



# Agenda

## City Council Policy Session

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Tuesday, September 22, 2020

2:30 PM

phoenix.gov

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### OPTIONS TO ACCESS THIS MEETING

- **Watch** the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable.

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- **Register and speak during a meeting:**

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<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e657a7d6b2935d53cccf396ea1636a955>

- **Register via telephone** at 602-262-6001 at least 1 hour prior to the start of this meeting, noting the item number. Then, use the Call-in phone number and Meeting ID listed above at the time of the meeting to call-in and speak.

**CALL TO ORDER****COUNCIL INFORMATION AND FOLLOW-UP REQUESTS**

This item is scheduled to give City Council members an opportunity to publicly request information or follow up on issues of interest to the community. If the information is available, staff will immediately provide it to the City Council member. No decisions will be made or action taken.

**CONSENT ACTION**

This item is scheduled to allow the City Council to act on the Mayor's recommendations on the Consent Agenda. There was no Consent Agenda for this meeting.

**CALL FOR AN EXECUTIVE SESSION**

A vote may be held to call an Executive Session for a future date.

**REPORTS AND BUDGET UPDATES BY THE CITY MANAGER**

This item is scheduled to allow the City Manager to provide brief informational reports on topics of interest to the City Council. The City Council may discuss these reports but no action will be taken.

**DISCUSSION AND POSSIBLE ACTION (ITEMS 1-2)****1 City Update on the Coronavirus Relief Fund Strategic Plan**

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This report provides City Council with an update on the Community Services programs that were approved under the Coronavirus Relief Fund (CRF) Strategic Plan.

**THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.****Responsible Department**

This item is submitted by Deputy City Manager Jeff Barton and the Budget and Research Department.

**2 Latino Cultural Center Ad Hoc Committee Report**

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This report provides the City Council with updated information and recommends approval of the Latino Cultural Center Ad Hoc Committee Report.

**THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.****Responsible Department**

This item is submitted by Deputy City Manager Karen Peters and the Office of Arts and Culture.

**ADJOURN**

For further information or for reasonable accommodations, please call the Management Intern, City Manager's Office, at 602-262-4449 or Relay 7-1-1 as early as possible to coordinate needed arrangements.

Si necesita traducción en español, por favor llame a la oficina del gerente de la Ciudad de Phoenix, 602-262-4449 tres días antes de la fecha de la junta.





## City Update on the Coronavirus Relief Fund Strategic Plan

This report provides City Council with an update on the Community Services programs that were approved under the Coronavirus Relief Fund (CRF) Strategic Plan.

### **THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.**

#### **Summary**

On March 27, 2020 the CARES Act was signed into law to address the economic fallout resulting from the COVID-19 pandemic in the United States. The bill is the largest economic bill in United States history totaling over \$2.1 trillion. The CARES Act provides different types of funding for which local governments can apply for funding to offset COVID-19 related expenses. As a large city with a population in excess of 500,000, Phoenix was awarded a direct allocation of \$293 million in Coronavirus Relief Funds. The CRF is intended to cover only those costs that are necessary expenditures incurred due to the public health emergency with respect to COVID-19. On May 5, City Council approved a plan to allocate the CRF into three major categories:

- Community Services - \$75 million
- City Operations - \$75 million
- Reserve to Preserve City Services - \$143 million

The Community Services portion of CRF was allocated to projects related to the health and safety of residents, small business assistance, and other social assistance programs. Programmatic expenditures under Community Services were broken down into seven distinct sections:

- Business Assistance - \$15.7 million
- Utility & Rent/Mortgage Assistance - \$30 million
- Distance Learning and Wi-Fi Access - \$3.3 million
- Mitigation and Care for Vulnerable Populations - \$10 million
- Food Delivery - \$5 million
- Better Health Outcomes and Community Testing - \$5 million
- Unallocated Funds - \$6 million

The purpose of this report is to provide City Council with a regular update on the progress staff has made on the programs under Community Services. To date, we have released approximately \$37.3 million of the funding to participants or vendors responsible for delivering services. The bulk of expenditures have been spent in the Business Assistance and Utility & Rent/Mortgage Assistance section, together they represent approximately \$23.7 million in expenditures. A detailed breakdown of the life-to-date spending and activities for each program can be found in **Attachment A**. In addition, **Attachment B** from Wildfire provides a detailed year-to-date summary of direct payments made on behalf of residents under the Utility & Rent/Mortgage Assistance Program. To date, approximately 22,700 individuals have visited the Summer Heat Respite Center, the detailed daily attendance metrics can be found in **Attachment C**.

**Responsible Department**

This item is submitted by Deputy City Manager Jeff Barton and the Budget and Research Department.

**ATTACHMENT A**  
**2020-21**  
**CORONAVIRUS RELIEF FUND**  
**COMMUNITY SERVICES**  
**STATUS UPDATE**  
**\*\*Updated SEPTEMBER 16, 2020\*\***

<b>Program/Status</b>	<b>Budgeted Amount</b>	<b>Life to Date Expenditures</b>
<b><u>Business Assistance - \$15,700,000</u></b>		
1. <u>Program: Small Business Assistance (CED)</u> More than 225 Phoenix businesses in or adjacent to low income census tracts (with 6-25 employees) received grant funding to mitigate the impact of the COVID-19 pandemic.	\$5,000,000	\$2,358,717
2. <u>Program: Small Business Guidance (CED)</u> Staff continues to evaluate options.	100,000	-
3. <u>Program: Restaurant Restart Resiliency Grant (CED)</u> This program is currently closed and fully subscribed. 103 restaurants received funding. (Grant program closed)	1,000,000	1,000,000
4. <u>Program: Airport Small Business Assistance Program (CED)</u> Grant funding was awarded to 18 small business concessionaires operating at Phoenix Sky Harbor International Airport. 18 concessionaires funded. (Grant program closed.)	1,000,000	1,000,000
5. <u>Program: Microenterprise Resiliency Program (CED)</u> More than 1,200 Phoenix businesses with 5 or fewer employees have received grant funding to mitigate the impact of the COVID-19 pandemic.	6,000,000	4,907,027
6. <u>Program: Arts and Culture Coronavirus Relief Program (Office of Arts and Culture)</u> The Office of Arts and Culture funded \$1,885,000 in relief grants to 68 nonprofit arts and culture organizations and \$383,110 in a first-round application to 272 individual artists as part of the city's Coronavirus Relief Fund. The Office of Arts and Culture reopened applications on Aug. 31, 2020, and the applications' deadline is Sept. 18, 2020. Staff has been responding to questions from artists and arts organizations.	2,600,000	2,268,110
<b>Total Business Assistance</b>	<b>15,700,000</b>	<b>11,533,854</b>

Program/Status	Budgeted Amount	Life to Date Expenditures
<b><u>Utility &amp; Rent/Mortgage Assistance - \$30,000,000</u></b>		
<p>1. <u>Program: Residential Utility and Rent/Mortgage Assistance Program (NSD)</u>  Wildfire received \$12,000,000, or 50% of the total contract, in advance payment to get the program started. As of September 14, 1,831 households have received \$5,981,100 in rent/mortgage assistance and \$1,208,700 in utility assistance. A total of \$7,189,800 in assistance has been provided to date. Wildfire continues to provide technical assistance to all of the participating agency to ensure applications are completed and approved in a timely manner.  <i>*This week's report includes additional numbers for a 6-day period versus a week duration as provided in prior weekly reports. (See Attachment B for additional information from Wildfire).</i></p>	24,000,000	12,000,000
<p>2. <u>Program: Commercial City Services Assistance Program (Water Services)</u>  CED and WSD have partnered on distribution of CARES Commercial Assistance funds to Phoenix small businesses. In a joint outreach effort, 21,800 small businesses were contacted by phone and made aware of the multiple programs being offered. Arizona Community Foundation has worked with CED to determine eligibility and provided WSD with lists of eligible applicants. WSD then verifies that the applicant has a COP City Services Bill (CSB) and credits the account for four months of actual bills. The number of eligible accounts has been reduced by the fact that many small businesses are tenants and the CSB is paid by their landlord, so they do not have their own CSB. As follow-up, WSD has included CARES Assistance messaging on Residential and Commercial CSBs. To date, more than 143 small businesses have received assistance through this program. Outreach efforts are ongoing.</p>	6,000,000	151,185
<b>Total Utility &amp; Rent/Mortgage Assistance</b>	<b>30,000,000</b>	<b>12,151,185</b>



**Distance Learning and WiFi Access - \$3,300,000**

1.	<p><u>Program: WiFi and Tablets for Public Housing (Housing)</u>            All the tablets have been delivered, there is a process for reimaging the machines with software for users before distribution. As of today, 739 of 800 tablets have been distributed to public housing residents. An invoice for \$383,424 from T-Mobile is being processed. All remaining devices will be distributed by appointment only.</p>	660,000	509,400
2.	<p><u>Program: WiFi at Additional Recreation Centers (ITS and Parks)</u>            Completed site surveys and design for indoor WiFi at the 4 sites. Indoor WiFi access points are in ITS stock. Circuits to connect the sites to the City network have been ordered. Three sites will require carrier vendor to install cable and equipment prior to site activation.</p>	70,000	-
3.	<p><u>Program: Access Points and Antennas at 52 Public Facilities (ITS and Parks)</u>            Installation of Wi-Fi antennas at 43 sites has been completed to date. Additional sites will be completed in the coming weeks, some of which require internet circuit upgrades. Staff is working on gathering performance metrics and analytics, preparing communications and signage for the sites, and creating a GIS map highlighting all of the locations within each Council District.</p>	520,000	520,000
4.	<p><u>Program: Bridging the Digital Divide (ITS, CMO and CED)</u>            CED and ITS are investigating opportunities to bridge the digital divide with our educational institutions. The collaboration team is reviewing opportunities around hardware, digital literacy, and connections. An IGA is currently in development for this program.</p>	2,050,000	-
<b>Total Distance Learning and WiFi Access</b>		<b>3,300,000</b>	<b>1,029,400</b>

**Mitigation and Care for Vulnerable Populations – \$10,000,000**

<p>1. <u>Program: Refugee and Asylee Microenterprise Assistance (NSD)</u>          As of September 11, 12 applications were approved , 32 applications have been submitted for funding consideration, 72 businesses have or are receiving technical assistance and 130 businesses have been contacted with information about the grant program. IRC will continue to provide technical assistance to ensure proprietors who don't have business bank accounts have the ability to cash their payments. Finally, IRC continues to find increased interest from candidates who fall outside of refugee eligibility guidelines. In response, application assistance has been provided to 17 businesses for other City grant opportunities.</p>	<p>300,000</p>	<p>56,130</p>
<p>2. <u>Program: Refugee and Asylee Residential Utility and Rent/Mortgage Assistance</u>          Wildfire received \$850,000, or 50% of the total contract, in advance payment to get the program started. As of September 14, 134 households have received \$432,300 in rent/mortgage assistance and \$50,700 in utility assistance. A total of \$483,000 in assistance has been provided to date. Wildfire continues to provide technical assistance to all of the participating agency to ensure applications are completed and approved in a timely manner.  <i>*This week's report includes additional numbers for a 6-day period versus a week duration as provided in prior weekly reports.(See Attachment B for additional information from Wildfire)</i></p>	<p>1,700,000</p>	<p>850,000</p>
<p>3. <u>Program: Refugee and Asylee Non-Profit COVID Relief Grants</u>          Pre-contract documents (partial submissions) have been received for 18 of 18 agencies representing 21 of the 21 programs. Eight out of 18 agencies have remitted complete documentation, with five fully executed contracts. Additionally, staff is working with three additional agencies to who will receive funding as part of a second evaluation process approved by City Council. The pre-contract orientation was held on September 14 for the three new agencies. It is estimated that all contracts will be executed in September.</p>	<p>1,000,000</p>	<p>-</p>
<p>4. <u>Program: Domestic Violence (HSD)</u>          Contract executed. Payment to Arizona Coalition to End Sexual and Domestic Violence issued. Sub-awards to Chicanos Por La Causa, Chrysalis, DOVES, Shelter Without Walls and Sojourner Center have also been issued.</p>	<p>1,090,000</p>	<p>1,090,000</p>

5.	<u><i>Program: Human Trafficking (Housing, HSD, and PD)</i></u> Housing Department staff worked with the on-site property manager at Starfish Place to increase the frequency of common area cleanings, purchase PPE for staff and residents, stock up on disinfectant and sanitizer, as well as, installing social distancing decals in common areas. The Housing Department paid invoices totaling \$56,725 for costs incurred to date, as well as proposals for the computer equipment, WiFi system, back to school supplies, and funds for groceries. Staff will receive a proposal outlining potential improvements to indoor and outdoor seating by the end of September. The Phoenix 1 <sup>st</sup> Step Drop-In Center has been meeting with partners to determine how to proceed in a COVID environment.	310,000	56,725
6.	<u><i>Program: Landlord Tenant (HSD)</i></u> The contract with Community Legal Services (CLS) has been executed and the hiring of the staff attorney is underway. Conversations have been facilitated between CLS and Phoenix Justice courts. Through September 11th, 61 households have been served.	1,150,000	1,027,460
7.	<u><i>Program: Heat Relief (HSD)</i></u> Since opening at the end of May, the Summer Heat Respite Center has served approximately 22,700 individuals and over 40,300 meals have been served to Respite Center attendees <b>(see Attachment C for detail)</b> . Originally the Respite Center was only scheduled to run through the end of July, however based temperature, the increasing number of COVID-19 cases, and the need to coordinate with the county's respite center we now intend to run the center through the end of September. <b>It is estimated that as much as \$300,000 in additional funding will be needed to continue the Respite Center through the end of September.</b>	870,000	666,283
8.	<u><i>Program: Seniors (HSD and Public Works)</i></u> The contract with the Area Agency on Aging has been executed and the program design, partnerships, and marketing materials have been developed. Additionally, Public Works has selected the firms who are responsible for identifying the recommended improvements to the senior center facilities. These assessments are expected to be complete within the next 30 days and then the physical improvements can begin in earnest.	3,580,000	775,000
<b>Total Mitigation and Care for Vulnerable Populations</b>		<b>10,000,000</b>	<b>4,521,598</b>

**Food Delivery - \$5,000,000**

1.	<u>Program: AZ Food Bank (HSD)</u> The contract with the AZ Food Bank has been executed and funding has been awarded.	500,000	500,000
2.	<u>St. Mary's Food Bank (HSD)</u> Contract executed; funding received by vendor. Food distribution has begun.	2,000,000	2,000,000
3.	<u>St. Vincent de Paul (HSD)</u> Contract executed; funding received by vendor. Food distribution has begun.	365,000	365,000
4.	<u>Salvation Army (HSD)</u> The contract with the Salvation Army has been executed and planning is underway for a food distribution event in Maryvale that will expend the full contract amount.	135,000	135,000
5.	<u>City of Phoenix (HSD)</u> To date the Human Services Department has used approximately \$175,421 to distribute meals to Senior Center members through its contracted vendor.	300,000	175,421
6.	Other Community Needs (Office of Environmental Programs) <b>Feed Phoenix</b> - funding for restaurants, caterers, event venues, farmers, mobile markets, CSAs. Local First Arizona Foundation (LFAF) is administering the funds. A total of 13,111 meals and 725 CSA boxes were delivered as of Sept. 12.	1,700,000	1,073,816

For the week of Sept. 14-19, 14 restaurants are preparing approximately 2,680 meals that will be delivered to Harvest Compassion Center, FIBCO Family Services, Native Health, UMOM, Living Streams Church Pantry, MOMS Pantry, Arizona Kosher Pantry, Feed Phoenix Project, Justa Center and Wesley Community Health Center, Pilgrim's Rest Foundation, Pure Heart Church, 7<sup>th</sup> Street Pantry, and Solid Rock Teen Center. Green on Purpose, Inc. is providing local produce to the restaurants and caterers preparing meals.

Abby Lee Farms and Al-Hamka Farms are delivering 100 CSA boxes to Native Health and 300 to Pure Heart Church; Maya's farms is delivering 70 CSA boxes to Native Health and Laurel Tree Catholic Charities Housing.

**Funds to Feed Phoenix** - funding for community and grassroots organizations, nonprofits, health centers, Local Initiatives Support Corporation (LISC) is administering the funds.

LISC is executing agreements with the ten grant finalists selected totaling \$528,000, including: 1N10 Inc., Black Phoenix Organizing Collective, Native American Connections, Cihuapactli Collective, ICNA Relief USA Programs, Karim’s Cobbler Shop & Bakery and MODABA, Orchard Community Learning Service for Healthy Roots, Puente Human Rights Movement for Sustainable Living, Shot in the Dark AZ, Social Spin, Inc. Approximately 165,000 meals will be provided to 7,000 families, and 17,000 individuals. Meal delivery expected to begin within 1-2 weeks.

**Funds for Schools** - funding for Phoenix school districts.

LISC is executing agreements with the four school districts selected as grant finalists totaling \$352,000, including Alhambra, Balsz, Cartwright, and Roosevelt School Districts. Approximately 294,000 meals will be prepared expected to begin within 1-2 weeks.

<b>Total Food Delivery</b>	<b>5,000,000</b>	<b>4,249,237</b>
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**Better Health Outcomes and Community Testing - \$5,000,000**

1.	<p><u>Community COVID-19 Testing Events (CMO)</u>            In response to the COVID-19 pandemic, the city has partnered with local providers to offer Community COVID-19 testing. The total cost for the community testing program was originally estimated at \$1 million however as the spread of the virus increased it became prudent to expand the testing plan. As a result, the program is now estimated at approximately \$1.6 million and includes over 20 weekend testing events, a 12-day-two-site FEMA testing blitz, an extended testing event at Caesar Chavez Library, and a 100-day mobile testing program coordinated with Vincere Cancer Center. To date 28,127 individuals have been tested. <b>It is estimated that as much as \$600,000 in additional funding will be needed to offset the increased cost of the recently expanded testing program.</b></p>	1,000,000	700,823
2.	<p><u>Surgical Masks for the Community (Finance)</u>            A purchase order was completed for the procurement of 1.2 million masks to distribute to the community. To date, approximately 200,000 masks have been distributed. This distribution has included providing masks to the Mayor and City Council offices, at the Convention Center respite site, during on-site appointments and to partner organizations throughout the community, such as Circle the City. Staff continues to pursue opportunities to strategically distribute all the remaining masks to partner organizations and the wider community.</p>	500,000	500,000
3.	<p><u>PPE and Other COVID-Related Supplies for Schools (Youth and Education)</u>            To date staff has placed orders for various PPE materials requested by schools. To date hand sanitizer and gowns have been received. An order for cloth masks has been completed and an RFQ for the masks with plastic face shields is in process. Allocations of materials are made based on student enrollment percentages and distribution efforts are underway.</p>	2,500,000	2,497,657
4.	<p><u>Healthcare Connectors (CMO and HSD)</u>            Finance has issued a Request for Qualifications (RFQu) for entities to provide Health Care Connection Services. Submittals are due to finance by Friday, September 18th.</p>	700,000	-
5.	<p><u>COVID-19 HOPE Fund for Employees (CMO and HR)</u>            To date, the HOPE Fund has served 29 families.</p>	300,000	98,450
<b>Total Better Health Outcomes and Community Testing</b>		<b>5,000,000</b>	<b>3,796,930</b>

**Unallocated - \$6,000,000**

1. <u>Unallocated (City Council)</u>	6,000,000	-
Funding is available for programming based on City Council direction. These funds could be used to address the additional costs of the expanded community testing events and the extension of the summer heat respite program through the end of September.		
<b>Total Unallocated</b>	<b>6,000,000</b>	<b>-</b>
<b>Total Community Investment Program</b>	<b>75,000,000</b>	<b>37,282,204</b>

**Attachment B**  
**Wildfire Expenditure Plan - YTD Totals**  
 City of Phx - COVID CARES

AGENCY	YTD ACTUAL						
	Approvals Served	HH Served w/Water	Expenditures				Total
			Rent/Mortgage	Water	Utilities		
Chicanos Por La Causa	229	107	\$ 729,300	\$ 32,100	\$ 126,300	\$ 887,700	
City of Phx - Human Services	283	97	\$ 927,300	\$ 29,100	\$ 155,200	\$ 1,111,600	
Foundation for Senior Living	127	74	\$ 415,800	\$ 22,200	\$ 71,600	\$ 509,600	
Lutheran Social Services	227	77	\$ 735,900	\$ 23,100	\$ 116,700	\$ 875,700	
Neighborhood Ministries	72	17	\$ 234,300	\$ 5,100	\$ 37,200	\$ 276,600	
Pilgrim Rest	134	48	\$ 433,800	\$ 14,400	\$ 74,100	\$ 522,300	
St Vincent de Paul	372	102	\$ 1,224,300	\$ 30,600	\$ 191,100	\$ 1,446,000	
Tanner	145	58	\$ 491,700	\$ 17,400	\$ 79,200	\$ 588,300	
Trellis	242	145	\$ 788,700	\$ 43,500	\$ 139,800	\$ 972,000	
<b>SUBTOTAL</b>	<b>1,831</b>	<b>725</b>	<b>\$ 5,981,100</b>	<b>\$ 217,500</b>	<b>\$ 991,200</b>	<b>\$ 7,189,800</b>	
AIRES	7	1	\$ 23,100	\$ 300	\$ 1,800	\$ 25,200	
Catholic Charities	9	0	\$ 29,700	\$ -	\$ 1,200	\$ 30,900	
International Rescue Committee	15	2	\$ 49,500	\$ 600	\$ 4,200	\$ 54,300	
Lutheran Social Services	52	1	\$ 171,600	\$ 300	\$ 22,200	\$ 194,100	
Refugee & Immigrants Community for Empowerment	25	2	\$ 82,500	\$ 600	\$ 8,400	\$ 91,500	
Somali American UCA	26	5	\$ 75,900	\$ 1,500	\$ 9,600	\$ 87,000	
<b>SUBTOTAL</b>	<b>134</b>	<b>11</b>	<b>\$ 432,300</b>	<b>\$ 3,300</b>	<b>\$ 47,400</b>	<b>\$ 483,000</b>	
<b>Totals</b>	<b>1,965</b>	<b>736</b>	<b>\$ 6,413,400</b>	<b>\$ 220,800</b>	<b>\$ 1,038,600</b>	<b>\$ 7,672,800</b>	



**Attachment C**  
**Phoenix Heat Relief Shelter Attendance**  
 Working Draft - September 14, 2020

Date:	Daily High Temp. (F)	Hourly Head Count									Daily Peak Hourly	Total Daily Attendance
		1000	1100	1200	1300	1400	1500	1600	1700	1800		
5/29/2020	112		40		33	34	37	45	36	20	45	68
5/30/2020	111	33	43	48	44	43	52	57	39	20	57	86
5/31/2020	107	44	71	81	83	90	92				92	138
6/1/2020	105	30	33	38	45	49	51	49			51	77
6/2/2020	107	33	41	41	49	47	63	67	69		69	104
6/3/2020	110	34	47	49	53	42	53	40			53	80
6/4/2020	112	36	56	65	63	60	66	28			66	99
6/5/2020	107	37	48	65	65	69	63	38	42		69	104
6/6/2020	93	46	64	74	58	57	59	56	63		74	97
6/7/2020	97	37		75	67	85	78	42			85	101
6/8/2020	90	30		50	49	49	51	45	18		51	77
6/9/2020	94	29	41	58	47	46	42	27			58	96
6/10/2020	105	30	45	48	51	33	44	38			51	90
6/11/2020	108	34	54	53	56	59	64	49			64	107
6/12/2020	110	49	63	67	71	87	74	58			87	138
6/13/2020	106	56	65	62	59	61	74	58			74	113
6/14/2020	107	54	76	77	79	81	74	38			81	112
6/15/2020	106	49	64	62	74	72	77	57	58	27	77	127
6/16/2020	106	42	50	53	62	65	62	39	22	16	65	140
6/17/2020	104	54	72	68	61	48	46		41	31	72	125
6/18/2020	103	41	62	61	50	41	38	24	37	27	62	128
6/19/2020	102	44	66	85	83	78	61	51	43	40	85	138
6/20/2020	105	64	87	94	91	88	108	74	55	49	108	128
6/21/2020	108	62	85	102	102	106	117	76	63	54	117	176
6/22/2020	109	46	64	75	84	74	62	32	44	31	84	158
6/23/2020	110	60	82	90	83	87	91	86	67	40	91	165
6/24/2020	111	48	70	87	103	103	106	73	38	28	106	170
6/25/2020	110	50	76	82	82	74	68	57	39	30	82	146
6/26/2020	110	48	72	75	82	84	82	64	57	49	84	157
6/27/2020	108	67	98	111	102	102	110	86	73	39	111	174
6/28/2020	105	78	100	131	105	109	109	90	84	73	131	166
6/29/2020	101	57	78	89	94	105	106	88	77	47	106	182
6/30/2020	100	55	67	72	76	91	102	71	65	45	102	162
7/1/2020	105	48	69	65	73	73	80	68	49	44	80	145
7/2/2020	104	27	45	66	72	72	78	71	61	46	78	129
7/3/2020	105	46	93	91	100	87	89	65	35	36	100	178
7/4/2020	110	79	84	113	107	108	103	88	67	48	113	169
7/5/2020	112	81	97	92	99	105	95	80	63	42	105	175
7/6/2020	111	59	84	87	96	108	113	106	91	67	113	183
7/7/2020	111	55	74	96	104	109	112	90	71	53	112	184
7/8/2020	111	72	99	116	118	124	128	118	94	78	128	201
7/9/2020	110	66	81	84	98	103	108	90	79	26	108	133
7/10/2020	111	94	110	123	137	137	141	136	100	53	141	229
7/11/2020	115	105	141	158	164	168	171	146	120	74	171	247
7/12/2020	116	125	144	171	148	167	160	120	94	54	171	240
7/13/2020	111	80	118	134	144	148	159	140	127	79	159	233
7/14/2020	111	88	106	123	137	145	153	138	114	66	153	239
7/15/2020	109	69	107	122	137	149	172	147	101	84	172	250
7/16/2020	111	84	110	123	141	152	165	145	111	73	165	267
7/17/2020	108	75	102	124	129	134	139	120	101	64	139	238
7/18/2020	109	68	101	121	145	148	154	146	121	73	154	247
7/19/2020	107	106	137	135	134	143	152	137	78	43	152	233
7/20/2020	103	72	96	112	128	139	142	123	90	58	142	223
7/21/2020	109	63	105	113	138	150	155	147	117	67	155	250
7/22/2020	100	82	101	103	112	129	132	130	83	55	132	239
7/23/2020	100	87	110	121	118	126	129	101	72	47	129	223
7/24/2020	104	80	126	139	119	125	139	137	108	80	139	243
7/25/2020	105	93	142	145	141	146	157	133	117	67	157	242
7/26/2020	110	112	132	143	153	151	159	130	105	57	159	241
7/27/2020	111	64	104	115	126	129	144	133	100	44	144	230
7/28/2020	115	82	110	128	123	127	151	130	102	80	151	240
7/29/2020	115	91	110	142	123	146	157	146	131	87	157	257
7/30/2020	118	79	116	125	136	157	164	139	116	63	164	249
7/31/2020	116	58	76	90	93	98	114	80	52	25	114	198
8/1/2020	111	77	110	128	140	151	170	129	107	56	170	237
8/2/2020	109	86	114	107	109	130	134	120	100	66	134	208
8/3/2020	114	67	88	117	153	137	149	151	121	87	153	237
8/4/2020	111	63	91	111	132	145	159	140	106	59	159	245
8/5/2020	112	84	92	114	115	114	120	105	91	59	120	215
8/6/2020	109	73	94	109	115	119	131	110	92	61	131	214
8/7/2020	108	80	98	134	130	127	126	99	71	41	134	218
8/8/2020	111	84	104	123	133	134	135	115	96	74	135	216
8/9/2020	112	103	133	141	151	150	153	124	103	63	153	235
8/10/2020	111	74	95	105	119	133	143	134	111	69	143	230
8/11/2020	109	82	102	108	120	124	138	129	88	24	138	220
8/12/2020	111	78	105	111	120	117	140	128	105	86	140	237

<b>Total Attendance</b>	<b>22,671</b>
<b>Average Daily Attendance</b>	<b>210</b>
<b>Highest Daily Attendance</b>	<b>351</b>
<b>Highest Peak Hourly Attendance</b>	<b>233</b>
<b>Total Number of Days Open</b>	<b>108</b>
<b>Average High Temp.</b>	<b>108</b>
<b>Highest Daily Temp.</b>	<b>118</b>
<b>Number of Days Above 110° (F)</b>	<b>52</b>
<b>Percentage of Days Above 110° (F)</b>	<b>48%</b>

Date:	Daily High Temp. (F)	Hourly Head Count									Daily Peak Hourly	Total Daily Attendance
		1000	1100	1200	1300	1400	1500	1600	1700	1800		
8/13/2020	115	90	126	137	164	163	170	136	119	66	170	252
8/14/2020	117	86	109	126	144	160	163	133	80	46	163	304
8/15/2020	114	91	126	153	169	179	185	153	135	68	185	264
8/16/2020	115	113	160	172	169	171	181	139	107	59	181	285
8/17/2020	115	103	132	152	159	164	174	163	142	99	174	295
8/18/2020	115	100	124	176	147	161	172	163	142	94	176	296
8/19/2020	115	93	133	142	151	162	159	134	96	63	162	280
8/20/2020	112	76	111	140	161	159	172	152	127	63	172	292
8/21/2020	100	87	143	155	148	154	164	117	83	34	164	295
8/22/2020	106	111	132	145	161	160	160	143	126	67	161	279
8/23/2020	110	114	157	151	163	173	161	134	110	64	173	302
8/24/2020	115	107	134	152	166	169	178	144	114	50	178	307
8/25/2020	112	109	131	145	169	181	175	157	127	80	181	311
8/26/2020	112	105	140	143	141	148	164	139	116	59	164	289
8/27/2020	113	116	159	165	176	178	191	150	124	79	191	322
8/28/2020	112	108	143	197	208	210	233	218	180	116	233	351
8/29/2020	103	117	174	181	192	181	193	149	112	76	193	311
8/30/2020	103	128	169	177	181	186	199	174	132	64	199	318
8/31/2020	100	104	154	166	170	172	171	120	99	48	172	310
9/1/2020	102	90	123	137	140	133	134	129	113	49	140	280
9/2/2020	102	98	133	151	142	148	156	143	114	71	156	278
9/3/2020	107	62	110	112	123	124	130	117	107	72	130	260
9/4/2020	114	69	92	127	123	127	137	120	108	79	137	270
9/5/2020	115	104	128	129	156	168	162	137	128	79	168	259
9/6/2020	113	111	150	163	184	187	185	160	125	42	187	315
9/7/2020	109	120	149	165	173	178	172	159	125	69	178	297
9/8/2020	99	82	106	118	133	139	143	130	103	47	143	272
9/9/2020	90	72	97	129	128	116	120	108	76	48	129	223
9/10/2020	93	81	89	117	111	124	131	130	105	58	131	246
9/11/2020	93	77	103	113	120	117	130	113	89	44	130	247
9/12/2020	99	31	114	119	130	131	139	137	109	75	139	224
9/13/2020	103	97	108	118	143	143	145	133	117	77	145	241



## Latino Cultural Center Ad Hoc Committee Report

This report provides the City Council with updated information and recommends approval of the Latino Cultural Center Ad Hoc Committee Report.

### **THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.**

#### **Summary**

Through the 2001 City Bond program, funding was designated to promote knowledge and appreciation of Latino/Hispanic cultures among Phoenix residents and visitors.

In 2016, the Phoenix Office of Arts and Culture secured a consultant's services to conduct a Capital Needs Assessment and Feasibility Study (Study), including a management/business plan and evaluation of potential tie-ins with other cultural resources. In 2017, the Study's report was released, which was based on extensive community input consisting of over 20 one-on-one interviews, site visits to arts organizations and facilities in Phoenix and surrounding areas, three public town halls, two focus groups, and an electronic survey with 254 respondents.

In early 2019, Mayor Thelda Williams created the Latino Cultural Center Ad Hoc Committee to evaluate and make recommendations to the City Council the following year about next steps, including possible sites for a center and development of a strategic plan, which will result in business and operating, programming, and partnership and fundraising strategies. The committee was charged to use the Study as its roadmap through the process.

The Ad Hoc Committee was initially co-chaired by Council District 7 Councilman Michael Nowakowski and former Council District 8 Councilwoman Felicita Mendoza. In late 2019, Mayor Kate Gallego appointed additional members to the committee and replaced former Councilwoman Mendoza with newly-elected Council District 5 Councilwoman and Vice Mayor Betty Guardado. The Phoenix Office of Arts and Culture provided general staff support to the Ad Hoc Committee.

The committee met monthly and, in addition, had three working subcommittees (programs and services, fundraising and partnerships, and site and operations). All

meetings were open to the public, and community members could participate in any of the subcommittees.

The programs and services subcommittee advised on developing the center's inaugural community programs, events, and services. The subcommittee focused on not duplicating programming from the community. Rather, the center would be a home for artists and organizations already doing programs and events that create visibility for Latino arts and culture in the community, but additional programming could be curated if necessary.

The site and operations subcommittee reviewed City-operated properties to help narrow down a location. The Study did not select a site. Instead, it included a hypothetical site layout showing a building area of approximately 22,000 square feet, 18,000 square feet of programmable outdoor space, and ample parking. The Study found that stakeholders desire a Latino Cultural Center on par and in company with Phoenix's other major cultural institutions and art centers downtown. The subcommittee was also tasked with recommending an operating model for the center.

The fundraising and partnerships subcommittee advised setting up a capital campaign, including building relationships with potential corporate, foundation, government, and individual donors and partners to support the Latino Cultural Center. The fundraising target for the Latino Cultural Center's construction is between \$8 million and \$13 million based on assessments of the sites reviewed and hypothetical layout from the Study.

The Ad Hoc Committee completed its work and sunset on June 30, 2020. This final report (**Attachment A**) details the committee's recommendations to City Council on the next steps for the Latino Cultural Center. Staff requests City Council approval of the Latino Cultural Center Ad Hoc Committee Report.

### **Concurrence/Previous Council Action**

On Dec. 14, 2019, the City Council authorized a Request for Proposals to select a capital campaign consultant to assist with financial planning for the project, and approved use of the North Building in Margaret T. Hance Park, or another site to be determined, for future development of the Latino Cultural Center. On March 4, 2020, the City Council also approved opening a Collaborative Fund at the Arizona Community Foundation to steward funds raised for the Latino Cultural Center.

### **Responsible Department**

This item is submitted by Deputy City Manager Karen Peters and the Office of Arts and Culture.

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# LATINO CULTURAL CENTER

## AD HOC COMMITTEE FINAL REPORT





## City of Phoenix

**To:** City Council  
**From:** Mayor Thelda Williams   
**Subject:** Latino Cultural Center Ad Hoc Committee

**Date:** February 28, 2019

Through the 2001 City Bond Program funding was made available for a facility to promote knowledge and appreciation of Latino culture in the City of Phoenix. In 2017, the Phoenix Office of Arts and Culture completed a Capital Needs Assessment and Feasibility Study, including a business plan and evaluation of potential tie-ins with other cultural resources for a new Latino Cultural Center.

At the request of Council, I am establishing an Ad Hoc Committee for the establishment of a Latino Cultural Center in the City of Phoenix to be chaired by Councilman Michael Nowakowski and Councilwoman Felicita Mendoza. The Ad Hoc Committee is to make recommendations concerning the next steps for such a center, including:

1. Develop a strategic plan for the Latino Cultural Center, which will result in business, programming, and partnership and fundraising strategies; and
2. Consider options for siting the Center, based on the 2017 Capital Assessment and Feasibility Study recommendations (multi-use space between 18,000 and 23,000 square feet in downtown Phoenix).

The Ad Hoc Committee will sunset on June 30, 2020 and shall consist of no more than ten members, including the following:

Jose Andres Giron, Artist  
George Garcia, Miracle Mile Deli  
Cassandra Hernandez, Celebración Artística de las Américas  
Larry Ortega, Oblq Art & Luxx  
Gabriela Muñoz, Arizona Commission on the Arts  
Julian Nabozny, Gaucho Ltd.  
Jason Rowley, Phoenix Suns  
Erlinda Torres, Arizona Latino Arts and Cultural Center

In addition to the Ad Hoc Committee, members of the public may serve on subcommittees. I also request general staff support for the Committee as well as those with specific expertise from our Phoenix Office of Arts and Culture.

Cc: Ed Zuercher  
Deanna Jonovich  
Karen Peters  
Penny Parrella



## City of Phoenix

**To:** Phoenix City Council  
**From:** Mayor Kate Gallego  
**Subject:** Latino Cultural Center Ad Hoc Committee

**Date:** August 21, 2019

The Latino Cultural Center Ad Hoc Committee was established in February 2019 to:

1. Develop a strategic plan for the Latino Cultural Center, to result in business programming and partnership and fundraising strategies; and
2. Consider options for siting the Center, based on the 2017 Capital Assessment and Feasibility Study recommendations.

The committee is currently chaired by Councilman Michael Nowakowski, and I am adding Councilwoman Betty Guardado as co-chair.

I am expanding the committee to add the following members to the Latino Cultural Center Ad Hoc Committee:

Dan Carroll, Realty One Group  
Deanna Salazar, Blue Cross Blue Shield of Arizona  
Elizabeth Toledo, Arizona Latino Arts & Cultural Center  
Donna Valdes, XICO Arte y Cultura  
Leticia de la Vara, The New Teacher Project

They will join the current members:

Jose Andres Giron, Artist  
George Garcia, Miracle Mile Deli  
Cassandra Hernandez, CALA Alliance  
Larry Ortega, Obliq Art & Luxx  
Gabriela Muñoz, Arizona Commission on the Arts  
Julian Nabozny, Gaucho Ltd.  
Jason Rowley, Phoenix Suns  
Erlinda Torres, Arizona Latino Arts and Cultural Center

Cc: Ed Zuercher  
Deanna Jonovich  
Karen Peters  
Penny Parrella  
Mitch Menchaca

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## OVERVIEW



The City of Phoenix's Latino arts and culture community is rich, vibrant, and ever evolving. Through a long history of Mexican, Indigenous, and Central and South American presence in the region, as well as contemporary expressions of local, national and international Latino arts and culture, the artistic and cultural expressions of Phoenix's Latino community are diverse and rich, however, segmented and unexposed. Nearing almost half of Phoenix's total population, a visible Latino arts and culture presence, reflective of the City's residents and experiences, is a vision shared by many.

In 2001, the City of Phoenix's Bond Program made funding available for the renovation and expansion of Museo Chicano, a downtown Phoenix community-based museum that promoted knowledge and appreciation of Latino cultures. The museum presented local and international exhibitions and educational programs on Latino art, history, and cultures.

Museo Chicano closed in 2008 and the bond money was held in a reserve for a future capital project that would benefit and showcase the Latino community. In 2016, the Phoenix Office of Arts and Culture secured the services of a consultant to conduct a Capital Needs Assessment and Feasibility Study, including a management/business plan and evaluation of potential tie-ins with other cultural resources. In 2017, the study was released. This process centered around an extensive community input process consisting of over 20 one-on-one interviews, site visits to arts organizations and facilities in Phoenix and surrounding areas, three public town halls, two focus groups, and an electronic survey.

Highlights of the study included:

- A desire for a visible Latino cultural presence in Phoenix at the heart of the city's cultural center.
- The center should be on par and in company with Phoenix's other major cultural institutions and art centers located downtown.
- The building should be no less than 22,000 square feet, have access to programmable outdoor space of ideally 18,000 square feet, and have ample parking for visitors.
- Center programming should include festivals, workshops, classes, artist-led events, lectures, performances, storytelling, and exhibits.
- Two proposed management structures: being an independent nonprofit, or a temporary hybrid structure with a short-term city investment for start-up.

A copy of the full 2017 Capital Needs Assessment and Feasibility Study can be downloaded at [www.phoenix.gov/arts/latinoculturalcenter](http://www.phoenix.gov/arts/latinoculturalcenter).

## THE ISSUE

In early 2019, Mayor Thelda Williams created the Latino Center Ad Hoc Committee to evaluate and make recommendations to the City Council next year about next steps, including possible sites for a center and development of a strategic plan, which will result in business and operating, programming, and partnership and fundraising strategies. The committee is charged with using the 2017 Capital Assessment and Feasibility Study as its roadmap through the process.

The Ad Hoc Committee was originally chaired by District 7 Councilman Michael Nowakowski and former District 8 Councilwoman Felicita Mendoza. In late 2019, Mayor Kate Gallego appointed additional members to the committee and replaced former Councilwoman Mendoza with newly elected District 5 Councilwoman and Vice Mayor Betty Guardado. The Phoenix Office of Arts and Culture provided general staff support to the Ad Hoc Committee.

The committee met monthly and in addition had three working subcommittees (programs & services, fundraising & partnerships, and site & operations). All meetings were open to the public, and community members could participate in any of the three subcommittees.

The Ad Hoc Committee sunset on June 30, 2020. This report details the recommendations provided by the committee to Phoenix City Council on the next steps for the Latino Cultural Center.

### Ad Hoc Committee Co-Chairs

- District 5 Councilwoman and Vice Mayor Betty Guardado, Co-Chair
- District 7 Councilman Michael Nowakowski, Co-Chair
- Former District 8 Councilwoman Felicita Mendoza, Former Co-Chair

### Ad Hoc Committee Members

- Dan Carroll
- Leticia de la Vara
- Jose Andres Giron
- George Garcia
- Julian Nabozny
- Larry Ortega
- Jason Rowley
- Deanna Salazar
- Elizabeth Toledo
- ErLinda Torres
- Donna Valdes

### Community Subcommittee Members

- Joseph Benesh
- Sam Gomez
- Carmen Guerrero
- Johnny Lazoya
- Laura Mendoza
- George Nunes
- Ernie Quiros
- Mario Romero

## RESEARCH

To better understand the size and scope of a new center, the committee researched other Latino Cultural Centers nationwide on their programs, operating models, and scale, including Albuquerque, Chicago, Dallas, Denver, Los Angeles, and San Jose. Deeper research of the centers in Albuquerque, New Mexico and Dallas, Texas were reviewed, as they are both government entities, versus nonprofit organizations, working with the community to fundraise, program, and build. Ad Hoc Committee chairs and staff also toured these sites and met with their leadership to learn more.

### **National Hispanic Cultural Center, Albuquerque, NM**

The National Hispanic Cultural Center (NHCC) is dedicated to the preservation, promotion, and advancement of Hispanic culture, arts, and humanities. The 20-acre center presents over 700 events annually and creates the opportunity for thousands more through its art museum, library, genealogy center, theatre, and educational resources. The NHCC is a division of the State of New Mexico Department of Cultural Affairs and is further supported by the National Hispanic Cultural Center Foundation, a 501(c)(3) nonprofit organization.

Capital Project Budget: \$56 million - A public/private venture to fund the construction of the facility. A majority of the funds came from the State of New Mexico.

Annual Operating Budget: \$2.8 million (programs, services, and staffing) - NHCC Foundation contributes an additional \$360,000 in program support. The current maintenance needs exceed \$2 million; the state capital improvement program budget supports \$300,000 annually.



### **Latino Cultural Center, Dallas, TX**

The Latino Cultural Center (LCC) is a multidisciplinary arts center and catalyst for the preservation, development and promotion of Latino and Hispanic arts and culture. The LCC is a division of the City of Dallas Office of Cultural Affairs and receives support from the Friends of the LCC, a 501 (c)(3) nonprofit organization designed to provide financial support and enhance programming. The 27,000 square foot facility includes a 300-seat theater, art gallery, sculpture courtyards, multipurpose room, and outdoor plaza. The LCC serves as home to seven performing arts groups, and its gallery hosts six to eight exhibitions a year.

Capital Project Budget: \$9.8 million - \$5.6 million in City Funds and \$4.2 million in private contributions (from the Meadows Foundation and four individuals). The LCC is currently planning for a \$5.5 million Phase II expansion paid for by the City's Bond Program.

Annual Operating Budget: \$600,000 (programs, services, and staffing) - Friends of the LCC contributes an additional \$20,000 in program support.

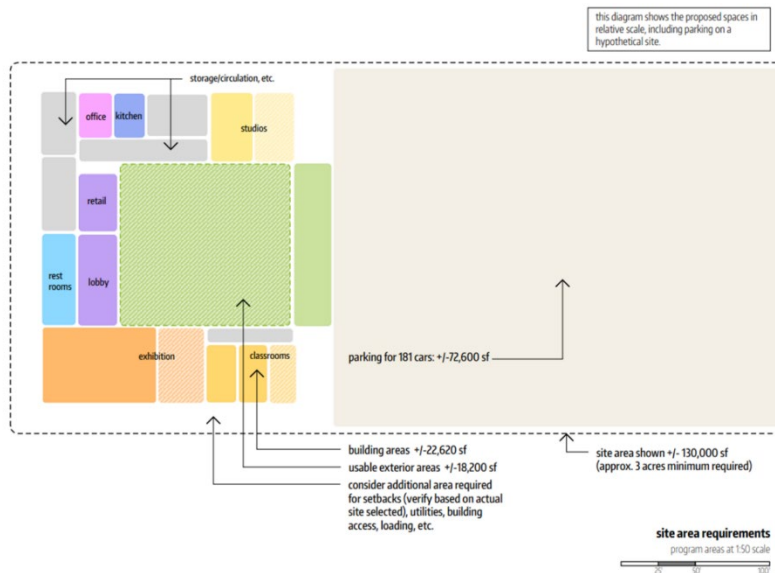


The review and site visit of the Dallas Latino Cultural Center reinforced the 2017 Capital Needs Assessment and Feasibility Study's recommendation on the size, programming, and operating model of the new Phoenix Latino Cultural Center.

## SUBCOMMITTEE WORK

### Site and Operations

Early in the process, it was decided by the Ad Hoc Committee that the selection of a site was necessary to move forward with financial and programmatic planning. The 2017 Capital Needs Assessment and Feasibility Study did not select a site. It included a hypothetical site layout showing a building area of approximately 22,000 square feet; 18,000 square feet of programmable outdoor space; and ample parking (diagram below).



The subcommittee initially reviewed a dozen city-owned or operated sites. Members toured three locations early in the process for an initial review of possible sites in and around downtown including Grant Park, the North Building adjacent to Margaret T. Hance Park, and Burton Barr Library. Grant Park and Burton Barr Library were subsequently excluded due to parking limitations and access. Other sites studied were downtown parcels including the grounds adjacent to the Herberger Theater Center, the North Building (at Hance Park), a lot next to the Public Market, and the Regency Garage on the southwest corner of 2nd Street and Adams. Parcels were also discussed outside of downtown including a lot on the

Northeast corner of 7th Avenue and Buckeye, lots in the Sky Harbor International Airport land reuse areas, the former Del Rio Landfill, a lot on the Southeast corner of Broadway and Central Avenue, and a lot the Southwest corner of 5th Avenue and Broadway.

Sites in downtown Phoenix are more compact, urban and allow for smaller land plots that can be built up, while the "suburban" sites require a larger area, with a minimum of four acres to accommodate the square footage and parking requirements recommended for the site. Ultimately, the four downtown sites were presented to the Ad Hoc Committee to review (Herberger Theater Center grounds, North Building at Hance Park, lot next to the Public Market, and the Regency Garage).

Gensler Architects did pro bono work in the summer of 2019 to show how massing could work for each location. Diagrams were presented, along with associated estimated costs and zoning requirements researched by the city's Community and Economic Development and Planning and Development Departments, which came out to \$600 per square foot comparable to retrofitting other historic buildings such as those in the city's Warehouse District.

Included are the massing and zoning criteria used in the selection process for the four locations the subcommittee chose to focus on during their review.

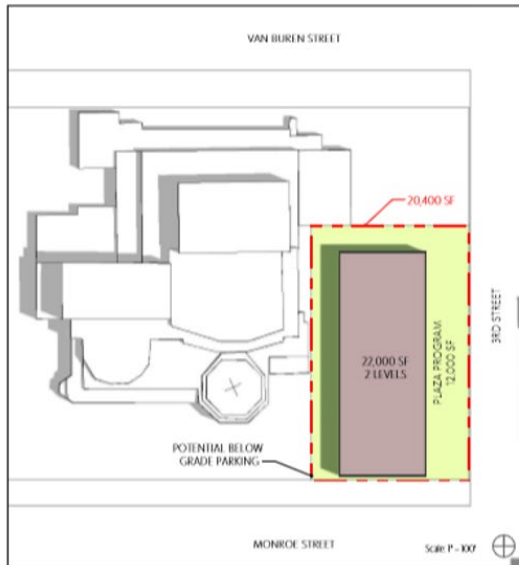
## Herberger Theater Center Grounds

- In the heart of downtown
- Southwest corner of 3rd Street & Monroe
- 20,400 square feet
- Part of the entire Herberger campus, but not currently developed

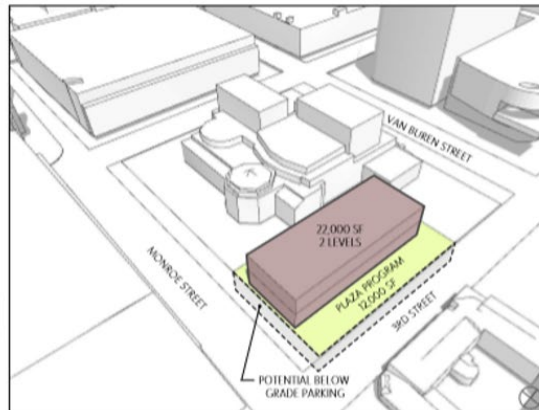
<b>Zoning</b>	DTC – Business Core No rezoning needed
<b>Height</b>	450' Max Height
<b>Water</b>	Existing water main in 3 <sup>rd</sup> Street – Upsizing not required No water services shown coming off 3 <sup>rd</sup> Street
<b>Sewer</b>	Existing pipe in 3 <sup>rd</sup> Street No sewer services shown coming off 3 <sup>rd</sup> Street
<b>Streets</b>	Monroe & 3rd Street – 6' Streetscape Zone
<b>Parking</b>	Public parking garage on 2 <sup>nd</sup> Street
<b>Bus Accommodations</b>	Tours drop off along 3 <sup>rd</sup> Street (west side) Bus staging along 3 <sup>rd</sup> Street (west site)

## Herberger Location

Site Plan



Perspective



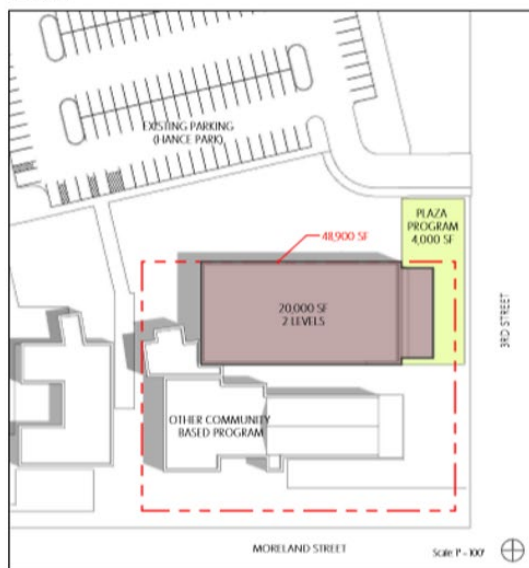
## North Building

- Adjacent and connected to the Phoenix Center for the Arts
- Northwest corner of 3rd Street & Moreland
- 48,900 square feet of land size
- Existing building that could function as an historic LCC with significant improvements

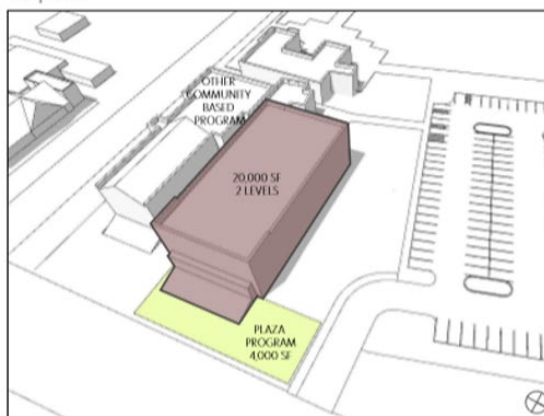
<b>Zoning</b>	DTC – Townsend Park No rezoning needed Historic Preservation Eligible
<b>Height</b>	Existing building
<b>Water</b>	Existing – Upsizing not required
<b>Sewer</b>	Existing – Upsizing not required
<b>Streets</b>	Potential of additional auto entrance required 3 <sup>rd</sup> Street – 15’ Streetscape Zone Moreland – 15’ Streetscape Zone
<b>Parking</b>	148 parking spaces adjacent includes ADA Additional parking available in future garages near site
<b>Bus Accommodations</b>	Accommodations for tours Accommodations for staging

## North Building Location

Site Plan



Perspective



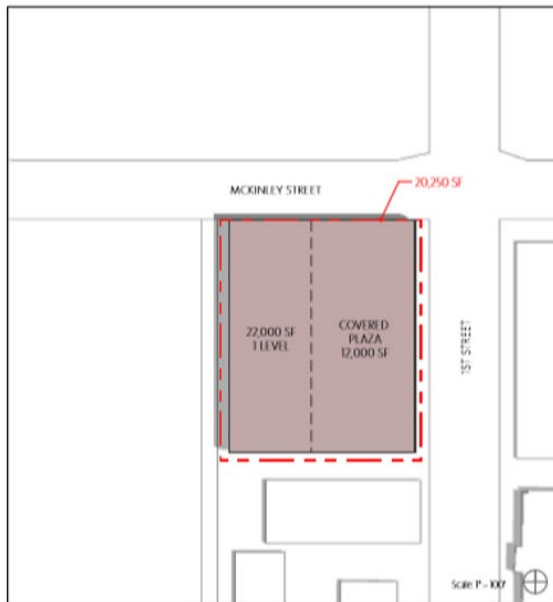
**Public Market Parking**

- Close to Roosevelt Row
- Southwest corner of McKinley & 1st Street
- 20,250 square feet of land size
- Currently used for overflow parking

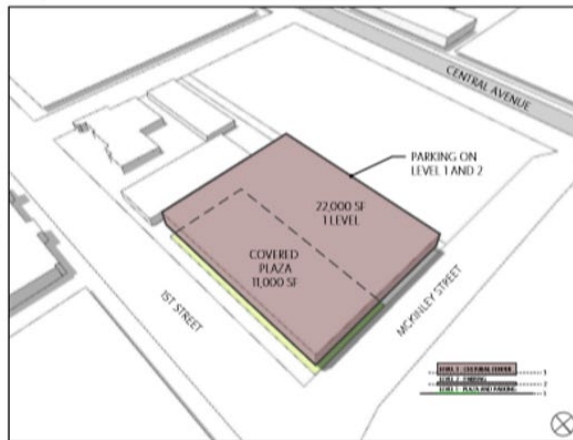
<b>Zoning</b>	DTC – Evans Churchill West No rezoning needed
<b>Height</b>	475’ Max Height
<b>Water</b>	Existing – Upsizing not required unless fire flows are not met
<b>Sewer</b>	Existing – Upsizing not required
<b>Streets</b>	McKinley – 15’ Streetscape Zone
<b>Parking</b>	Public parking to the south of Pierce Street and to the east of 1 <sup>st</sup> Street
<b>Bus Accommodations</b>	Tours drop off on McKinley No accommodation for bus staging

**Phoenix Public Market Location**

Site Plan



Perspective





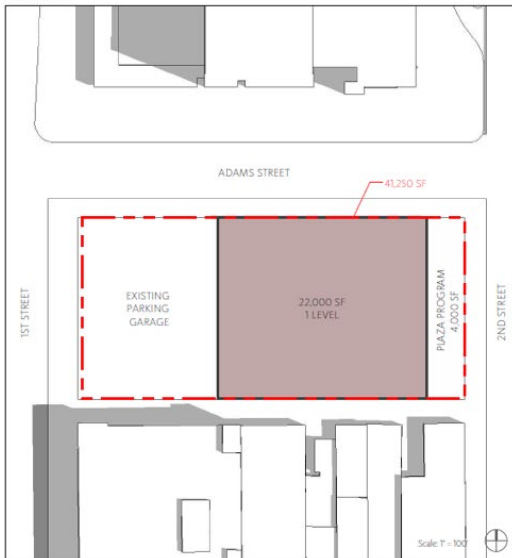
**Regency Garage**

- Current home of Arizona Latino Arts and Culture (ALAC)
- Southwest corner of 3rd Street & Adams
- 41,250 square feet
- A Request for Proposals (RFP) has been authorized on property (Developer was asked to keep 1,500 square feet for a downtown satellite location for the LCC)
- LCC could be part of ground floor activation of a denser development
- Part of the Adams Street Activation

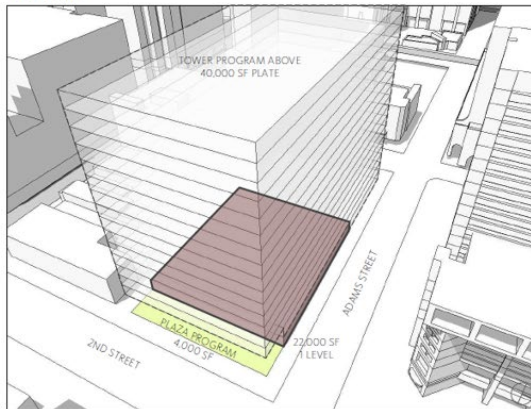
<b>Zoning</b>	DTC – Business Core No rezoning needed RFP has been issued for a mixed-use project
<b>Height</b>	Existing six-story parking garage 475’ Max Height
<b>Water</b>	Existing – Upsizing will be required on 2 <sup>nd</sup> Street, but not on alleyway
<b>Sewer</b>	Existing – Upsizing not required
<b>Streets</b>	Adams Street Activation enhancements will be required Adams Street, 1 <sup>st</sup> Street and 2 <sup>nd</sup> Street – 6’ Streetscape Zones
<b>Parking</b>	Provides for 506 parking stalls today, but configuration will change with RFP responses. Parking would be incorporated into a mixed-use project.
<b>Bus Accommodations</b>	Tours drop off in front of Symphony Hall Accommodations for staging

**Regency Location**

Site Plan

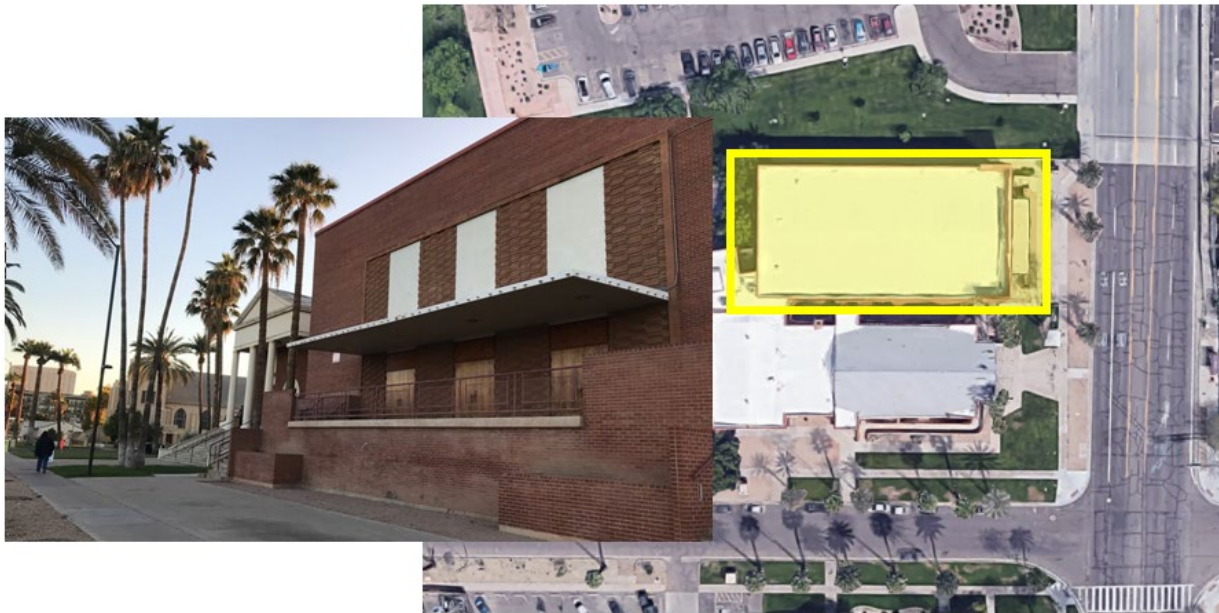


Perspective



Three of the four downtown sites (Herberger Theater Center grounds, lot next to the Public Market, and the Regency Garage) didn't meet the requirements of the 2017 capital needs assessment and feasibility study. With that, the North Building was recommended by the Site and Operations Subcommittee because:

- Existing city-operated building
- 23,691 square feet
- Access to programmable outdoor space
- 148 parking spaces adjacent (additional parking available in future garages near site)
- Located downtown near other cultural institutions
- Access to light rail and bus transportation
- Access to I-10 freeway



The property is historic preservation eligible, but not designated as such. No upsizing is needed with water or sewer, based on current service levels. The streetscape could meet downtown code requirements without a variance.

The cost to rehabilitate the North Building, along with additional funds for FF&E (furniture, fixtures, and equipment) to ensure the project would be occupiable as soon as possible, is estimated at approximately \$12,056,800.

The subcommittee requested an updated architectural assessment including a formal pricing and phasing plan for the building. Gensler completed the assessment on February 18, 2020. The subcommittee also requested an appraisal of the building potentially for purchasing the building instead of leasing from the State of Arizona. The appraisal is in process between the city's Finance Department's Real Estate division and the Arizona Department of Transportation. The North Building was selected by the Ad Hoc Committee on Sept. 23, 2019, was approved by the Parks and Recreation Board on October 24, 2019, and on recommended by City Council December 4, 2019, with the caveat to review other sites while the building assessments and appraisals are in process. The Parks and Recreation Board requires financial planning updates annually to ensure fundraising goals are on track. If goals are not met by 2023, the usage agreement would be reevaluated at that time.

The Site and Operations Subcommittee was also tasked with recommending an operating model. Again, the 2017 study proposed two management structures including:

- Independent nonprofit organization
- Temporary hybrid structure with a short-term city investment for start-up

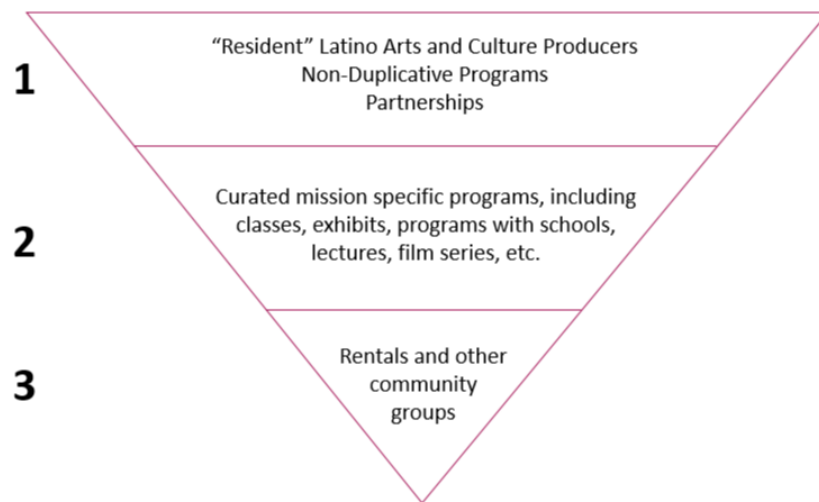
The subcommittee recommends that the Latino Cultural Center be run by the City of Phoenix for its first five years of operations with a nonprofit or collective eventually taking over the administration of the center.

## ***Programs and Services***

The Programs and Services Subcommittee’s purpose was to advise the Ad Hoc Committee regarding development of the LCC’s inaugural community programs, events, and services. The subcommittee focused on not duplicating other programming from the community. The center would be a home for artists and organizations already doing programs and events that create visibility for Latino arts and culture in the community, but additional programming could be curated if necessary.

A programming pyramid was developed for the center. The top of the pyramid includes resident companies, non-duplicative programs, and partnerships. The middle includes additional curated programs, classes, exhibits, programs with schools, lectures, film screenings, etc. The bottom of the pyramid includes rentals or other community groups.

### **Tiered Programming Pyramid**



The 2017 study emphasized programs including festivals, workshops, classes, artist-led events, lectures, performances, storytelling, and exhibits in the LCC. The subcommittee recommended other programs including theatre, film, school programs, artist studios, rehearsal space for practice, and incubation space for administrative offices.

## ***Fundraising and Partnerships***

The Fundraising and Partnerships Subcommittee's purpose was to advise the full Ad Hoc Committee on potential corporate, foundation, government, and individual fundraising and partnership opportunities to support the Latino Cultural Center.

The current estimate to rehabilitate the North Building is between \$8 million (Gensler assessment) and \$12 million (original city estimates), with \$2 million of the estimation being for furniture, fixtures, and equipment (FF&E) to ensure the project would be occupiable as soon as possible. The Parks Board requires financial planning updates annually to ensure fundraising goals are on track. If goals are not met by 2023, the usage agreement would be reevaluated at that time.

The subcommittee decided that before beginning to raise funds, the "what" needed to be created to start making a case including the location, programs and services, and an operating model. When those criteria were met the subcommittee met with a capital campaign consultant for a question and answer session before making a recommendation to hire a capital campaign consultant. This consultant will not bid on the project when it goes out for procurement. The procurement of a capital campaign consultant can start the planning necessary to raise the funds to rehabilitate the building, or other site as directed by the City Council. The capital campaign will include two phases of service, including the following:

- Phase One: A feasibility study to determine the amount of capital that could be realistically raised from all sectors and available sources in support of the Latino Cultural Center.
- Phase Two: Planning and management of the capital campaign if the feasibility study proves the project can move forward.

The subcommittee also met with the Arizona Community Foundation (ACF) to explore the idea of setting up a collaborative fund. Contributions for the LCC cannot be deposited into City accounts; therefore, the ACF would be a repository to accept tax deductible donations. Once the account is set up, the ACF would accept donations, provide financial investment management, and administrative services. Administrative services include tax and accounting services, payment of invoices, tax receipts for donations, and processing online giving. An initial deposit of \$25,000 is needed, which can be obtained from bond monies based on advice from the Law Department. There will be an assessed annual fee of one percent of the Fund's asset value (declining as assets exceed \$3 million) or \$500, whichever is greater. An oversight committee would also need to be established.

City Council approved contracting with a capital campaign consultant to start the financial planning of the project and setting up an ACF collaborative fund for the center.

## **RECOMMENDATIONS AND CONCLUSION**

The Latino Cultural Center Ad Hoc Committee makes the following recommendations to the Phoenix City Council:

### ***Site and Operations***

- The North Building is recommended as the site of the Latino Cultural Center. However, if circumstances arise and the North Building is ultimately not selected or available, the site location should keep in line with the 2017 Capital Needs Assessment and Feasibility Study's recommendations of:
  - The center should be on par and in company with Phoenix's other major cultural institutions and art centers located downtown.
  - The building should be no less than 22,000 sq. ft., have access to programmable outdoor space of ideally 18,000 sq. ft., and have ample parking for visitors.
- The Latino Cultural Center should be run by the City of Phoenix for its first five years of operations with a nonprofit or collective eventually taking over the administration of the center.

### ***Programs and Services***

- Maximize community impact and create programs that don't duplicate or compete with existing organizations.
- Identify potential programming gaps in the community and be a partner on collaborative events, classes, and services.
- The Phoenix Office of the Arts should coordinate pop-up programs at libraries, community centers, cultural events, and virtually to promote the Latino Cultural Center before it opens.
- Plan and execute an annual cultural festival to increase the visibility for Latino Arts and Culture.
- Maintain a database of Phoenix Latino arts and culture organizations and artists.

### ***Fundraising and Partnerships***

- Set a realistic fundraising goal for capital and operational expenses to draft a fundraising plan to strategically reach financial goals that will speak to donors and patrons beyond the construction phase.
- Contract a capital campaign consultant to help with the fundraising planning, including a fundraising feasibility study to determine the amount of capital that could be realistically raised from all sectors and available sources in support of the Latino Cultural Center.
- Open a collaborative fund at the Arizona Community Foundation to accept tax-deductible donations of all sizes to meet fundraising goal.
- Appeal to the Parks and Recreation Board for a two-year extension to meet fundraising goals given the current pandemic.
- Set up a Friends of Latino Cultural Center 501 C 3 and recruit inaugural board members.

In April 2020, Ad Hoc Committee leadership decided to pause parts of the project due to the COVID-19 pandemic; however, fundraising work should take priority. Committee members would like to be updated in January 2021 on the state of the city's health and economic vitality such that the project will continue.