

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: JULY 11, 2018

TO: ARTS & CULTURE COMMISSION

FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER

RE: APPROVAL OF: (1) \$157,280 IN TOTAL AWARDS FOR THE 2018-2019 ANNUAL GRANTS PROGRAM AND (2) APPROVAL OF \$14,596 IN CULTURAL TRUST FUNDS TO SUPPLEMENT THE ANNUAL GRANTS PROGRAM BUDGET

RECOMMENDATION

It is recommended that the Arts & Culture Commission approve:

- 1) The amount of \$157,280 in total awards for the 2018-2019 Annual Grants program to include:
 - a) the amount of \$88,684 from the Cultural Trust Fund,
 - b) the amount of \$54,000 from the General Fund; and
 - c) the amount of \$14,596 from the Cultural Trust Fund to supplement the Annual Grants Program budget.
- 2) The following award amounts for the 2018-2019 Annual Grants Program:
 - a) \$52,500 to fund all applicants scoring in the 90-99th percentile at 75% of the request amount
 - b) \$39,000 to fund all applicants scoring in the 85-89th percentile at 60% of the request amount;
 - c) \$46,280 to fund all applicants scoring in the 80-84th percentile at 52% of the request amount; and
 - d) \$19,500 to fund all applicants scoring in the 70-79th percentile at 30% of the request amount.

BACKGROUND

Restructuring of the 2009-2010 Annual Grants program was initiated by the Arts & Culture Commission in July 2008. In early 2009, the Commission approved the following changes in

support of the City's Cultural Nexus policies and the Commission's Cultural Access Policy and Equity Standards.

- 1) A new Art & Culture category was created for the arts organizations with annual budgets of less than \$200,000 to distinguish them from those at \$200,000 or above; This category is now differentiated by annual operating budget size: Art & Culture I (less than \$200,000), Art & Culture II (\$200,000-\$500,000), and Art & Culture III (greater than \$500,000);
- 2) Limits were placed on the number of grants an organization could receive in one year--only the highest scoring application would be eligible for an award;
- 3) Individual artists were limited to one grant award within a five-year period; and funding for individual artists was reduced by 50%.

The Grants Program Subcommittee concurred with these staff-recommended changes for the FY 2009-2010 program, but in FY 2010-2011 the time period between subsequent grants was reduced from five years to three for individual artists. In 2017-2018, to further clarify and expand the impact of public benefit, the Guidelines and Applications were revised to emphasize the importance of public benefit as it relates to the Pasadena community. Beyond artistic merit, all applicants were asked to articulate the extent to which the proposed project/program would positively benefit the community.

In response to requests by local arts and culture organizations, this year, modifications to the application process were made to reduce the number of hard copies of applications required. Now, only one original application in hard copy and a thumb drive with an electronic version of the application must be submitted versus eight additional hard copies previously required. Additionally, Grants Program Panelists now have the option to review applications and supplemental materials online in a secure format. These adaptations are intended to streamline the grants process for both applicants and review Panels. Finally, in order to ensure that only Pasadena-based organizations receive funding, all applicants were required to have their organization's mailing address located in the City of Pasadena (not a P.O. box) and on file with the IRS prior to the application deadline.

PROGRAM FUNDING STRUCTURES

In the past, the City provided \$108,000 in General Fund support for the following grant categories: Arts & Culture, Arts Education, and Individual Artist. In Fiscal Year 2011-12, in response to the City's budget crisis, the City Council shifted 50% (\$54,000) from the General Fund to the Cultural Trust Fund. The Festivals and Parades grant category has been funded for several years from the Cultural Trust Fund, as a separate approval by the Arts & Culture Commission. This funding structure has since been incorporated into the City's Annual Operating Budget.

The City Council's FY 2018-2019 adopted budget includes \$112,684 for Grants-in-Aid (\$54,000 in General funds and \$58,684 from the Cultural Trust Fund). The budget also includes a \$30,000 allocation for the Festivals and Parades category.

Each year, those monies are supplemented by the Commission from the Cultural Trust Fund to round out award amounts. Last year, the Commission approved an additional \$48,188. This year, staff recommends a supplement of \$14,596, which would elevate the total award to \$157,280 in total funds for the FY 2018-2019 Annual Grants Program Awards. Total recommended funding for the FY 2018-2019 Grants Program is \$28,908 savings compared to that of FY 2017-2018 funding.

PROPOSED AWARD STRUCTURE

Based on the staff recommendations, with concurrence from the Commission's Grants Subcommittee, approval is requested for descending award amounts for applicant scores within the 90-100th, 86-89th, 80-85th, and 70-79th percentiles. This overall funding structure acknowledges the differences in scores between applications. The proposed award structure provides proportional funding for scores in four levels based on requested funding amounts and scores.

Proposals scoring in the 90-100th percentile would receive 75% of what was requested, 86-89th percentile proposals would receive 60%; 80-84th percentile proposals would receive 52%; and 70-79th percentile proposals would receive 30% of the requested amount.

Employing total funding of \$157,280, the Grants Subcommittee recommends the following award structure, based on Panel scores:

Table 1. Recommended award structure

	7 Grants: Score of 95-100	7 Grants: Score of 85-89	10 Grants: Score of 80-84	7 Grants: Score of 70-79
Total amount requested:	\$70,000	\$65,000	\$89,000	\$65,000
Award totals:	\$52,500	\$39,000	\$42,280	\$19,500
Percentage of request	75%	60%	52%	30%

2017-18 Award Structure

90/85/72/65/50/44

95-100th percentile: 90% of request
 90-94th percentile: 85% of request
 85-89th percentile: 72% of request
 80-84th percentile: 65% of request
 74-79th percentile: 50% of request
 70-73rd percentile: 44% of request

\$186,188

2018-19 Recommended Award Structure

75/60/52/30

95-100th percentile: 75% of request
 85-89th percentile: 60% of request
 80-84th percentile: 52% of request
 70-79th percentile: 30% of request

\$157,280

OUTREACH AND TECHNICAL ASSISTANCE

Grants Program applications and guidelines were posted online February 2, 2018. Outreach included press releases to print and web media, web posting to the City of Pasadena's Cultural Affairs Division website, Pasadena's pasculturenet, and e-mail. Each year, free technical assistance and training workshops are provided to potential applicants. Grant writing workshops are recommended for all applicants and were required for new applicants, those who applied last year but were not funded, and those who had not received funding in the last 3 years. This year, a total of three workshops were provided for applicants. Each workshop focused equally on the technical aspects of this grant application and general grant writing instruction. Five workshops were provided in 2017; three in 2016; four in 2015; three in 2014 and 2013; six in 2010-12; four in 2009. This year's trainings and workshops were held on these dates:

2/27/18 Technical Assistance Workshop & General Grant Writing (all categories)

3/13/18 Technical Assistance Workshop & General Grant Writing (all categories)
 4/25/18 Technical Assistance Workshop & General Grant Writing (all categories)

APPLICATIONS, REVIEWS, AND SCORING

A total of 36 applications were received by the deadline of 5:00 pm PST on May 4, 2018. Thirty-four applications were deemed eligible by staff for Panel review, based on program guideline requirements. Two applicants rescinded their applications in June. Grant evaluation Panels are composed of local arts and culture professionals. Panels are assembled based on expertise in subject matter and represent a range of organizations and backgrounds. Panelists review all eligible applications prior to the Panel meeting date and cast preliminary scores based on the established review criteria. Panel review in-person meetings provide additional opportunity to review supplemental materials such as videos, audio recordings, and other artistic documentation, and to engage in discussion and further deliberation. Unattributed Panel comments are documented to provide all applicants with constructive feedback for areas of improvement as well as to acknowledge particularly successful aspects of the proposals. Comments reflect overall scores and scores by category. All applicants receive total scores, individual scores by review category, and Panel comments as a part of their grant award notification letter.

Of the 34 applications reviewed by the Grants Program panels, 32 received total scores of 70 or above. Typically, only proposals scoring 70 or above are considered for funding. This year's applicant pool had a high concentration of scores in the 80th percentile, as in the four previous grant cycles.

This year, due to the low award amounts for applicants scoring in the 70s, staff considered the impact of reduced funding for Art Education Partnership (AEP) projects scoring less than 80 in particular. Because the AEP category has specific state standards and relies on PUSD as a third party to the proposed projects, the feasibility of AEP proposals scoring 70-79 (recommended for 30% of their request) was of concern. Due to the inherent complexity and the potential of a significantly scaled-down AEP proposal to impact PUSD, staff considered whether an AEP proposal with severely limited funding would negatively affect students and staff. Staff determined that only AEP proposals scoring 80 and above would be viable to avoid class cancellation and disruption to PUSD students and staff.

Table 2. Number of grants eligible for funding and number recommended for funding by category and fiscal year, 2009 to present

	FY 18/19	FY 17/18	FY 16/17	FY 15/16	FY 14/15	FY 13/14	FY 12/13	FY 11/12	FY 10/11	FY 09/10
Art & Culture I	13**†	10*	11***	10**	10*	10**	10*	10*	6	5
Art & Culture II	4	4	4*	1	3*	n/a	1	1	3	4
Art & Culture III	8†	10	9	10**	8	11*	9	10	6	6
Arts Education	4*	2	2	3	2	3	3	5	5	6
Individual Artists	4	7	4**	3	5*	5	8**	6*	7	7
Festivals & Parades	3	2	2	2	4	6	8	5	4	4
Eligible for Review	34	35	32	29	32	35	39	37	31	32
Recommended for Funding	31	30	25	25	29	27	28	28	26	22

* One application in this category was disqualified

**Two applications in this category were disqualified
***Four applications in this category were disqualified
† one applicant in this category withdrew

CONCLUSION

Technical assistance workshops continue to be effective based on the increase in above average scores determined by the Panels. Panelists found most applications to be well-written with good or excellent artistic documentation, budgets, and project narratives.

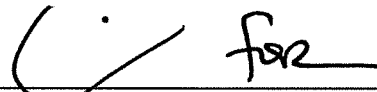
In 2017-18, the Annual Grants Program funded a total of 30 projects (85% of all eligible applications). A total of 31 projects (97% of all eligible applications, excluding those that withdrew) are recommended for funding in FY 2018-2019.

With approval of the recommended award amounts from the Cultural Trust Fund, these monies will supplement the \$54,000 General Fund budget for a total of \$157,280 in funding for the FY 2018-2019 Annual Grants Program. The Cultural Trust Fund amount of \$103,280 includes \$30,000 for Festivals and Parades, \$58,684 for the Annual Grants Program, and an additional \$14,596 to supplement the Grants Program awards.

FISCAL IMPACT

Approval of these recommendations would distribute a total of \$157,280 in Annual Grants Program funds of which \$142,684 have been allocated in the Cultural Affairs Division 2018-2019 Annual Operating Budget (1011002-815300 and 61321002-815300). An additional \$14,596 (61321002-811400) from the Cultural Trust Fund will complete these recommended award amounts.

Respectfully Submitted,



Rochelle Branch
Cultural Affairs Division Manager
Planning & Community Development
Department

Prepared by:



Jayme Filippini
Grants Coordinator