



City Council Report

Date: July 5, 2022
To: City Council
Through: Natalie Lewis, Deputy City Manager
From: Cindy Ornstein, Director
Arts and Culture Department
Subject: FY22/23 National Endowment for the Arts Grants for Arts Projects Grant
(District 4)

Recommendation

Approve Resolution authorizing the City Manager or his designee to accept a \$40,000 grant from the National Endowment for the Arts (NEA) to support arts projects funding in the form of contracted operations and artist fees including Festival Manager and non-staff guest creators/teaching artists in support of a new media festival for high school and college-aged youth.

Background

The National Endowment for the Arts (NEA) was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$5 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. Grant requests to NEA are submitted annually by Mesa Arts Center.

The National Endowment for the Arts GAP Grant is a program of the National Endowment for the Arts (NEA) in partnership with Mesa Arts Center/City of Mesa, Spark Youth Media Festival, and with ASU. This grant program aims to share the creative voices of youth in the age range of high school, community college, and university through film/video, augmented/virtual/extended reality, games and interactive art, and provide a master class and public workshops.

Discussion

In April 2022, the National Endowment for the Arts notified Cindy Ornstein, Arts and Culture Director of the award. The grant guidelines require Mesa Arts Center (MAC) and ASU's Herberger Institute for Design and the Arts (HIDA) will present a new media festival celebrating diverse, and especially marginalized, youth voices. The Spark Youth Media

Festival (SYMF) will debut March 8-12, 2023 on the adjacent campuses of MAC and the new ASU @ Mesa City Center, home of the Sidney Poitier New American Film School. It will share the creative voices of youth in the age range of high school, community college & university through film/video, augmented/virtual/extended reality, games and interactive art, and provide master classes and public workshops.

Alternatives

The alternative would be to not accept the \$40,000 grant.

Fiscal Impact

The National Endowment for the Arts GAP grant will support film festival programming expenses in the amount of \$40,000 for the Mesa Arts Center that would otherwise utilize Arts & Culture Fund or Mesa Arts Center Foundation resources.

Coordinated With

Mesa Arts Center staff is willing and able to complete the programs outlined.