

City of Pasadena
Cultural Affairs Division



PASADENA
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Festival and Parade Grant Program Guidelines 2024/2025

Funding period: July 1, 2024 through June 30, 2025

Guidelines Issued: February 1, 2024

Due date: **May 6, 2024, 11:59 PM. ONLINE SUBMISSION ONLY ***

***To receive a link to submit an application, e-mail jfil-contractor@cityofpasadena.net by May 6**

IMPORTANT:

Attending a Technical Assistance/Grant Writing Workshop is mandatory for new applicants.

See page 9-10 for more information and registration links.

FESTIVAL AND PARADE GRANTS PROGRAM

City of Pasadena Cultural Affairs Division Festival and Parade Grant Program

Welcome to the 2024/2025 City of Pasadena Cultural Affairs Festival and Parade Grant Program Guidelines. The Pasadena Arts & Culture Commission and Cultural Affairs Division are pleased to provide this funding opportunity to support arts and culture festivals and parades throughout the City. We seek to ensure that the cultural infrastructure is strong throughout Pasadena so that applicants may focus on the important work of producing, designing, communicating, educating and celebrating.

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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 each and 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 is 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.

GRANT CATEGORIES AND DESCRIPTIONS

Definition of a Festival or Parade

For the purpose of this grant program, a "festival" or "parade" is a publicly oriented thematic event with a defined cultural or artistic focus, comprised of multiple arts genres/cultural activities - or - multiple offerings focusing on one artistic genre or cultural activity, that include elements of community involvement. For example, music festivals, dance festivals, fairs, parades and cultural celebrations would all be eligible. It is produced by a non-profit or consortium of non-profit organizations. It takes place within the boundaries of Pasadena at one site or in one geographic area for one or more consecutive days, and features but is not limited to music, theatre, visual art, dance or film. Specific art /cultural "elements" of a larger event are also eligible. Simple outdoor or housed "exhibitions" without community involvement would not qualify.

Description of Festival and Parade Grant Program

A non-profit arts and culture organization or non-profit social service organization (including but not limited to a chamber of commerce, social service agency, homeowners association or business district) in partnership with an arts and culture organization is eligible to apply for up to \$10,000 in funding for the production of an arts/cultural festival, fair or parade. However, it is unlikely that an award amount for the full request will be granted. Please identify other possible sources of support for your project. A Pasadena-based social service organization or other non-profit non-arts/culture institution outside of Pasadena must partner with an established Pasadena-based art/culture organization or artist to apply.

Festival and Parade Program grants will generally support marketing costs and artists fees in order to foster accessibility, cultural diversity, and geographic equity. This grant is available only to events which take place within the Pasadena city limits. If collaboration or partnering occurs between one or more Pasadena non-profit art/culture organizations and any other non-profit organization (including but not limited to a chamber of commerce, social service agency, homeowners association or business district), either partner may take the lead in the application.

An applicant may apply for funding for up to two events (one application per event) but may only receive one Festival and Parade Program grant, which would be for the highest scored eligible application. Applicants may apply in more than one category, however, an applicant may receive only one grant award from the Annual Grants Program.

When partnering with another organization, the budgets and Cultural Data Project report of the lead or sponsoring organization will be considered for review. Therefore, the partnering organization is free to apply independently for

funding on another project.

NOTE: Organizations not having a non-profit status may apply for funds with sponsorship by a fiscal receiver. For further information see Fiscal Receiver, page 9.

ELIGIBLE PROGRAM SUPPORT

The Annual Grants Program provides support for the following types of Festivals and Parades:

- A public event or element of an event with a defined cultural or artistic purpose (including, but not limited to, a concert, music festivals, fair, parade or cultural celebration - see definition of a Parade or Festival, page 4)
- An arts/culture festival or parade held in publicly accessible space and free, or of reasonable cost.
- A collaboration between one or more Pasadena non-profit art/culture organizations and any other non-profit organization (including, but not limited to, a chamber of commerce, social service agency, homeowners association or business district). In this case either partner may take the lead on the application as long as a non-profit partnership exists.
- A Pasadena social service organization may apply but only in partnership with a Pasadena arts/culture organization.
- An arts/culture event as stated above produced in Pasadena by a non-profit arts/culture organization not based in Pasadena but providing an event otherwise not produced by a local producer.

The following conditions apply for any projects or programs supported by the City of Pasadena's Festival and Parade Grants Program:

- Project or program must take place between July 1, 2024 and June 30, 2025.
- 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 10 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 is eligible to receive more than one grant, the 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 at least one meeting (see Technical Assistance: page 9-10).
- Catering & Hospitality budget line item is limited to 5% of the funded project amount;
- Travel and Lodging & Meals budget line item amounts must be contextually appropriate to the project and must be substantiated with documentation to include the traveler's bio and confirmation of participation in the project.
- Applicant organizations must provide and show proof its board has adopted a Cultural Equity and Inclusion statement, policy, and/or plan that addresses equity, access, and inclusion in its organization and operations. See page 10-11 for definitions.
- Administrative fees are capped at \$25/hr and administrative expenses may not exceed 15% of the total project budget.
- For all applicants, an audited statement or a most recent financial report prepared by the organizational accountant and signed by the board president, no more than two years old, is required.
Note: Limited fiscal receivership is possible, see Fiscal Receiver, page 9.
- Maximum grant request is \$10,000**

The following are NOT eligible for funding:

- 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 and other events not open to the general public.
- Purchase of depreciable assets (office/electronic equipment, cameras, instruments, etc.);
- A student-produced event.
- An individual artist.
- Deficit or debt-reduction efforts, mortgage payments, building construction or renovation.
- Retirement of deficits for previous year's project or program.
- Non-artistic festival components (rides, games, booths, etc.).
- A project or program that occurs before July 1, 2024 or after June 30, 2025

GRANT APPLICATION INSTRUCTIONS AND INFORMATION

QUESTIONS

Many common questions can be answered at the Technical Assistance/Grant Writing Workshops (see pages 9-10) and by reading the Application Instructions. It is recommended that all applicants attend one of the workshops to help prepare the application. **New applicants and applicants who did not meet the threshold score in their last application are REQUIRED to attend a Workshop.** Please see pages 9-10 –Technical Assistance -- for more information. Direct specific questions in writing to Jayme Filippini, Grants Coordinator, jfil-contractor@cityofpasadena.net. The Cultural Affairs phone number is (626) 744-7062.

ONLINE SUBMISSION REQUIREMENTS

- The Applications, Guidelines, and Instructions are available from the City of Pasadena website at: <https://www.cityofpasadena.net/planning/arts-and-cultural-affairs/annual-grants-program/>
- Guidelines and Application Instructions contain 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, enter N/A or Not Applicable. Do not include information other than what is specifically requested.
- All forms must be typewritten and at least 11pt font. Handwritten submissions will not be reviewed.
- Upload one pdf application with artistic documentation on OneDrive before the deadline. Contact jfil-contractor@cityofpasadena.net to request an upload link anytime before 10 pm May 6, 2024.

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 AND SUBMISSION REQUIREMENTS

- Online only application submission. Grant applications **must be uploaded no later than 11:59 PM on May 6, 2024. No proposals will be accepted after the deadline.**
- Applicants must upload a completed pdf application and artistic documentation to a City OneDrive folder. To receive a link to upload documents, email jfil-contractor@cityofpasadena.net before 10:00 pm May 6, 2024 **SUBJECT: 2024/2025 Upload Link Request.**
- If you have one-of-a kind artistic documentation that cannot be reproduced electronically, please contact jfil-contractor@cityofpasadena.net to discuss.
- Proposals must be complete and adhere to guideline requirements or may be disqualified.

DATAARTS

Participation in the DataArts is REQUIRED for all City of Pasadena Festival and Parade grant applicants. 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. 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.

The City of Pasadena, along with other funders in California, requires applicants to complete and update their Data Profile through the DataArts website (<http://www.culturaldata.org>) in order to submit a (City of Pasadena) Funder's Report with their grant application.

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

- Register on the DataArts website to complete the Cultural Data Profile 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.
- Provide two years of financial and organizational data with the first Cultural Data Profile, then update yearly.
- The Cultural Data Profile collects financial and programmatic information for your organization or arts program; project budgets and narratives are NOT be captured by this profile.
- DataArts has a Help Desk and online training.

DataArts Support Center: Toll Free: 877-707-DATA (877-707-3282)

The Support Center is available Monday – Friday from 7:30am – 4:00pm, PST.

Email: help@culturaldata.org

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

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

Fiscal Receivers: In the case of organizations with a fiscal receiver, the Data Profile is completed for the Art or Culture organization applying for the grant (not for the fiscal receiver).

Festival and Parade Partnerships: If collaboration or partnering occurs between one or more Pasadena non-profit art/culture organizations and any other non-profit organization (including but not limited to a chamber of commerce, social service agency, homeowners association or business district), either partner may be the lead applicant. However, if the non-arts entity takes the lead in the application, a DataArts profile should only reflect specifically the project for which the applicants are applying, or related arts programming offered by the non-arts agency. It should not reflect the entire budget of the non-arts agency. (For example, if the YMCA takes the lead on the application, the submitted Cultural Data Profile should only reflect the program being proposed or the collective arts programming offered by the YMCA). Funder Reports from both partners will also be accepted if desired.

New Programs: If the festival or parade proposed is an entirely new program and no fiscal history is available, it is recommended that the Arts and Culture organization take the lead.

ARTISTIC DOCUMENTATION AND SAMPLES

- All applicants are required to submit some form of Artistic Documentation or Sample, in addition to whatever promotional, marketing, letters of support or other supplemental materials listed in the application.
- For applicants with **new projects or for new organizations**, artistic **SAMPLES OR DOCUMENTATION 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 and 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 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 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 MOV or MPV 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 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 PDF format.

IMAGES (Strongly Encouraged for Visual Arts)

- Up to 10 images of completed artwork.
- All images must be numbered
- Digital files must be 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/email.

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 are provided a copy of the Panel's comments and scoring.

REVIEW CRITERIA FOR FESTIVAL AND PARADE APPLICATIONS

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.

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 execute 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.

PLEASE NOTE – Panelists will be instructed to consider past attendance figures for festivals of general interest with regard to the Ability, Stability and overall Project Merit criteria

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 a Final Report (provided in Grantee Handbook) in order to receive final payment. This includes:**
 - A 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 at least 2 weeks prior to the event. E-mail invitations to Cultural Affairs to the following for distribution: pvalencia@cityofpasadena.net and jfil-contractor@cityofpasadena.net
- **All printed materials regarding funded projects must include the following credit:**
Made possible in part by the Pasadena Arts & Culture Commission and the City of Pasadena Cultural Affairs Division.

PROJECT EVALUATION

Festival and Parade 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.

Evaluation procedures and parameters should be included in the answer of Part II, Question G on the Festival and Parade 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 on 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 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.
- 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

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.

Technical Assistance/Grant Writing Workshops are conducted in February, March, and April. Please contact jfil-contractor@cityofpasadena.net if you have any difficulty accessing the links below.

Technical Assistance/Grant Writing Workshops are planned for:

Tuesday, February 27 6:30pm-8:00pm

<https://us02web.zoom.us/j/88225719211?pwd=dWpHazdXSHpXN2JaUkVCMkNlVFFHHz09>

Wednesday, March 27 9:30 am – 11:00 am

<https://us02web.zoom.us/j/88662181157?pwd=ZFG5RXdPK2llaWRBRIM4bTlvUjFmWdz09>

Saturday, April 20 1:30pm – 3:00pm (focus on Individual Artist applications, all are welcome)

<https://us02web.zoom.us/j/82515949295?pwd=TXFiMWRldkRoQ3VybnlMSDgyY0Y1Zz09>

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 a grant writing expert. You may download helpful materials and resources for grant writing created for the workshop 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 Technical Assistance/Grant Writing Workshops, there will be a special training conducted in collaboration with The Non-Profit Partnership for applicant organizations to assist with developing responses to **progress related to cultural equity and inclusion which is now an eligibility requirement for all applicants**. The meeting will be held in April 2023, time and date to be announced, please check the website mid-February for a link to attend the meeting.

<https://www.cityofpasadena.net/planning/arts-and-cultural-affairs/annual-grants-program/>. See below for more information about the statement, policy, and plan requirement.

OUTREACH, DIVERSITY AND ACCESSIBILITY

The Arts & Culture Commission adopted 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 a number of 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 its outreach program as part of the application for funding. The Final Report provides an opportunity to describe its implementation. 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 questionnaires** 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

In 2021, the Cultural Affairs Division Annual Grant Program application aligned 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)**

To add an event: <https://www.visitpasadena.com/events/add-event/>

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**

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/>

3) **Pasadena Now**

Email press release to: editor@pasadenanow.com (626) 737-8486 Ext. 2 (events editor)

Editorial Department

David Cross | newsdesk@pasadenanowmagazine.com (626) 737-8486 Ext. 8

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

4) **Pasadena Weekly**

To submit a calendar item, you first have to register: <https://www.pasadenaweekly.com/local-events/>

To suggest a story on your organization or event, write to Executive Editor Christina Fuoco-Karansinski-christina@timeslocalmedia.com or deputy editor Luke Netzley lnetzley@timespublications.com or Stephanie Torres artdirector@pasadenaweekly.com

5) **Pasadena Star-News 626-544-0877**

To submit a calendar item, send at least 6 weeks in advance to Linda Gold at linda.gold@langnews.com or lgold@scng.com

For 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. **Local Editor** Penny Rosenberg, 626-544-0981, parevalo@scng.com

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

RECOMMENDED EVENT CALENDARS, NEWLETTERS, AND LOCAL NEWSPAPERS

Los Angeles Times Calendar listings: contact Matt Cooper, Listings Coordinator: matthew.cooper@latimes.com at **least 6 weeks in advance** for a better chance of being listed in the calendar.

LA Weekly: email submissions to editorial@laweekly.com

Discover Los Angeles

<https://www.discoverlosangeles.com/events/submission>

Time Out Los Angeles

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

RECOMMENDATIONS FOR BANNERS

<https://www.cityofpasadena.net/wp-content/uploads/sites/29/Banner-Application.pdf> For fees and applications, please contact Public Works at pw-permits@cityofpasadena.net (626) 744-4195

Additional media resources continue on Page 13

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.thecaliforniacourier.com sassoun@pacbell.net			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
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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	ecccunion@gmail.com	25,000; Thursday	Monday

RADIO STATIONS

Contact Name	Station	Phone	Fax
Bobbi Ferguson	55 KPAS-PCAC	(626) 794-8585	(626) 795-5874
K294DA	KDLD / KDLE	KKGO	KLYY
KALI FM	KFEP	KKJZ	KMZT-FM HD4
KAMP	KFSH	KKLA	KOST
KBIG	KFXM	KKLQ	KPCC
KBUE	KGAP	KLAX	KPFK
KBUU	KGMX	KLBP	KPWR
KCBS	KHGB	KLDB	KQAV
KCRW	KHST	KLLI	KQEV
KCSN	KIIS	KLOS	KRCD
KDAY	KJLH	KLVE	KRCV
			KROJ
			KROQ
			KRRL
			KRTH
			KSAK
			KSCA
			KSPC
			KSRY
			KSSE
			KSXS
			KTLW
			KTPI-FM
			KTWV
			KUSC
			KVVS
			KWIZ
			KWVE
			KXLU
			KZKA
			KZUT

SCHOOLS, LIBRARIES AND BUSINESSES (FOR DISTRIBUTING FLYERS)

Public Schools – Advertise your event on 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.chandlerschool.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.stgregoryarmenianschool.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 (temporarily closed)	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. Foothilletec.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@ southlake avenue.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 COMMUNITY 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	email	District and Council member	Phone
Vannia De la Cuba	vdelacuba@cityofpasadena.net	Mayor Victor Gordo	(626) 744-4111
Cushon Bell	cbell@cityofpasadena.net	District 1 – Tyron Hampton	(626) 744-4444
Darla Dyson	ddyson@cityofpasadena.net	District 2/Vice Mayor – Felicia Williams	(626) 744-4742
Susana Porras	sporras@cityofpasadena.net	District 3 – Justin Jones	(626) 744-4738
Noreen Sullivan	nsullivan@cityofpasadena.net	District 4 – Gene Masuda	(626) 744-4740
Margo Morales	mimorales@cityofpasadena.net	District 5 – Jess Rivas	(626) 744-4747
Justin Chapman	jchapman@cityofpasadena.net	District 6 – Steve Madison	(626) 744-4739
Pam Thyret	pthyret@cityofpasadena.net	District 7 – Jason Lyon	(626) 744-4737

CITY OF PASADENA STAFF

Event Facilities Dolores McConnell, 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	(626) 744-4755
Event Permits Special Events Manager	Development /Bus Dev/Film	(626) 744-7216
Grant Questions Cultural Affairs Staff	Planning /Cultural Affairs Div.	(626) 744-7062