

PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT

STAFF REPORT

DATE: January 9, 2019
TO: ARTS & CULTURE COMMISSION
FROM: ROCHELLE BRANCH, CULTURAL AFFAIRS DIVISION MANAGER
SUBJECT: Review and Approval of the 2019-2020 Annual Grants Program Guidelines

RECOMMENDATION:

Each year, staff reviews best practices, staff findings, and Panel comments from the previous Annual Grants Program cycle to make recommendations for proposed changes to improve the Program. With Grants Subcommittee consensus, the following changes are recommended to the FY 2019-2020 Annual Grants Program in order to clarify the Guidelines and simplify the Application process for potential applicants:

1. Revise existing text to clarify the requirement to submit one PDF application and link(s) to artistic documentation.
2. Clarify the definition of "Pasadena-based." Modification to existing text will require applicant organizations to have a City of Pasadena address listed on the IRS website for 501(c)(3) organizations. The exception for organizations that provide their programming solely within the boundaries of Pasadena—but have an organizational address outside of the City—will be removed.
3. Add a question to the Application that asks organizations (excluding Festivals/Parades and Individual Artist applicants) to articulate their progress in developing a Cultural Equity and Inclusion statement, policy, or plan.
4. Adjust the scoring criteria for Individual Artist Educators and Artist Teams in the Art Education Partnership category.

BACKGROUND:

Cultural Affairs established the Grants Subcommittee in 2017 to work with staff to analyze the Annual Grants Program. Staff reviewed the Program structure, the Application and the

Guidelines to identify areas where changes could enhance Program effectiveness. Considerations included restructuring the Application categories, introduction or elimination of categories, and restrictions to the timeframe in which applicants could reapply. Modifications to the Program were approved by the Commission at the July 2008 meeting.

Modifications to Annual Grants Program Guidelines and Funding Sources

In 2009, the Commission approved several changes in support of Cultural Nexus policies and the Commission's Cultural Access Policy and Equity Standards. The Arts & Culture grant category was restructured by annual operating budget size: Arts & Culture I: less than \$200,000; Arts & Culture II: \$200,000-\$500,000, Arts & Culture III: over \$500,000; the number of grants an organization could receive each year was restricted to one; awards to Individual Artists were limited to one every five years and funding was reduced to \$5,000. In 2010, Arts & Culture Commission amended the Guidelines to allow Individual Artist applicants to receive a grant award every three years.

In 2011, City Council made changes that appropriated 50% of the Annual Grants program budget (\$54,000) from the General Fund and shifted the remaining amount (\$54,000) to the Cultural Trust Fund. The Commission approved an additional \$30,000 from that fund for Festivals and Parades. Since FY 2012-2013, the City's Operating Budget has maintained this funding structure.

In 2012, revisions were made to the Grants Program Guidelines to codify additional requirements for proposed public art projects and supplemental application materials; to reformat and revise Application and Guideline language to emphasize the distinction between projects and programs; and to clarify eligibility requirements. In 2013, the line item Budget was reformatted to distinguish between Pending, Proposed, and Awarded funding in the Support column, allowing Panelists to more easily assess an applicant's ability to produce a proposed program with partial funding. In 2014, clarification of the outreach process for applicants enabled Panelists to better assess the proposals in the evaluation process. Program changes in 2015 addressed requirements for the Festivals and Parades grant category.

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

Staff annually reviews the Program structure to ensure that the Program funds the highest quality proposals to deliver the greatest benefit to the Pasadena community. The Grants Subcommittee acknowledges that periodic refinements to the Application materials are appropriate and additional discussion will occur for major changes.

Recommended Changes to the FY 2019-20 Annual Grants Program

At the November 7, 2018 Grants Subcommittee meeting, staff recommended modifications to sections of the FY 2019-2020 Grants Program Application and Guidelines. These changes are being recommended to further clarify the definition of "Pasadena based" organizations which may receive funding; to explain the manner in which the electronic file is to

be submitted; to modify the scoring criteria for the Art Education Partnership grant category for Individual Artist Educators and Artist Teams not working within the PUSD system; to add a question that asks organizations (excluding Festivals/Parades and Individual Artists) to articulate their progress developing a Cultural Equity and Inclusion statement, policy, or plan. Recommended changes would be made to both the Application and to the Guidelines. Further explanation and guidance will be incorporated into the Program's technical assistance workshops.

The recent Los Angeles County Arts Commission Cultural Equity and Inclusion Initiative will require cultural organizations that contract with the County to produce a Cultural Equity and Inclusion statement, plan, or policy—dependent on their annual operating budget size. This initiative is intended to improve arts inclusion for residents in every community and to ensure that everyone in LA County has equitable access to arts and culture. Cultural Affairs staff is not recommending an identical structure at this time, but will have the benefit of reviewing the County rollout and will be privy to the impact of this new requirement and any refinements that may occur as a result.

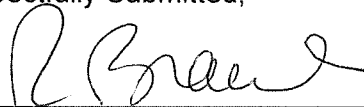
CONCLUSION:

The proposed changes are recommended for the FY 2019-2020 Annual Grants Program to reduce paper waste and to streamline the application process for Program applicants.

FISCAL IMPACT:

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

Respectfully Submitted,



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Cultural Affairs Division Manager
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Department