

Capitola City Council

Agenda Report



Meeting: July 27, 2023

From: Recreation Division

Subject: Plein Air Public Art Prize Amount

Recommended Action: Approve the Art & Cultural Commission recommendation to increase the Plein Air Public Art Festival Competition prize amount from \$1,500 to \$1,800 for first place and from \$800 to \$1,000 for second place.

Background: The City of Capitola Public Art Ordinance requires all commercial projects valued at more than \$250,000 to either incorporate art into the project or contribute to the City's Public Art Fund. One of the duties of the City of Capitola Art and Cultural Commission is to administer the Public Art Fund and recommend public art projects for the City of Capitola.

The Art and Cultural Commission provides the community art and cultural programs. The Capitola Plein Air Public Art Festival has operated for the past eight years, and competing artists paint live for four days and then enter the competition. Artwork that is selected for first and second place is purchased by the City using Public Art funds and added to the City's art collection.

Discussion: During the past eight years the prize amounts for Plein Air artists have remained unchanged, despite the Monterey Bay area experiencing approximately 26.5% inflation over the same time frame. In response to inflation, the Art and Cultural Commission recommends increasing the Plein Air Public Art Festival Competition prize amounts from \$1,500 to \$1,800 for first place and from \$800 to \$1,000 for second place.

Fiscal Impact: The Public Art Fund Fiscal Year 2023-24 approved budget includes sufficient funding to increase the prize amounts as recommended by the Art and Cultural Commission.

Report Prepared By: Nikki Bryant; Recreation Division Manager

Reviewed By: Julia Moss, City Clerk

Approved By: Jamie Goldstein, City Manager