported our initiative that directed the Chief Administrative Officer (CAO) to report back within 90 days with an assessment of the County of San Diego's current role in arts and culture and recommendations on how to expand that role, especially with a lens towards equity in access to arts and culture and exploring the creation of a county arts agency.

Staff recommendations resulting from that direction were included in November 2021's memo titled "Reimagine Vibrant Communities Through Arts & Culture Report Back" (Attachment A, on file with the Clerk of the Board).

Today's actions seek to implement the 3 staff recommendations in that memo: 1) expanding and improving existing County programs, 2) addressing and improving equity in access to arts and culture, and 3) creating a San Diego County Arts and Culture Commission.

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RECOMMENDATION(S)

CHAIR FLETCHER AND VICE CHAIR VARGAS

1. Approve the introduction of the ordinance (first reading):
AN ORDINANCE ADDING SAN DIEGO COUNTY ADMINISTRATIVE CODE ARTICLE IIIW SAN DIEGO COUNTY ARTS AND CULTURE COMMISSION
2. If, on June 14, 2022, the Board takes action as recommended in Item 1 then, on June 28, 2022 (second reading):

Submit ordinance for further Board consideration and adoption on June 28, 2022 (second reading).
3. Direct the Chief Administrative Officer (CAO) to implement the staff recommendations included in the staff memo, "Reimagine Vibrant Communities Through Arts & Culture Report Back, November 2021."

EQUITY IMPACT STATEMENT

Equitable access to the arts is critical to a healthy, safe and thriving community. Recent research by the National Endowment for the Arts specifically highlights the importance of arts and cultural practices in promoting social cohesion and encouraging community well-being (<https://www.arts.gov/news/press-releases/2021/new-report-examines-role-arts-and-culture-fostering-social-cohesion-and-community-well-being>). Unfortunately, arts funding in the community has a history of imbalance that favors larger, more established institutions rather than funding more grassroots organizations. Additionally, arts and culture programs are often the first programs to get cut in schools or other settings due to limited funding sources, especially in communities of color. Low-income and communities of color have historically used arts and culture to navigate and survive systemic racism and oppression (<https://www.policylink.org/our-work/community/arts-culture>). To promote greater cultural diversity and inclusivity and empower historically disenfranchised communities, it is important to elevate the work of smaller, emerging artists from communities that have not had access to arts and culture resources.

FISCAL IMPACT

Funding for one (1) FTE to support arts and culture within the newly created Office of Economic Development and Government Affairs was included in the Fiscal Year 2022-24 CAO Recommended Operational Plan. There is no additional fiscal impact for today's request.

BUSINESS IMPACT STATEMENT

Arts and culture contribute greatly to the region's economy. In the last Arts and Economic Prosperity 5 Report, in the City of San Diego alone, an estimated \$1.1 billion was spent by the nonprofit arts and culture industry, which led to 35,914 jobs and about \$48 million in local

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government revenue.¹ Increasing arts and culture opportunities creates new jobs, benefits existing and new organizations, and increases economic growth through spending of residents and tourists alike.

ADVISORY BOARD STATEMENT

N/A

BACKGROUND

Arts and culture are the lifeblood of healthy communities and an important part of economic and workforce development.

In recognition of the important role that arts and culture play in the community, the Board of Supervisors (Board) formed the Public Art Advisory Council (PAAC) in the 1980s, which served as the designated local arts agency for the region. Through PAAC, the region was eligible to receive and distribute Federal and State grants, including the California Arts Council State/Local Partnership grant, and served as the central entity in the region on arts and culture.

In 1993, in the midst of budget cuts, the Board eliminated the PAAC, leaving no central entity in the county related to arts and culture, and making the County of San Diego ineligible for some Federal and State grants related to arts and culture. This gap in resources led to a decrease of funding for organizations and public art in our communities. In fact, San Diego County is the largest county in California, and one of only four counties, without a dedicated arts agency. Although five cities within San Diego County have municipal arts agencies, there is no regional entity to support cultural policy, programs, or public funding of the arts across the region. This gap has long been lamented by local arts and culture organizations.

In recognition of the role that arts and culture play in our communities and the particular hardship faced by these organizations during the COVID-19 pandemic, in June 2021, the Board of Supervisors voted to approve a funding framework for the expenditure of received American Rescue Plan Act (ARPA) funds that included funds for arts and culture. This framework included five million dollars to augment supervisorial Community Enhancement Funds in order to fund organizations related to arts and culture, one million dollars for each district.

In August 2021, the Board of Supervisors directed the Chief Administrative Officer (CAO) to report back within 90 days with an assessment of the County of San Diego's current role in arts and culture and recommendations on how to expand that role, especially with a lens towards equity in access to arts and culture and exploring the creation of a county arts agency.

After research on the regional arts landscape and conversations with stakeholders, including a community meeting to gather feedback in October 2021, staff reported to the Board via a memo

¹<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5>

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titled “Reimagine Vibrant Communities Through Arts & Culture Report Back” (Report) in November 2021 with its findings (Attachment A). Today’s actions seek to implement the 3 staff recommendations in that memo: 1) expanding and improving existing County programs, 2) addressing and improving equity in access to arts and culture, and 3) creating a county arts and culture agency.

Expand and Improve County Programs

In the Report, staff recommended expanding and improving existing County programs by means such as expanding public arts programs, updating the Community Enhancement grant programs to better assess which grants are being used to fund arts and culture organizations, updating policies to make grants available to individual artists, and exploring the possibility of using County spaces as workspaces for local artists.

Address and Improve Equity in Access to Arts and Culture

Additionally, staff recommended that further research was necessary to prioritize equity in access to arts and culture. The County could act as a regional leader on this issue and inform sector goals to improve racial and cultural equity in arts and culture.

Creation of San Diego County Arts and Culture Commission

The final staff recommendation was to develop a San Diego County Arts and Culture Commission (Commission). Specifically, County staff recommended that the Commission should be created and supported by a full-time staff member and should “develop the overarching priorities for the County, informed by stakeholders in the region. The staff member could help implement some of those priorities, as well as being a point of contact for the arts and culture community and networking groups.”

The creation of this Commission would help fulfill the policy priorities of the Board of Supervisors affirmed in the August 2021 action, namely supporting and uplifting a wide variety of organizations that serve diverse communities, improving access to arts and culture for all San Diegans, and ensuring that the region is accessing grant opportunities to further develop the arts and culture sector in San Diego County.

The ordinance (Attachment B) to create the Commission reflects the feedback of the community in this process and outlines the duties of the Commission to include:

- (a) Study and evaluate equity in access to arts and culture in the region.
- (b) Promote equity in access to arts and culture in the region.
- (c) Conduct workshops for County personnel and community groups to explore specific subject areas and improve relationships.
- (d) Conduct public hearings dealing with matters before the Commission.
- (f) Prepare and disseminate information on matters related to the arts community.
- (g) Provide liaison and assistance to citizen groups interested in the problems facing the arts community.

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(h) Apply for and administer grants from all levels of government and private sources for carrying out the functions of the Commission.

The ordinance specifies that each Supervisor would have the authority to nominate two members interested in arts and culture and with the knowledge of the arts community in San Diego to the appointment of the Commission. As recommended by community feedback, youth should have a voice on this Commission. Thus, the ordinance outlines that the CAO also nominates three youth (age 16-24) members to serve on the Commission for a total of thirteen Commission members.

In light of staff recommendations and the Board's interest in the expansion of arts and culture in San Diego County, the CAO, in her Recommended Operational Plan for Fiscal Years 2022-2023 and 2023-2024, has included an allocation for a new position to lead the efforts on arts and culture at the County. This position will reside within the newly created Office of Economic Development and Government Affairs in the Finance and General Government Group. The staff person would serve as liaison to departments within the County of San Diego to implement recommendations to expand programs, serve as a regional leader and liaison to the arts and culture community, and provide support to the Commission.

The implementation of these recommendations, including the creation of the Commission, is key to the future and equitable growth of arts and culture in San Diego County.

We urge your support.

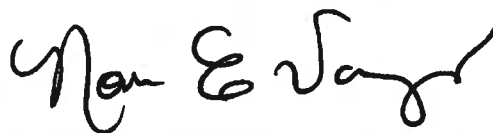
LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

Today's proposed action to create a County of San Diego Commission of Arts and Culture supports the Equity and Community Strategic Initiatives in the County of San Diego's 2022-2027 Strategic Plan by creating an arts commission that will be a regional leader on arts and culture prioritizing equity, innovation, and access to resources.

Respectfully submitted,



CHAIR NATHAN FLETCHER
Supervisor, 4th District



VICE CHAIR NORA VARGAS
Supervisor, 1st District

ATTACHMENT(S)

ATTACHMENT A: Reimagine Vibrant Communities Through Arts & Culture Report Back, November 2021

ATTACHEMENT B: Ordinance