

# American Rescue Plan Act (ARPA) Nevada County

## COMMUNITY RESILIENCY GRANTS PROGRAM GRANTEE REPORT GRANT RECIPIENT: NEVADA THEATRE COMMISSION

Operational Priority:  1: Essential  
 2: High-Impact  
 3: Nice to Have

Timing Priority:  1: Urgent  
 2: 6 months – 1 year  
 3: 1 – 2 years  
 4: Long-term

Total Project Budget: \$100,000 ARPA Funding Request: \$100,000

Yes  No Is there FEMA, State or other Direct or Grant Funding available? If Yes, please Specify below

Other Funding Source: \_\_\_\_\_ Other Source Amount: \_\_\_\_\_

Other Funding Source: \_\_\_\_\_ Other Source Amount: \_\_\_\_\_

### OTHER FUNDING INFORMATION

N/A

### PROJECT DESCRIPTION

The “Community Benefit Grants Program” will support community-serving institutions and organizations with macro-grants up to \$100,000. Entities that serve families, seniors, or the community at large would be eligible to apply.

Nevada Theatre Commission Community Resiliency Grant General Purpose, Focus, and Outcomes Report

- Mitigate financial hardship, such as declines in revenues due impacts of periods of business closures, and/or suspended business activities such as revenue generating fund raisers due to social distancing requirements or other public health orders;
- Support for normal operating costs, including payroll and benefit costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs;
- Support for programmatic services that assist in addressing the economic hardship experienced by the Grant Recipient and/or the negative economic impacts experienced by its customers; and
- Implementation of COVID-19 prevention or mitigation tactics, such as physical plant changes to enable social distancing, enhanced cleaning efforts, barriers, or partitions, etc.

To make essential repairs and upgrades to the theatre's HVAC, smoke alarm, electrical, projector, and lighting equipment to continue to provide an affordable, healthy, and safe performing arts space.

### NEXUS TO ARPA GUIDELINES

**ARPA Reporting Category** (from US Treasury Reporting Guidance, Appendix 1 – see pages 3-5 below):

- 1 – Public Health
- 2 – Negative Economic Impacts
- 3 – Public Health – Negative Impact: Public Sector Capacity
- 5 – Infrastructure

6 – Provision of Government Services (Revenue Replacement)       7 – Administrative

**Sub-Category** (from US Treasury Reporting Guidance, Appendix 1 – see pages 3-5 below):

Please provide one Sub-Category designation: 34

This grant is intended to support organizations and institutions that provide services/ programs for the community. Locally, these entities tend to be nonprofits though some are also for-profit businesses. ARPA funds may be used to assist small businesses and nonprofits as they respond to the negative impacts of the pandemic and/or rebound from the downturn.

## NEXUS TO BOARD OBJECTIVES & COUNTY PRIORITIES / COMMUNITY IMPACT

**Board Objectives** (select any that apply)

Fiscal Stability/Core Svcs.       Emergency Prep.       Economic Dev       Broadband  
 Cannabis       Housing       Homelessness       Recreation

**County Priorities** (select any that apply)

Costs related to COVID-19 response       Encourage economic recovery       Provide long-term benefits to County

This project intersects with the Board's Economic Development Objective. Our small businesses and nonprofits have been hard hit by the pandemic and need resources to resume operations to pre-pandemic levels.

## OPERATIONAL IMPACT

Will the funds be used to pay for a direct county cost or cost incurred by others?  County Cost  Other Cost

## PROJECT TIMELINE / READINESS

Grant award agreement executed:	01/26/2022
First quarter report received:	03/31/2022
Second quarter report received:	07/11/2022
Third quarter report received:	10/24/2022
Fourth quarter report received:	01/09/2023
Project Completed:	7/10/2023

## BUDGET DETAIL

In what SBU/Office 2/Account(s) will ARPA-funded project activity be incurred?

SBU	Ofc2	Account	Amount	Description
10902	272	532205	\$100,000	Community Benefits Grant Program
<b>Total</b>			<b>\$100,000</b>	<i>Note: Total should match ARPA Funding Request amount</i>

## EXPENDITURE TRACKING/REPORTING

Total expenditures as of 12/31/2022: \$97,707.00

### Narrative Report:

First Quarter Report	April 2022	We have made great progress in our efforts to be more resilient with new digital projector and screen ordered and installation scheduled for May 2022 so that we can provide up-to-date equipment for new tenants, serving our new partners The Onyx Theatre, and existing tenants like Wild and Scenic and the Nevada City Film Festival. Our outdated equipment needed to be replaced for DCI-compliant film technology in order to stay relevant in the theatre film business. We have also begun purchasing lighting equipment to replace older fixtures. Additionally, \$12,000 was used to relieve our budget of an emergency replacement of an HVAC unit; an expense incurred.
Second Quarter Report	July 2022	Our new projector, drives, and screen have been installed as of June 3, 2022. Since the installation, we have begun renting the space for film events with the Nevada City Film Festival and the Onyx Downtown, a new partnership with the Onyx Theatre. Now that we have replaced out outdated equipment, the film experience is better than ever and can support the technology requirements of new films, a benefit for any tenants who use our space, such as the Wild and Scenic Film Festival. We have replaced our heat detection system, which has improved our fire safety for all, which is a key aspect to living in our community. We have begun replacing lighting equipment with new LED fixtures to make the lighting grid more energy and cost efficient. These changes also allow us to schedule events within a shorter time frame without having to change the entire grid for each event, a large and costly staffing endeavor. All these improvements to our grid allow us to keep our costs low for tenants while increasing revenue for the theatre; thus providing great resiliency and financial relief.
Third Quarter Report	October 2022	Since the installation of a new projector and screen, we have begun renting the space for film events with the Nevada City Film Festival and the Onyx Downtown, a new partnership with the Onyx Theatre. The film experience is better than ever and can support the technology requirements of new films, a benefit for any tenants who use our space, such as the upcoming Wild and Scenic Film Festival. We have seen a great influx of younger patrons in addition to our regular patrons as the Onyx Theatre and Paul Emery have produced lively events like the Cat Film Festival (a benefit for local animal shelters), an October Horror-themed film series, and the return of the much-loved Rocky Horror Picture Show (a smash hit). All of these events continue to inspire our local creative population, generate tourist income for the community, and provide an affordable venue for artists and producers to continue making their creative work. We have also continued to replace outdated lighting equipment with new LED fixtures in an effort to make our lighting grid more energy and cost efficient. These changes also allow us to schedule events within a

		<p>shorter time frame without having to change the entire grid for each event, a large and costly staffing endeavor. All these improvements to our grid allow us to keep our costs low for tenants while increasing revenue for the theatre; thus providing great resiliency and financial relief.</p> <p>Images of recent productions attached include Nevada City Film Festival’s presentation of Ghost World with director Terry Zwigoff, dancers in the Gold Country World Dance Showcase, the shadowcast performers of Rocky Horror Picture Show, and the monthly Creatives Meet Up with the Nevada County Arts Council at the Nevada Theatre.</p>
Fourth Quarter Report	January 2023	<p>Since the installation of a new projector and screen, we have begun a new partnership with the Onyx Theatre. The film experience is better than ever and can support the technology requirements of new films, a benefit for any tenants who use our space, such as the upcoming Wild and Scenic Film Festival.</p> <p>We have continued to replace outdated lighting equipment with new LED fixtures in an effort to make our lighting grid more energy and cost efficient. These improvements to our grid allow us to keep our costs far below market rates for tenants while increasing revenue for the theatre; thus providing great resiliency and financial relief.</p> <p>We have seen a great influx of families in addition to our regular patrons as the Onyx Theatre and producers such as the Lyric Rose Theatre Company have been able to host family-friendly events such as a popular screening of The Muppet Christmas Carol and a youth performance of Into the Woods from the Nevada City School of the Arts led by David Endacott-Hicks. At a recent adult performance of Into the Woods, the child performers were invited to attend the adult version and to ask questions of the adult performers in a Q &amp; A.</p> <p>All of these events continue to inspire our local creative population, generate tourist income for the community, and provide an affordable venue for artists and producers to continue making their creative work. It is the younger generation, however, which benefits the most from our ability to rent theatre space at affordable rates; as a result of attendance or participation, local Nevada County children are far more likely to later participate in the arts or become future benefactors of the arts, a benefit to our entire community.</p> <p>Images of recent productions attached include the Nevada City Film Festival’s presentation of Ghost World with director Terry Zwigoff, the shadow cast performers of Rocky Horror Picture Show, and the summer production of Sweeney Todd by Sierra Stages.</p>
Completed Report	July 2023	<p>Since the installation of a new projector and screen, increased wi-fi capabilities, and sound monitor equipment we can support the technology requirements of new films, live music events, and theatre productions. These improvements benefit any tenants who use our space, such as the recent Wild and Scenic Film Festival, live concerts with Jonathan Richman and Alela Diane, and the theatrical productions of Lyric Rose and Sierra Stages.</p>

		<p>We have continued to replace outdated lighting, sound, and internet equipment for improved cost efficiency and technological capabilities. These improvements to our sound equipment such as a new iPad and sound monitor system allow us to provide simple and usable technology for event producers while keeping our costs far below market rates for tenants while still generating revenue for the theatre; thus providing great resiliency and financial relief.</p> <p>We have seen a great influx of younger audience members in addition to our regular patrons as the Onyx Theatre and producers such as Paul Emery and Strings Concerts have been able to present films and live music relevant to a younger crowd. Our partnership with the Onyx was a direct result of our ability to invest in new film technology thanks to the Resiliency Grant. Music producers such as Paul Emery have also benefitted from our investments in internet and sound monitor equipment, making a one-night show at the theatre much easier to set up with fewer staffing costs.</p> <p>All of these events continue to inspire our local creative population, generate tourist income for the community, and provide an affordable venue for artists and producers to continue making their creative work. It is the younger generation, however, which benefits the most from our ability to rent theatre space at affordable rates; as a result of attendance or participation, local Nevada County young adults are far more likely to later participate in the arts or become future producers of the arts, a benefit to our entire community.</p>
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## PROJECT POINT OF CONTACT

Name and title: Ariel Lovett, Project Administrator, County Executive Office

### FOR CEO OFFICE ONLY:

Expense Item No:	ECON01.23
Final ARPA Category:	2.34
Approved:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No