

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: JULY 9, 2020

TO: ARTS & CULTURE COMMISSION

FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER

RE: APPROVAL OF: (1) \$189,403 IN TOTAL AWARDS FOR THE FY 2020-21 ANNUAL GRANTS PROGRAM, INCLUDING \$1,403 IN CULTURAL TRUST FUNDS TO SUPPLEMENT THE ANNUAL GRANTS PROGRAM OPERATING BUDGET, AND (2) RECOMMENDED AWARD FUNDING STRUCTURE

RECOMMENDATION

It is recommended that the Arts & Culture Commission approve:

- 1) The amount of \$189,403 in total awards for the FY 2020-2021 Annual Grants program to include the \$188,000 Annual Operating Budget and Supplemental Funds:
 - a) the amount of \$134,000 from the Cultural Trust Fund,
 - b) the amount of \$54,000 from the General Fund; and
 - c) the amount of \$1,403 from the Cultural Trust Fund to supplement the awards.
- 2) The following award funding structure for the FY 2020-2021 Annual Grants Program:
 - a) \$18,000 to fund all applicants scoring in the 95-100th percentile at 90% of the requested amount;
 - b) \$42,500 to fund all applicants scoring in the 90-94th percentile at 85% of the requested amount;
 - c) \$69,000 to fund all applicants scoring in the 85-89th percentile at 75% of the requested amount;
 - d) \$31,500 to fund all applicants scoring in the 80-84th percentile at 70% of the requested amount;
 - e) \$28,403 to fund all applicants scoring in the 70-79th percentile at 45% of the requested amount (50% for one individual artist).

BACKGROUND

Restructuring of the FY 2009-2010 Annual Grants program was initiated by staff and the Arts & Culture Commission in July 2008. In early 2009, in support of the City's Cultural Nexus policies and the Commission's Cultural Access Policy and Equity Standards, the Commission approved changes to distinguish between the large, medium, and small-sized organizations by annual operating budget, to limit the number of grants an organization could receive each year to one,

and to limit the award amounts for individual artists to \$5,000, once every five years. The Commission's Grants Program Subcommittee concurred with these recommendations. In FY 2010-2011, this was reduced to once every three years to encourage more Pasadena individual artists to apply.

In 2012, the Guidelines added additional requirements for proposed public art projects, defined project vs program and clarified eligibility requirements. In 2013, the application budget forms were reformatted to include information on secured project/program funding. In 2014, new questions sought to assess each applicant's public outreach process. Program changes in 2015 addressed requirements for the Festivals and Parades category. In 2016, Guidelines made ineligible: educational institutions leading to a degree or diploma, recreational arts/crafts projects or programs, organizations whose primary missions is to raise funds, those with programming closed to the general public, and religious or welfare organizations. "Pasadena-based" organization was clarified.

In 2017, the Guidelines and Applications were revised to emphasize the importance of public benefit as it relates to the Pasadena community. Beyond artistic merit, all applicants were asked to articulate the extent to which the proposed project/program would positively benefit the community. In 2018, in response to arts and culture organization comments, the hard copy requirement was reduced from eight to one. Guidelines were amended to require applicant organizations to have a Pasadena address.

Last year, changes to the Guidelines required applicant organizations to have a Pasadena address (not PO box) on the IRS 501(c)(3) organization website to ensure compliance with the Guidelines as a Pasadena-based organization. Applicants to the Arts & Culture and Arts Education Partnership categories were asked to articulate their progress toward Cultural Equity and Inclusion statements, plans or policies in acknowledgement of the LA County Department of Arts & Culture's new requirements. Other changes were made to the Arts Education Partnership scoring criteria to facilitate evaluation of arts education projects outside of the PUSD system.

This year, unscored questions addressing cultural equity and inclusion within organizational programming, staff, and Board were added to the application Common Questions to align with other local municipal funders. New questions about State visual and performing art standards were added for Arts & Culture applicants proposing projects with art education elements, and all applicants were asked to provide the anticipated audience numbers. Budget forms and Instructions were changed to align with current Data Arts line item categories. The cash match requirement for Arts Education Partnership grants may now be met by the grantee, other sources, and/or PUSD when working with PUSD, instead of the previous requirement of PUSD as the sole match.

PROGRAM FUNDING STRUCTURES

The City Council's FY 2020-2021 adopted operating budget includes \$188,000 for Grants-in-Aid (\$54,000 in General funds and \$134,000 from the Cultural Trust Fund). The \$50,000 amount represents a 36% increase over the Grants Program operating budgets of previous years.

Each year, the Grants Program operating budget is supplemented from the Cultural Trust Fund to round out award amounts. Last year, the Commission approved an additional \$19,217. This year, in recognition of the \$50,000 increase to the Grants Program operating budget, staff recommends a supplement of \$1,403, which would elevate the total budget to \$189,403 for the FY 2020-2021 Annual Grants Program Awards.

PROPOSED AWARD STRUCTURE

Staff recommends approval for descending award amounts based on applicant scores within the 95-100th, 90-94th, 85-89th, 80-84th, and 70-79th percentiles. This overall funding structure acknowledges the differences in scores between applications. The proposed award structure provides proportional funding for scores in six levels based on requested funding amounts and scores.

Proposals scoring in the 95-100th percentile would receive 90% of what was requested, 90-94th percentile proposals would receive 85%, 85-89th percentile proposals would receive 75%; 80-84th percentile proposals would receive 70%; 70-79th percentile proposals would receive 45%. One Individual artist grant scoring 70 would receive 50% of the requested amount.

Employing total funding of \$189,403 the Grants Subcommittee recommends the following award structure, based on Panel scores:

Table 1. Recommended award structure

	2 Grants: Score of 95-100	6 Grants: Score of 90-94	10 Grants: Score of 85-89	5 Grants: Score of 80-84	6 Grants: Score of 70-79	1 Grants: Score of 70
Total amount requested:	\$20,000	\$50,000	\$92,000	\$45,000	\$58,118	\$4,500
Award totals:	\$18,000	\$42,500	\$69,000	\$31,500	\$26,153	\$2,250
Percentage of request:	90%	85%	75%	70%	45%	50%

The following compares last year’s funding structure to the 2020-2021 recommended structure:

2019-2020 Funding Structure

(last year)

85%-70%-62%-51%-45%-43%

95-100th percentile: 85% of request

90-94th percentile: 70% of request

85-89th percentile: 62% of request

80-84th percentile: 51% of request

75-79th percentile: 45% of request

70-74th percentile: 43% of request

\$157,217

2020-21 Recommended Award Structure

90%-85%-75%-70%-45%-50%

95-100th percentile: 90% of request

90-94th percentile: 85% of request

85-89th percentile: 75% of request

80-84th percentile: 70% of request

70-79th percentile: 45% of request

70th percentile IA grant: 50% of request

\$189,403

OUTREACH AND TECHNICAL ASSISTANCE

Annual Grants Program applications and guidelines were posted online February 3, 2020. Outreach included press releases to print and web media, web posting to the City of Pasadena's Cultural Affairs Division website, Pasadena’s Pasculturenet, and distribution via email by the Cultural Affairs Division and by Arts & Culture Commissioners. Each year, free technical assistance and grant writing workshops are offered to potential applicants. Participation in a Grant Writing/Technical Assistance workshop is always strongly recommended for all applicants.

These workshops address eligibility requirements and focus on key aspects of the Application and Guidelines documents including a section on new questions and highlights of changes to current requirements. The workshops also provide general grant writing instruction and Pasadena’s specific application process. Three workshops were held in 2018 and 2019, five in 2017; three in 2016; four in 2015; three in 2014 and 2013; six in 2010-12; four in 2009. This year, because of City policies restricting public gatherings due to COVID-19, only one in-person meeting was held (February 25th). Subsequently, trainings were digitized with sound and posted to the Cultural Affairs website in April so that applicants could view the trainings on their own schedule.

APPLICATIONS, REVIEWS, AND SCORING

A total of 34 applications were received by the deadline of 5:00 pm PST on May 18, 2020. A two-week extension was provided to accommodate COVID-19 related workplace public health restrictions. Thirty-three applications were deemed eligible by staff for Panel review, based on program guideline requirements. Grant evaluation Panels are composed each year of local arts/culture professionals representing a variety of arts disciplines with expertise in related subject matter; they represent a range of organizations and backgrounds. Panelists review all eligible applications before the meeting and give preliminary scores based on established review criteria. This year all Panel reviews were conducted virtually. Panelists were able to review application supplemental materials, such as video and audio recordings. Unattributed Panel comments are documented to provide constructive feedback and to acknowledge successful aspects of each proposal. All applicants receive a total score, score by review category, and Panel comments as a part of their Annual Grants Program notification.

Of the 34 applications reviewed by the Grants Program panels, 30 received total scores of 70 or above. Only proposals scoring 70 or above are considered for funding. This year's applicant pool had a high concentration of scores in the 80-89th percentile, as in the six previous grant cycles.

Table 2. Number of grants eligible for funding and number recommended for funding by category and fiscal year, 2009 to present

	FY 19/2 0	FY 19/2 0	FY 18/1 9	FY 17/1 8	FY 16/1 7	FY 15/1 6	FY 14/1 5	FY 13/1 4	FY 12/1 3	FY 11/1 2	FY 10/1 1	FY 09/1 0
Art & Culture I	11*	13*	13** †	10*	11*** *	10**	10*	10**	10*	10*	6	5
Art & Culture II	2	2	4	4	4*	1	3*	n/a	1	1	3	4
Art & Culture III	6	8	8†	10	9	10**	8	11*	9	10	6	6
Arts Education	4	4	4*	2	2	3	2	3	3	5	5	6
Individual Artists	8***	1	4	7	4**	3	5*	5	8**	6*	7	7
Festivals & Parades	2	3	3	2	2	2	4	6	8	5	4	4
Eligible for Review	33	31	34	35	32	29	32	35	39	37	31	32
Recomm. for Funding	30	30	31	30	25	25	29	27	28	28	26	22

* One application was disqualified **Two applications were disqualified ***Three applications were disqualified ****Four applications in this category were disqualified † one applicant withdrew

CONCLUSION

Panelists found most applications to be well-written with good or excellent artistic documentation, budgets, and project narratives. Award recommendations will represent a diversity of media programming and will be subject to the extant public health orders at the time. Staff will continue to work with awardees on appropriate modifications to funded projects/programs as necessary to comply with public health orders.

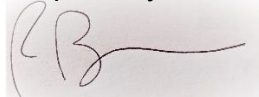
In 2019-20, the Annual Grants Program funded a total of 30 projects (97% of all eligible applications—excluding those that withdrew). A total of 30 projects (91% of all eligible applications) are recommended for funding in FY 2020-2021.

With approval of the recommended award amounts and the Supplemental funding from the Cultural Trust Fund, a total of \$189,403 in funding will be allocated for the FY 2020-2021 Annual Grants Program.

FISCAL IMPACT

\$188,000 in funds for the Annual Grants Program have been allocated in the Cultural Affairs Division FY 2020-2021 Annual Operating Budget (10121002-815300 and 61321002-815300). An additional \$1,403 (61321002-815300) from the Cultural Trust Fund will complete these recommended Annual Grants Program awards.

Respectfully Submitted,



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