

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

Meeting Date: December 5, 2011		Item Number: C-2	
AGENDA ITEM: Allocation of Funds for the 2012 Performing Arts Grant Program as Recommended by the Cultural Affairs Commission.			
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: ☒	
Commission Action Required: Yes ☒ No ☐		Date: 11/08/11	
Cultural Affairs Commission			
Public Notification: Meetings and Agendas – City Council (12/1/11), 2012 Performing Arts Grant Candidates (11/08/11), Cultural Affairs Commission (11/08/11), Sony Pictures Entertainment (11/08/11)			
Department Approval: Sol Blumenfeld: (11/22/11)		City Attorney Approval: Carol Schwab (by H. Baker) (11/28/11)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (11/29/11)		City Manager Approval: John M. Nachbar (11/29/11)	

RECOMMENDATION:

Staff recommends the City Council approve the allocation of funds for the 2012 Performing Arts Grants Program as recommended by the Cultural Affairs Commission (CAC).

BACKGROUND:

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. \$31,250 is budgeted for Fiscal Year 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

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in the theatre, dance, and music communities. A current list of possible performance venues in Culver City was also posted on the City web site.

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 Panel. Four distinguished panelistsⁱ 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 2012 Culver City Performing Arts Grant Program Ad Hoc Subcommittee (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.

Sixteen complete applications were submitted. Following review by the Cultural Affairs Division 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, 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.

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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.

DISCUSSION:

On November 8, 2011, at a regularly scheduled meeting, the CAC confirmed the proposed grant awards and made a recommendation that they be approved by City Council.

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

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

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FISCAL ANALYSIS:

The total amount recommended for the 2012 Performing Arts Grant awards is \$51,410. \$46,250 is budgeted for Fiscal Year 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 City Council:

Allocate funds for the 2012 Performing Arts Grant Program as recommended by the Cultural Affairs Commission and as outlined in the staff report.

ⁱ 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