

**City of Culver City, California
Agenda Item Report**

Meeting Date: 12/06/10		Item Number: <u>C-5</u>	
CITY COUNCIL AGENDA ITEM: Allocation of Funds for the 2011 Performing Arts Grant Program as Recommended by the Cultural Affairs Commission.			
Contact Person/Dept.:		Phone Number:	
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Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: 11/09/10	
Cultural Affairs Commission			
Public Notification: Meetings and Agendas – City Council (12/02/10), 2011 Performing Arts Grant Candidates (11/22/10), Cultural Affairs Commission (11/22/10), Cultural Affairs Foundation Board (11/22/10), Sony Pictures Entertainment (11/22/10)			
Department Approval:		City Attorney Approval:	
Sol Blumenfeld: (11/24/10)		Carol Schwab (by H. Baker) (12/01/10)	
Chief Financial Officer Approval:		City Manager Approval:	
Jeff Muir (by N. Kimball) (12/01/10)		John M. Nachbar (12/02/10)	

RECOMMENDATION:

Staff recommends the City Council consider the recommendation of the Cultural Affairs Commission (CAC) and allocate funds for the 2011 Performing Arts Grant Program.

BACKGROUND:

Culver City's Performing Arts Grant Program was established in 1994, and its revenues are derived from the Culver City Art Fund and a donation from Sony Pictures Entertainment. Art Fund revenues are derived from 1% of the building permit valuation.

The Culver City Municipal Code stipulates that 25% of the money deposited into the Art Fund in the prior fiscal year be appropriated for Performing Arts Grant Programs in the current fiscal year. For Fiscal Year 2010/2011, \$13,750 is budgeted, and there are additional unused funds that have accumulated from prior years, which are usually used for marketing the performances as well as for administrative costs associated with the program. Additionally, \$15,000 is expected to be allocated by the City Council from Sony's 2010 contribution.

On July 13, 2010, the CAC considered and approved the 2011 Notice of Funding Availability (NOFA) for the 2011 Performing Arts Grant Program. On July 21, 2010, the NOFA was posted on the City's web site, and notices were distributed electronically to former applicants as well as to networking organizations in the theatre, dance and music communities.

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On August 3, 2010, a workshop was held by staff in the Patacchia Room at City Hall during which the grant guidelines and application were reviewed in detail. Staff also reviewed the current list of possible performance venues in Culver City.

On September 7, 2010, a total of fourteen complete applications were received.

On October 21, 2010, the Peer Review Panel¹ (Panel) session was held at City Hall from 9:30 a.m. until 4:30 p.m.

On November 9, 2010, the CAC recommended to the City Council that the Panel's recommendations be approved.

DISCUSSION:

Staff reviewed each application and then prepared a binder of applications for each panelist, which was sent in advance of the Panel meeting. The panelists were also provided a score sheet for each applicant. There were three scoring criteria identified in the NOFA which are as follows:

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

Each application was reviewed with its corresponding supplemental material in alphabetical order. Staff provided updated information, and then the panelists rotated in leading the discussion on the applications. Each panelist had the opportunity to ask questions and then offer comments to the group. This was followed by each panelist providing scores in each of the three categories, resulting in an overall average score for that applicant.

Upon completing review of the individual applications, the fourteen applicants were ranked from highest to lowest. Averaged total scores for all fourteen ranged from 97.2 to 67.8. Since there was a reduced amount of funding available for this year, grant applicants were advised that awards would be in the \$1,000 - \$5,000 range. The panel felt that those applicants with average scores of 95 and above should receive their full request for funding. Applicants with scores from 90 to 94.99 received 75% of their funding request and those from 80 to 89.99 received 30% of their funding request. Applicants receiving a score below 80 were not recommended for funding this year. A brief overview of the fourteen applicants (ranked from highest to lowest) is attached.

The total amount recommended by the Panel for award is \$29,000. Of this, \$28,750 will be used from the available budget and the additional \$250 are proposed to be awarded from unused Performing Arts Grant Program funds, which have been carried over from prior years. The Panel was satisfied with the scoring for this year's applicants and

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further recommended that \$4,000 of the remaining carry over funds be applied towards marketing the productions of the grant recipients, for a total expenditure of \$33,000.

Staff will work closely with the grant recipients on their marketing plans for their performances. Marketing options provided by the City include:

- City Website Promotion
 - Home Page
 - Arts & Culture Page
 - SWAMI
 - Community Calendar
- Time Warner Cable Television Promotion
 - Cable Slide created and posted for viewing by Culver City residents who have a Time Warner Cable package
 - Silent Crawler running under City Council, Redevelopment Agency and Cultural Affairs Commission meetings
- Email Blasts
 - City eblasts
 - Sony Pictures Entertainment eblast
- Public Meeting Announcements
 - Announcements by Mayor of Culver City
 - Opportunities for organizations to announce performances
- Series Flyers
 - Flyers created and locally distributed for each performing discipline

FISCAL ANALYSIS:

The Fiscal Year 2010/2011 Adopted Capital Improvement Project budget includes an allocation of \$13,750 from the Art Fund for the 2011 Performing Arts Grant Program (41300614), allocated pursuant to the CCMC. Additionally, \$15,000 from Sony Pictures Entertainment's required contribution to the City (pursuant to a 2006 Development Agreement) is proposed to be used for the 2011 Performing Arts Grants Program. There is also a total of \$6,404 of unused Performing Arts Grant funds from previous years, for a total of \$35,154 available for the 2011 Grants. The total amount recommended for the 2011 Performing Arts Grant awards and supplemental marketing is \$33,000.

ATTACHMENTS:

1. Overview of 2011 Performing Arts Grant Requests
2. 2011 Grant Application, Score Sheet and 14 completed Performing Arts Grant Applications

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3. Overview of 2011 Performing Arts Grant Applications

MOTION:

That the City Council:

Allocate funds for the 2011 Performing Arts Grant Program as recommended by the Cultural Affairs Commission and as outlined in the staff report.

Notes:

¹ The 2011 Performing Arts Grant Review Panelists were:

- Arleen Chikami – Culver City resident and freelance grant writer
- Ernest Figueroa –Producer, Eli and Edith Broad Stage
- Laura Karlin –Artistic Director, Invertigo Dance Theatre
- Lani Monos – Director of Global Corporate Social Responsibility, Sony Pictures Entertainment (SPE)
- Sabrina Rodriguez Siegel – Assistant to the Music Director, Los Angeles Philharmonic.