

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT
STAFF REPORT

DATE: JULY 14, 2022
TO: ARTS & CULTURE COMMISSION
FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER
RE: APPROVAL OF: (1) \$188,935 IN TOTAL AWARDS FOR THE 2022-2023 ANNUAL GRANTS PROGRAM

RECOMMENDATION

It is recommended that the Arts & Culture Commission approve:

- 1) The amount of \$188,935 in total awards for the 2022-2023 Annual Grants program to include:
 - a) the amount of \$88,684 from the Cultural Trust Fund and
 - b) the amount of \$100,251 from the General Fund.

- 2) The following award amounts for the 2022-2023 Annual Grants Program:
 - a) \$87,150 to fund applicants scoring in the 90-99th percentile based on score;
 - b) \$81,485 to fund applicants scoring in the 80-89th percentile based on score; and
 - c) \$20,300 to fund applicants scoring in the 70-79th percentile at 58% of the
 - d) request amount

BACKGROUND

The Annual Grants Program supports the work of the individual artist, the creative process in the classroom, the programs of our cultural institutions, and aids in long-term planning for Pasadena's cultural community. Modifications to each year's guidelines and applications are made based on findings from previous years as well as best practices.

Restructuring of the 2009-2010 Annual Grants program was initiated by 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, to limit the number of grants an organization could receive each year to one, and to limit the grant awards for individual artists to \$5,000 every 5 years. The Grants Program Subcommittee concurred with these

recommendations however, in FY 2010-2011 the time-period between grants for individual artists was reduced to one every three years.

In 2012, the Guidelines added additional requirements for proposed public art projects; defined project vs program; and clarified eligibility requirements. In 2013, the budget forms were reformatted to include information on secured funding. In 2014, questions were added to understand applicants' public outreach process. Program changes in 2015 addressed requirements for the Festival and Parade grant category. In 2016, Guidelines made ineligible: educational institutions leading to a degree or diploma, recreational arts/crafts projects or programs, organizations whose primary mission 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 FY 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 Pasadena addresses. In FY 2019, changes to the Guidelines required 1) applicant organizations to show a Pasadena address (not PO box) on the IRS 501(c)(3) organization website, and 2) organizations were asked to articulate their progress toward Cultural Equity and Inclusion (CEI) statements, policies, or plans as Phase one of a CEI initiative—in alignment with new CEI requirements by the LA County Arts Commission. Adjustments were made to scoring criteria for the Art Education Partnership category to allow better evaluation of projects outside the PUSD system.

In FY 2020, new questions about cultural equity and inclusion were posed to elicit a self-assessment by organizations of their CEI status. Other new questions were State visual and performing art standards and audience attendance figures. Budget forms and Instructions were changed to align with current Data Arts line item categories. The cash match requirement for PUSD-associated Art Education Partnership grants was changed to allow it to be met by other sources.

In the 2019-2021 fiscal years, the application included questions about organizations' progress toward improving cultural equity and inclusion in programming, administration and board representation. In 2021, aligning with LA County and other local municipal funders, applicants were required to adopt and provide a CEI statement, policy and/or plan as part of their eligibility. The Non-Profit Partnership and The Aspire Group were contracted to help smaller organizations develop a statement to meet eligibility requirements. In addition, 2021-22 applicants were instructed to submit proposals and artistic documentation online with no hard copy requirement.

Again this year, staff worked with The Non-Profit Partnership and The Aspire Group to provide a three-hour technical assistance workshop on diversity and cultural equity and inclusion for all Pasadena arts and culture organizations to help facilitate their forward movement for CEI. Additional questions are being added to the final report document to describe CEI progress for all FY 2022-23 project.

PROGRAM FUNDING STRUCTURES

The recommended budget for the FY 2022-2023 Annual Grants Program totals \$188,935 in funds, including \$100,251 in General funds and \$88,684 in Cultural Trust Funds.

PROPOSED AWARD STRUCTURE

Staff recommends approval for descending award amounts based on individual scores for applicants scoring between the 80th and 99th percentiles and approval of 58% of amount requested for applicants scoring between the 70th and 79th percentiles. This overall funding structure acknowledges the differences in scores between applications and rewards higher scoring proposals for their excellence. The proposed award structure provides proportional funding based on requested amounts and scores.

Proposals scoring 80-100th percentile would receive a percentage of the requests based on each individual scores and proposals scoring in the 70-79th percentile proposals would receive 58% of the requests.

Employing total funding of \$188,935 the staff recommends, (with concurrence from the Grants Subcommittee) the following award structure, based on Panel scores:

Table 1. Recommended award structure

	10 Grants: 90-100	11 Grants: 80-89	5 Grants: 70-79
Total amount requested:	\$ 95,000	\$ 97,150	\$ 35,000
Award totals:	\$ 87,150	\$ 81,485	\$ 20,300
Percentage of request:	varies based on individual score	varies based on individual score	58%

The following compares last year's funding structure to the 2022-2023 recommended structure:

2021-2022 Funding Structure

86%-80%-46%

90-100th percentile: 86% of request

80-89th percentile: 80% of request

70-79th percentile: 46% of request

\$188,800

2022-23 Recommended Award Structure

90 to 95%-80 to 89%-58%

90-100th percentile: 90-95% of request

80-89th percentile: 80-89% of request

70-79th percentile: 58% of request

\$188,935

OUTREACH AND TECHNICAL ASSISTANCE

Grants Program applications and guidelines were posted online February 2, 2022. Outreach included press releases to print and web media, web posting to the City of Pasadena's Cultural Affairs Division website, and Cultural Affairs e-mail (flyer) and distribution by Commissioners, as well as inclusion in the City Manager's Newsletter and press. Each year, free technical assistance and grant writing workshops are offered to potential applicants. Attendance of a Grant Writing/Technical Assistance workshop is always strongly recommended for all applicants and was mandatory for new applicants this year. The technical assistance part of the workshop explains eligibility and breaks down important parts of the Application and Guidelines documents; includes a section on new questions and highlights changes to current Instructions, Applications, and Guidelines. The Grant Writing part of the workshops provides general grant writing instruction and addresses Pasadena's application specifically. In 2021, two live, virtual trainings were held and one live, virtual CEI workshop was held. In 2020, one in-person meeting was held and then, due to COVID restrictions, trainings were digitized and posted on the website. 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.. Two live, virtual grant writing and technical

assistance workshops were held via MS Teams meetings in April and May 2022, One CEI workshop was held in March 2022. Dates/times and links to meetings were provided in the Guidelines and posted on the website.

APPLICATIONS, REVIEWS, AND SCORING

A total of 30 applications were received by the deadline of 11:59 pm PST on May 9, 2022. Twenty-nine (29) applications were deemed eligible by staff for Panel review, based on program guideline requirements. Grant evaluation Panels composed of local arts/culture professionals are assembled based on expertise in subject matter. Panelists represent a range of organizations and backgrounds. Panelists confidentially review all eligible applications before the meeting and give preliminary scores based on established review criteria. Virtual Panel meetings were held again this year and provided opportunity to review supplemental materials like videos/audio recordings as a group and allowed Panelists to discuss and deliberate scores. Unattributed Panel comments are documented to provide constructive feedback, suggest areas of improvement, and to acknowledge successful aspects of the proposals. Comments reflect overall and category scoring. All applicants receive total score, score by review category, and Panel comments as a part of their grant notification letter.

Of the 29 applications reviewed by the Grants Program panels, 26 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 both the 90th-99th percentiles and in 80-89th percentiles.

Table 2. Number of grants eligible for funding, number recommended for funding by category and fiscal year, FY 2009-10 to present

Fiscal Year	22-23	21-22	20-21	19-20	18-19	17-18	16-17	15-16	14-15	13-14	12-13	11-12	10-11	09-10
Art & Culture I	9	10	11*	13*	13**†	10*	11****	10**	10*	10**	10*	10*	6	5
Art & Culture II	3	2	2	2	4	4	4*	1	3*	n/a	1	1	3	4
Art & Culture III	7†	7	6	8	8†	10	9	10**	8	11*	9	10	6	6
Arts Education	2	3	4	4	4*	2	2	3	2	3	3	5	5	6
Individual Artists	7	4*	8***	1	4	7	4**	3	5*	5	8**	6*	7	7
Festivals & Parades	2	2	2	3	3	2	2	2	4	6	8	5	4	4
Eligible for Review	29	27	33	31	34	35	32	29	32	35	39	37	31	32
Rec. for Funding	26	26	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 were disqualified † one applicant withdrew

CONCLUSION

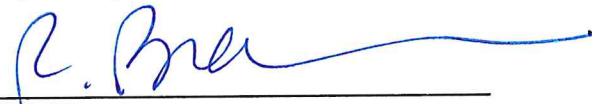
Panel feedback was solicited about the evaluation process as in previous years. Panelists found most applications to be well-written with good or excellent artistic documentation, budgets, and project narratives. All panels re-affirmed the evaluation approach taken by Cultural Affairs is among best practices, and found the additional information gathered from their constructive comments to be an important source of feedback for applicants.

In 2021-22, the Annual Grants Program funded a total of 26 projects (96% of all eligible applications). A total of 26 projects (90% of all eligible applications) are recommended for funding in FY 2022-2023.

FISCAL IMPACT

Approval of these recommendations would distribute a total from the Cultural Affairs Division \$188,935 in Annual Grants Program funds, comprised of \$100,251 in General funds (10121001-815300) and \$88,684 in Cultural Trust funds (61321002-815300) to complete these recommended Annual Grants Program awards.

Respectfully Submitted,



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Prepared by:



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