



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: January 14, 2021
TO: ARTS & CULTURE COMMISSION
FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER
SUBJECT: Review and Approval of the 2021-22 Annual Grants Program Guidelines

RECOMMENDATION:

Each year, staff reviews best practices, staff findings, and Panel comments from the previous Annual Grants Program cycle to make recommendations for proposed changes to improve the Program. With Grants Subcommittee consensus, the following changes are recommended to the FY 2021-2022 Annual Grants Program:

1. Align Pasadena Annual Grants Program organizations with the Los Angeles County Department of Arts and Culture Cultural Equity and Inclusion (CEI) Initiative by requiring organizational applicants to provide a CEI statement, policy, and/or plan depending on annual operating budget size.
 - a. Small-sized organizations (less than \$200,000 annual operating budget) will be required to submit a CEI statement and proof of board adoption.
 - b. Medium-sized organizations (\$200,000-\$500,000 annual operating budget): will be required to submit a CEI statement or policy (policy encouraged) and proof of board adoption.
 - c. Large-sized organizations (more than \$500,000 annual operating budget) will be required to submit a CEI policy, plan, and proof of board adoption.
2. The new CEI element will be an eligibility requirement for arts and culture organizations applying to the Annual Grants Program. Staff will review statements, policies and plans each year for compliance.

BACKGROUND:

Cultural Affairs established the Grants Subcommittee in 2007 to work with staff to analyze the Annual Grants Program. Staff reviewed the Program structure, the Application and the Guidelines to identify areas where changes could enhance Program effectiveness. Considerations included restructuring the Application categories, introduction or elimination of categories, and restrictions to the timeframe in which applicants could reapply. Modifications to the Program were approved by the Commission at the July 2008 meeting.

Modifications to Annual Grants Program Guidelines and Funding Sources

The Commission approved changes in 2009 which supported Cultural Nexus policies and its Cultural Access Policy and Equity Standards. The Art & Culture category was restructured by annual operating budget size: Art & Culture I: less than \$200,000; Art & Culture II: \$200,000-\$500,000, Art & Culture III: over \$500,000. Additionally, the number of grants an organization could receive was restricted to one per year and Individual Artists were limited to one award of up to \$5,000 every five years. In 2010, the Commission revised the Guidelines to allow Individual Artists to receive a grant 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. The Commission approved an additional \$30,000 from that fund for Festivals and Parades. The City's Operating Budget has maintained this funding structure to date. In 2012, revisions were made to the Grants Program Guidelines to codify additional requirements for proposed public art projects and supplemental application materials; to re-format and revise Guideline language to emphasize the distinction between projects and programs; and to clarify eligibility requirements.

In 2013, budget forms were reformatted to show whether support was pending, proposed or awarded allowing Panelists to assess the ability of applicant to produce a program with partial funding. In 2014, the outreach process was clarified. Program changes in 2015 addressed requirements for the Festivals and Parades grant category. In 2016, educational institutions that lead to a degree or diploma, recreational arts and crafts projects or programs, organizations with primary mission to raise funds, those with programming closed to the general public, and religious or welfare organizations were made ineligible for funding and the definition of a Pasadena-based organization was clarified.

In 2017, the importance of demonstrating the public benefit of a program was reinforced. Hard copy requirements were reduced to one original with one electronic copy, and instructions were condensed and clarified in 2018. "Pasadena based" was further clarified, changes were made to the Art Education Partnership grant category scoring criteria, and a question was added to ascertain applicants' positioning regarding their cultural equity and inclusion statement, policy, or plan during the 2019 FY program.

Last year, as part of the first phase of incorporating cultural equity and inclusion considerations into the Pasadena Grant process, questions were added to help applicants articulate their CEI progress in their Board, staffing, and programming; a question regarding curriculum and state standards was added for applicants proposing programs with an art education element; quantifying previous year audience numbers was required for continuing projects or programs; and the cash match requirement was changed to allow the grantee, other sources, and/or Pasadena Unified School District to meet it.

Staff annually reviews the Annual Grants Program to ensure that it funds the highest quality proposals which deliver the greatest benefit to the community. Periodic refinements to the Application materials are appropriate and additional discussion will occur for major changes.

Recommended Changes to the FY 2021-22 Annual Grants Program

At the December 29, 2020 Grants Subcommittee meeting, staff recommended modifications to the FY 2020-21 Annual Grant Program.

Cultural Affairs staff has been an active participant in the Los Angeles County Department of Arts and Culture Cultural Equity and Inclusion (CEI) Initiative as it has developed over several years. In the 2019-2020 fiscal year, Cultural Affairs introduced more specific cultural equity and inclusion elements into the City's Annual Grants Program. Phase 1 of this process, which took place over the last two program years, was to ask applicants to self-assess and describe their progress (if any) in adopting a CEI statement, policy, or plan (definitions below).

This year, Cultural Affairs proposes Phase 2 of this process--new eligibility for the Annual Grants Program that requires applicant organizations to adopt a statement/policy/plan that addresses equity, access, and inclusion in their organization and its operations. This new requirement will align Pasadena organizations with the LA County initiative and facilitate their eligibility for County funding. Future phases may include organizational self-evaluation and benchmarks toward diversity, cultural equity, and inclusion based on individual status, mission, and goals.

The type of CEI document required will depend on the organization's annual operating budget (based on Annual Grants Program Arts and Culture Grant category):

- a. Small organizations (annual operating budget of less than \$200,000) will be required to provide a CEI statement with proof of Board adoption
- b. Medium organizations (annual operating budget of \$200,000-\$500,000) will be required to provide a CEI statement or policy (policy encouraged) and proof of Board adoption
- c. Large organizations (annual operating budget of more than \$500,000) will be required to provide a CEI policy and plan and proof of Board adoption. County-funded mid-sized (OGP2) organizations are allowed to meet medium-sized organization requirements (section b. above)

A **statement** is a brief explanation of why the organization is committed to diversity, equity, inclusion, and access, and how this commitment aligns with the overall mission. A **policy** broadly outlines an organization's vision for and commitment to diversity, equity, inclusion, and access, and how this commitment aligns with the overall mission. The policy also provides further details about what the organization is doing to realize the commitment. A **plan** outlines actions, strategies, and methods to comply fully with an organization's policy as well as how it evaluates and measures progress around five key areas: Board, staff, programs/operations, artists and audiences.

In researching the impact this new requirement will have on Pasadena arts and culture organizations, staff found that most of the medium and larger budget Pasadena organizations had already adopted CEI policies and plans pursuant to County requirements. Small Pasadena organizations are underrepresented as County grantees and most will have to develop a CEI statement to apply for funding this year. As in previous grant years, technical assistance/grant writing workshops will be convened by Cultural Affairs prior to the grant deadline. This year,

staff will provide a new CEI training to assist small organizations in creating their CEI statements.

During the application review process, Cultural Affairs staff will review applicant statements, policies and plans for compliance and eligibility.

CONCLUSION:

The proposed changes are recommended for the FY 2021-2022 Annual Grants Program to align Pasadena's Annual Grant Program's Guidelines and Applications with Citywide planning and Los Angeles County requirements regarding cultural equity, access, and inclusion.

FISCAL IMPACT:

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

Respectfully Submitted,



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Department