

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko
Jennifer A. Maguire

SUBJECT: SEE BELOW

DATE: July 19, 2010

Approved

Date

7/21/10

COUNCIL DISTRICT: City-Wide

SUBJECT: ACCEPTANCE OF DONATIONS TO AIRPORT ART + TECHNOLOGY PROGRAM

RECOMMENDATION

Adoption of the following Appropriation Ordinance and Funding Sources Resolution amendments in the Gift Trust Fund for Public Art at the Airport.

- a) Increase the estimate for Earned Revenue by \$150,000; and
- b) Establish an appropriation to the Office of Economic Development for Airport Art + Technology Program in the amount of \$150,000.

OUTCOME

Through the recognition of these funds, the City would continue to operate, maintain and commission artworks at Norman Y. Mineta San Jose International Airport.

BACKGROUND

The Public Art Master Plan for the Airport recommended that “the Airport Public Art Program ...encourage strategic partnerships locally and globally with the resources found in industry, cultural organizations, educational institutions, and diverse communities.” To that end, the Office of Cultural Affairs (OCA) has actively sought out both in-kind and financial partners for the airport Art + Technology program. Three artworks to date have received in-kind support from industry – *Courtesy of Nature* (Philips Lumileds), *Chronos and Kairos* (Animatics) and *Convey* (Lymbix and Optras, Ltd.). The installations in the two display cases in the Terminal B

Arrivals Hall were developed in partnership with ZER01; and some of the objects in these cases were loaned by the Computer History Museum.

In June, 2010, the City of San José received a gift of \$50,000 from the Adobe Foundation to support the Airport Art + Technology program. This was the first installment of a \$100,000 donation. The second installment will be received in January 2011. In July, the City of San José received a gift of \$100,000 from Microsoft Corporation to support the Airport Art +Technology program. In each case, the donor wishes to be identified as a partner for a specific artwork. The Adobe Foundation is identified as supporting eCLOUD; and Microsoft is identified as supporting Space Observer. The identification of the donor's name with the specific artwork is the only requirement of the gift. The funds may be used to support any aspect of public art at the airport.

ANALYSIS

It is anticipated that the donations received from the Adobe Foundation and Microsoft Corporation will be the first of many. Because the Airport Department has deferred future funding for public art at the airport until travel reaches 12.2 million passengers per year, OCA intends to use the funds received as an 'endowment' to support operations and maintenance of existing artworks. By placing the funds into the Gift Trust Fund, OCA will earn interest on donations and will be able to identify donations as serving the specific purpose of supporting public art at the airport.

EVALUATION AND FOLLOW-UP

The Public Art Program will report to City Council annually on the use of this fund as part of its annual Capital Improvement Program Budget.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City.
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach.

This memorandum does not meet any of the criteria above. However, this memo will be posted on the City's website for the August 10, 2010 City Council agenda.

COORDINATION

This item has been coordinated with the City Attorney's Office and the Finance Department.

FISCAL/POLICY ALIGNMENT

This project is consistent with the Economic Development Strategy's vision of San Jose as a Global Gateway, a cosmopolitan international city for leading businesses and talent from around the world; a Creative Community that pioneers innovation within and across technology and business, culture and society; and a Tech-Savvy City that uses and showcases technology to improve daily life.

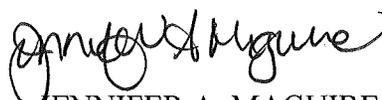
COST SUMMARY/IMPLICATIONS

This memorandum recommends that the City recognize these donations and appropriate the funding in the Gift Trust Fund. It is anticipated that these funds will be used in a manner consistent with the Airport Public Art Master Plan approved by City Council on November 16, 2004.

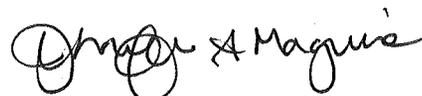
CEQA

Not a Project. File No. PP10-067 (b): Appropriation Ordinance.

/s/
PAUL KRUTKO
Chief Development Officer


JENNIFER A. MAGUIRE
Budget Director

I hereby certify that there will be available for appropriation in the Gift Trust Fund in the Fiscal Year 2010-2011, monies in excess of those heretofore appropriated there from, said excess at least \$150,000.


JENNIFER A. MAGUIRE
Budget Director

For questions, please contact BARBARA GOLDSTEIN, PUBLIC ART DIRECTOR,
at (408) 277-5144, ext 27.