



Culver CITY

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CULTURAL AFFAIRS COMMISSION REGULAR MEETING AGENDA TUESDAY, NOVEMBER 8, 2011

PUBLIC COMMENT

The Cultural Affairs Commission will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Cultural Affairs Commission cannot legally take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Commission, please complete a Speaker's Card and present it to the Secretary before the agenda item is called. You will be called to the podium by name when it is your turn to speak to the Commission.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair from time to time for agenda items for which many Speaker Cards have been submitted.

NOTE: AT OR ABOUT 11:00 P.M., COMMISSIONERS WILL DETERMINE WHETHER TO CONTINUE WITH DISCUSSION OF REMAINING ITEMS ON THE AGENDA OR TO CARRY SOME/ALL OF THE ITEMS OVER TO A FUTURE MEETING DATE.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by the Secretary. If additional time is needed, the Chair will allow for some at the end of the agenda.

When the Secretary calls your name, please advance to the podium, state your name and city of residence. Speakers must limit their comments to five minutes in length. A three-minute time limit may be declared by the Chair if there are a large number of individuals desiring to address the Commission.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers and other communication devices is prohibited while the Commission meeting is in session. Please turn all devices off or place on a silent alert and leave the Chambers to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers and the conduct of City business.

MEETING INFORMATION

Cultural Affairs Commission meetings are regularly scheduled for the second Tuesday of every month. Commission Agenda information is available 72 hours before each meeting.

Cultural Affairs Commission meetings can be viewed live on Channel 35 by most Comcast subscribers. Meetings are also broadcast on the City's Radio Station AM 1690. To view the commission meetings on line please visit <http://www.culvercity.org/webcast>.

ALD

Assisted Listening Devices are available through Cultural Affairs staff.



Agendas are
available on the web @
www.culvercity.org

**REGULAR MEETING
AGENDA
Cultural Affairs Commission**

November 8, 2011
7:00 p.m.

Mike Balkman Council Chambers – Meeting

CALL TO ORDER & ROLL CALL:

**Chair Gayle Smashey
Vice Chair Marlyn Musicant
Commissioner Michelle Bernardin
Commissioner Ronnie Jayne
Commissioner Marla Koosed**

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

CONSENT CALENDAR *Note: Consent Calendar items are considered to be routine in nature and may be approved by one motion. Public requests to discuss Consent Calendar items must be filed with the Secretary before the Consent Calendar is called.*

C-1. Minutes of the October 11, 2011 Regular Meeting. ***Approve minutes.***

ACTION ITEMS *Public requests to discuss Action Items must be filed with the Secretary before the item is called.*

A-1. Consideration of 2012 Performing Arts Grant Awards as Recommended by the 2012 Culver City Performing Arts Grant Program Ad Hoc Subcommittee. ***Make recommendation to the City Council.***

PUBLIC COMMENT - Items Not On the Agenda

RECEIPT OF CORRESPONDENCE

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

**Next Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
December 13, 2011
7:00 PM**

November 2011 Public Meeting Tentative Schedule –

Date	Day	Time	Location
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City Council & Redevelopment Agency

<i>November 7, 14</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Parks and Recreation Commission

<i>November 1</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Planning Commission

<i>November 9</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Civil Service Commission

<i>November 2</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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- *Times and dates may be changed.*
- *Meetings may be added or changed*

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

Meeting Date: November 8, 2011		Item Number: <u>A-1</u>	
AGENDA ITEM: Consideration of 2012 Performing Arts Grant Awards as Recommended by the 2012 Culver City Performing Arts Grant Program Ad Hoc Subcommittee			
Contact Person/Dept.: Susan Obrow & Phone Number: (310) 253-5762 and 5764 Jeremy Green/Cultural Affairs			
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Cultural Notification List (11/2/11), Sony Pictures Entertainment (10/26/11), 2012 Performing Arts Grant Applicants (10/26/11)			
Department Approval: Sol Blumenfeld (Todd Tipton for Sol Blumenfeld 11/2/11)		City Manager Approval: N/A	
City Controller Approval: N/A			

RECOMMENDATION:

That the Cultural Affairs Commission (CAC) considers the recommendation of the 2012 Culver City Performing Arts Grant Program Ad Hoc Subcommittee (Ad Hoc Subcommittee) and makes a recommendation to City Council.

BACKGROUND:

Culver City's Performing Arts Grant Program was established in 1994. The City's municipal code stipulates that 25% of the money deposited into the Art Fund in the prior fiscal year be appropriated for this program in the current fiscal year. \$31,250 is budgeted for 2011-2012 and there are additional funds in the budget account from prior years. Additionally, \$15,000 is expected to be allocated from a contribution made in 2011 by Sony Pictures Entertainment.

On July 12, 2011 the CAC considered and approved the 2012 NOFA application during its regularly scheduled meeting.

On July 25, 2011, a Notice of Funding Availability (NOFA) for 2012 was issued. The NOFA advised applicants that awards would be in the \$1,000 - \$5,000 range and that grant requests should be for less than 50% of the applicant's projected proposal costs. The 2012 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. A current list of possible performance venues in Culver City was posted on the City web site.

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

On August 10, 2011 staff held a workshop in the Patacchia Room at City Hall during which the grant guidelines, the application, and possible performance venues were reviewed in detail. The application deadline was September 7, 2011.

On October 18, 2011 responses were reviewed by a Peer Review. Four distinguished panelists were joined by Janice Pober, Sony Pictures Entertainment's Senior Vice President for Global Corporate Social Responsibility, who observed the panel process but did not score applicants this year. CAC Chair Gayle Smashey and Commissioner Ronnie Jayne currently serve on the Ad Hoc Subcommittee. Due to a prior commitment, Commissioner Jayne was not able to attend the panel meeting; Chair Smashey attended as an observer and an additional resource for questions.

The 2012 Performing Arts Grant Review Panelists were:

- Kimberleigh Aarn - Senior Manager, Arts for All: LA County Regional Blueprint for Arts Education, Los Angeles County Arts Commission
- Meghan Martineau - Artistic Planning Manager, Los Angeles Philharmonic Association
- Heather Moses - Community Representative / Coordinator – CCUSD Front and Center Theatre Initiative
- Rachel Scandling – Music Center Events Manager, Donor Events and Stewardship / Former Dance Administrator

DISCUSSION:

Sixteen complete applications were submitted. Following review by the Cultural Affairs staff, which resulted in some changes to proposed venues, binders of applications were sent to panelists in advance of the Peer Review Panel meeting. The panelists were also provided a score sheet for each applicant. There were three scoring criteria identified in the 2012 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).

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 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,

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

resulting in an overall average score for that applicant. Only the four panelists provided scores during the peer review session.

Upon completing review of the individual applications, the sixteen applicants were ranked from highest to lowest; averaged total scores for all sixteen ranged from 97.5 to 78.75. The panel felt that those applicants with average scores of 90 and above should receive 90% of their request for funding. Applicants with scores between 85 and 90 received 75% of their funding and those between 80 and 85 received 50% of their funding. Applicants receiving a score below 80 were not recommended for funding this year.

The panel's recommendation was reviewed by the Ad Hoc Subcommittee on October 25, 2011. The Ad Hoc Subcommittee adjusted the score for the Culver City Public Theatre, from 84.5 to 85, noting the company's commitment to the community and its efforts to grow artistically. The higher score resulted in a recommendation for a higher grant award.

The overall quality of the proposals was exceptional this year. The total amount recommended for awards is \$50,410. \$46,250 will be used from the available budget, and the additional \$4,160 will be awarded from unused Performing Arts Grant Program funds, which have been carried over from prior years. The Ad Hoc Subcommittee was satisfied with the remainder of the scoring for this year's applicants and further recommended that \$1,000 of the remaining carried over funds be applied towards administration costs as well as for the electronic marketing of the grant recipient's productions, for a total expenditure of \$51,410.

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

- City Website Promotion
 - o Home Page
 - o Arts & Culture Page
 - o Community Calendar
- Time Warner Cable Television Promotion
 - o Slide
 - o Electronic Meeting Crawler
- Email Blasts
 - o City eblasts
 - o Sony Pictures Entertainment eblast
- Public Meeting Announcements
 - o Announcements by Mayor of Culver City
 - o Opportunities for organizations to announce performances

City of Culver City, California
Cultural Affairs Commission Agenda Item Report

A brief overview of the sixteen applicants (ranked from highest to lowest) is attached.

The City Council will make the final grant awards based on the recommendation by the CAC. The City Council is tentatively scheduled to consider this item on Monday, December 5, 2011.

FISCAL ANALYSIS:

The total amount recommended for the 2012 Performing Arts Grant awards is \$51,410. \$46,250 is budgeted for 2011-2012 and there are additional funds in the budget account from prior years, which will be used to supplement the amount by \$4,170 to provide \$50,410 to the fifteen grant recipients. Another \$1,000 will be used for administrative costs and marketing of the performances. The funding includes Art Fund monies, as allocated pursuant to Culver City's Municipal Code and an annual contribution of \$15,000 from Sony Pictures Entertainment.

ATTACHMENTS:

1. Overview of 2012 Performing Arts Grant Requests
2. 2012 Grant Application, Score Sheet and 16 Performing Arts Grant Applications
3. Summary of Recommendations

MOTION:

That the Cultural Affairs Commission:

1. Recommend to the City Council that 2012 Performing Arts Grants awards be allocated as outlined in the staff report:

OR

2. Recommend to the City Council that 2012 Performing Arts Grants awards be allocated as amended.

MEETING DATE: November 8, 2011

AGENDA ITEM: **Consideration of 2012 Performing Arts Grant Awards as Recommended by the Cultural Affairs Commission Grants and Artist Services Subcommittee.**

ATTACHMENTS

	<u>Pages</u>
1. Overview of 2012 Performing Arts Grant Requests	1
2. 2012 Grant Application, Score Sheet and 16 completed Performing Arts Grant Applications	2
3. Summary of Recommendations	3-9

ATTACHMENT 1

City of Culver City
Cultural Affairs
Performing Arts Grants Applications
2012 Grant Year

November 8, 2011
Complete Summary Sheet PAG Applications 2012 Grant Year.xls

		Previous	Total	2011					2012	2012	2012	2012
		Grants	Previous	Grant Amount				% of	Panel	Grant Amount	Grant Amount	Grant Amount
		Received	Cash Grant	Recommended	2012	2012	Project	Project	Total	Recommended	Recommended	Recommended
Applicant	Discipline	(# of Years)	Rec'd	Received	Request	Budget	Budget	Budget	Score	by Panel	By Ad Hoc	by CAC
											Subcommittee	
Actors' Gang (The)	Theatre	0	\$ -	\$ -	\$ 5,000.00	\$ 50,000.00	10%	95.25	\$ 4,500.00	\$ 4,500.00		
Collage Dance Theatre	Dance	10	\$ 28,279.00	\$ 3,750.00	\$ 5,000.00	\$ 15,300.00	33%	87.75	\$ 3,750.00	\$ 3,750.00		
CONTRA-TIEMPO	Dance	2	\$ 4,000.00	\$ -	\$ 5,000.00	\$ 10,000.00	50%	80.75	\$ 2,500.00	\$ 2,500.00		
Culver City Public Theatre	Theatre	9	\$ 26,929.00	\$ 1,500.00	\$ 4,500.00	\$ 9,000.00	50%	84.50	\$ 2,250.00	\$ 3,375.00		
										(New Score: 85.00)		
CC Symphony Orchestra	Music	12	\$ 42,984.00	\$ 3,750.00	\$ 7,500.00	\$ 19,000.00	39%	85.00	\$ 3,750.00	\$ 3,750.00		
Definiens Project (The)	Music	7	\$ 20,500.00	\$ 2,250.00	\$ 3,950.00	\$ 7,900.00	50%	87.00	\$ 2,960.00	\$ 2,960.00		
Donna Sternberg & Dancers (Da	Dance	4	\$ 10,100.00	\$ 1,500.00	\$ 5,000.00	\$ 13,550.00	37%	84.50	\$ 2,500.00	\$ 2,500.00		
Invertigo Dance Theatre	Dance	0	\$ -	\$ -	\$ 5,000.00	\$ 14,394.00	35%	87.75	\$ 3,750.00	\$ 3,750.00		
Jazz Bakery (The)	Music	0	\$ -	\$ -	\$ 5,000.00	\$ 13,250.00	38%	97.50	\$ 4,500.00	\$ 4,500.00		
LA Doctors Symph. Orch.	Music	16	\$ 21,354.00	\$ 2,625.00	\$ 3,800.00	\$ 8,489.00	45%	80.50	\$ 1,900.00	\$ 1,900.00		
LA Women's Theatre Festival	Theatre	1	\$ 1,500.00	\$ 1,500.00	\$ 2,500.00	\$ 5,000.00	50%	86.25	\$ 1,875.00	\$ 1,875.00		
needtheater	Theatre	0	\$ -	\$ -	\$ 4,000.00	\$ 11,801.00	34%	84.00	\$ 2,000.00	\$ 2,000.00		
Regina Klenjoski Dance Compar	Dance	0	\$ -	\$ -	\$ 5,000.00	\$ 14,340.00	35%	78.75	\$ -	\$ -		
Rogue Artists Ensemble	Theatre	1	\$ 3,000.00	\$ -	\$ 5,000.00	\$ 17,180.00	29%	95.25	\$ 4,500.00	\$ 4,500.00		
Vox Femina Los Angeles	Music	9	\$ 25,075.00	\$ 3,375.00	\$ 5,000.00	\$ 11,260.00	44%	96.00	\$4,500.00	\$4,500.00		
We Tell Stories	Theatre	13	\$ 53,608.00	\$ 5,000.00	\$ 5,000.00	9,000	56%	94.75	\$4,050.00	\$4,050.00		
			\$ 237,329.00	\$ 25,250.00	\$ 76,250.00				\$ 49,285.00	\$ 50,410.00	\$ -	

ATTACHMENT 2

Due to the nature of Attachment 2, a binder of completed Performing Arts Grant applications is available at the City Clerk's office or by contacting Jeremy Green in Cultural Affairs: 310.253.5764 or jeremy.green@culvercity.org.

ATTACHMENT 3

2012 PERFORMING ARTS GRANT PROGRAM SUMMARY OF RECOMMENDATIONS

The following is an overview of the sixteen applicants (ranked from highest to lowest) with panel summary comments:

The Jazz Bakery

Proposed Project:	Concert featuring NEA Master and Grammy winner Hubert Laws, legendary guitarist Larry Koonse and three-time Grammy nominee Tierney Sutton.
Performance Venue:	Kirk Douglas Theatre
Proposed Date:	Saturday, June 16, 2012
Panel Score:	97.5
Grant Request \$5,000	Recommended Award \$4,500

The panelists praised the excellent reputation and unique attributes of the organization as well as the high quality of the performances. They were impressed that the proposal included such distinguished musicians. Further, they noted the clarity of the budget and marketing plan. The panelists surmised that the concert, which is priced affordably, would draw diverse audiences to Culver City.

Vox Femina Los Angeles

Proposed Project:	<i>From Shakespeare to Shamrocks</i> - choral performance featuring music from classical works to folk songs celebrating England's, Ireland's and Scotland's many traditions of old and new.
Performance Venue:	Culver City Presbyterian Church
Proposed Date:	Sunday, March 18, 2012 at 4pm
Panel Score:	96
Grant Request \$5,000	Recommended Award \$4,500

The panel praised the consistent and outstanding artistic quality of the choral group. They noted the ensemble's professionalism and its successful, targeted outreach efforts. The panel found the proposal clear and detailed. The panelists commented on the unique repertoire and its popularity during the St. Patrick's Day weekend.

The Actors' Gang

Proposed Project: *The Merchant of Tennis* (an adaptation of *The Merchant of Venice*) - the 7th annual free summer show for families
Performance Venue: Media Park
Proposed Dates: August 4, 5, 11, 12, 18, 19, 25, and 26, 2012
Panel Score: 95.25
Grant Request \$5,000 **Recommended Award** \$4,500

Panelists were impressed with the idea of readapting Shakespeare plays for family audiences and presenting the free performances at Media Park. The organization was praised for its excellent artistic work and its community service through after-school programs, student residencies and other enrichment programs. Panelists noted that Culver City funding would support the fees of the actors.

Rogue Artists Ensemble

Proposed Project: Premiere performance of *Zen Shorts*, adapted from the NY Times best selling, Caldecott award-winning book.
Performance Venue: Ivy Substation
Proposed Dates: May 12-13, 2012
Panel Score: 95.25
Grant Request \$5,000 **Recommended Award** \$4,500

The Panel found the company and this project engaging. They were impressed by the idea of adapting this popular children's book. They supported the theatre company's plan to reach out to the Culver City Unified School District and its plans to tour. Panelists remarked on the importance of design as well as storytelling to this company and felt that this performance would introduce students to other forms of expression. There were additional comments on the continued growth of the company and its increased recognition.

We Tell Stories

Proposed Project: Seven performances of original 45-minute story-plays for the Library's free Summer Reading Program *Dream Big*
Performance Venue: Culver City Julian Dixon Library
Proposed Dates: June 27, July 11, 25, 28, and August 1, 8, and 15, 2012
Panel Score: 94.75
Grant Request \$4,500 **Recommended Award** \$4,050

Members of the panel commented on the exceptional work of this organization in the library, in schools and in the community. They remarked on how effectively the multi-ethnic troupe persuades children to join the actors on the stage. The panelists noted that the request was for more than 50% of the proposal costs and recommended that the organization continue to seek other funders for this program.

Collage Dance Theatre

Proposed Project:	<i>Laundromatinee</i> – a site-specific dance performance that celebrates the local coin-op as a community gathering place
Performance Venue:	Laundromat TBD
Proposed Dates:	Open Rehearsal TBD Performance – April 28-29, 2012
Panel Score:	87.75
Grant Request \$5,000	Recommended Award \$3,750

Members of the panel remarked on the innovative qualities of the proposed production. They were impressed with the company's objectives to create a community experience and to demystify dance performance. Panelists commended the company on its commitment to including dancers in the production from the Culver City High School Academy of Visual and Performing Arts and responded favorably to the idea of open rehearsals to attract as many people as possible to the performance. The panel encouraged a specific marketing campaign aimed at the Culver City community.

Invertigo Dance Theatre

Proposed Project:	<i>100% Locally Grown, Free Range Dance</i> - A series of performances which connects the audience to Los Angeles dance-makers and their artistic processes.
Performance Venue:	Brasil Brasil Cultural Center
Proposed Dates:	Three Sundays in May/June, 2012
Panel Score:	87.75
Grant Request \$5,000	Recommended Award \$3,750

Members of the panel praised the artistic work of this young company and noted its rising success. They appreciated the ambition of this proposal in which Invertigo will perform and act as a presenter of multiple dance companies. Panelists found the proposed budget realistic and recommended that the marketing plan be further customized to serve the Culver City community.

The Definiens Project

Proposed Project:	Four <i>Musical Adventures</i> - interactive, musical stories for children - and one chamber music concert Culver City Julian Dixon Library		
<i>Musical Adventures</i> Performance Venue:			
<i>Musical Adventures</i> Proposed Dates:	February, May, June, October, November 2012		
Chamber Music Concert Performance Venue:	Ivy Substation		
Chamber Music Proposed Date:	March 2012		
Panel Score:	87		
Grant Request	\$3,950	Recommended Award	\$2,960

The panel expressed support for both proposed programs. Panelists found the educational benefits of the family program appealing as well as the company's objective of introducing the public to more adventurous music through its chamber music program. The panel noted that separate budget information for each program was not included in the original application and recommended that it should be in the future.

Los Angeles Women's Theatre Festival

Proposed Project:	Encore! The Los Angeles Women's Theatre Festival – performances of select solo performers from their annual Theatre Festival.		
Performance Venue:	Ivy Substation		
Proposed Dates:	March 28, 2012		
Panel Score:	86.25		
Grant Request	\$2,500	Recommended Award	\$1,875

Panel Members were receptive to this project which will occur during Women's History Month. They praised the multi-disciplinary quality of the production and the longevity of the organization. Panelists encouraged the organization to develop a more specific outreach plan for the Culver City community and recommended that the organization create a marketing plan, which will attract younger audiences.

Culver City Symphony Orchestra

Proposed Project:	A concert featuring winners of the Parness Young Artists Concerto Competition.		
Performance Venue:	Veterans Memorial Auditorium		
Proposed Date:	May 12, 2012		
Panel Score:	85		
Grant Request	\$7,500	Recommended Award	\$3,750

Members of the panel noted that this proposed performance serves a valuable purpose and presents a good opportunity for both young participants and young audiences. Panelists commented that musician fees were respectable and that those fees comprised the majority of the budget. They noted that the company's request exceeded the recommended request maximum for this year, which was \$5,000, and the panel based its proposed funding accordingly. Panelists urged the organization to further develop relationships within the Culver City School District in order to attract more families to its concerts.

Culver City Public Theatre

Proposed Project:	Annual summer season of 3 free theatre productions.		
Performance Venue:	Dr. Paul Carlson Memorial Park		
Proposed Dates:	July 14, 15, 21, 22, 28, 29, 2012 and August 4, 5, 11, 12, 18, 19, 2012		
Panel Score:	84.5		
Ad Hoc Subcommittee Score:	85		
Grant Request	\$4,500	Recommended Award By Panel	\$2,250
		Recommended Award By Ad Hoc Subcommittee	\$3,375

The panel commended the organization on its programming which includes adaptations of core literature for its family productions. Members of the panel were impressed by the company's relationships with CCUSD and with the Culver City community at large. Subsequent to the panel's review, the Ad Hoc Subcommittee met and adjusted the score, which increased the funding recommendation in order to further nurture the growth of this Culver City-based theatre.

Donna Sternberg & Dancers (Dancescence)

Proposed Project: *The Science of Beauty* – a dance exploring beauty from a scientific viewpoint
Performance Venue: Brasil Brasil Cultural Center
Proposed Dates: Fall 2012 (Dates to be determined.)
Panel Score: 84.5
Grant Request \$5,000 **Recommended Award** \$2,500

Members of the panel found the subject matter of the proposed project to be innovative and they were pleased that the new piece would also include a talk back with the audience. Panelists supported the ideas of the marketing plan and encouraged the company to create a campaign that would be more specific for Culver City.

needtheater

Proposed Project: *Glint* - a stage adaptation of David Foster Wallace's short story "Good Old Neon"
Performance Venue: Ivy Substation
Proposed Date: February 16, 17, and 18, 2012
Panel Score: 84
Grant Request \$4,000 **Recommended Award** \$2,000

The panel noted that the theatre company was a first time applicant to this program and that it has grown considerably in the last few years. Panelists appreciated that the one-person play had been adapted from a short story and that the marketing plan would include free readings as well as targeted outreach to book clubs, libraries and English teachers in the Culver City community.

CONTRA-TIEMPO

Proposed Project: *Free Salsa Sundays in Culver City* – four community performances and hands on dance classes
Performance Venue: Helms Walk at Helms Bakery District
Proposed Dates: June 26, July 29, August 26, and September 23, 2012
Panel Score: 80.75
Grant Request \$5,000 **Recommended Award** \$2,500

This interactive dance program was praised by the panel for its fusion of dance styles, commitment to community engagement, and use of open space. Panelists recommended that future applications include more information linking the organization's on-going educational programs with this community event. The panel encouraged the company to present the performance multiple times and suggested that the company create a plan for name capture at the each event.

Los Angeles Doctors Symphony Orchestra

Proposed Project: An orchestra concert
Performance Venue: Veterans Auditorium
Proposed Dates: November 18, 2012
Panel Score: 80.5
Grant Request \$3,800 **Recommended Award** \$1,900

The panel remarked on the strength and longevity of this organization and commended it for its goal of presenting free concerts once again in Culver City. Panelists noted that the application contained few details regarding the proposed concert and that the composer and composition has not yet been determined. Also the panel considered the marketing budget low, which raised concerns regarding outreach to the community.

Regina Klenjoski Dance Company

Proposed Project: *Serpent and the Mirror* –a new original dance theatre work
Performance Venue: Ivy Substation
Proposed Dates: April 12, 2012
Panel Score: 78.75
Grant Request \$5,000 **Recommended Award** \$0

This proposal was from a well-regarded Long Beach-based dance company, which is a first time applicant to this grants program. The dance project was personally inspired by the on-going debate over childhood vaccinations and included an interactive segment with the audience. The panel was concerned about the success of the organization's one-time performance in Culver City, considering the specific content, and the request that the audience provide feedback on the subject matter. The panel felt that the application lacked a viable marketing plan and that it was unclear what the target audience would be or how they would be identified in the Culver City community.