

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

Meeting Date: <u>12/10/12</u>		Item Number: <u>C-4</u>
AGENDA ITEM: Allocation of Funds for the 2013 Performing Arts Grant Program as Recommended by the Cultural Affairs Commission.		
Contact Person/Dept.: Susan Obrow/ Parks, Recreation & Community Services		Phone Number: (310) 253-6628
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒
Public Hearing: ☐	Action Item: ☐	Attachments: ☒
Commission Action Required: Yes ☒ No ☐		Date: <u>11/13/12</u>
<u>Cultural Affairs Commission</u>		
Public Notification: (Email) Meetings and Agendas – City Council (12/07/12), (Email) 2013 Performing Arts Grant Candidates (11/26/12), (Email) Cultural Affairs Commission (11/26/12), (Email) Sony Pictures Entertainment (11/26/12).		
Department Approval: Dan Hernandez (11/29/12)	City Attorney Approval: Carol Schwab (by H. Baker) (12/06/12)	
Chief Financial Officer Approval: Jeff Muir (by K. Marsden) (12/06/12)	City Manager Approval: John M. Nachbar (12/07/12)	
 <u>RECOMMENDATION:</u> Staff recommends the City Council approve the allocation of funds for the 2013 Performing Arts Grant Program as recommended by the Cultural Affairs Commission (CAC). <u>BACKGROUND:</u> Culver City's Performing Arts Grant Program was established in 1994. The Culver City 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. \$40,000 is budgeted for Fiscal Year 2012/2013 and \$5,000 is expected to be allocated from a contribution made in 2012 by Sony Pictures Entertainment. On July 10, 2012 the CAC considered and approved the 2013 Notice of Funding Availability (NOFA) during its regularly scheduled meeting. During the week of July 23, 2012, the NOFA for 2013 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 2013 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. On August 8, 2012 staff held a workshop in the Uruapan Room at the Veterans Memorial Building during which the grant guidelines, the application, and possible		

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performance venues were reviewed in detail. The application deadline was September 10, 2012 and sixteen applications were submitted by the deadline.

Following review by staff, 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 2013 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).

On October 18, 2012, applications were reviewed by a Peer Review Panel. Five 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 Regina Klein currently serve on the Ad Hoc Subcommittee. The Subcommittee members attended as observers and as an additional resource for questions.

The 2013 Performing Arts Grant Review Panelists were:

- Corbett Barklie – Arts Consultant / Faculty, USC School of Theatre
- Rachel Cohen – Executive Director, Cadence Arts Network
- Megan Kirkpatrick – Community Representative / 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
- Terence McFarland – Chief Executive Officer, Los Angeles Stage Alliance

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 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.

Upon completing review of the individual applications, the sixteen applicants were ranked from highest to lowest; averaged total scores for all sixteen ranged from 94.6 to 42. The panel recommended that those applicants with average scores of 94 and above should receive 100% of their request for funding. The panel recommended that applicants with scores between 80 and 90.6 should receive 80% of their

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requested funding, and that those applicants with scores between 70 and 80 should each receive \$1,500 to demonstrate support for their proposals. Applicants receiving a score below 70 were not recommended for funding this year. The 2013 Grant Applications, Score Sheet, and sixteen (16) Performing Arts Grant Applications are provided as Attachment 2.

The panel's recommendation was reviewed by the Ad Hoc Subcommittee immediately following the panel meeting. The Ad Hoc Subcommittee recommended providing the full funding request for The Shakespeare Center of Los Angeles noting the company's efforts to expand its programming to Culver City. Further, the subcommittee recommended slightly reducing the amount of funding for Lineage Dance Company and provided additional comments regarding the limited focus of the proposed project. The Ad Hoc Subcommittee was satisfied with the remainder of the scoring for this year's applicants.

DISCUSSION:

On November 13, 2012, at a regularly scheduled meeting, the CAC confirmed the proposed grant awards and made a recommendation that they be approved by City Council. An overview of the requests and a summary of the grant award recommendations are provided as Attachments 1 and 3, respectively. The overall quality of the proposals was excellent this year. The total amount recommended for awards is \$44,100. Staff will work closely with the grant recipients on their promotional plans for their performances.

FISCAL ANALYSIS:

The total amount recommended for the 2013 Performing Arts Grant awards is \$44,100. The funding includes Art Fund monies, as allocated pursuant to the applicable provision of the Culver City Municipal Code and \$5,000 from Sony Pictures Entertainment's annual contribution to the City.

ATTACHMENTS:

1. Overview of 2013 Performing Arts Grant Requests
2. 2013 Grant Applications, Score Sheet and 16 Performing Arts Grant Applications
3. Summary of Recommendations

MOTION:

That the City Council:

Allocate funds for the 2013 Performing Arts Grant Program as recommended by the Cultural Affairs Commission and as outlined in the staff report.