



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: February 14, 2018

TO: ARTS & CULTURE COMMISSION

FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER

SUBJECT: Approval of \$7,000 from the Cultural Trust Fund for Spring 2018 ArtNight Mini-grant Award Program

RECOMMENDATION:

Staff recommends that the Arts & Culture Commission approve \$7,000 from the Cultural Trust Fund in support fourteen Mini-grant Program awards to qualifying arts and or cultural organizations or individual artists/performers for Spring 2018 ArtNight.

BACKGROUND:

ArtNight

The ArtNight Mini-grant Program was established in 2006 to provide expanded access for small arts and culture organizations, that typically do not have their own venues, and to diversify the primarily visual ArtNight programming. In past years, Mini-grantees have also included independent non-commercial galleries, ensembles and frequently include individual artists.

Developed to encourage smaller organizations to participate in ArtNight, the Mini-grant program provides links to host organizations that allows for increased visibility to the thousands of audience members that visit each venue. The program provides up to \$500 in compensation to each Mini-grantee which supplements artist fees and subsidizes equipment rental and marketing expenses.

In the years since the Mini-grant program was introduced at least ten individual artists and group participants each ArtNight resulting in an expanded repertoire that provides more artistic variety to event programming and increased audience diversity. Mini-grantees consistently report on the positive residual effects of their ArtNight collaborations, including on-going relationships with their host sites, increased membership, higher public visibility and broadened exposure to new audiences.

The inclusion of small arts and culture organizations, individual artists and individual artists in ArtNight programming is aligned with the Principles and Policies of the Cultural Nexus Master Plan and with the focus of the Commission's Cultural Access and Equity Standards. The emphasis on expanded and equitable access to the arts and increased facilitation for participation remains a goal throughout all ArtNight programming and is particularly relevant to the goals of the Mini-grant Program awards.

Past performances have included a variety of media such as the Pasadena Rose Poets, Crown City Symphony, JazzZone, East Indian Raga Essence Ensemble, Makoto Taiko, the African Balandugu Foly, Gypsy Jambo, Theatre Americana and classical guitar, among others. Mini-grantees are listed in the ArtNight brochure (both in print and on-line) and a press release is distributed to generate additional exposure and interest for their performances at the ArtNight event.

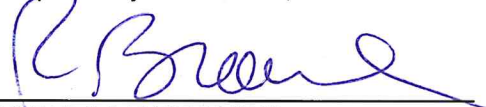
REVIEW PROCESS:

The application process for the Mini-grants program requires the submission of a one-page organizational description, bios for senior administrative and artistic personnel, project description, and letter of confirmation from a host venue. Staff will review all applications for ArtNight based on 1) appropriateness of program, 2) confirmation of host site, and 3) ability to produce the proposed project during the 4-hour timeline.

FISCAL IMPACT:

The cost of this action will be \$7,000. Funding for this action will be addressed by utilization of FY 2017-2018 budgeted appropriations from the Cultural Trust Fund account 8114-613-442000.

Respectfully Submitted,



ROCHELLE BRANCH

Cultural Affairs Division Manager
Planning & Community Development
Department