

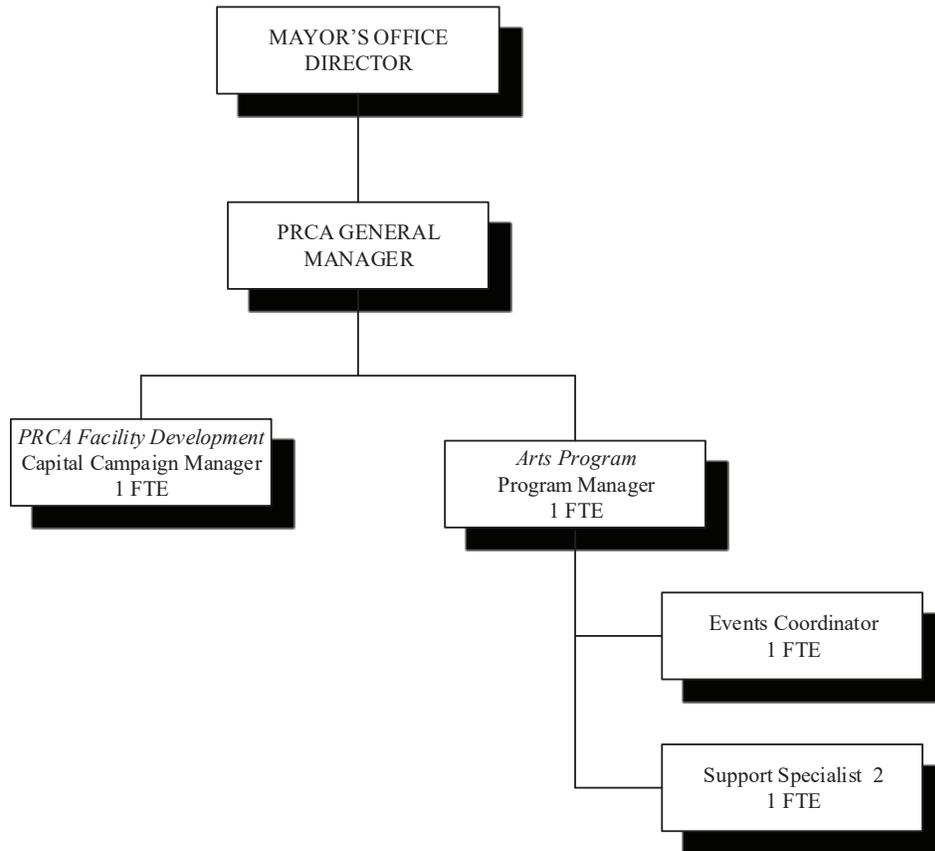


Lodging Tax Fund

- PRCA Facility Development
- Arts Program

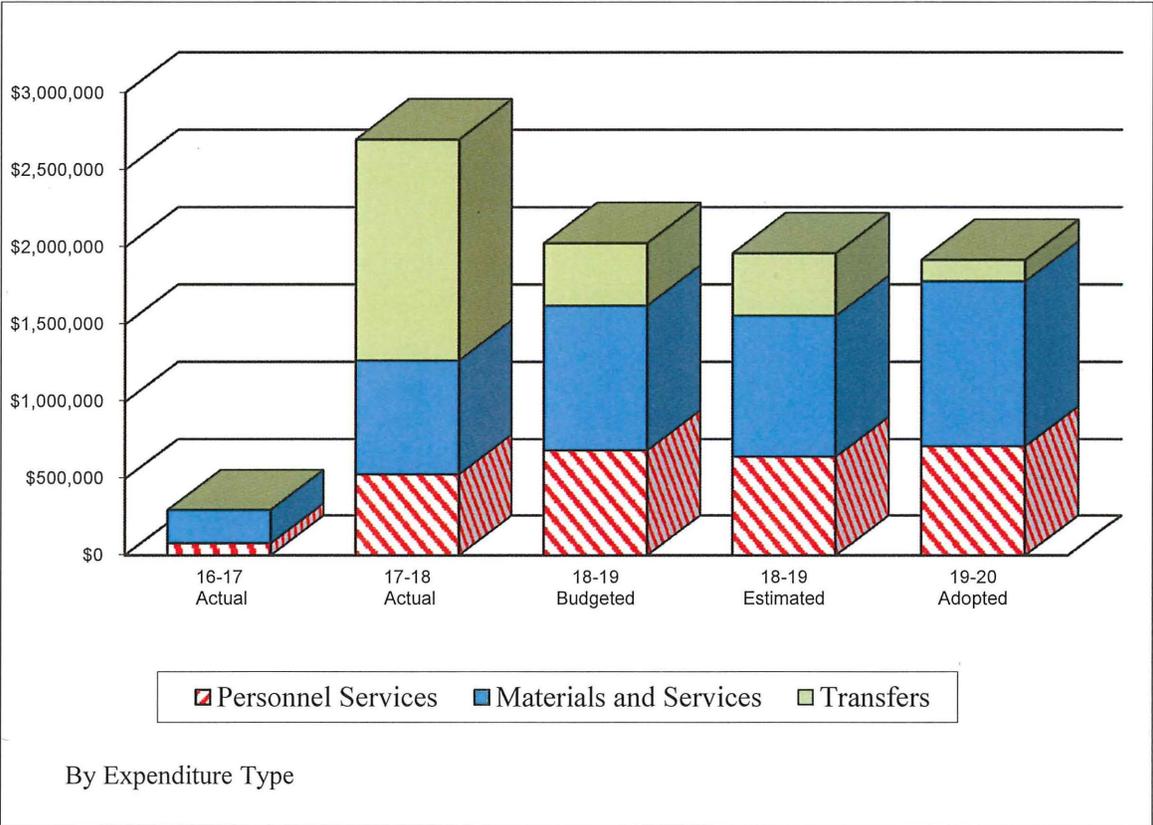
Lodging Tax (TLT) Fund

FY 2019-20 BUDGETED POSITIONS



CITY OF BEAVERTON, OREGON
 FISCAL YEAR 2019-20 BUDGET

LODGING TAX FUND
 ADOPTED FY 2019-20



CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET

**LODGING TAX (TLT) FUND
SUMMARY OF REVENUES AND EXPENDITURES
AND OTHER FINANCING SOURCES & USES**

	<u>FY 2016-17 Actual</u>	<u>FY 2017-18 Actual</u>	<u>FY 2018-19 Budgeted</u>	<u>FY 2018-19 Estimated</u>	<u>FY 2019-20 Adopted</u>
Revenues:					
Taxes	\$800,185	\$1,158,948	\$1,259,150	\$1,259,150	\$1,450,117
Intergovernmental	725,907	717,212	790,645	790,645	910,092
Interest on investments	3,276	18,727	24,500	14,500	17,400
Miscellaneous	0	587	0	327	0
Sub Total Revenues	<u>\$1,529,368</u>	<u>\$1,895,474</u>	<u>\$2,074,295</u>	<u>\$2,064,622</u>	<u>\$2,377,609</u>
Expenditures:					
Personnel services	\$78,206	\$529,528	\$686,449	\$645,200	\$713,677
Materials & services	218,103	740,200	937,536	913,308	1,066,572
Sub Total Expenditures	<u>\$296,309</u>	<u>\$1,269,728</u>	<u>\$1,623,985</u>	<u>\$1,558,508</u>	<u>\$1,780,249</u>
Revenues Over/Under Expenditures	\$1,233,059	\$625,746	\$450,310	\$506,114	\$597,360
Other financing sources (uses):					
Transfers in	\$0	\$454,258	\$557,070	\$544,043	\$648,626
Transfers out	0	(1,426,859)	(402,320)	(402,320)	(137,998)
Total Other Financing Sources (Uses):	<u>0</u>	<u>(972,601)</u>	<u>154,750</u>	<u>141,723</u>	<u>510,628</u>
Net Change in Fund Balance	\$1,233,059	(\$346,855)	\$605,060	\$647,837	\$1,107,988
Fund Balance/Working Capital					
Beginning of Year	<u>0</u>	<u>1,233,059</u>	<u>886,204</u>	<u>886,204</u>	<u>1,534,041</u>
Fund Balance (Reserves)/Working Capital					
End of Year	<u>\$1,233,059</u>	<u>\$886,204</u>	<u>\$1,491,264</u>	<u>\$1,534,041</u>	<u>\$2,642,029</u>

This fund was created to record all Transient Lodging Taxes and will be used to assist in funding a future 550 seat Center for Performing Arts Facility. The contingency will accumulate for approximately three years when the Performing Arts Facility is anticipated to open in FY 2019-20.

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: FINANCE
DEPARTMENT HEAD: PATRICK O'CLAIRE	

Program Goal: Design, construct and operate the Patricia Reser Center for the Arts (PRCA), a center that provides a permanent home for the arts in Beaverton, featuring diverse programming and events that serve community residents and visitors. Function as a key element of Downtown and Beaverton. Operate the on-going Arts program of the city to showcase local and regional artists.

REQUIREMENTS	FY 2016-17 ACTUAL	FY 2017-18 ACTUAL	FY 2018-19 BUDGETED	FY 2019-20 PROPOSED	FY 2019-20 ADOPTED
POSITION	4.50	5.00	5.00	5.00	5.00
PERSONNEL SERVICES	\$301,870	\$529,528	\$686,449	\$713,677	\$713,677
MATERIALS & SERVICES	360,839	740,200	937,536	1,066,572	1,066,572
CAPITAL OUTLAY	0	0	0	0	0
TRANSFERS	10,995	1,426,859	402,320	137,998	137,998
CONTINGENCY	0	0	1,491,264	2,642,029	2,642,029
TOTAL	\$673,704	\$2,696,587	\$3,517,569	\$4,560,276	\$4,560,276

Funding Sources:	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2019-20
Beginning Working Capital	\$0	\$1,233,059	\$886,204	\$1,534,041	\$1,534,041
City Lodging Tax - 4%	800,185	1,158,948	1,259,150	1,450,117	1,450,117
County Lodging Tax - 2.5%	725,907	717,212	790,645	910,092	910,092
Investment Interest Earnings	3,276	18,727	24,500	17,400	17,400
Transfers from General Fund	0	454,258	557,070	648,626	648,626
Miscellaneous Revenues	0	587	0	0	0

See also Fund 301 – Capital Development Fund – Patricia Reser Center for the Arts (program #3521): for the design and construction of the facility.

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: FINANCE
PROGRAM: 0802 PRCA FACILITY DEVELOPMENT PROGRAM	PROGRAM MANAGER: CHRIS AYZOUKIAN

Program Goal: Design, construct and operate the Patricia Reser Center for the Arts, a center that provides a permanent home for the arts in Beaverton, featuring diverse programming and events that serve community and visitors. Function as a key element of Downtown and Beaverton.

REQUIREMENTS	FY 2016-17 ACTUAL	FY 2017-18 ACTUAL	FY 2018-19 BUDGETED	FY 2019-20 PROPOSED	FY 2019-20 ADOPTED
POSITION	2.00	2.00	2.00	2.00	2.00
PERSONNEL SERVICES	\$78,206	\$303,020	\$338,615	\$345,686	\$345,686
MATERIALS & SERVICES	218,103	528,155	733,061	823,385	823,385
CAPITAL OUTLAY					
TRANSFERS	0	1,409,108	379,647	100,550	100,550
TOTAL	\$296,309	\$2,240,283	\$1,451,323	\$1,269,621	\$1,269,621

Revenue:	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2019-20
City Lodging Tax - 4%	\$800,185	\$1,158,948	\$1,259,150	\$1,450,117	\$1,450,117
County Lodging Tax - 2.5%	725,907	717,212	790,645	910,092	910,092

* Effective October 1, 2016

** County Lodging Tax was a revenue source for the General Fund prior to July 1, 2016

Program Objective:

The program includes operation of a capital fundraising campaign as well as operational planning for facility management and programming for the start-up phase. For FY 2019-20 the objective is to continue the momentum for the center; the program will continue making progress towards raising the goal of \$11.1million, with over \$5 million already secured. Pending a vote by City Council, it is anticipated that the project will break ground in September 2019.

This program is charged with implementing the following Beaverton Community Vision action item:

Vision Action Item #71: Develop an arts and culture center. Develop a destination arts and culture center through a private-public partnership

Patricia Reser Center for the Arts Project Development: The inter-departmental project team is led by the Development Division of the Community Development Department, PRCA staff, and other staff to support the community vision idea of a permanent home for arts in Beaverton. The project envisions use of the Main Library's auditorium as an integrated resource for performances, lectures, and educational offerings complementing the PRCA. The planned plaza alongside Beaverton Creek can be used with the adjacent existing plazas at The Round and streets for large-scale outdoor events and activities.

The Center will feature:

- 43,000 sf
- Mainstage: 550 seats
- Space for rehearsals, workshop, events, and educational initiatives
- Lobby
- Art Gallery
- Box office
- Meeting / Conference Room
- Outdoor Plaza
- State of the art technical capabilities

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: FINANCE
PROGRAM: 0802 PRCA FACILITY DEVELOPMENT PROGRAM	PROGRAM MANAGER: CHRIS AYZOUKIAN

The PRCA is a catalyst to redevelopment of Central Beaverton which features projects such as:

- Beaverton Central Parking Garage and parking management strategy
- Completion of new hotel and apartment/retail complex
- Serve as a regional tourism attractor

The center's eventual debt service and much of its operating expenses will be funded by a combined city and county lodging tax. The city increased its lodging tax effective October 1, 2016.

Progress on FY 2018-19 Action Plan:

- Continued making progress towards the goal of raising \$11.1 million via grant agreement with the Beaverton Arts Foundation, securing majority of goal by end of FY18-19. As of February 12, 2019, \$5,201,244 has been secured towards the \$11.1M private portion.
- A Capital Campaign Volunteer Leadership Committee (Campaign Cabinet) with visible and capable leadership is fully functioning and actively engaged. We continue to pursue developing industry-specific Campaign subcommittees to increase awareness and cultivation opportunities.
- Hosted prospective donor events that bring greater community awareness and develop opportunities for deeper cultivation of prospective donors. Continued public outreach with presentations to local community groups, City NACs and Boards and Commissions.
- Increased visibility of the capital campaign and the importance of arts in the community with the Arts Lives Here campaign. Provided two presentations to City Council on project progress.
- In preparation for ground-breaking, provided recommendations outlining governance, operational and programming strategy and plans including, but not limited to:
 - Updated operating *pro formas*
 - Facility best practices for center operations, staffing, programming, marketing, booking and rental policy, concessions and catering, and risk management.
 - Progress: Planning meetings have been held with leadership to inform center policy and operations including operating typology, mission, value creation for users and the community, and operating pro forma. These will continue through groundbreaking and opening.

FY 2019-20 Action Plan:

- Increase visibility of the Center, capital campaign and the importance of the arts in the community. During FY 19-20 the focus will be shifting from Major Donors to launching the public phase of the campaign in order to bring greater community awareness and develop opportunities for deeper cultivation of prospective donors for capital and operations funding.
- Implement the first phase of the public/community public relations and fundraising campaigns, including implementation of marketing strategy developed in FY 2018-19.
- Develop strategy for transitioning capital donors to ongoing operational support for the PRCA.
- Pending City Council authorization for the sale of special revenue bonds for construction backed by city's Lodging Tax, create appropriate accounting measures to manage the sale proceeds, and cash flow needs for construction.
- Pending city council authorization of special revenue bonds for construction, host community-wide celebration of project approval in order to connect more residents with the PRCA.

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: FINANCE
PROGRAM: 0802 PRCA FACILITY DEVELOPMENT PROGRAM	PROGRAM MANAGER: CHRIS AYZOUKIAN

- Continue awareness and targeted outreach efforts to the public and potential users to inform programming and policy.
- Continue outreach efforts to metro-wide arts organizations to recruit and prepare potential users for the PRCA.
- Develop brand identity for PRCA ready for brand launch in FY20-21.
- Study, recommend and implement management and operating structure.
- Prepare operational policies and staffing plan for implementation in FY20-21.
- Update operating pro forma in preparation for first budget cycle of a partial year of operations in FY20-21.

Performance Measures:	FY 2018-19 Budgeted/Revised	FY 2019-20 Adopted
Fulfillment of pledges receivable		100%
Funds raised from public campaign		1,000,000
Total donors to capital campaign	90	500
Grants submitted for PRCA programming and operational support		5
Total users/programming partners reached	New Measure / 30+	60+

The current set of milestones for the project are:

Major gift and foundation fundraising:	2017 – 2021
Public awareness and support:	2018 - 2021
Design, engineering, permits:	2017 – Summer 2019
Construction:	Fall 2019 – spring 2021
Goal: Grand Opening Celebration:	Late Spring 2021

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET
CURRENT LEVEL OF SERVICES

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: MAYOR'S OFFICE
DIVISION: 0528 ARTS PROGRAM	PROGRAM MANAGER: LAURA BECKER

Mission Statement:

The Arts Program's mission is to enhance, unite, and celebrate our diverse community through art.

REQUIREMENTS	FY 2016-17 ACTUAL	FY 2017-18 ACTUAL	FY 2018-19 BUDGETED	FY 2019-20 PROPOSED	FY 2019-20 ADOPTED
POSITION	2.50	3.00	3.00	3.00	3.00
PERSONNEL SERVICES	\$223,664	\$226,508	\$347,834	\$367,991	\$367,991
MATERIALS & SERVICES	142,736	212,045	204,475	243,187	243,187
CAPITAL OUTLAY	0	0	0	0	0
TRANSFERS	10,995	17,751	22,673	37,448	37,448
CONTINGENCY	0	0	1,491,264	2,642,029	2,642,029
TOTAL	\$377,395	\$456,304	\$2,066,246	\$3,290,655	\$3,290,655

Program Objectives (services provided):

The Arts Program accomplishes its mission by carrying out the following five goals:

- Bring people together by providing opportunities for all people to experience and explore art;
- Create ways for people to celebrate cultural diversity through art;
- Help local artists to have a voice and to thrive artistically;
- Spur resource and partnership development and stewardship; and
- Educate the community on the intrinsic and economic value of art.
- Work with the Beaverton Arts Commission (BAC) to realize its mission and goals.

Program Objectives link to the Community Vision:

The arts are a strong component of both the Beaverton Community Vision Action Plan and the city's adopted 2015 Marketing Plan. The Arts Program is a partner and has the responsibility to implement the following Beaverton Community Vision action items:

- **Vision Action Item #1:** Expand neighborhood and district branding
- **Vision Action Item #13:** Use art, murals and landscaping to beautify Beaverton
- **Vision Action Item #71:** Develop an arts and culture center
- **Vision Action Item #72:** Create spaces for local music and artistic performances
- **Vision Action Item #73:** Expand public art and promote murals and sidewalk art
- **Vision Action Item #74:** Develop an arts, events, branding and marketing strategy

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET
CURRENT LEVEL OF SERVICES

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: MAYOR'S OFFICE
DIVISION: 0528 ARTS PROGRAM	PROGRAM MANAGER: LAURA BECKER

Progress on FY 2018-19 Action Plan:

- **Marketing Plan** – Launched a coordinated arts-focused marketing campaign to infuse arts and culture messaging in both established and in new communication channels, including *Your Art Moment*, a daily feature of local and regional artists via social media intended to increase awareness of the arts in Beaverton and provide exposure to emerging artists within our community.
- **Public Art Master Plan – 1% for Art planning** Managed the 1% for art process and assembly of the Art Selection Committee for two large capital projects:
 - **Public Safety Center Update:** Selected artist Blessing Hancock through an open Request for Qualifications process recruitment to receive the commission to propose and realize artwork for the new Public Safety Center (funded through a voter-approved bond measure, artwork budget set at \$250,000).
 - **Patricia Reser Center for the Arts Update:** Selected the Lead Artist who will deliver the Art Framework as well propose artwork for one or more artworks for the site. The Lead Artist will deliver this Art Framework and artwork proposal in FY19-20.
 - Continued to implement recommendations laid out in the Public Art Plan (revised 2015.)
- **Downtown Placemaking** –Implemented placemaking projects and served as arts consultant to the downtown core team led by the Community Development Department. Projects this year included temporary fence panel murals by Alan Rose on the vacant Umrein property and a mural by Ellen Picken on the ground plane at the Union Vintage Triangle.
- **Neighborhood/Place-Based Art Installations:** Introduced the Art Lives Here grant program in FY18-19, a place and neighborhood-based grant opportunity intended to activate and enliven publicly-accessible places and enhance Beaverton’s neighborhoods. Applications for these projects are pending and 3 grant awards up to \$5,000 each will be awarded in March 2019.
- **Tactical artworks in public right-of-way:**
 - Selected designs for artwork on utility boxes; pending approval of installation method, material and delivery of timeline by Public Works.
 - Worked with Public Works to identify trash cans wraps that need to be replaced or repaired.
 - Deployed nine “ground graphics” during FY 18-19, featuring artworks included in Beaverton Arts Mix! in partnership with Beaverton Restaurant Week.
- **Grant-Making:** Awarded \$35,000 in grants to over 20 artists/organizations/community groups.
- **Art Events:** Produced signature arts events including the 10th annual Ten Tiny Dances performance series featuring site-specific choreography on 5 stages in new locations near The Round; an arts-feature at Flicks by the Fountain by Son Jarocho Collectivo de Portland; 2 Concerts in the Round featuring Patrick Lamb and Super Sparkle, Beaverton Arts Mix! celebrated another successful year with record-breaking sales. (See also 0527 Events Program for other art-related events in the community.)
- **Artist Workshops:** Engaged in a partnership with Tualatin Valley Creates and City of Hillsboro to offer 6 artist workshops addressing a variety of topics relevant to creative growth, arts participation and general professional development. Workshops offered by the City of Beaverton included a 2-part grant-writing for artist’s workshop and another workshop designed to teach individuals and organizations how to kick-start a mural project within their community.

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET
CURRENT LEVEL OF SERVICES

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: MAYOR'S OFFICE
DIVISION: 0528 ARTS PROGRAM	PROGRAM MANAGER: LAURA BECKER

FY 2019-20 Action Plan

- **Arts Marketing** –Continue a coordinated and strategic effort to infuse art and culture messaging in established and new communication channels, including a more robust marketing approach for Concerts to attract a wider audience, as well as the continuation and proliferation of *Your Art Moment*, begun in FY18-19. It will also bring attention to the large public art projects underway, as well as an accelerating marketing campaign for the future Patricia Reser Center for the Arts.
- **Public Art Master Plan – 1% for Art Planning and Administration** –**Public Safety Center:** Work with artist Blessing Hancock to deliver a proposal for artwork, as well as a targeted summer 2019 outreach plan for this project. **PRCA:** Work with Lead Artist to deliver an Art Framework of recommendations for the PRCA and Parking Garage, as well as delivery of a proposal for one artwork for the site. Based on recommendations laid out in the Art Framework, issue subsequent opportunities/calls for artists. **Ordinance review/revision:** Review and update the 1% for Art ordinance and Arts Program Administrative Guidelines. **Other permanent public art:** Commission and/or consider gifts of artwork for the Crescent Connection Trail.
- **Placemaking:** Work to realize 1-2 placemaking projects within Central Beaverton and Old Town as part of Placemaking Work Group, as well as other responsive tactical artwork in the right-of-way.
- **Grant-Making:** Continue supporting individual artists, arts organizations and community groups through the following grant opportunities: *Art Lives Here*, Place and Neighborhood-Based Project Support, Community Grants and Emerging Arts Opportunities
- **Artist Workshops:** to offer expanded professional development and creative capacity-building workshops and events for artists and the general public in partnership with Tualatin Valley Creates and the City of Hillsboro
- **Arts Events:**
 - **Ten Tiny Dances (TTD):** In the spirit of the original vision for this performance event, stages at multiple locations will be sited near The Round and Crescent Connection Trail. This is an ambulatory event to encourage participants to explore their city in new and interesting ways, as seen through the lens of dance, performance and spectacle. At least 10 artists will be commissioned to create site-specific dance; the event will also include an opportunity for the public to engage in conversation with the artists/performers.
 - **The Beaverton Arts Mix! (BAM!)** Now in its 36th year, BAM! will continue to bring a wide variety of visual arts to share with the public, and create a space where local and regional artists can sell artworks and share their talents. This year, the artist reception will be held on Thursday evening, a way to better align with First Thursday activities presented regionally for the visual arts. The Quick Draw, which include chalk artists, will continue to expose art in action to the community. An added benefit to the Quick Draw will be prize money for teens and grade school aged children, to encourage young people to participate. The Arts Program will continue to work with city's Economic Division and the Downtown Business Association to bring attention to BAM! during Restaurant Week, which coincides with BAM!
 - **Concerts** (formerly Concerts in The Round): This year, focus will shift to producing fewer concerts but with emphasis on larger attendance and leveraging community partnerships including the Beaverton Farmers Market to produce *The Longest Day of the Year*, a summer solstice arts celebration and concert featuring Portland Cello Project. A second signature arts event with a performative element will be planned to be held in the winter months to create better unity and balance to city arts events throughout the calendar year.

CITY OF BEAVERTON, OREGON
FISCAL YEAR 2019-20 BUDGET
CURRENT LEVEL OF SERVICES

FUND: 107 LODGING TAX (TLT) FUND	DEPARTMENT: MAYOR'S OFFICE
DIVISION: 0528 ARTS PROGRAM	PROGRAM MANAGER: LAURA BECKER

Performance Measures	FY16-17 Actual	FY17-18 Actual	FY 2018-19 Budgeted/Revised	FY 2019-20 Adopted
Number of BAC and sub-committee meetings held	12	12	12 / 12	24
Number of new tactical, placemaking and place-based art installed	New Measure	New Measure	20 / 17	5
Number of artists participating in artist workshop series	100	30	120 / 120	150
Number of active public art projects (formerly Percent of ideas within the Public Art Master Plan On-Going or Underway)	New Measure	New Measure	New Measure	6
Number of artists participating in the rotating exhibition program	100	170	40 / 40	100
Number of attendees at city arts events	New Measure	New Measure	New Measure	New Measure
Number of volunteer hours donated	New Measure	New Measure	New Measure	New Measure
Number of artists admitted to BAM!	New Measure	New Measure	New Measure	New Measure
Number of artworks sold at BAM!	New Measure	New Measure	New Measure	New Measure
*Per capita public investment in the arts	New Measure No Data	New Measure (\$2.26)	New Measure (\$2.08 / \$2.14)	New Measure (\$2.95)
Overall Community Satisfaction Rating	New Measure	New Measure	New Measure	New Measure

*This performance measure is one observed nationally as best practice. In 2018, Tualatin Valley Creates revealed in the Arts & Economic Prosperity 5 study completed in partnership with Americans for the Arts, the per capita Nonprofit Arts (Total Economic Impact/year-round population) for Washington County is \$37. The recommendation is that the City of Beaverton similarly track this data for the public investment in the arts.