Legislation Details (With Text)

File #:	18-0356 CRA **Version:** 1	**Name:**	
Type:	CRA Report	**Status:**	Agenda Ready
File created:	6/3/2019	**In control:**	Community Redevelopment Agency
On agenda:	6/11/2019	**Final action:**	
Title:	CREATIVE CITY COLLABORATIVE 2ND QUARTER FY 2018-19 A-GUIDE REPORT		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. Agenda Cover Report, 2. Exhibit A - CCC Q2 18-19		

Date	Ver.	Action By	Action	Result

TO: **CRA Board of Commissioners**
FROM: **Lori Hayward, Finance & Operations Director**
THROUGH: **Jeff Costello, CRA Executive Director**
DATE: **June 11, 2019**

CREATIVE CITY COLLABORATIVE 2ND QUARTER FY 2018-19 A-GUIDE REPORT

Recommended Action:

Receive and file.

Background:

The CRA awarded the Creative City Collaborative (also known as Arts Garage) a $275,000 A-GUIDE grant, which represents 21% of CCC's $1,285,500 budget. The A-GUIDE grant was awarded to support two programs: 1) The Line Up Music Program and 2) Discover Diversity Concert Series. Below are highlights from the Art Garage's 2nd Quarter FY 2018-19 A-GUIDE Report ending March 31, 2019.

Program "A": The Line Up Music Program
A-GUIDE Funding: $265,000 Program Budget: $1,224,500 % of Budget: 22%

The following outputs and outcomes exceeded annual expectations:

- 1,200 total attendees (102%)
- 75% of mainstage performers are from out of the area (111%)
- 30% of Attendees from out of the area (113%)
- 50% of attendees support local economy (142%)
- 30% of attendees support local economy (220%)
- 29% of performers from out of area (288%)

The following output fell below annual expectations:

- $2,000 Total sponsorship revenue (0%) -The Director of Alternative Programming is targeting local businesses and organizations that cater to the demographic targeted in their alternative programming.

Program "B": Discover Diversity Concert Series
A-GUIDE Funding: $10,000 Program Budget: $61,000 % of Budget: 16%

The following output and outcome exceeded annual expectations:

- 40% of performers from out of the area (123%)
- 20% of performers taking the stage annually (285%)
- 30% of attendees support local economy (260%)
- Engage Teen Guild Volunteer group to help with marketing (500%)

The following output fell below annual expectations:

- $2,500 in new sponsorships to connect businesses with specific target markets (0%) - Engaging sponsors for the Diversity Concert Series has been challenging. A Development Consultant was hired in February and will address the needs.

Please review the attached worksheet for the progress (in percentages) of all outputs and outcomes which includes narrative response to all outputs and outcomes.

Attachment: Exhibit A - CCC 2Q FY 2018-19 A-GUIDE report

CRA Attorney Review:

N/A

Finance Review:

N/A

Funding Source/Financial Impact:

CRA G/L #: 7376 A-GUIDE Funding

Timing of Request:

N/A

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