



City of Culver City

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Legislation Text

File #: 16-395, **Version:** 1

CAC, Subcommittee - Consideration of (1) a Recommendation from the Ad Hoc 2017 Performing Arts Grant Program Subcommittee and (2) a Recommendation to the City Council Related to the 2017 Performing Arts Grant Program Awards.

Meeting Date: November 15, 2016

Contact Person/Dept: Susan Obrow - PRCS/Administrative Services

Phone Number: (310)253-6628

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☐ No ☒

Public Hearing: ☐

Action Item: ☒

Attachments: Yes ☒ No ☐

Public Notification: (E-Mail) Meetings and Agendas - Cultural Affairs Commission (11/10/16); Sony Pictures Entertainment (11/7/16), 2016 Performing Arts Grants Program Applicants (10/26/16, 10/27/16, 11/1/16), Culver City Centennial Celebration Committee (11/10/16)

Department Approval: Serena Wright-Black, Director of Administrative Services (11/10/16)

RECOMMENDATION:

The Ad Hoc 2017 Culver City Performing Arts Grant Program Subcommittee (Subcommittee) recommends that the Cultural Affairs Commission (CAC): (1) consider the recommendation of the Subcommittee; and, (2) make a recommendation to the City Council regarding the 2017 Performing Arts Grant Program awards.

BACKGROUND/DISCUSSION

Culver City's Performing Arts Grant Program (Program) was established in 1994. The Culver City Municipal Code (CCMC) stipulates that no more than 25% of the money deposited into the Cultural Trust Fund in the prior fiscal year be allocated for performing arts in the subsequent year. \$62,500 has been allocated in Fiscal Year 2016/2017 and \$15,000 has been received from a contribution made by Sony Pictures Entertainment in 2017 (for a total available of \$77,500 for the 2017 Program).

The City of Culver City will turn 100 on September 20, 2017 and the theme for the Centennial

Celebration is “Culver City - A Century of Change”. Culver City Performing Arts Grant applicants were strongly encouraged to propose projects that would pay tribute to Culver City - past, present and future - recognizing its rich heritage and special character. Grantees presenting projects with Centennial themes would include the Culver City Centennial logo on their marketing materials for performances occurring by September 20, 2017.

Staff issued the 2017 notice of funding availability to the public during the week of August 1, 2016. The application stated that awards would be in the \$1,000 - \$5,000 range, and grant requests should be for less than 50% of the applicant's projected proposal costs. The application was posted on the City's web site, and notices were distributed electronically to Culver City-based performing arts organizations as well as through the Los Angeles County Arts Commission's Los Angeles Culture Net arts forum. A current list of possible performance venues in Culver City was also posted on the City's web site.

On August 17, 2016 staff held a workshop at Veterans Memorial Building during which the grant guidelines, the application, the electronic submittal process, and the possible performance venues were reviewed in detail. The application deadline was September 15, 2016.

On October 21, 2016, applications were reviewed by a Peer Review Panel. Five distinguished panelists were joined by Cultural Affairs Ad Hoc 2017 Culver City Performing Arts Grant Program Subcommittee members Jeannine Wisnosky Stehlin and John B. Williams (Subcommittee). The Subcommittee attended as observers and as an additional resource for questions.

The 2017 Performing Arts Grant Peer Review Panel Members included:

- **Nate Bachhuber** - Artistic Administrator, Los Angeles Philharmonic Association
- **Natalie Marrero** - Development and Marketing Manager, Invertigo Dance Theatre
- **Heather Moses** - Coordinator - Culver City Unified School District's Front and Center Theatre Collaborative/Culver City Resident
- **Catherine Rotunno** - Manager, Global Corporate Social Responsibility - Sony Pictures Entertainment / Culver City Resident
- **David Young** - Former Principle Double Bass - LA Opera/Faculty - Colburn School/Culver City Resident

Twenty-three completed applications were submitted electronically via the City website. An email was then sent to the panelists, prior to the review panel meeting, with a link to a digital folder that contained all of the grant applications. The panelists were also provided a score sheet for each

applicant. The following three scoring criteria were identified in the application:

- Artistic excellence of proposed project (50 points);
- Realistic budget and diversified funding base (25 points); and,
- Outreach and promotion to the Culver City community (25 points).

The Peer Review Panel and Subcommittee convened on October 21, 2016 in City Hall. Staff opened the review panel discussion by providing a brief overview of the grant program's history, guideline changes, and discussion of the three review criteria listed above. After the overview, each application was reviewed, with its corresponding artistic material, in alphabetical order. Staff provided updated information, then panelists took turns in leading the discussion about the applications. Each panelist had the opportunity to ask questions and then offer comments to the group. This was followed by panelists providing scores in each of the three categories, resulting in an overall average score for that applicant. Only the five panelists provided scores during the peer review session.

Once the review of the individual applications was completed, the 23 applicants' scores were tallied which resulted in a ranking of the applications from highest to lowest. Average total scores for all 23 ranged from 47 to 100. The panel recommended that those applicants with average scores of 90 or higher should receive 100% of their requested funding, applicants with scores between 80 and 89 should receive 90% of their requested funding, and applicants with scores between 69 and 79 should receive 75% of their requested funding. There was one applicant, C. Eule Dance, which received a score of 64. The panel recommended that the organization receive 60% of its requested funding as a demonstration of support. The panel did not recommended funding for applicants with scores below 64.

The Subcommittee met with staff on October 25, 2016 to review the panel scores and recommended awards. The Subcommittee members reconsidered the Monarch Theatre Guild proposal and recommended a \$1,000 award to demonstrate support for this Culver City-based theatre company.

The grant process was more competitive this year due to the increase in applications. The total amount recommended for all grant awards is \$76,100. A chart, noting the amounts requested and the recommendations for awards, is included as Attachment 1. Staff will work closely with the grant recipients on the promotional plans for their performances and provide them with a performance survey as well. Marketing options, provided by the City for grantees, include:

- **Logo Availability** - City of Culver City, Sony Pictures Entertainment, Culver City Centennial Celebration (for designated grantees)
- **City Website Promotion** - Home Page, Arts & Culture Page, Community Calendar (self-service)
- **Culver City Centennial Celebration** - Website Promotion

- **Public, Educational, and Governmental Access Channel Promotion** - Subscribers to Spectrum, Frontier, AT&T
- **Electronic Notification** - City of Culver City, Sony Pictures Entertainment
- **Public Announcements** - City Council and Cultural Affairs Commission Meetings

A brief summary of the 23 applications (ranked from highest to lowest) is attached (Attachment 2). Binders of completed Performing Arts Grant applications are available in the City Clerk's Office during regular City Hall business hours.

The City Council will consider the Commission's recommendation for grant awards on Monday, December 12, 2016.

FISCAL ANALYSIS:

The total amount available for the 2017 Culver City Performing Arts Grant Program awards is \$77,500. The funding includes monies from the Fiscal Year 2016/2017 Art in Public Places Program (Cultural Trust Fund - 41310400.619800 PZ614) budget in the amount of \$62,500, as allocated pursuant to the CCMC, and \$15,000 from the 2017 contribution from Sony Pictures Entertainment (42080000.619800.PZ614).

ATTACHMENTS:

1. 2016-11-15 - ATT CAC_ Overview of 2017 PAG Request Amounts
2. 2016-11-15 - ATT 2017_PAG Summary of Recommendations

RECOMMENDED MOTION(S):

That the Cultural Affairs Commission:

1. Consistent with the recommendation from the Ad Hoc 2017 Culver City Performing Arts Grant Program Subcommittee, recommend to the City Council that 2017 Performing Arts Grant Program awards be allocated as outlined in the staff report.

OR

2. Recommend to the City Council that 2017 Performing Arts Grant awards be allocated as amended.