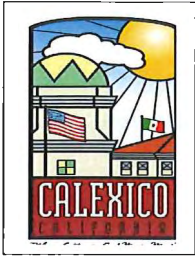


**AGENDA  
ITEM**

**16**



# AGENDA STAFF REPORT

**DATE:** September 14, 2022

**TO:** Mayor and City Council

**APPROVED BY:** Esperanza Colio Warren, City Manager

**PREPARED BY:** Lilliana Falomir, Public Works Manager – Administrative

**SUBJECT:** Asphalt Art Initiative Program:

1. Adopt a Resolution of the City Council of the City of Calexico Ratifying the Submittal of Asphalt Art Grant Application and Authorizing the City Manager to Execute Agreements and/or Any Documentation Pertaining to Bloomberg Philanthropies Asphalt Art Initiative Program.
2. Approval of \$3,000.00 from Fund No. 223 – Art in Public Places for Local Match.
3. Approval of \$6,502.00 from Fund No. 111 – General Fund and Fund No. 231 – Streets for City Staff In-Kind Services

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**Recommendation:**

It is recommended that the City Council of the City of Calexico approve the following:

1. Adopt a Resolution of the City Council of the City of Calexico Ratifying the Submittal of Asphalt Art Initiative Grant Application and Authorizing the City Manager to Execute Agreements and/or Any Documentation Pertaining to Bloomberg Philanthropies Asphalt Art Initiative Program.
2. Approval of \$3,000.00 from Fund No. 223 – Art in Public Places for Local Match.
3. Approval of \$6,502.00 from Fund No. 111 – General Fund and Fund No. 231 – Streets for City Staff In-Kind Services.

**Background:**

In 2019, the City of Calexico (Lead Applicant) and the Calexico Arts Council, Inc. (Co-Applicant/Fiscal Agent) submitted a grant application to Bloomberg Philanthropies for funding under their Asphalt Art Initiative Program. The Calexico Arts Council, Inc. is the co-applicant/fiscal agent for this Asphalt Art grant because one of Bloomberg Philanthropies Asphalt Art grant requirements was that any city submitting a grant application partner with a non-profit organization. On September 10, 2020, the City of Calexico received a letter from Bloomberg Philanthropies awarding \$25,000.00 to Calexico Arts Council, Inc. through their Asphalt Art Initiative Program. The scope

**AGENDA  
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of work for said grant is to paint an asphalt art on Rockwood Avenue between 1<sup>st</sup> Street and 2<sup>nd</sup> Street for our Rockwood Avenue Promenade Quick Build Project.

**Discussion & Analysis:**

The plans for the City of Calexico Rockwood Avenue Promenade Quick Build Project are 60% complete and approximately 8,600 square feet north of Rockwood Avenue between alley and 2<sup>nd</sup> Street has been reserved for the asphalt art. While the plans of our Rockwood Avenue Promenade Quick Build Project get finalized, the Calexico Arts Council, Inc. would like to begin the Asphalt Art Call for Artists but first the City Council of the City of Calexico needs to ratify the submittal of Asphalt Art Initiative Grant Application in order to comply with Resolution No. 10-106A – Grant Management Policy and Procedure.

When the Asphalt Art Initiative grant application was submitted in 2019, it stated that the City of Calexico would provide a local match of \$3,000. Unfortunately, City staff researched all agendas and minutes from 2019 to present and we were unable to locate the preapproved allocation for said grant; therefore City staff is recommending that the City use \$3,000 from Fund No. 223 – Art in Public Places.

In addition to the \$3,000.00 the City will be using from Fund No. 233 – Art in Public Places, the City will also be providing In-Kind Services in the amount of \$6,502.00 to administer the Asphalt Art grant as we are the lead applicants. The In-Kind services that City will be providing is as follows:

- CATEGORY A – ADMINISTRATION
  - Task 1: Project Management
- CATEGORY B - CALL FOR ARTISTS
  - Task 2: Press conferences
  - Task 3: Submittal of Proposals
  - Task 4: Selection Process
  - Task 5: Award Ceremony and Showing
- CATEGORY C - ASPHALT ART INSTALLATION
  - Task 6: Purchase of Material
  - Task 7: Planning Painting Event Activities
  - Task 8: Painting Day
- CATEGORY D - PROJECT COMPLETION
  - Task 9: Submittal of Final Report to Bloomberg and City Council

Please note that the above-mentioned services will be performed by City staff in the City Manager’s Office, Human Resources Department, Finance Department, Recreation Department and Public Works Department.

For these reasons, City staff is recommending that the City Council adopt a resolution of the City Council of the City of Calexico ratifying the submittal of Asphalt Art Initiative grant application and authorize the City Manager to execute agreements and/or any documentation pertaining to Bloomberg Philanthropies Asphalt Art Initiative Program.

**Fiscal Impact:**

Revenue	
Bloomberg Philanthropies Asphalt Art Grant	\$25,000
Fund No. 223-90-963-56003-000 Art in Public Places	\$3,000
In-Kind Services (Fund No. 111 – General Fund and Fund No. 231 - Streets	\$6,502
<b>Total</b>	<b>\$34,502</b>

Estimated Expenditure	
Artist	\$8,000
Art Installation – Materials & Supplies	\$14,400
Art Event – Materials & Supplies	\$600
Outdoor Community Event Liability Insurance	\$2,000
Calexico Arts Council Administrative Fee	\$3,000
City of Calexico Administrative Fee	\$6,502
<b>Total</b>	<b>\$34,502</b>

**Coordinated With:**

City Manager's Office.  
Public Works Department.  
Recreation Department.  
Calexico Arts Council, Inc.

**Attachment(s):**

1. Resolution No. 2022-\_\_ of the City Council of the City of Calexico Ratifying the Submittal of Asphalt Art Initiative Grant Application and Authorizing the City Manager to Execute Agreements and/or Any Documentation Pertaining to Bloomberg Philanthropies Asphalt Art Initiative Program.
2. 2019 Asphalt Art Initiative Grant Application.
3. Bloomberg Philanthropies Award Letter dated September 10, 2020.

**RESOLUTION NO. 2022-\_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CALEXICO RATIFYING THE SUBMITTAL OF ASPHALT ART INITIATIVE GRANT APPLICATION AND AUTHORIZING THE CITY MANAGER TO EXECUTE AGREEMENTS AND/OR ANY DOCUMENTATION PERTAINING TO BLOOMBERG PHILANTHROPIES ASPHALT ART INITIATIVE PROGRAM.**

**WHEREAS**, the City of Calexico, as the lead agency and the Calexico Arts Council, Inc., as the fiscal agent submitted a 2019 Asphalt Art Initiative grant application to Bloomberg Philanthropies to paint asphalt art on Rockwood Avenue between 1<sup>st</sup> Street and 2<sup>nd</sup> Street; and

**WHEREAS**, On September 10, 2020, Bloomberg Philanthropies awarded the City of Calexico and the Calexico Arts Council, Inc. a grant in the amount of \$25,000 with a local match of \$3,000 to paint asphalt art on Rockwood Avenue between 1<sup>st</sup> Street and 2<sup>nd</sup> Street; and

**WHEREAS**, the City of Calexico wishes to use \$3,000 from Fund No. 223 – Arts in Public Places as the local match for said Asphalt Art Initiative grant; and

**WHEREAS**, the City of Calexico wished to use \$6,502 from Fund No. 111 – General Fund and Fund No. 231 – Streets as In-Kind Services for said Asphalt Art Initiative grant; and

**WHEREAS**, the City of Calexico wishes to ratify the submittal of 2019 Asphalt Art Initiative grant application to Bloomberg Philanthropies; and

**WHEREAS**, the City of Calexico wishes to delegate authorization to execute agreements and/or any documentation to the City Manager pertaining to Bloomberg Philanthropies Asphalt Art Initiative Program.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CALEXICO DOES HEREBY RESOLVE, DECLARE, AND DETERMINE AND ORDER AS FOLLOWS:**

1. Authorization to use \$3,000 from Fund No. 223 – Arts in Public Places as the local match for said Asphalt Art Initiative grant.
2. Authorization to use \$6,502 from Fund No. 111 – General Fund and Fund No. 231 – Streets as In-Kind Services for said Asphalt Art Initiative grant.
3. Authorization to ratify the submittal of 2019 Asphalt Art Initiative grant application to Bloomberg Philanthropies.
4. The City Manager or his designee is authorized to execute grant application, agreements and/or any documentation pertaining to the California Water and Wastewater Arrearage Payment Program funded by the State of California Water Board.

PASSED, APPROVED AND ADOPTED this \_\_\_\_\_ day of September 2022.

\_\_\_\_\_  
Javier Moreno, Mayor

ATTEST:

\_\_\_\_\_  
Gabriela T. Garcia, City Clerk

Approved as to Form:

\_\_\_\_\_  
Carlos Campos, City Attorney

State of California )  
County of Imperial ) ss.  
City of Calexico )

I, Gabriela T. Garcia, City Clerk of the City of Calexico do hereby certify the above Resolution No. 2022-\_\_\_\_ was approved at a regular City Council meeting held on the \_\_\_\_\_ day of September 2022, by the following vote to-wit:

- AYES:
- NOES:
- ABSTAIN:

\_\_\_\_\_  
Gabriela T. Garcia, City Clerk



Asphalt Art Initiative: 2019 Application



Name of City:

Enter name of city below
City of Calexico

Lead Applicant Name:

Enter name of city department below
Development Services Department - Planning Division

Fiscal Agent Name:

Enter name of organization below
Calexico Arts Center (Carmen Durazo Cultural Arts Center)

Budget Narrative

Please provide a brief budget narrative in the box below summarizing key cost categories and how the budget aligns with project deliverables. Please limit your response to 250 words or less.

Enter Text Below
Funds will be used to pain 1/4 of the total site with art pieces. Estimated cost for the paint will be \$16,250 (\$4.00/SF) using high quality paint/sealers ensuring that the project can endure heavy pedestrian traffic and summer heat. 12% of the funds (\$3,000) will be used by the Carmen Durazo Cultural Arts Center to serve as the fiscal agent and host the public visioning meetings and selection of artist(s). The remaining %750 will be used to commission the selected Asphalt Art and will pay local artists.

In-Kind Support

Please provide a brief description of any in-kind support from the municipality (e.g. permitting, repaving, installing planters or traffic barriers, or long-term maintenance). You may also specify any in-kind support from outside sources, if applicable. Please limit your response to 100 words or less.

Enter Text Below
The City has secured \$200,000 for the implementation of the Rockwood Promenade project from the Southern CA Association of Governments (SGAG). The Lead Applicant (City) is not asking for comensation to serve in this role, only for assistance with visioning + public meetings and implementation of the project on the part of the Cultural Arts Center. Public Works and Planning Division will be compensated by the use of SGAG appropriated funds.

Indirect Rate (%)

Please indicate the indirect rate requested by your organization. Indirect expenses are those that are not directly related to the program, but still necessary for the overall operations. They are usually administrative or facility-related costs such as executive suite, insurance, rent, utilities, telephone, etc. Please note that Bloomberg Philanthropies does not cover indirect costs that exceed 15% of direct expenses.

Enter Rate Below
12%

Please provide a summary of your indirect costs

Enter Text Below
12% of the funds, or \$3,000 will be used by the Cultural Arts Center to serve as the fiscal agent and host public visioning meetings +selection of artists.

Asphalt Art Initiative: 2019 Application



Submission: City of Calexico : (Development Services Department - Pl)

Project Budget

Category	Details (Please provide a brief description of anticipated costs in each category)	Amount (\$) (Please populate for each category)	% of Total
Design	Provided to the Cultural Arts Center for the Public Design Process	3,000	11%
Labor	Commissioning of the Art Pieces	5,750	21%
Supplies	Street Paint and Sealers	16,250	58%
Other			0%
<b>Total Direct Costs</b>		<b>25,000</b>	<b>89%</b>
<b>Total Indirect Costs</b>		<b>3,000</b>	<b>11%</b>
<b>Total Project Costs</b>		<b>28,000</b>	

Examples:

Design: artist fees, paid labor for installation, site plan, traffic control plan, etc.

Labor: project management, volunteer organizing, community outreach, data collection, installation, etc.

Supplies: painting materials, bollards, reflective tape, marketing and outreach materials, data collection, etc.

Other: Event fees, permit fees, any other costs not referenced above.

Project Support (applicant to populate as applicable)

Funders	Amount (\$)	% of Total
Bloomberg Philanthropies*	25,000	89%
City of Calexico	3,000	11%
		0%
		0%
		0%
		0%
		0%
		0%
		0%
		0%
<b>Total Project Support</b>	<b>28,000</b>	
<b>Variance</b>	<b>0</b>	

\* Amount to be requested from BP if application is selected as a winner. Awards are up to \$25k.



# Bloomberg Philanthropies

September 10, 2020

The Honorable Bill Hodge  
Mayor of the City of Calexico  
608 Heber Avenue  
Calexico, CA 92231

Dear Mayor Hodge:

Congratulations to the City of Calexico on being named a Bloomberg Philanthropies 2020 Asphalt Art Initiative Winner!

We are pleased to let you know that the contribution of \$25,000 was sent today by wire transfer to Calexico Arts Council. These funds are intended to support the City of Calexico's work to create a new pedestrian plaza on the U.S./Mexico border that will prioritize pedestrian safety and enhance the economic vitality of downtown Calexico.

Please have your team continue to work with David Andersson and keep him apprised of the progress of your project. If you have any questions or require additional information, please contact David at [dandersson@bloomberg.org](mailto:dandersson@bloomberg.org) or (347) 931-6410.

Sincerely,



Emma Bloomberg



Georgina Bloomberg

cc: Carmen Durazo  
Christopher Velasco