



**DATE:** June 19, 2018

**TO:** Mayor and City Council

**FROM:** Interim Director of Development Services

**SUBJECT** Adoption of a Resolution to Amend the FY2018 Mural Art Program Budget to Increase the Revenues in the Amount of \$4,000 and Authorize a Corresponding Expenditure Authority Increase to Appropriate Funds for Two Mural Art Program Projects

### **RECOMMENDATION**

That the City Council adopts the attached resolution amending the FY2018 Mural Art Program budget by increasing the revenue and authorizing the corresponding expenditure authority increase to appropriate funds for two Mural Art Program projects.

### **SUMMARY**

This report identifies new revenues of \$4,000 that have been contributed to the Mural Art Program for a project in the Tennyson Corridor and for a private development project in Downtown Hayward. Adopting the resolution and increasing the expenditure authority will allow the two projects to proceed.

### **BACKGROUND**

In January of 2017, the Hayward Mural Art Program issued an artist-all-call to administer an immigration inspired mural installation on the Tennyson Corridor in partnership with the Hayward Library Book-to-Action program. This program would be funded in the amount of \$3,000 through a resource partnership between: the Office of the City Manager via a Neighborhood Improvement Program grant, and a California State University – East Bay (CSUEB) grant. The intent of this mural is to engage the community in conversations and activities related to the City’s commitment for an inclusive, equitable and compassionate community.

In addition, through new development at 808 A Street, developer Meta Housing Corporation had an interest in providing a community benefit by funding a mural project to include the painting of two utility boxes directly in front of their new building. The Mural Art Program

FY2018 project budget did not anticipate funding for this sponsored project in the amount of \$1,000.

## **DISCUSSION**

The grant provided by CSUEB requires that the City encumber and expend the \$3,000 before the end of this fiscal year. Approval to proceed with fund-appropriations in the amount of \$4,000 to a Mural Art Program project expenditure account will ensure the City can benefit from these contributions, while adhering to grant criteria and delivery of project commitments.

## **FISCAL IMPACT**

The total cost for both projects will be offset by the equivalent external funds from the CSUEB grant and Meta Housing Corporation. Therefore, the action associated with this request will not have an impact on the General Fund.

## **STRATEGIC INITIATIVES**

This agenda item supports the Complete Communities Strategic Initiative. The purpose of this initiative is to create and support structures, services, and amenities to provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work and play for all. This item supports the following goal and objectives:

**GOAL 1:** Improve Quality of Life for Residents, Business Owners, and Community Members in all Hayward Neighborhoods.

Objective 1: Increase neighborhood safety and cohesion

Objective 2: Foster a sense of place and support neighborhood pride

Objective 3: Increase collaboration with business, non-profits and neighborhood groups on placemaking projects

Objective 4: Create resilient and sustainable neighborhoods

Objective 5: Actively value diversity and promote inclusion activities

This agenda item also supports the Tennyson Corridor Strategic Initiative. The purpose of this initiative is to develop an attractive, cohesive, thriving Tennyson Corridor through thoughtful engagement of residents, businesses and community partnerships. This item supports the following goals and objectives:

**GOAL 4:** Foster a cohesive sense of place

Objective 1: Identify possible locations & a cohesive theme for public art along the Corridor

**SUSTAINABILITY FEATURES**

The outcome of appropriating Mural Art Program project funds will not produce any physical improvements to the City’s infrastructure. Therefore, this section is not applicable.

**PUBLIC CONTACT**

No public contact has occurred associated with this action.

**NEXT STEPS**

If Council approves the attached resolution, staff will prepare necessary forms for the Finance Department to amend the FY2018 Mural Art Program project budget, appropriate funds to a Mural Art Program project expenditure account, and proceed with project deliverables.

*Prepared by:* Anthony Sackett, Management Analyst I

*Recommended by:* Stacey Bristow, Interim Director of Development Services

Approved by:



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Kelly McAdoo, City Manager