

Agenda Report

DATE: May 1, 2000

TO: CITY COUNCIL

FROM: CITY MANAGER

SUBJECT: APPROVAL OF REVISIONS TO ARTS GRANTS GUIDELINES

RECOMMENDATION:

It is recommended that the City Council approve the following revisions to the Arts Grants Guidelines for FY 2000/2001:

- 1) Change the name of the program to the Pasadena Art & Culture Grants;
- 2) Streamline the application guidelines, as attached;
- 3) Adopt the California Arts Council scoring system;
- 4) Amend the program categories to replace the *Community Arts Program* with the *Art and Culture Program*, the *Individual Artists Program*, and the *Cultural Trust* as outlined in this report.

BACKGROUND:

In FY 1999/2000, the Arts Grants program provided \$77,000 in support to the community through the arts via two multi-disciplinary grant categories: Community Arts and Artists-in-the-Schools. Community Arts provided up to \$7500 for partnership programs between non-profit community organizations and arts organizations. Artists-in-the-Schools provided up to \$10,000 per artist and \$5,000 per school for artist-designed curriculum and classes led by the artists.

In September 1999 an informal survey among grantees and arts organizations which did not apply to that funding year, suggested that the program could be more effective in meeting the needs of the cultural community. Recognizing that the program, established in the late 1980s and restructured during the recession of the early 1990s, had not been reviewed for its effectiveness in this rapidly changing arts funding climate, the Arts Commission appointed a subcommittee to research the effectiveness of the grants program.

The subcommittee found the following:

- the Artists-in-the-Schools program was meeting a vital need in the school room by providing artist-led education opportunities;
- the Community Arts Program, which mandated a partnership between a non-profit social service agency and an arts agency, was cumbersome, thereby discouraging applicants from both the social service and the arts sectors;
- arts organizations did not have an opportunity to apply for direct support for programming, including performance, exhibitions and educational and audience development;
- individual artists did not have an opportunity to apply for direct support for community-accessible programming outside of the classroom.

These recommendations were reviewed and approved by the Arts Commission at its March meeting.

Name Change

Staff is recommending changing the name of the program to the Pasadena Art & Culture Grants to reflect a more broad scope of programs that include cultural programming and non-traditional arts. These areas are funded through the existing program but are not reflected in the name.

Application Guidelines

The proposed new application guidelines are similar to those of the City of Santa Monica and the California Arts Council. Staff believes these will provide greater efficiency for the applicant and review panelists. Significant changes in the new guidelines include a budget page identical to the California Arts Council Grants Program application and City of Santa Monica Grants Program application, and greater emphasis on the long-term mission, community role and financial health of organizations applying for funding.

Scoring System

The scoring system used in the past was a 100 point system, with an emphasis on artistic design, project design, impact, budget and residency. The scoring system used for the peer panel process by the California Arts Council is a 25 point system. By adopting this system, applicants to the Pasadena program may better compare their relative success and long-term growth with the state program, and panelists (who often sit on the state panels as well as local panels) will be more consistent in their personal scoring technique.

Program Category Changes

Based on the findings of the subcommittee, staff is recommending that the Community Arts program be reformatted into the three new categories that will provide more realistic opportunities for the city to provide support to a variety of art and culture programs in the community. The Artist-in-the-Schools program will remain unchanged.

The new categories are outlined below:

Art and Culture Program:

Non-profit arts and social service organizations offering professional artist- or arts professional-managed arts programs and events will be eligible for up to \$10,000. Special initiatives such as planning grants will be fundable if the organization can adequately present the long-term benefit to the organization. Applicant organizations must be based in Pasadena and all funded programming must take place in Pasadena.

This application category will enable non-profits to directly address their agency program goals and long-term agency stability and growth strategies.

Individual Artists

Individual artists living or working in Pasadena may apply for up to \$5,000 to support exhibitions, performances or special projects. The funded program must take place in Pasadena. The intention is to provide the community direct access to the artistic process via artist-designed programming and activities.

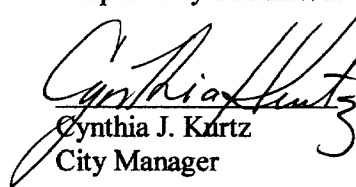
The Cultural Trust

Up to \$25,000 is available for one-time programs and projects which take place in Old Pasadena and Downtown Redevelopment areas. The source for this funding is the Downtown Cultural Trust Fund. This is not an adjustment to this program, but provides more clear guidelines for the applicant. In the past this funding source was not announced as part of the grants program, therefore, applicants were not aware of this opportunity.


FISCAL IMPACT:

Approval of the change in name and application guidelines will not result in a fiscal impact to the city.

Respectfully Submitted:


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City Manager

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