

City of Pasadena
Cultural Affairs Division



PASADENA
CALIFORNIA • CITYOFFPASADENA.NET

Annual Grants Program Guidelines 2021/2022

Art and Culture Grant Category I

Art and Culture Grant Category II

Art and Culture Grant Category III

Arts Education Partnership Grant Category

Individual Artist Grant Category

Funding period: July 1, 2021 through June 30, 2022
Guidelines Issued: February 10, 2021
Due date: **May 17, 2021, 11:59 PM. ONLINE SUBMISSION ONLY ***

***e-mail jfil-contractor@cityofpasadena.net by May 16, 2021 to receive link for online submission**

PLEASE NOTE:

Technical Assistance/Grant Writing Workshops will be held online via MS Teams meetings on March 24, 2021 at 3:00 pm and April 20, 2021 at 6:00pm. Technical Assistance/Grant Writing Workshop attendance is mandatory for new applicants, but it is recommended that **all** applicants attend a Workshop to understand changes to the Guidelines and Applications. See page 12-13 for more information.

A separate **Cultural Equity and Inclusion Workshop for small organizations** (annual operating budget <\$200,000) will be held in April 2021 (date TBA).

CITY OF PASADENA ANNUAL GRANTS PROGRAM

The Pasadena Arts & Culture Commission and the Cultural Affairs Division are pleased to provide a number of opportunities for 2021/2022 to support the work of the individual artist, bring the creative process into the classroom, fund the programs of our cultural institutions, and aid in long-term planning for the cultural community. We seek to ensure that the cultural infrastructure is strong throughout Pasadena so that you can focus on the important work of producing, designing, communicating, educating and celebrating. **Please note there have been changes to the Guidelines and Application this year.**

TABLE OF CONTENTS

About Pasadena	
Pasadena: The Cultural City	3
Pasadena Arts & Culture Commission.....	3
City of Pasadena Cultural Affairs Division	3
Eligible Project or Program Support	
Types of programs or projects supported	3
Conditions	3
Ineligible projects and programs	4
Project and program definitions	4
Grant Categories and Descriptions	
Art and Culture Grant Categories I, II, and III	5
Arts Education Partnership Category.....	6
Individual Artist Category	7
Grant Application Instructions and Information	
Questions	7
Submission Requirements	7
Municipality Common Application Instructions.....	7
Application Deadline	8
DataArts (formerly Cultural Data Project) (REQUIRED)	8
Artistic Documentation and Artistic Samples	8-9
Definitions.....	9
Review and Selection Process	
Review Process	9
Selection Process	9-10
Review Criteria	10
Art and Culture Grant Categories I, II and III	10
Arts Education Partnership Grant Category	10-11
Individual Artist Category.....	11
Grantee Procedures	
Award Process	11
Grantee Requirements.....	11
Project Evaluation	11
Technical Assistance	
D-U-N-S number (REQUIRED).....	12
Fiscal Receiver.....	12
Technical Assistance Workshops	12
Workshop dates	12-13
Outreach, Diversity and Accessibility	
NEW: Cultural Equity and Inclusion Statements, Policies, Plans requirement.....	13-14
Outreach and Marketing Resources	
Recommended Websites and List Serves	14
Recommended Event Calendars, Newsletters and Local Newspapers	14
Recommendations for Banners.....	14
Newspapers	15-18
Radio Stations.....	18
Schools, Libraries, and Businesses	18-20
Community Contacts.....	20-21
City of Pasadena Staff	21

ABOUT PASADENA

Pasadena: The Cultural City

Pasadena is a historic center for the creation, presentation and preservation of art and culture as well as a leader in scientific and technological research and discovery. The city's founders set forth to build "the Athens of the West." Today, Pasadena is unique as a nexus of contemporary arts and culture.

Pasadena is richly diverse in creative traditions, highlighted in our civic treasures in American, African American, Native American, Latino, Asian and European art and design, as well as our community traditions and festivals. Artists and artisans have made their homes in Pasadena for generations, thus integrating the artistic experience into the fabric of the community. Pasadena's highly respected cultural institutions continue to provide Pasadena with artistic experiences unparalleled in quality and innovation. The City's community leaders recognize the importance of the arts in the development of a strong community through education, economic development and tourism, community building, youth and senior services, and artist support. The result is a community committed to the importance of a cultural life for every citizen, rich in complex history and invigorated by ongoing contemporary creativity.

Pasadena Arts & Culture Commission

The Pasadena Arts & Culture Commission is a 9-member body appointed by City Council to work with the Cultural Affairs Division to make recommendations to City Council regarding the needs, opportunities and strategies to support the arts and culture in Pasadena. Among the Commission's responsibilities are the annual distribution of City General Fund grants monies as well as the management of the Cultural Trust Fund, a funding source for programs and activities that take place throughout Pasadena that is funded through the City's Public Art Program.

City of Pasadena Cultural Affairs Division

Cultural Affairs is Pasadena's facilitator for art, design, cultural activities, international cultural initiatives and special events. Cultural Affairs promotes Pasadena in Southern California and nationally as a center of American cultural history as well as a vibrant arena for the creation of new art and design. The Annual Grants Program is designed to support the creative life of Pasadena through four grant categories and expand public access to the arts in our community.

ELIGIBLE PROJECT OR PROGRAM SUPPORT

The Annual Grants Program provides support for the following types of projects:

- The presentation and/or production of visual or performing art works including but not limited to visual art exhibitions, dance or theatrical performances, or multi-media work.
- Reasonable percentages of project or program salaries and benefits, and/or fees for artistic and administrative personnel and positions related to project or program.
- Marketing promotion, publicity and or outreach activities
- Arts education activities or programs
- Exhibitions
- Performances
- Expenses included in the overall production or presentation of an ongoing or new program, included but not limited to: costumes, sets, art or production supplies, facility or space rental.
- Administrative and organizational support, including but not limited to: strategic planning or consultancies, governance and leadership development, information technology that improves web presence
- Temporary public art projects. Projects will require additional approval through community meetings and Arts and Culture Commission.

For support of festivals or parades, please review the Annual Festival and Parades Program Guidelines and Application which is a separate funding program -- also available on the Cultural Affairs Division website.

The following conditions apply for any projects or program supported by the City of Pasadena's Annual Grants Program:

- Project or program must take place between July 1, 2021 and June 30, 2022.
- Project or program must take place within the geographic boundaries of Pasadena and be accessible to the general public.
- Efforts must be made to conduct suitable and appropriate outreach to the broad Pasadena community. Please review the special section on Outreach, Diversity and Accessibility on page 12 of the Guidelines.

- ❑ Project or program must comply with Fair Labor Standards and pay professional performers, artists and supporting personnel at least the minimum level of compensation paid to people employed in similar activities.
- ❑ The applicant must comply with the City of Pasadena Affirmative Action/Equal Opportunity Practices Provisions, Chapter 4.09 of the Municipal Code.
- ❑ Applicants may apply to more than one category but can only be awarded **one grant** per cycle from the Annual Grants Program OR the Festival and Parade Program. If an applicant applies to receive more than one grant, the eligible application with the highest qualifying score will be awarded.
- ❑ **NEW APPLICANTS must attend a Cultural Affairs sponsored technical assistance workshop in order to be eligible to apply.** It is recommended that all applicants attend the workshop (see Technical Assistance: page 12-13).

INELIGIBLE PROJECTS AND PROGRAMS - the following are NOT funded by the Annual Grants Program:

- ❑ A project or program undertaken by any city, county, state or federal agency.
- ❑ A project or program undertaken by any City of Pasadena payroll employee, current Arts & Culture Commissioner and his/her immediate family,
- ❑ A project or program undertaken by any organization in which a Commissioner serves in a paid or key decision-making capacity as per the City of Pasadena’s Legal Department policy.
- ❑ A project undertaken by a religious or welfare organization; and organizations with programming not open to the general public.
- ❑ Recreational arts and crafts projects or programs, including but not limited to those without instruction based on a defined artistic practice or those presented without significant context (for instance, folk art or other cultural art practices may be considered for funding, depending on the type of program proposed).
- ❑ A project or program which is clearly intended for commercial gain.
- ❑ A project or program undertaken by an educational institution that leads to a degree or diploma, including but not limited to private or public schools, scholarship programs, colleges and universities. This includes departments and programs therein.
- ❑ A project or program undertaken by an organization whose primary mission is to raise funds.
- ❑ Fundraisers or other events not open to the general public.
- ❑ Capital Improvement Projects, equipment purchases, or retirement of deficits for a previous year’s project or program.
- ❑ A project or program that occurs before July 1, 2021 or after June 30, 2022.

Project and Program Definitions

For the purposes of the Annual Grants Program, **project** is defined as a singular or series of one-time or recurring activities or events which are presented during a specific period – generally a short timeframe. Projects can change from year to year and are often developed to take advantage of opportunities and/or resources. Projects may also be a particular portion of an enterprise, including identified fixed costs or expenses for a specified activity. *Examples of a project include performance, exhibition, production, a community outreach campaign, salaries or contract fees, publicity, marketing, design fees, materials, supplies, a recurring lecture series, or an appropriate portion of a project’s administrative and or artists fees.*

For the purposes of the Annual Grants program, **program** is defined as a series of activities or events which are ongoing during the grant period. Generally, programs occur over time and are developed with a longer time frame in mind. While the content or people involving in program delivery may vary; the original program intent and goals do not change without significant planning or evaluation. *Examples include: an after-school arts education program involving many types of workshops and artistic disciplines; an annual subscription season of performances (as opposed to a single run of an artistic work), presented bi-annually, an ongoing Artist-in-Residence presented at a community center.*

To clarify the distinction between a project and a program -- a project is the marketing campaign for the production of one play; a program is the annual production of an entire season of plays.

Both projects and programs have specific goals, objectives, and impacts on the organization, its audiences, participants, and the community. **In responding to Part II of the narrative section, applicants should be able to clearly articulate how the project or program supports the mission and organizational goals. Reasons for the undertaking a project should be explained.** Similarly, the rationale and process for the development of a new program should be described.

GRANT CATEGORIES AND DESCRIPTIONS

Art and Culture Grant Category I (less than \$200,000):

Art and Culture Grant Category II (\$200,000 up to and including \$500,000): and

Art and Culture Grant Category III (over \$500,000)

- This is a program and program support grant, including support for: exhibitions, performance, education, outreach, and marketing.
- General operations and equipment are not fundable.

Eligible Art and Culture Grant Category organizations must meet the following conditions to apply:

- Must be a Pasadena-based, non-profit, Arts/Culture organization with a tax-exempt status, as defined by the IRS.
OR
- Must be a Pasadena-based, non-profit, social service organization with a tax-exempt status, as defined by the IRS, that offers arts and cultural programs to Pasadena residents, presented by a majority of Pasadena artists and or managed by a majority of Pasadena arts professionals.
OR
- Must be a non-profit social service (or other non-Arts/Cultural) organization with a tax-exempt status, as defined by the IRS, partnering with a Pasadena-based arts organization or artist(s). * Social service non-profits without a tax-exempt status are NOT eligible for projects, even with a fiscal sponsor/receiver.
OR
- Must be a Pasadena-based arts group or arts organization without a tax-exempt status which has obtained a fiscal sponsor/receiver for an ongoing project or one-time-only project. Fiscally sponsored organizations must be physically located within the City of Pasadena without exception. For further information see Fiscal Receiver, page 11.

“Pasadena-based” is defined as maintaining principal offices, studio, or other facility within the boundaries of the City of Pasadena. Extant 501(c)(3) organizational addresses must be the same as the application address. Applicant organizations must have a City of Pasadena address listed on the IRS website for 501(c)(3) organizations at the time of the application deadline. Post Office boxes alone are not sufficient.

** When partnering with another organization, the budget of the lead or sponsoring organization will be considered for review and determination of funding category placement. Therefore, the partnering organization is free to apply independently for funding of another project.*

- Function with a board of directors or advisory committee that meets regularly and plays an active role in supporting the organization or activity;
- Demonstrate sound artistic direction;
- Demonstrate sound financial and administrative direction;
- Have a Dun & Bradstreet D-U-N-S Number. (For directions on how to obtain one, please see page 11). (*Individual artists or Individual arts educators are not required to obtain a D-U-N-S number*);
- Comply with the City of Pasadena Affirmative Action/Equal Opportunity Practices Provisions, Chapter 4.09 of the Municipal Code;
- If a previous City of Pasadena grantee, must have successfully fulfilled all past contractual obligations with the City, without default, including submission of final reports and/or evaluations;
- For Arts Culture Grant Categories I, II, and III established less than 4 years, an audited statement or the most recent financial report, prepared by the organizational accountant and signed by the board president and accompanied by Federal 990, no more than two years old, is required.
- For Arts Culture Grant Category III applicants, five years or older, an independent financial audit, review or compilation no more than two years old is required.
- Applicant organizations must provide and show proof its board has adopted a statement, policy, and/or plan that addresses equity, access, and inclusion in its organization and operations. See page 11 for definitions.
- Maximum grant request is \$10,000**

Arts Education Partnership Grant Category

- Arts Education Partnership (AEP) Grant Category was designed to enhance a student's learning experience through the development of arts programs as they relate to standards-based curriculum themes in history, social sciences, mathematics, language arts and science.
- AEP applicants can be:
 - Pasadena Arts/Culture organizations; OR
 - Pasadena Non-Arts/Culture Organizations partnered with a Pasadena Arts/Culture Organization or an Individual Artist Educator or Artist Team; OR
 - Individual Artist Educators; OR
 - Artist Teams
- AEP programs include presentations, classes, and workshops in visual, performing, and multi-media arts.
- AEP programs may take place during regular school hours, as an after-school program, during the weekend, or during the summer, or be focused on the training of Pasadena Unified School District (PUSD) teachers or artists as PUSD art educators.
- Proposed AEP programs must reflect and demonstrate through documentation the CA Board of Education Content Standards, specifically the California Arts Standards for Public Schools. Visit <https://www.cde.ca.gov/be/st/ss/> for State Standards and <https://www.cde.ca.gov/be/st/ss/vapacontentstds.asp> for California Arts Standards.
- AEP application must include a sample lesson plan, actual or intended, and a sample evaluation form.
- The Individual Artist Educator offers a unique educational experience and is considered equally valuable when compared to organizational programs. They are considered equally, providing they meet these guidelines.
- Off-campus programs such as cultural field trips are considered equally valuable when compared to in-school programs. The activities are equally considered, providing they meet these guidelines.
- Non-Arts/Culture Organizations must include a current letter of agreement is required from all partnering schools AND partnering Arts/Culture Organizations in the AEP application.
- Applicant may offer on- or off- campus programming without a school partnership ONLY if the program
 - 1) is managed by or in partnership with an Individual Artist Educator or Arts/Culture organization; and
 - 2) is documented with definable goals; guidelines; and follow-up, evaluation and assessment procedures; and these are provided with the application for review.
- Partnering School
 - Eligible partnering schools include all those in the PUSD, grades pre-K through 12. Private school partnerships are not eligible for this funding.
 - **A current letter of agreement from a PUSD school principal or program coordinator for each partnering school is required. PLEASE NOTE: Letters of agreement must include acknowledgment of 50% match requirement (see below).**
 - Partnering schools or applicant MUST provide an additional 50% match to the funds awarded to an individual artist, artistic team, or art/culture organization partner. However, up to 50% of the matching funds may be in-kind goods and services. *For example, if an artist/organization is awarded \$10,000, an additional \$5,000 must be provided by the school or another source, of which \$2,500 must be in cash and the balance--up to \$2,500-- may be in-kind goods and services.* To better integrate the artist's work into curriculum, in-kind matching may include teacher time spent out of the classroom preparing for this project, up to 15% of budget cost. The contributed matching funds may also come from a combination of one or more schools or another source. **The maximum grant request per artist/organization is \$10,000.** However, it is unlikely that an award amount for the full request will be granted. There is no limit to the number of applications a school may submit with different partners; however, there is also a **maximum of \$10,000 in requested funding per individual school.**
- Administrative expenses may not exceed 15% of the total project budget. Funds may be used only for artist's fees, interpretive materials and administrative expenses. Administrative fees are capped at \$25 per hour even though actual personnel hourly rate may be higher. Travel, food, and permanent equipment (valued at over \$100) are not eligible for funding.
- An Arts/Culture Organization or Artist Team applying to this category does not have to be Pasadena-based, provided 50% of the program's artistic personnel either live or work in Pasadena. Priority will be placed on funding a Pasadena Artist Team or Pasadena Arts/Culture Organization as opposed to an Artist Team of Arts/Culture Organization located outside of Pasadena if the applications are of similar artistic quality and intent.
- An Individual Artist Educator applying to this category must live or work in Pasadena.
- Applicant organizations must provide and show proof its board has adopted a statement, policy, and/or plan that addresses equity, access, and inclusion in its organization and operations. See page 11 for definitions.

Please note: In the Art Education Partnership Category, those applications that reflect a partnership with a PUSD school but do not have a letter of agreement from the school principal will be disqualified.

Individual Artist Grant Category

- Individual Artist may not receive more than one grant in a three-year period.** If you have received a grant from the Annual Grants Program between FY 2018/2019 and 2020/2021, you are ineligible to apply for funding in this grant cycle.
- An individual artist living or working in Pasadena may apply for **up to \$5,000** to support exhibitions, performances or special projects. As it is unlikely that an award amount for the full request will be granted, please identify other possible sources of support for your project.
- The artist will demonstrate that these monies will aid the artist by enhancing his or her career in a clearly definable way. *For example:* A choreographer may apply for funding to support a full-length show, which he/she has not yet accomplished in his/her career.
- An artist not living in Pasadena must show proof of lease or ownership of a studio, or own other property in Pasadena, be locally employed, or be permanent teaching staff or guest lecturer employed during the application cycle at a Pasadena school (primary through university).
- The funded product must take place in Pasadena and be accessible by the general public through presentation or exhibition at a publicly accessible space.
- This grant is **NOT** intended to support teaching or education programs, or to further projects with primarily commercial intent, but rather for individual artist development.
- Writers and all other artists may qualify if the project is self-produced/published and/or is intended to serve as documentation or support for a Pasadena-based arts or culture not-for-profit.
- Film as an “art form” or documentation of artistic endeavors within Pasadena may be funded, however, commercial films and student projects will not qualify.
- An artist may apply for funding to support an artwork or a performance/exhibit only if a grant has not been submitted for the overall project under a different category.
- A written “letter of intent” from an exhibition or performance host site must be submitted with the grant application.
- A project timeline must be submitted with the grant application.

GRANT APPLICATION INSTRUCTIONS AND INFORMATION

QUESTIONS?

Many common questions can be answered at the Technical Assistance Workshops (see page 13) and by reading the Application Instructions. Please plan to attend one of the workshops to help you prepare your application. **Some applicants are REQUIRED to attend a training** or will be deemed ineligible. Please see Page 12 –Technical Assistance for more information. Direct specific questions in writing to Jayme Filippini, Cultural Affairs, jfil-contractor@cityofpasadena.net. The Cultural Affairs phone number is (626) 744-7062.

SUBMISSION REQUIREMENTS

- The application packet is available by download from the City of Pasadena website at: <https://ww5.cityofpasadena.net/planning/arts-and-cultural-affairs/annual-grants-program/>
- Read the Guidelines and Application Instructions for budget definitions and additional information and resources related to the application narrative questions. Follow all instructions included in the Guidelines, Application, and Application Instructions precisely.
- Applications must be complete with all required documentation. If a question does not pertain to the applicant, complete the form by entering N/A or Not Applicable. Please do not include any information other than what is specifically requested.
- All forms must be typewritten at least 11pt font. Handwritten applications will not be reviewed or considered for funding.
- Submit one pdf application Part1 Section1-Section 14 along with artistic documentation via OneDrive upload. In order to able to upload your application and artistic documentation and samples, contact jfil-contractor@cityofpasadena.net by May 16, 2021 to receive a link to a City of Pasadena OneDrive folder.

MUNICIPALITY COMMON APPLICATION INSTRUCTIONS

A partnership of the Pasadena Cultural Affairs Division, Arts Council for Long Beach, City of Los Angeles Department of Cultural Affairs, City of West Hollywood, Culver City Cultural Affairs Division, Los Angeles County Arts Commission, and Santa Monica Cultural Affairs Division has developed common questions intended to help nonprofit organizations in Los Angeles County save time in the grant application process. **Common questions are indicated with the ☼ symbol.**

APPLICATION DEADLINE – PLEASE NOTE NEW ONLINE SUBMISSION REQUIREMENTS

- The City has moved to an online application submission process. Grant applications **must be UPLOADED no later than 11:59 PM on May 17, 2021**
- To be considered for funding, applicants must submit their pdf application and artistic documentation electronically via upload to a City OneDrive folder. To receive a link to upload documents, email jfil-contractor@cityofpasadena.net by May 16 with **SUBJECT: 2021/2022 Upload Link Request.**
- There are no hard copy or thumb drive requirements this year. If you have one-of-a kind artistic documentation that you are unable to reproduce electronically please contact jfil-contractor@cityofpasadena.net to discuss)
- Proposals must be complete and adhere to guideline requirements or will be disqualified
- **ALL PROPOSALS MUST BE UPLOADED TO YOUR ONEDRIVE LINK by MAY 17, 2021 11:59 PM. No proposals will be accepted after the deadline.**

DATAARTS (formerly CULTURAL DATA PROJECT)

The City of Pasadena has partnered with DataArts. DataArts is a collaborative effort of public and private funders throughout California and the United States and consists of an online system for collecting and standardizing historical financial and organizational data. The City of Pasadena, along with other funders in California, now requires applicants to complete a Data Profile through the DataArts website (<http://www.da.culturaldata.org>).

Participation in the DataArts is REQUIRED for all 2020/2021 City of Pasadena grant applicants except for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category. DataArts provides the cultural community with comprehensive data on arts and culture in California, enabling organizations to view their data trends, compare themselves to peer organizations, enhance organizational capacity, and reduce time spent applying for funding. Applicants applying to more than one participating funder need only update their information once each year.

FREE MONTHLY WEBINARS for new users, register at: <http://culturaldata.nonprofitsoapbox.com/calendar>

- In order to complete a Cultural Data Profile, organizations must first register at the DataArts website by creating an organizational login ID and password. **Information for the Cultural Data Profile is organized by fiscal year-end and data is only entered for completed fiscal years for which an approved financial audit or review exists.** Organizations that are not audited or reviewed will enter data based on approved year-end financial statements.
- Applicants are asked to provide two years of financial and organizational data the **first time** they complete the Cultural Data Profile. (Going forward, groups will only need to provide one year of data.) You will have access to online training and can get support from the Help Desk during regular business hours.
- **The Cultural Data Profile will collect the financial and programmatic information for your organization or arts program; project budgets and narratives will NOT be captured by this profile.**
- The completion of the Cultural Data Profile will require an investment of time. Several resources are available to help applicants, including a Help Desk and online training. Applicants should direct questions concerning the Cultural Data Profile to:

DataArts Help Desk: Toll Free: 877-707-DATA (877-707-3282)

The Help Desk is available Monday – Friday from 9:00am – 5:00pm, PST.

Email: help@culturaldata.org

DataArts website: <http://www.culturaldata.org>

Your organization's Data Profile must be current. See Application Instructions for requirements and direction on how to print a City of Pasadena Funder Report.

Fiscal Receivers: In the case of Fiscal Receivers, the Data Profile should reflect the Art or Culture organization applying for this grant and NOT the fiscal receiver.

ARTISTIC DOCUMENTATION AND SAMPLES

- All applicants are required to submit some form of Artistic Documentation or Artistic Sample, in addition to whatever promotional, marketing, letters of support or other supplemental materials listed in the application.
- For applicants with **new projects or new organizations or an arts educator new to the field**, artistic **SAMPLES OR DOCUMENTATION IS REQUIRED.** Applicants are strongly encouraged to submit exemplary samples of work that

most closely resemble the new project. Work samples for new projects or new organizations could be artistic samples of the proposed artists or similar projects conducted by the individuals involved.

- Artistic Documentation or Artistic Samples should reflect the type of programming or performance activity for which funding is requested. *Example:* An application for support of an in-school music program by a performing arts organization must be accompanied by a visual sample of an in-school program, not simply a general audience performance. In addition, audio documentation is expected.
- Applicants should use the Artistic Documentation Index to explain the relationship of the Artistic Sample to the application, and how it reflects the applicant's capacity to produce the proposed project. *Example:* A teaching organization may submit documentation of a previous school program when requesting support for a pilot in-school program.

The following are accepted formats for Artistic Documentation and Artistic Sample submissions:

VIDEO (Strongly Encouraged for Dance, Multi-Disciplinary, Media, Theatre, and Traditional and Folk Art)

- Up to 5 minutes.
- In general, for the performing arts, panelists prefer to review substantive artistic excerpts rather than short, edited clips with heavy narration.
- List each work sample and description on the Artistic Documentation Index.
- Place selection(s) in priority order.
- Digital files must be in MOV format.

AUDIO: (Strongly Encouraged for Music)

- Up to 5 minutes. List each work sample on the Artistic Documentation Index.
- Include descriptive information in your Artistic Documentation Index.
- Place selection(s) in priority order.
- Digital files must be in MPG format.

PUBLISHED MATERIAL (Strongly Encouraged for Literary & Visual Arts)

- This format is best used for literary publications and museum and gallery catalogues
- Digital files must be in PDF format.

IMAGES (Strongly Encouraged for Visual Arts)

- Up to 10 images of completed artwork.
- Include descriptive information in your Artistic Documentation Index.
- All images must be numbered (1 through 10).
- Digital files must be in PDF format

DEFINITIONS

The following terms are defined here for reference when completing the grant application:

- **Access** – Equal and universal access to the arts and culture, in all forms and origins, is available to all people in Pasadena regardless of ethnicity, language, race, religion, gender, sexual orientation, age, economic status, physical or learning ability, or educational background.
- **Audience Development** – Any plans to build the size of an audience or any efforts to broaden an audience to include a non-traditional, underserved or culturally diverse audience for the purposes of growth.
- **Marketing** – Any methods used to raise public awareness or visibility of an organization or event.
- **Planning Grant** – Monies dedicated to research, development or planning of an event or project not including actual costs associated with the event or project itself.

REVIEW and SELECTION PROCESS

REVIEW PROCESS

- All applications are reviewed in depth by Cultural Affairs staff for completeness and satisfaction of eligibility requirements.
- All complete and eligible applications are forwarded to advisory panel members for review.
- A multi-disciplinary panel review process is utilized. Panels are peer review; therefore, each panel is composed of individuals with strong arts backgrounds, who represent the City of Pasadena as well as Southern California.
- Ineligible applications will not be reviewed by a panel. If ineligible, the applicant will be notified by letter within thirty (30) days and may retrieve the original application and supporting materials within (30) days of the notice.

SELECTION PROCESS

- Panel rankings are forwarded to the Arts & Culture Commission for final review and approval.
- Award amounts are contingent upon Council funding and are based on panel scores. The Arts & Culture Commission reserves the right to establish a minimum score for funding in each category. All scores are final. The Arts & Culture Commission does not utilize a grievance process. Applicants will be able to request a copy of the panel's comments and scoring.

REVIEW CRITERIA

Applications will be reviewed and scored by a grants panel using the following criteria to determine the extent to which the applicant demonstrates its ability to meet the goals and objectives of the Annual Grants Program.

ART AND CULTURE I, II, and III GRANT CATEGORIES

Artistic Excellence – 20%

Application demonstrates the overall artistic merit and/or innovation of the project, programming, approach, and/or the artist(s) involved (including skills, craftsmanship, creativity and originality as presented in the application and work sample submitted).

Outreach and Diversity – 20%

Organization's outreach plan demonstrates an effort to understand and an ability to reflect the diverse community of Pasadena. Such a plan may include free events, educational programs, targeted programs, etc.

Accessibility – 15%

Project meets ADA physical accessibility requirements for a range of audiences and is economically accessible to a wide range of the general public. (if project is a ticketed event, the cost of the ticket is reasonable in comparison to like programs.) Application demonstrates public benefit of the project or program.

Artistic Growth – 10%

Through the project, the organization demonstrates ability for artistic growth and development, further continuation and stability and/or the potential for documentation and legacy.

Stability – 10%

Organization demonstrates stability and self-sufficiency.

Budget – 10%

Project utilizes an accurate and realistic budget.

Ability – 10%

Organization demonstrates experience and ability to plan and implement the project.

Merit – 5%

Overall merit of the proposal, which may be awarded to reflect but is not limited to the following:

- organization contributes vitality to the arts and culture in Pasadena.
- project demonstrates creativity, originality, and innovation.

ARTS EDUCATION PARTNERSHIP GRANT CATEGORY

Arts Organizations and Teacher Teams working with PUSD Criteria

Artistic Excellence – 20%

Artist/organization demonstrates creative and technical ability to translate artistic discipline in an educational environment.

Ability – 20%

Artist/organization demonstrates experience and ability to plan and implement the project.

Standards – 15%

Project is consistent with PUSD/State/National standards for artistic discipline.

Curriculum – 10%

Project activities are high quality, sequential, and innovative. A similar project is not currently offered at that school.

Teacher/Community Involvement – 10%

Project incorporates teachers (and parents whenever possible) in the learning process.

Evaluation – 10%

Project includes evaluation component to measure outcome of program.

Budget – 10%

Project utilizes an accurate and realistic budget with committed matching funds.

Merit - 5%

Overall merit of the proposal, including but not limited to the following:

- organizations that are inherently collaborative partnerships.
- personnel of applicant partner have strong educational background or have attended educational workshops such as those offered by the music center and/or similar organizations.
- program reflects a strong pilot program

Arts Organizations, Individual Art Teachers or Teacher Teams working outside of PUSD System Criteria

Artistic Excellence – 20%

Artist/organization demonstrates creative and technical ability to translate artistic discipline in an educational environment.

Ability – 20%

Artist/organization demonstrates experience and ability to plan and implement the project.

Standards – 15%

Project is consistent with State/National standards for artistic discipline.

Curriculum – 10%

Project activities are high quality, sequential, and innovative. A similar project is not currently offered at local schools or afterschool programs.

Community and Parent Involvement – 10%

Project incorporates parents whenever possible in the learning process. Narrative explains how the community is involved, and the proposed outreach or partner/stakeholder involvement is described in detail.

Evaluation – 10%

Project includes evaluation component to measure outcome of program.

Budget – 10%

Project utilizes an accurate and realistic budget.

Merit - 5%

Overall merit of the proposal, including but not limited to the following:

- collaborative partnership(s)
- personnel have strong educational background or have attended educational workshops such as those offered by the music center and/or similar organizations.
- program reflects a strong pilot program

INDIVIDUAL ARTIST GRANT CATEGORY

Artistic Excellence – 25%

Applicant demonstrates a high level of artistic excellence by the mastery of the chosen medium.

Artistic growth / career development – 25%

Applicant shows the potential for growth and demonstrates a strong knowledge of, and/or potential for, furthering their work and/or career development in the chosen field.

Budget – 15%

Project utilizes an accurate and realistic budget.

Ability – 15%

Applicant actively practices his/her art and has the resources, history, and ability to plan and complete proposed project.

Community Access – 10%

Applicant demonstrates an effort to publicize and present accessible work in Pasadena through exhibitions, readings, publications, workshops, and/or performances and presents detailed plans for doing so during the grant period (proposed timeline).

Merit – 10%

Overall merit of the proposal, which may be awarded to reflect but is not limited to the following:

- contributes vitality to the arts and culture in Pasadena (continued next page)
- project demonstrates creativity and originality
- advances work being done in chosen medium
- involves outreach

GRANTEE PROCEDURES

GRANT AWARD

- Upon final approval by the Arts & Culture Commission, the City will issue a purchase order for the specific grant award.
- The grantee may invoice against this purchase order either incrementally or in full at the completion of the project. (Incremental Billing: invoices submitted at 25%, 50%, 75%, & 100% of project completion with corresponding receipts). Funds will not be advanced for the project or program. All payments are by reimbursement only.

GRANTEE REQUIREMENTS

- The grantee must submit the following Final Report information in order to receive final payment:**
 - o A one-page final narrative, including information on attendance/participation, outreach; and

- A financial summary of the project including a final, revised budget.
- An on-site visit may be conducted by staff or a representative of the Arts & Culture Commission
- All Pasadena City Council members, Arts & Culture Commissioners and senior Cultural Affairs staff must be invited to attend the funded program. Invitations may be mailed to those individuals c/o Cultural Affairs. A current list of invitees is always available by calling Cultural Affairs (626)744-7062.
- **All printed materials regarding funded projects include the City of Pasadena seal and the following credit:**



“Made possible in part by the Pasadena Arts & Culture Commission and the City of Pasadena Cultural Affairs Division.”

The City of Pasadena artwork can be obtained by contacting Cultural Affairs at (626) 744-7062.

PROJECT EVALUATION

Art and Culture I, II and III, Arts Education Partnership and Individual Artist projects require an EVALUATION component to measure the effectiveness of the funded project. As part of the application, every proposal must include goals (as appropriate) for artistic quality, attendance and the diversity of audience, marketing or outreach to new audiences, or other unique project features determined by the applicant. While anecdotal reports are revealing, at least half of the evaluation undertaken by the applicant must involve collected data. If partnered with a school, Arts Education Partnership evaluation procedures must also contain evaluations of the program and/or the artistic partners from the partnering school host.

Evaluation procedures and parameters should be included in “Part II, Question G” on the Art and Culture, “Part II, Question F” on the Arts Education Partnership applications, or “Part II, Question D” on the Individual Artist application. All evaluation, assessment and statistical survey result materials must be submitted with the Final Report along with the narrative of the resulting conclusions. If the applicant would like assistance in determining the most appropriate evaluation procedures, please contact the Cultural Affairs office at (626) 744-7062.

TECHNICAL ASSISTANCE

D-U-N-S Number

In order to better track the economic activity of the non-profit sector, a Dun & Bradstreet number (DUNS) is required for all Art and Culture I, II and III, Arts Education Partnerships, and Festival and Parade applicants for the 2020/2021 Annual Grant Program (not required for Individual Artists or Individual Artist educator AEP applications).

If you do not have a DUNS number, you can obtain one online.

- Log onto <https://iupdate.dnb.com/iUpdate/viewiUpdateHome.htm> To apply by phone call (888) 814-1435.
- After submitting requested information, your organization will be furnished with a number.
- If you have registered, but do not have the number, call (888) 814-1435. You will be asked to supply the organization name, city, state, telephone number, and the name of an officer (member of your governing board).
<https://iupdate.dnb.com/iUpdate/contactUs.htm>

FISCAL RECEIVER

- For Arts or Culture Organizations without non-profit status or for special one-time projects, a fiscal receiver may be used.
- The applicant should be the project or unincorporated organization, not the fiscal receiver. Questions should be answered for the applicant, not the fiscal receiver (e.g., the applicant should list its own board of directors, etc.)
- A fiscal receiver may sponsor up to five applicants. Each applicant using a fiscal receiver must include a letter of agreement between the two parties outlining financial and legal obligations, MOU (Memo of Understanding) and the most recent audited financial statements from fiscal receiver.
- Fiscal Receivership is not available for social service organizations.

TECHNICAL ASSISTANCE WORKSHOPS

This year, the Technical Assistance/Grant Writing Workshops will be held live, online. Attending a Technical Assistance/Grant Writing Workshop is mandatory for new applicants and strongly recommended for returning applicants. Attendance greatly improves the odds of being funded.

Two Technical Assistance/Grant Writing Workshops will be offered online via MS Teams Meetings:

1st Technical Assistance/Grant Writing Workshops: March 24 3:00-5:00 pm
Microsoft Teams meeting

Join on your computer or mobile app: [Click here to join the meeting](#)

2nd Technical Assistance/Grant Writing Workshops: April 20 6:00-8:00 pm

Microsoft Teams meeting

Join on your computer or mobile app: [Click here to join the meeting](#)

The technical assistance portion of the workshop outlines important changes to the Application and Guidelines from the City of Pasadena Cultural Affairs Division. The **grant writing portion will be presented** by Susan Braig, grant writing consultant. You may download helpful materials and resources for grant writing created by Ms. Braig online <https://www.cityofpasadena.net/planning/arts-and-cultural-affairs/annual-grants-program/> to review during the workshop.

Cultural Equity and Inclusion Workshop

In addition to the above-mentioned Workshops, there will be a special training conducted in collaboration with The Non-Profit Partnership for small organizations (<\$200,000/yr operating budgets) to assist with developing a **Cultural Equity and Inclusion Statement which is now an eligibility requirement for all applicants**. The meeting will be held in April 2021, time and date to be announced, please contact jfil-contractor@cityofpasadena.net for more information and an invitation. See below for more information about the statement, policy, and plan requirement.

OUTREACH, DIVERSITY AND ACCESSIBILITY

The Arts & Culture Commission adopted the new Cultural Access Policy and Equity Standards in 2007 and they serve as a community resource for the expansion of access to arts and culture in the City by providing an advisory framework through which these important issues can be addressed with sensitivity throughout the arts community. A copy of this document is available online at <https://www.cityofpasadena.net/wp-content/uploads/sites/30/Cultural-Access-Policy-and-Equity-Standards.pdf?v=1612904970062>

The Outreach, Diversity and Accessibility component of all applications (with noted exceptions) for funding from the Arts & Culture Commission is intended to aid the applicant in reaching the goal of attracting audiences reflective of the great diversity of Pasadena. For several years, granting sources have rewarded sophisticated outreach programs but have not necessarily aided the organization in developing such programming. The Outreach and Diversity component of this program is intended to provide information to allow the organization to more easily reach an expanded audience. All applicants receiving funds may schedule meetings with staff to further develop a plan.

When defining diversity elements in a proposal, include the following **as applicable**:

- Geographic areas/targeted (national, regional, local, neighborhood)
- Socio-economic levels targeted
- Sensitivity to cultural traditions
- Accessibility/A.D.A.
- Ethnic/racial constituency
- Ages targeted
- Access due to language barriers
- Cross-cultural collaboration

Each applicant is asked to describe the accompanying outreach program as part of the application for funding. The Final Report should include a description of its implementation. Exceptions may be in the Individual Artist category, for which outreach is desirable but not required.

- The applicant organization should demonstrate the ability to develop, manage, fund and implement an outreach program that reflects and impacts the diverse community of Pasadena by encouraging community participation.
- The project should encourage community involvement by establishing community or corporate partnerships, e.g., offer educational programs, free events, focused programs, etc., and actively recruit volunteers.
- The project should have an "evaluation" component that will provide information from surveys or questioners that identifies the level of success and/or problems in connection with the entire project.
- The applicant should define what market is being targeted and how collateral material will be distributed

CULTURAL EQUITY AND INCLUSION STATEMENT, POLICY, or PLAN REQUIREMENT

Beginning in FY 2021-22, the Cultural Affairs Division Annual Grant Program application will align with the LA County Department of Arts and Culture Cultural Equity and Inclusion (CEI) Initiative and require applicant organizations to adopt a statement, policy, and/or plan that addresses equity, access, and inclusion in its organization and operations. The type of document required depends on the applicant's annual operating budget.

- Small organizations (annual operating budget of less than \$200,000) will be required to provide a CEI statement with proof of Board adoption. 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.
- 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. 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. County-funded OGP2 organizations will be allowed to meet this medium organization requirement
- 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. 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: Board, staff, programs/operations, artists and audiences.

OUTREACH AND MARKETING RESOURCES

REQUIRED CALENDARS, WEBSITES, LOCAL MEDIA – if funded, you must send information about your project to these five (5) media resources:

1) Pasadena Convention and Visitors Bureau (PCVB) Visitors E-News (newsletter)

Click here to add an event: [Add Event | Visit Pasadena](#)

The PCVB newsletter is available to non-profit organizations only, and is published on both the internet and in hard copy form. **For Submission Deadlines and Procedures, please check directly with the PCVB**

Required Information:

- Event Name
- Date(s) and Time(s) of event
- Event Location
- Brief description of the event
- Event contact person and telephone number

2) Pasadena Now Weekendr

<https://www.pasadenanow.com/weekendr/arts> -Inclusion in the calendar is based upon the amount of space available.

Click this link to add your event: <https://www.pasadenanow.com/weekendr/event-form/culture/>

3) Pasadena Now

Email press release to: editor@pasadenanow.com

News Department

David Cross | newsdesk@pasadenanowmagazine.com (626) 737-8486 Ext. 2

Eddie Rivera | erivera@pasadenanowmagazine.com (626) 737-8486 Ext. 82

Brandon Villalobos | brandonv@pasadenanowmagazine.com (626) 737-8486 Ext. 803

Veronica An | veronica@pasadenanowmagazine.com (626) 737-8486 Ext. 88

4) Pasadena Weekly

To submit a calendar item, you first have to register: <http://www.pasadenaweekly.com/cms/event/edit/>

To suggest a story on your organization or event, write to editor Christina Fuoco

christina@timespublications.com or deputy editor Matthew Rodriguez

mrodriguez@timespublications.com or Stephanie Torres artdirector@pasadenaweekly.com

5) Pasadena Star-News 626-544-0877

To submit a calendar item for the arts section, send it (way ahead of time) to Linda Gold at linda.gold@langnews.com.

To try to get a brief listing in the news section, try Claudia Palma at claudia.palma@langnews.com

To suggest a story on your organization or event, write to Entertainment Editor Erik Pedersen, erik.pedersen@langnews.com 626-544-0990, e-mail news.star-news@sgvn.com or editorial contacts below.

Local Editor Penny Arevalo, 626-544-0981, pavevalo@scng.com

Reporter Pasadena, Pico Rivera: Bradley Bermont, 626-544-0930, bbermont@scng.com

RECOMMENDED EVENT CALENDARS, NEWSLETTERS, AND LOCAL NEWSPAPERS

Los Angeles Times

Calendar listings: To be considered for listings, all events information now must be submitted via a new form online at www.calendarlive.com/submit. A calendarlive.com subscription is not required.

Guidelines: Because of space limitations, not all submissions will be used in Calendar or Calendar Weekend listings. All events listed in Calendar will also be listed at www.calendarlive.com.

Deadline: Submissions must be received at least three weeks before the event.

LA Weekly

<http://www.laweekly.com/submit-event>

Discover Los Angeles

<https://www.discoverlosangeles.com/search?text=add+an+event>

Time Out Los Angeles

<https://www.timeout.com/los-angeles/get-listed>

RECOMMENDATIONS FOR BANNERS

(Please note that the City requires that banners on streetlights be no larger than 7 by 3 feet.)

<https://ww5.cityofpasadena.net/public-works/wp-content/uploads/sites/52/2018/06/Banner-Application.pdf>

For fees and applications, please contact: Rosa De La Torre, Operations Assistant, Public Works at (626) 744-4195

NEWSPAPERS

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
General Newspapers						
Lori Streifler, city editor lori@socalnews.com	CITY NEWS SERVICE	news@socalnews.com	(310) 481-0404	(310) 481-0416	Email or fax	N/A
Dawn	DOWNTOWN NEWS	dawn@downtown.news.com	(213) 481-1448	(213) 250-4617	Email	Check with them
Kevin Crust	LOS ANGELES TIMES	calendar@latimes.com	(213) 237-5000	(213) 237-4712; 237-0747	N/A	N/A
N/A	THE OUTLOOK (La Canada; has wkly Pas pg)	community@outlooknewspapers.com	(818) 790-7500 (626)398-7800	(818) 790-2039	N/A	N/A
Terry Miller tmiller@beaconmedianews.com	Beacon Media, Inc. (Pasadena Independent, Arcadia Weekly)	www.beaconmedianews.com	(626)301-1010	(626)301-0445	N/A	N/A
Claudia Palma	SAN GABRIEL TRIBUNE (includes Star-News, Whittier Daily News)	calaniz@scng.com news.star-news@sgvn.com	(626) 578-6300 x4464	(626) 962-8849	camera-ready preferred; FTP ok	2 days in advance

African American Press

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
Ruth Hopkins, editor	PASADENA JOURNAL	ruthie@pasadenajournal.com	(626) 798-3972	(626) 798-3282	camera-ready	Friday noon
Brandon Brooks, managing editor and Angela Howard	L.A. SENTINEL	brandon@lasentinel.net angela@lasentinel.net www.lasentinel.net	(323) 299-3800	(323) 299-3896	N/A	N/A

Latino/a Press

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
Francisco Castro	LA OPINION	francisco.castro@laopinion.com	(213) 896-2161	(213) 896-2077	Email	Mon 5pm
N/A	EL AVISO	4850 Gage Ave./Bell	(323) 586-9199	N/A	N/A	N/A
N/A	LA PRENSA HISPANA	PO BOX 250964/ Glendale	(818) 500-8103	N/A	N/A	N/A
N/A	MINIONDAS	miniondas@miniondas.com	(714) 668-1010	N/A	N/A	N/A

Armenian Press

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
N/A	ASBAREZ ARMENIAN MEDIA NETWORK	1203 N. Vermont Ave/Los Angeles english@asbarez.com	(323) 284-9200		Email	3 days advance
N/A	ARMENIAN OBSERVER	6646 Hollywood Blvd/ Los Angeles okesh@aol.com	(323) 467-6767	(323) 467-2722	N/A	N/A
N/A	CALIFORNIA COURIER	www.californiacourier.com			N/A	N/A

N/A	MASSIS WEEKLY	1060 N Allen Ave, Suite #203 Massis2@earthlink.net	(626) 797-7680	(626) 797-6863	N/A	N/A
-----	---------------	--	----------------	----------------	-----	-----

Asian-American Press

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
Frances He	World Journal (Chinese)	1588 Corporate Center Dr./Monterey Park	(323) 268-4982 x221	(323) 265-1192	camera ready	week before
N/A	LA DAILY NEWS (Chinese)	9639 Telstar Ave/ El Monte info@chinesedaily.com	(626) 453-8800	(626) 453-8822	N/A	N/A
Daniel Lee	KOREA DAILY	690 Wilshire Pl/ Los Angeles	(213) 368-2558	N/A	camera ready	week before
N/A	NGUOI VIET DAILY NEWS (Vietnamese)	1023 S San Gabriel Blvd/ San Gabriel	(626) 453-8800	N/A	N/A	N/A
	RAFU SHIMPO (Japanese daily)	701 E. Third St./ Los Angeles info@rafu.com	(213) 629-2231	(213) 687-0737	Email	week before
N/A	SIAM MEDIA WEEKLY (Thai)	9266 Valley Blvd/Rosemead info@siammedia.org	(626) 307-9119	(626) 307-9040	N/A	week before

COLLEGE AND UNIVERSITY NEWSPAPERS

Paper Name	Coll/Univ	Address	City/Zip	Phone	Fax	Email	Circulation	Deadline
CAL ARTS CURRENTS	Calif. Institute of the Arts	24700 McBean Parkway	Valencia 91355	(661) 255- 1050	N/A	dnelson@calarts.edu	22,000; 3x/yr	N/A
THE CALIFORNI A TECH	Cal Tech	N/A	N/A	(626) 305- 6135	(626) 395- 5893	tech@caltech.edu	4,000; every Friday	Monday 5pm
CAMPUS NEWS	East Los Angeles College	1301 Avenida Cesar Chavez	Monterey Park 91754	(323) 265- 8819	(323) 265- 8875	ElacCampusNews@gmail.com	Wednesday	Tuesday one week prior
CAMPUS TIMES	University of La Verne	1950 Third St	La Verne 91750	(909) 448- 4759	(909) 448- 1612	Ctimes@ulv.edu	2,000; weekly	one week prior
THE CANYON CALL	College of the Canyons	26455 N. Rockwell Canyon Rd	Santa Clarita 91355	(661) 259- 7800, ext. 3265	(661) 253- 7565	Canyoncall@mail.coc.cc.ca.us	7,000; Tuesday	N/A
CLARION (newspaper); LOGOS (magazine)	Citrus Community College	1000 W. Foothill Blvd	Glendora 91741	(626) 914- 8586	(626) 914- 8797	contact@ccclarion.com	3,000; every other Wednesday	10 days prior
THE STUDENT LIFE	The Claremont Colleges	333 N. College Way	Claremont 91711	(909) 621- 8000	(909) 607- 7825	N/A	8,000; Thursday	Tuesday noon

THE CORSAIR	Santa Monica College	1900 W. Pico Blvd	Santa Monica 90405	(310) 434-4033	(310) 434-3648	corsair.editorinchief@gmail.com	Wednesday	N/A
DAILY BRUIN	University of California, Los Angeles	308 Westwood Plaza, K.H. 118	Los Angeles 90024	(310) 825-9898	(310) 206-0906	ae@dailybruin.com	18,000	N/A
DAILY FORTY-NINER	California State University, Long Beach	1250 Bellflower Blvd, SSPA-010	Long Beach 90840	(562) 985-8000	(562) 985-5053	eicd49er@gmail.com	30,000; Mon-Thurs	N/A
DAILY SUNDIAL	California State University, Northridge	18111 Nordhoff St	Northridge, 91330	(818) 677-2915	(818) 677-3638	editor@csun.edu	9,000; Monday-Friday	N/A
EL PAISANO	Rio Hondo College	3600 Workman Mill Rd	Whittier, 90601	(562) 908-3453	(562) 692-9325	www.elpaisanoonline.com	5,000; Thursday	1 week prior
THE WORD	Los Angeles Southwest College	1600 W. Imperial Highway	Los Angeles, 90047	(323) 241-5377	(323) 241-5464	cifaredl@lasc.edu	3,000; bimonthly	N/A
THE GRAPHIC	Pepperdine University	24255 Pacific Coast Highway	Malibu, 90263	(310) 506-4311	(310) 456-4411	peppgraphicmedia@gmail.com	3,000	Tuesday noon
LOYOLAN	Loyola Marymount University	1 LMU #8470	Los Angeles, 90041	(310) 338-2879	(310) 338-7887	editor@loyolan.com	4,000	Thursday
THE OCCIDENTAL	Occidental College	1600 Campus Rd, #F-40	Los Angeles, 90041	(323) 259-2500	(323) 341-4982	www.theoccidentalweekly.com	1,600; Monday	Wed
PCC COURIER	Pasadena City College	1570 E. Colorado Blvd	Pasadena, 91106	(626) 585-7130	(626) 585-7971	orona.courier@gmail.com	5,000; Tuesday	N/A
THE PULSE	Woodbury University	7500 Glenoaks Blvd	Burbank, 91510	(818) 767-0888	(818) 767-5093	N/A	N/A	N/A
QUAKER CAMPUS	Whittier College	PO Box 8613	Whittier, 90608	(562) 907-4222	(562) 464-4501	quakercampus@gmail.com	2,000; Thursday	Monday
ROUNDUP	Los Angeles Pierce College	6201 Winnetka Ave	Woodland Hills, 91371	(818) 710-3397	(818) 719-6447	newsroom.roundupnews@gmail.com	5,000; Wednesday	Monday
TALON MARKS	Cerritos College	11110 Alondra Blvd	Norwalk, 90650	(562) 860-2451, ext. 2617	(562) 467-5044	N/A	6,000; Wednesday	N/A
UNIVERSITY TIMES	Cal State University, Los Angeles	5151 State University Dr. King Hall C3098	Los Angeles, 90032	(323) 343-4215	(323) 343-5337	jmunson2@calstatela.edu	7,000; Mon and Thurs	Mon for Thurs; Wed for Mon
VALLEY STAR	Los Angeles Valley College	5800 Fulton Ave	Van Nuys 91401	(818) 781-1200 x2576	(818) 551-5149	www.thevalleystar.com	N/A	N/A
EL	Glendale	1500 N. Verdugo Rd	Glendale	(818) 240-	(818) 551-	Mmoreau@glendale.edu	3500; 8 times/	N/A

VAQUERO	College		91208	1000 ext. 5394	5149	elvaqed@gmail.com	semester	
VIKING	Long Beach City College	4901 E. Carson St	Long Beach 90808	(562) 938- 4285	(562) 938- 4118	vikingnews@lbcc.edu	N/A	N/A
UNION	El Camino College	16007 S. Crenshaw Blvd	Torrance 90506	(310) 532- 3670	(310) 660- 6092	eccunion@gmail.com	25,000; Thursday	Monday

RADIO STATIONS

Contact Name	Station	Phone	Fax
Bobbi Ferguson	55 KPAS-PCAC	(626) 794-8585	(626) 795-5874
Larry Mantle	KPCC: LARRY MANTLE'S AIR TALK	(626) 583-5100	(626) 583-5101
Lou Petracci	KBUA-FM 94.3/KBUE-FM 105.5 (Hispanic)	(818) 729-5300	N/A
N/A	KKBT-FM 92.3	(844) 289-7234	N/A
Chris Carrillo	KLAX-FM 97.9 (Hispanic)	(310) 229-3217	N/A
Vernon Copp	KLOS-FM 95.5	(310) 840-4828	N/A
Jennifer Tobar	KLSX-FM 97.1 AMP Radio	(323) 930-5280	N/A
N/A	KLVE-FM 107.5/ KTNQ-AM 1020 (Hispanic)	(310) 348-3434	N/A
Mike Tierney	KPWR-FM 105.9	(818) 953-4200	N/A
Scott Springer	KROQ-FM 106.7	(323) 930-7560	N/A
Richard Santiago	KRTO-FM 98.3	(310) 348-3434	N/A
Richard Santiago	KSCA-FM 101.9 (Hispanic)	(310) 348-3434	N/A
Haz Montoya	KSSW-FM 97.5 (Hispanic)	(323) 900-6100	N/A
Alireza Hekmatshoar	KVCA-AM 670	(323) 878-1363	N/A

SCHOOLS, LIBRARIES AND BUSINESSES (FOR DISTRIBUTING FLYERS)

Public Schools – Advertise your event on www.PeachJar.com - select “all PUSD schools”

Private Schools

Organization Name	Address	Phone	Notes
Alverno High http://www.alverno-hs.org/	200 N Michillinda Ave/Sierra Madre	(626) 355-3463	Grades 9-12
Assumption of the Blessed Virgin http://school.abvmpasadena.org/	2660 E Orange Grove	(626) 793-2089	K-8
Bethany Christian Academy http://www.bcslions.org/	93 N Baldwin Ave/ Sierra Madre	(626) 355-3527	K-6
Princeton Montessori http://www.princetonmontessoriacademy.com/Pages/Home.htm	922 E Mendocino/ Altadena	(626) 794-2244	K-5
The Chandler School http://www.chanderschool.org/	1005 Armada Dr	(626) 795-9314	K-8
Five Acres http://www.5acres.org/	760 Mountain View/ Altadena	(626) 798-6793	K-9
Friends Western http://www.friendswesternschool.org/	524 East Orange Grove Blvd.	(626) 793-2727	
Frostig Center http://frostig.org/	971 N Altadena Dr	(626) 791-1255	UNGR

Grace Christian Academy http://www.gcarams.org/	73 N Hill Ave	(626) 792-7725	K-1
Harambee Preparatory http://www.harambeeministries.org/the-school/	1609 Navarro Ave	(626) 798-7431	K-8
High Point Academy http://www.highpointacademy.org/	1720 Kinneloa Canyon Rd	(626) 798-8989	K-8
Maranatha High http://www.maranathahighschool.org/	169 South Saint John Avenue	(626) 817-4000	Grades 9-12
Mayfield Junior http://mayfieldjs.org/	405 S Euclid Ave	(626) 796-2774	K-8
Mayfield Senior http://www.mayfieldsenior.org/	405 S Euclid Ave	(626) 799-9121	Grades 9-12
New Horizon http://www.newhorizonschool.org/	651 N Orange Grove Blvd	(626) 795-5186	K-8
Our School http://www.ourschoolofpasadena.com/	1800 E Mountain Ave	(626) 798-0911	K
Pasadena Christian http://www.pasadenachristian.org/	1515 N Los Robles Ave	(626) 791-1214	K-8
Pacific Oaks Childrens' School http://pacificoakschildrensschool.org/	714 W California Blvd	(626) 529-8011	K-3
Pasadena Waldorf http://www.pasadenawaldorf.org/	209 E Mariposa/ Altadena	(626) 794-9564	K-8
Polytechnic School http://www.polytechnic.org/page/Home	1030 E California Blvd	(626) 396-6300	K-12
Sahag-Mesrob Armenian Christian Academy http://www.sahagmesrobschool.org/	2501 Maiden Ln/ Altadena	(626) 798-5020	K-8
St Andrew School http://www.saspasadena.com/index.php	42 Chestnut St	(626) 796-7697	K-8
St Elizabeth School http://www.saint-elizabeth.org/	1840 N Lake Ave	(626) 797-7727	K-8
Armenian School of St Gregory http://www.stgregoryarmenienschool.net/index.html	2215 E Colorado Blvd	(626) 578-1343	K-8
St Mark's Lutheran http://www.saint-marks.org/page/7861_Home.asp	2323 S Las Lomitas Dr/ Hacienda Hts	(626) 961-9511	K-6
St Philip the Apostle http://stphiliptheapostle.org/	1363 Cordova St	(626) 795-9691	K-8
St Rita's Catholic http://st-ritaschool.org/	322 N Baldwin Ave/ Sierra Madre	(626)355-6114	K-8
San Marino Montessori http://sanmarinomontessori.net/	444 S Sierra Madre Blvd	(626) 577-8007	K-6
Sequoyah School http://www.sequoyahschool.org/	535 S Pasadena Ave	(626) 795-4351	UNGR
Villa Esperanza http://villaesperanzaservices.org/	2116 E Villa St	(626) 449-2919	UNGR
Walden School http://www.waldenschool.net/	74 S San Gabriel Blvd	(626) 792-6166	K-6
Waverly School http://thewaverlyschool.org/	67 W Bellevue Dr	(626) 792-5940	K-12
Weizman Chaim http://weizmann.net/academics/	1434 N Altadena Dr	(626) 797-0204	K-6
Westridge School for Girls http://www.westridge.org/	324 Madeline Dr	(626) 799-1153	Grades 4-12

LIBRARIES <http://www.ci.pasadena.ca.us/library/>

CENTRAL LIBRARY	285 E Walnut St	(626) 744-4066	
ALLENDALE BRANCH	1130 S Marengo Ave	(626) 744-7260	
HASTINGS BRANCH	3325 E Orange Grove Blvd	(626) 744-7262	

HILL AVENUE BRANCH	55 S Hill Ave	(626) 744-7264	
LAMANDA PARK BRANCH	140 S Altadena Dr	(626) 744-7266	
LA PINTORESCA BRANCH	1355 N Raymond Ave	(626) 744-7268	
LINDA VISTA BRANCH	1281 Bryant St	(626) 744-7278	
SAN RAFAEL BRANCH	1240 Nithsdale Rd	(626) 744-7270	
SANTA CATALINA BRANCH	999 E Washington Blvd	(626) 744-7272	
VILLA PARKE CENTER	363 E Villa St	(626) 744-6510	

BUSINESSES

Vromans http://www.vromansbookstore.com/	695 E Colorado Blvd	(626) 449-5320	
Ralphs	160 N Lake Ave	(626) 793-7420	
Ralphs	3601 E Foothill Blvd	(626) 351-8806	
Rite-Aid	3745 E Foothill Blvd	(626) 351-0515	
Rite-Aid	1038 E Colorado Blvd	(626) 796-5539	
Rite-Aid	1421 East Washington Blvd	(626) 296-0245	
Vons	1390 N Allen Ave	(626) 798-7603	
Vons	155 W California Blvd	(626) 577-7149	
Vons	2355 E Colorado Blvd	(626) 744-2615	
Vons	655 N. Fair Oaks Ave	(626) 578-1233	

COMMUNITY CONTACTS (GOOD FOR FLYERS, ANNOUNCEMENTS, PROGRAM COORDINATION, ETC)

COMMUNITY ORGANIZATIONS

PASADENA ARMENIAN CENTER	740 E Washington Blvd	626-798-1098
FOOTHILL FAMILY SERVICES https://www.foothillfamily.org/index.php	118 S Oak Knoll Ave	(626) 795-6907
FRIENDS IN DEED http://www.friendsindeedpas.org/	444 E. Washington Blvd.	626-797-2402
FULLER SEMINARY www.fuller.edu	135 N Oakland Ave	(626) 584-5200
MOTHER'S CLUB http://mothersclub.org/	980 N. Fair Oaks Ave.	626-792-2687
NEIGHBORHOOD CONNECTIONS NEWSLETTER nconnect@cityofpasadena.net	1020 N. Fair Oaks Ave	(626) 744-7363
Foothill Workforce Development Board	1207 E. Green St; www.Foothilletc.org	(626) 796-JOBS
PASADENA BOYS AND GIRLS CLUBS	3230 E. Del Mar Blvd.	(626) 449-9100
PASADENA CHAMBER OF COMMERCE	44 N. Mentor Ave.	(626) 795-3355
PASADENA COMMUNITY EDUCATION CENTER	3035 E. Foothill Blvd	(626) 585-3000
PASADENA CONVENTION and VISITORS BUREAU	300 E. Green St.	(626) 795-9311
PASADENA UNIFIED SCHOOL DISTRICT	351 S Hudson Ave	(626) 396-3600
SOUTH LAKE BUSINESS ASSOC.	251 S. Lake Ave Suite 180; info@southlakeavenue.com	(626) 792-1259
UNITED TEACHERS OF PASADENA	2303 E Washington Blvd	(626) 798-0928

WOMEN AT WORK	P.O. Box 5537 Pasadena, CA 91117	(626) 796-6870
---------------	----------------------------------	----------------

Community Centers and Parks		
VICTORY PARK	2575 Paloma St	(626)744-7500
ROBINSON PARK	1081 N. Fair Oaks	(626) 744-7330
JACKIE ROBINSON CENTER	1020 N. Fair Oaks	(626) 744-7300
VILLA-PARKE COMMUNITY CENTER	363 E. Villa St.	(626) 744-6530
PASADENA SENIOR CENTER www. Pasadenaseniorecenter.org	85 E. Holly St.	(626) 795-4331

CITY COUNCIL and Field Representatives

Contact Name	Title	Department	Phone
Vannia De la Cuba	Field Representative	City Council/Dist. 5	(626) 744-4741
Rhonda Stone	Field Representative	City Council/Mayor	(626) 744-7147
Cushon Bell	Field Representative	City Council/Dist. 1	(626) 744-4444
Cheyenne Chong	Field Representative	City Council/Dist. 1	(626) 744-4444
Susana Porras	Field Representative	City Council/Dist. 3	(626) 744-4738
Jana West	Field Representative	City Council/Dist. 3	(626)744-4738
Margo Morales	Field Representative	City Council/Dist. 2	(626) 744-4742
Noreen Sullivan	Field Representative	City Council/Dist. 4	(626) 744-4740
Takako Suzuki	Field Representative	City Council/Dist. 6	(626) 744-4739
Pam Thyret	Field Representative	City Council/Dist. 7	(626) 744-4737

CITY OF PASADENA STAFF

Event Facilities

Dolores Mendoza Special Events Coordinator	Human Services and Recreation	(626) 744-7507
--	-------------------------------	----------------

Research and Reference Services

Information Svcs/Reference Svcs	(626) 744-4066 press 7
---------------------------------	------------------------

Event Publicity	Public Information Officer	City Manager/Public Affairs	aerdman@ci.pasadena.ca.us
------------------------	----------------------------	-----------------------------	--

	Public Information Officer	City Manager/Public Affairs	(626) 744-4755
--	----------------------------	-----------------------------	----------------

Event Permits

Michelle Garrett	Special Events Manager	Development /Bus Dev/Film	(626) 744-7216
------------------	------------------------	---------------------------	----------------

Grant Questions

Staff	Staff Assistant III	Planning /Cultural Affairs Div.	(626) 744-7062
-------	---------------------	---------------------------------	----------------