

STAFF REPORT

Date: February 12, 2020

To: Mayor and City Council

Thru: Sabra Newby, City Manager

Subject: **D.8. Staff Report (For Possible Action): Resolution approving Pioneer Center for the Performing Arts sponsorship for the Fiscal Year (FY) 19/20 Performing Arts Season and approval of the agreement up to the amount of \$50,900. (Room Tax Fund)**

From: Alexis Hill, Arts, Culture and Events Manager

Summary: Staff recommends Council adopt a Resolution up to the amount of \$50,900, and approval of an Agreement with the Pioneer Center for Performing Arts for Fiscal Year (FY) 19/20 sponsorship.

Previous Council Action: The City of Reno has been a sponsor of the Pioneer Center for the Performing Arts since 2005. During the economic downturn, the Pioneer Center sponsorship was reduced from \$70,000 to \$50,900 in 2009. The City budgeted \$50,900 for FY 19/20.

Background: The Pioneer Center for the Performing Arts provides the primary performance venue for the Reno Philharmonic, A.V.A. Ballet Theater, Sierra Nevada Ballet, Artown and numerous other arts organizations. Through programs like the Broadway Series and the City's sponsorship, nonprofit organization rental rates are subsidized, enabling these organizations to perform in the Pioneer and also meet their increasing financial obligations. Additionally the Broadway Series and the City's sponsorship assist with increasing operational funds - utilities, technical support, and maintenance needs. This important asset in downtown Reno attracts tourists as well as citizens to enjoy a show, eat in nearby restaurants and support local businesses. The Pioneer Center draws approximately 100,000 patrons annually to downtown Reno, which helps support the economic vitality of the local economy and especially downtown.

In 2012, Washoe County deeded the land and the Reno-Sparks Convention and Visitors Authority (RSCVA) deeded the building to the Pioneer Center for Performing Arts, Non-Profit. The nonprofit has sole responsibility to operate the facility and no longer receives financial support from the RSCVA.

Discussion: Council directed the Reno Arts and Culture Commission (RACC) to give a recommendation on the Pioneer Center and Artown Annual sponsorships. The RACC is recommending that the Pioneer Center and Artown Annual sponsorships both be reduced by 10 percent for five years for a total of 50 percent and use the additional room tax Council funding to continue the Art Belongs Here Program with requests from the NEA for an Art Works grant for program and add additional dollars into the grant program for funding new arts organizations. This recommendation would reduce the Pioneer’s sponsorship in FY19/20 to \$45,810. This item has been placed on the agenda for the full amount for Council direction to award the full budgeted funding or to provide direction on the reduced award.

Financial Implications: The FY 19/20 adopted Room Tax Fund Budget includes \$50,900 for sponsorship of the Pioneer Center for the Performing Arts.

Legal Implications: Legal review completed for compliance with City procedures and Nevada Law. NRS 268.0962(2)(b) allows Council to allocate room tax funds to “advertise the resources of that...incorporated city related to tourism, including available accommodations, transportation, entertainment, natural resources and climate, and to promote special events related thereto.” NRS 268.028(1) states the governing body of a city or its authorized representative may make grants by resolution to nonprofit organizations created for religious, charitable or educational purposes, to be used for any purpose which will provide a substantial benefit to the inhabitants of the city. There is a “Funding Out” paragraph 2.8 to the Agreement to provide additional financial flexibility.

Recommendation: Staff recommends Council adopt the Resolution.

Proposed Motion: I move to adopt the Resolution.

Attachments:

- Signed Nonprofit Affirmation - Pioneer Center (PDF)
- 2019.20 Pioneer Center Agreement (DOCX)
- Pioneer Center - City Sponsorship Grant (PDF)
- Pioneer Center - Board of Directors (PDF)

RESOLUTION NO.

RESOLUTION APPROVING SPONSORSHIP FOR THE PIONEER CENTER FOR THE PERFORMING ARTS FOR FISCAL YEAR (FY) 19/20 PERFORMING ARTS SEASON AND APPROVAL OF THE AGREEMENT UP TO THE AMOUNT OF \$50,900. (ROOM TAX FUND)

WHEREAS, the City of Reno may grant funds to a nonprofit organization created for religious, charitable or educational purposes pursuant to NRS 268.028 when such expenditure provides a substantial benefit to the inhabitants of the City; and

WHEREAS, the Pioneer Center for the Performing Arts is a qualifying Nevada domestic nonprofit corporation created for religious, charitable or educational purposes which has requested funds to offset expenses for facility maintenance and performances at the Pioneer Center, thereby assisting the advancement of arts and culture in the City; and

WHEREAS, the City of Reno finds the grant to the Pioneer Center for the Performing Arts will help further the advancement of arts and culture in the City and thereby provide a substantial benefit to the inhabitants of the City; and

WHEREAS, the grant is subject to conditions contained in an agreement in the form attached hereto;

NOW, THEREFORE, BE IT RESOLVED that the City of Reno approves the grant up to the amount of Fifty Thousand Nine Hundred Dollars (\$50,900) to the Pioneer Center for the Performing Arts to be used as designated in and subject to the conditions set forth in the attached grant contract; and,

BE IT FURTHER RESOLVED, that should this grant or any portion thereof not be used as set forth in this Resolution, any unused funds shall be returned to the City of Reno.

Upon motion by Council member _____, seconded by City Council Member _____, the foregoing Resolution was passed and adopted this _____ day of _____, 2020, by the following vote:

AYES: _____
NAYS: _____
ABSTAIN: _____ ABSENT: _____

Approved this _____ day of _____, 2020.

HILLARY SCHIEVE
MAYOR

ATTEST:

ASHLEY D. TURNEY
CITY CLERK