



Albemarle County

Legislation Details (With Text)

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AGENDA DATE: 9/13/2017

TITLE:

Piedmont Council of the Arts Closure and Recommended Redirection of County's FY 18 Contribution

SUBJECT/PROPOSAL/REQUEST: Update on Piedmont Council of the Arts closure and request to redirect the \$5,000 County FY 18 contribution to the Rivanna Conservation Alliance to support an alternative Arts and Cultural program event.

ITEM TYPE: Consent Action Item

STAFF CONTACT(S): Walker, Letteri, Kamptner, Mahon, Kilroy, Bittle, Allshouse, L.

PRESENTER (S): N/A

LEGAL REVIEW: Yes

REVIEWED BY: Douglas C. Walker

BACKGROUND: The County's FY 18 Budget included a \$5,000 contribution to the Piedmont Council for the Arts (PCA). The County paid the contribution to PCA on July 14, 2017.

On August 17, 2017, the PCA's board of directors announced that, after months of discussions with stakeholders and others, the best way for it to serve the community was to close its doors. PCA's press release stated it was appreciative of those who have provided contributions to the organization over the years including the County of Albemarle.

On August 30, 2017, the President of the PCA's board of directors stated PCA would be returning the County's \$5,000 contribution to the County.

STRATEGIC PLAN: Quality Government Operations: Ensure County government's capacity to provide high quality service that achieves community priorities. This effort also indirectly supports the County's strategic

efforts associated with the Rivanna River Corridor.

DISCUSSION: Staff recommends that the Board redirect the returned contribution to the Rivanna Conservation Alliance in support of an inaugural river-focused arts event entitled “FLOW.” This event, along with other future activities, will increase residents’ access to and appreciation of the Rivanna River throughout the urban ring. The FLOW event will be held on September 30 in conjunction with the annual Rivanna River Renaissance Conference, and as part of a larger event supported by both the City and the County’s Parks and Recreation Departments called “Rockn’ the Rivanna River Festival.” This collaborative event, which includes a 5K run and other activities, is also supported by Chroma Projects and other private sponsors.



FLOW is a river-centric arts festival that will engage the community along the banks of the Rivanna River starting at Darden Towe Park. Throughout the event, visual and performing artists will use the river as both their inspiration and their canvas to inspire festival attendees to connect with the river in unique ways.

The festival, as envisioned, will include interactive, environmentally inspired sculpture activities, underwater photography, and dance and music performers along the banks of the river. The funding would be used to support the arts event and would help fund related expenses such as advertising and artist gratuities. Staff anticipates that County support for this event will enhance the community’s appreciation for and use of the river and will serve as a catalyst for future events.

BUDGET IMPACT: If the Board approves the redirection of the returned contribution to the Rivanna Conservation Alliance, there would be no impact to the FY 18 total County Budget.

RECOMMENDATION:

Staff recommends that the Board of Supervisors redirect the returned \$5,000 contribution to the Rivanna Conservation Alliance by approving the appropriation in Attachment A and the Resolution in Attachment B.

ATTACHMENTS:

Attachment A
Attachment B