



## **CITY OF MENIFEE**

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SUBJECT: Memorandum of Understanding with the Arts Council Menifee for Community Art Programs

MEETING DATE: July 17, 2024

TO: Mayor and City Council

PREPARED BY: Kori Jones, Senior Management Analyst

REVIEWED BY: Jonathan Nicks, Deputy City Manager

APPROVED BY: Armando G. Villa, City Manager

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### **RECOMMENDED ACTION**

1. Approve and authorize the City Manager to execute a Memorandum of Understanding (MOU) with the Arts Council Menifee for the collaboration of community art programs through June 30, 2027.

### **DISCUSSION**

The Community Services Department has worked with the Arts Council Menifee (ACM) to formalize a partnership for future community arts programming. ACM is a Menifee based 501-c (3) charitable corporation established in 2010 that is dedicated to “Bringing the arts to Menifee and Local Artists to the Public.” Through their efforts, ACM provides expressive opportunities for local artists, bolsters youth groups and arts education, offers community gathering opportunities, and enriches the current offering of Community Services programs. This partnership supports the Community Engagement and Social Infrastructure and Unique Identity Strategic Plan Priorities adopted by City Council in 2023.

Under the partnership, the ACM would collaborate primarily with the Community Services Cultural Arts Division. Currently, the Cultural Division is responsible for the Multicultural Festival, Shakespeare in the Park, Day of the Dead, and hosts a quarterly Art-A-Faire program dedicated to showcasing local talents, providing classes and education. With the wealth of industry knowledge and close connections to local and regional artists and artists collaboratives, a partnership with the ACM would greatly improve the quality of community art events.

Following the opening of the Central Park Amphitheater, anticipated for Summer of 2025, the Cultural Arts division would work closely with the ACM to curate year-round programming for the new facility with an ultimate goal of reestablishing and building upon the Music and Arts Festival.

Through volunteer coordination, the ACM is expected to provide promotion and support for the following events taking place in Fiscal Year 2024/2025:

- Shakespeare in the Park
- Art Pop Ups
- Multicultural Festival
- Day of the Dead
- Judged Artist Showcase
- Music & Arts Festival
- Artist Vending at Designated Events

Lastly, the ACM would collaborate with City staff in researching, drafting, planning, and providing letters of support for art related grants specifically geared towards funding Public Art in Parks and community events, programs and classes.

As an in-kind sponsorship to the ACM, the MOU would authorize the approval of ACM's use of an appropriate City facility to host an annual fundraiser. There would be no facility fee or staff costs charged to ACM for the use of the facility. The ACM would be required to obtain any necessary permits, insurance, and approvals for the event.

### **STRATEGIC PLAN OBJECTIVE**

Unique Identity

### **FISCAL IMPACT**

There is no fiscal impact associated with the recommended action. However, partnership in future grant applications can potentially lead to an increase in grant revenues in future fiscal years to support art related programs and events. Additionally, the in-kind sponsorship provided by the Community Services Department for the use of a facility is expected to be offset by volunteer assistance in producing collaborative events.

### **ATTACHMENTS**

1. Memorandum of Understanding