



PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: January 8, 2020
TO: ARTS & CULTURE COMMISSION
FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER
SUBJECT: Review and Approval of the 2020-21 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 2020-2021 Annual Grants Program:

1. Revise several questions in the Organizational Background section of the Application to help applicants articulate how they provide for cultural equity and inclusion. This will align Pasadena's application with common questions of the Los Angeles County Department of Arts and Culture application and other municipal funders in LA County.
2. Include a new question regarding curriculum and State of California art education standards for Art & Culture category applicants proposing programs that include elements of art education.
3. Include a new question about previous year audience numbers and/or number of people served for all continuing projects or programs.
4. Modify the Guidelines to allow the Art Education Partnership cash match requirement to be met by the grantee, other sources, and/or Pasadena Unified School District (PUSD) when working with PUSD.
5. Revise the Application budget forms and Instructions to align with current Data Arts line items.

BACKGROUND:

Cultural Affairs established the Grants Subcommittee in 2017 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 reformat and revise Guideline language to emphasize the distinction between projects and programs; and to clarify eligibility requirements. In 2013, the budget forms were reformatted to show whether support was pending, proposed or awarded allowing Panelists assess the likelihood a proposed program could be produced with partial funding. In 2014, clarification of the outreach process for applicants enabled Panelists to better assess the proposals in the evaluation process. Program changes in 2015 addressed requirements for the Festivals and Parades grant category.

In 2016, Guidelines modifications clarified ineligibility for: educational institutions that lead to a degree or diploma, recreational arts and crafts projects or programs, those organizations with primary missions to raise funds, those with programming closed to the general public, and religious or welfare organizations. The definition of a Pasadena-based organization was clarified. In 2017, the importance of demonstrating the public benefit of a program was reinforced in the Guidelines. In 2018, the Guidelines were modified to reduce the paper application submission requirement and to add one electronic copy. Staff also condensed and clarified the existing Instructions section of the Application.

Last year, changes were made to better define "Pasadena based" organizations; to further explain electronic file submission standards; to modify the scoring criteria for the Art Education Partnership grant category; and to add a question that asked applicants (excluding Festivals/Parades and Individual Artists) to articulate any plans, policies or statements for Cultural Equity and Inclusion that exist in their organization.

Staff annually reviews the Program structure to ensure that the Program funds the highest quality proposals to deliver the greatest benefit to the Pasadena community. The Grants

Subcommittee acknowledges that periodic refinements to the Application materials are appropriate and additional discussion will occur for major changes.

Recommended Changes to the FY 2019-20 Annual Grants Program

At the December 2, 2019 Grants Subcommittee meeting, staff recommended modifications to sections of the FY 2020-21 Annual Grant Application, Instructions, and Guidelines. These changes are being recommended to allow Panelists to better assess and score applications, to align the applications with Data Arts budget line items and Los Angeles County Department of Arts and Culture and municipal funder applications, and to address applicant concerns.

Staff recommends adding several questions to the Organizational Background section of the Application to demonstrate how applicants provide for cultural equity and inclusion within their organizations. The addition of these questions will align the Pasadena Annual Grant Application with the County and other municipal funders' applications. The questions will not be tied to score, but encourage applicants to consider many facets of cultural equity and inclusion from staffing to programming to board cultivation.

To provide Panelists with more data to inform their review and scoring of applications, staff recommends adding questions which 1) ask Art & Culture category applicants proposing a program that includes an art education element how the program meets State of California visual and performing art standards and 2) request information from all organizational applicants about audience and/or number of people served by continuing projects or programs. Staff also recommends revising the Application budget forms and Instructions to align with current Data Arts line item categories.

Lastly, in order to respond to Art Education Partnership applicants' expressed difficulty meeting the cash match requirement from PUSD, staff recommends expanding the Guidelines to allow the Art Education Partnership cash match requirement to be met by the grantee, other sources, and/or PUSD when working with PUSD.

CONCLUSION:

The proposed changes are recommended for the FY 2020-2021 Annual Grants Program to allow Panelists to better assess and score proposals, to align the Instructions and Applications with municipal funders' application forms, and to address previous applicants' concerns.

FISCAL IMPACT:

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

Respectfully Submitted,



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