



STAFF REPORT	
SUBJECT: Authorization of the Main Street Project Agreement with Citizens Caring 4 Clearlake	MEETING DATE: August 3, 2022
SUBMITTED BY: Melissa Swanson, Administrative Services Director/City Clerk	
PURPOSE OF REPORT: <input checked="" type="checkbox"/> Information only <input type="checkbox"/> Discussion <input type="checkbox"/> Action Item	

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to approve an agreement with Citizens Caring 4 Clearlake (CC4C) for art project development in the previously approved and budgeted amount of \$74,000.

BACKGROUND/DISCUSSION:

In FY 2019/2020, Council approved working with Lake County Rural Arts Initiative to develop concepts for art installations on Lakeshore Drive, Olympic Drive and City Parks. Concepts were developed, including an augmented reality project, social media awareness, and a deposit has been made on a sculpture for Austin Park, which is in progress.

Moving forward, staff recommends working with the newly reformed CC4C, now a 501(c)(3), to complete the project. The concept continues to be to draw tourism and attraction around augmented reality, projection technology, statue, murals and other related art central to the idea of a Lake Dragon, similar to the Loch Ness Monster.

This project will continue to work in conjunction with the Clean California grant to harmonize ideas, concepts and outcomes.

OPTIONS:

1. Move to approve an agreement with CC4C for art project development in the amount not-to-exceed \$74,000
2. Other direction

FISCAL IMPACT:

None not-to-exceed \$74,000 Budgeted Item? Yes No

Budget Adjustment Needed? Yes No If yes, amount of appropriation increase: \$

Affected fund(s): General Fund Measure P Fund Measure V Fund Other:

Comments:

STRATEGIC PLAN IMPACT:

- Goal #1: Make Clearlake a Visibly Cleaner City
- Goal #2: Make Clearlake a Statistically Safer City
- Goal #3: Improve the Quality of Life in Clearlake with Improved Public Facilities
- Goal #4: Improve the Image of Clearlake
- Goal #5: Ensure Fiscal Sustainability of City
- Goal #6: Update Policies and Procedures to Current Government Standards
- Goal #7: Support Economic Development

SUGGESTED MOTIONS:

Move to approve an agreement with CC4C for art project development in the amount not-to-exceed \$74,000

Attachments: