



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: January 11, 2023
TO: ARTS & CULTURE COMMISSION
FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER
SUBJECT: Review and Approval of the 2023-24 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 2023-2024 Annual Grants Program:

- 1) Guidelines changes
 - a. New arts and cultural organizations must operate in Pasadena for at least 1 year before application and provide evidence of public events in Pasadena prior to January 2022.
 - b. Re-granting funds will be added to the list of projects and programs ineligible for funding.
- 2) Application changes
 - a. Returning organizational applicants may refer to their last-submitted 501c3 documentation and attest that their 501c3 remains active. Verification on IRS website of Pasadena-based addresses will continue.
 - b. Returning organizational applicants may refer to their last-submitted CEI statement, policy, and/or plan and proof of board resolution (minutes/updated bylaws). Application will request updated CEI documents be submitted again.
 - c. Summary Page to include space for "number served in 2022-2023" and "estimated number to be served 2023-2024" and be removed from the narrative section.
 - d. Art and culture organizations applying for educational projects or programs for school-aged children (writing, visual arts and performing art subjects) must cite the CA state standards used for lessons and be grade-appropriate. A summary may be accepted.
 - e. Reduce the amount of support documentation (up to 5 instead of up to 10 brochures/press, etc.) allowed.

BACKGROUND:

Cultural Affairs established the Grants Subcommittee in 2007 to share Staff's recommendations for changes to the Annual Grants Program. Each calendar year, Staff reviews the Annual Grants Program requirements to ensure that best practices are in place to elicit the highest quality programs for the greatest benefit to the community. Periodic refinements to the Application materials are appropriate and additional discussion will occur for major changes. The Program is designed to closely align with those of other municipal arts funders in LA County via the "Common Application," intended to facilitate the application process.

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 \$54,000 (50%) of the Annual Grants program budget 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. With advocacy and support from both local arts and cultural organizations as well as internal City staff, the first budget increase in over 20 years to the Annual Grants Program was approved in 2020 to the City's Operating Budget. This budget increase provided an additional 33% to the Program budget and was intended to be ongoing.

Additional Modifications to Annual Grants Program Process, Guidelines, and Applications

In 2012, revisions were made to the Guidelines to codify additional requirements for proposed public art projects and supplemental application materials; to revise Guidelines language to emphasize the distinction between projects and programs; and to clarify eligibility requirements.

In FY 2013-2014, budget forms were reformatted to indicate whether support was pending, proposed, or awarded allowing Panelists to assess the ability of applicant to produce a program with partial funding. In 2014-2015, the outreach process was clarified. Program changes in 2015-2016 addressed requirements for the Festivals and Parades grant category. In 2016-2017, 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 FY 2017-2018, 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 (CEI) statement, policy, or plan during the FY 2019-2020 program.

In FY 2020-2021, as part of the Phase 1 implementation of CEI considerations for the Grants Program, 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.

In FY 2021-2022, Phase 2 of the CEI process established new application eligibility requirements for organizations to provide an adopted CEI statement, policy or plan (based on annual budget size) that addresses equity, access, and inclusion in their organization and its operations. Cultural Affairs staff reviewed these submittals for compliance and eligibility. The new requirement aligned Pasadena organizations with the LA County CEI initiative and facilitated eligibility for County funding. In addition, Staff provided a dedicated Technical Assistance Workshop to assist Pasadena's small budget organizations in the development of their CEI statements. Applications became online submittal only in 2021-2022. In 2022-2023, an additional CEI workshop was added to help all organizational applicants, and the Final Report forms for organizational grantees were revised to include questions to document CEI progress. Instead of establishing a set benchmark for compliance, the Workshop was designed to help facilitate each organization's individual CEI progress, as determined by their own Board, staff and resources. Based on positive feedback from the organizations, Cultural Affairs will offer continuation CEI Workshops in support of these efforts. This expands the Technical Assistance Workshops scheduled in February, March and April.

Recommended Changes for the FY 2023-24 Annual Grants Program

Changes fall into two categories, streamlining application process and refining Guidelines and Applications to ensure applicants continue to address the community needs. At the December 15, 2022 Grants Subcommittee meeting, staff recommended modifications to the FY 2023-24 Annual Grant Program:

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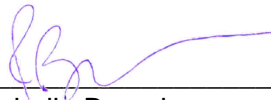
CONCLUSION:

The proposed changes are recommended for the FY 2023-2024 Annual Grants Program to continue to align Pasadena's Annual Grant Program's Guidelines and Applications with Los Angeles County requirements regarding cultural equity, access, and inclusion.

FISCAL IMPACT:

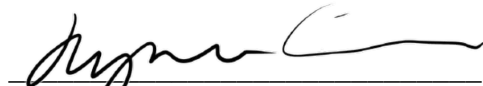
There is no Fiscal Impact as a result of this proposed action.

Respectfully Submitted,



Rochelle Branch
Cultural Affairs Division Manager
Planning & Community Development
Department

Prepared by:



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