

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: January 10, 2018

TO: ARTS & CULTURE COMMISSION

FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS MANAGER

SUBJECT: Review and Approval of the 2018-2019 Annual Grants Program Guidelines

RECOMMENDATION:

Annually, staff reviews staff findings, Panel comments, and best practices notes made during the previous Annual Grants Program cycle to make recommendations for Program improvements. With concurrence from the Grants Subcommittee, the following changes are recommended for implementation in the FY 2018-2019 Annual Grants Program Application and Guidelines to streamline the application process for applicants:

1. Revise existing text to reduce paper application requirements. Instead of submitting one original hard copy with artistic documentation and an additional eight copies, applicants would submit the following by the deadline:
 - a. one original hard copy application with artistic documentation, and
 - b. one PDF application and link(s) to artistic documentation by email.
2. Condense and clarify the existing instructions section of the Application.

BACKGROUND:

In July of 2007, at the request of the Arts & Culture Commission, a Grants Subcommittee was established to work with staff to analyze the Program. Staff reviewed Program structure and the application to identify areas where changes could enhance the effectiveness of the Program. Considerations included restructuring the application categories, introduction or elimination of categories, and restrictions on the timeframe in which applicants could reapply. Modifications to the Annual Grants Program were initiated by the Commission at the July 9, 2008 meeting.

Modifications to Annual Grants Program Guidelines and Funding Sources

In February 2009, the Commission approved several changes in support of Cultural Nexus policies and the Commission's Cultural Access Policy and Equity Standards. The Arts &

Culture grant category was restructured by size of operating budget: Arts & Culture I: less than \$200,000; Arts & Culture II: \$200,000-\$500,000, Arts & Culture III: annual operating budgets of over \$500,000; the number of grants an organization could receive each year was restricted to one; and Individual Artist category applications were limited to one grant award for an individual artist within a five-year period. Funding for Individual Artists was reduced to \$5,000. In 2010, Arts & Culture Commission amended the Guidelines to allow for Individual Artist applicants to receive funding once every three years.

In 2011, City Council made changes that appropriated 50% of the Annual Grants program budget (\$54,000) from the General Fund and shifted the remaining amount (\$54,000) to the Cultural Trust Fund. Commission approved an additional \$30,000 from that Fund for Festivals and Parades. Since FY 2012-2013, the City's Operating Budget has maintained this funding structure.

In 2012, revisions were made to the Guidelines to codify additional requirements for proposed public art projects; supplemental application materials; re-format and revise Application and Guideline language to emphasize the distinction between project and program; and to clarify eligibility requirements. In 2013, the Commission approved re-formatting the line item budget to distinguish between Pending, Proposed, and Awarded funding in the Support column, allowing Panelists to more easily assess an applicant's ability to produce the proposed program with partial funding. In 2014, clarification of the outreach process for applicants enabled Panels to better assess the proposals in the evaluation process. Program changes in 2015 addressed requirements for the Festivals and Parades grant category.

In 2016, Guidelines modifications clarified ineligibility of educational institutions that lead to a degree or diploma; recreational arts and crafts projects or programs; those organizations with primary missions to raise funds, those with programming closed to the general public, and religious or welfare organizations. Clarifications were also made to the sections that define a Pasadena-based organization and to re-establish the funding limits of different categories. In 2017, Guidelines were modified to emphasize the importance of demonstrating the public benefit of a program and to update the Resource Guide section.

Staff annually reviews Program structure to ensure the Program funds the highest quality proposals which deliver the greatest impact to Pasadena audiences. The Grants Subcommittee acknowledges that periodic refinements to the application materials are appropriate and additional discussion will occur for major changes.

Recommended Changes to the FY 2018-19 Annual Grants Program

At the November 29, 2017 Grants Subcommittee meeting, staff recommended modifications to sections of the FY 2018-2019 Grants Program Application and Guidelines. These changes are being recommended to reduce paper waste and to simplify application requirements. Recommended changes would be made to both the application and to Program guideline materials and further explanation and guidance will be incorporated into the Program's technical assistance workshops.

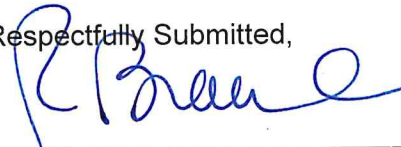
CONCLUSION:

The proposed changes are recommended for the FY 2018-2019 Annual Grants Program to reduce paper waste and to streamline the application process for Program applicants.

FISCAL IMPACT:

There is no Fiscal Impact as a result of this proposed action.

Respectfully Submitted,



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Cultural Affairs Division Manager
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Department