



Date: October 12, 2021

To: City of Culver City
c/o Christine Byers, Cultural Affairs Manager

From: Jim B. Clarke, Chair, Culver City Arts Foundation

Subj: **Annual Plan July 2021-June 2022**

Due to the pandemic and the limitation on meeting in person, the election of new board members, officers and advisory committee members, and the formation of our committees and subcommittees, we were delayed in holding our annual strategic planning retreat until last month.

The annual plan, which is presented, is a reflection of the outcome of our committees at our annual strategic planning retreat.

Our mission is to promote historic preservation, public art, cultural facilities and programming throughout Culver City by developing, coordinating and actively pursuing funding sources. In other words, we raise funds to support the arts and cultural activities in Culver City with an emphasis on supporting the City's Cultural Affairs Work Plan.

In reviewing, the City's Cultural Affairs Work Plan, we restate our ongoing commitment to support the City's Performing Arts Grants in the amount of \$10,000 for the 2021-2022.

And while we have been the major funder for the City's Artist Laureate program, our funding commitment of \$6,000 earlier in the year covered the costs for this fiscal year.

Our activities for the year are planned and carried out by our various committees. Many of our activities and goals involve the coordination of one or more committees. Their goals are listed.

Individual Fundraising & Events

- Our largest event and most successful fundraising event is our Annual Tito's Fiesta Mexicana, held on October 4th (National Taco Day and National Vodka Day) with Tito's Tacos of Culver City and Tito's Vodka of Austin, Texas at Tito's Tacos in Culver City. Despite a horrendous rainstorm complete with thunder and lightning, over 400 people attended to enjoy the tacos, burritos, exotic vodka drinks and mariachi bands. All gate proceeds went to CCAF which netted more than \$6,000. In addition, we received a \$10,000 donation from Tito's Vodka.

Subj: Annual Report July 2021-June 2022

- While not a fundraising event, we also staffed a booth at the Culver City Arts & Walk Festival and plan to share a booth at Fiesta La Ballona with the Culver City Sister City Committee. At both, we plan to have interactive art projects for kids, hold a free raffle to increase names in our database, and promote our Artist Resiliency Fund and distribute lawn signs.
- In December we will hold our annual Holiday Party, which brings together individual artists, arts organizations and businesses and our donors to celebrate the arts in Culver City and promote our activities. Last year, we held an origami making fundraiser as part of the Zoom Holiday Party which netted several thousand dollars in individual donations.

Corporate & Grant Fundraising

- Due to the pandemic, we had to curtail much of our corporate fundraising, which is most effectively done face-to-face. During our first year of operation as a reconstituted nonprofit, we were able to raise close to \$100,000 and that again is our goal. Most of those funds will come from corporate donations or grant funding.
- The key to corporate fundraising is to first build relationships so most of our effort during this fiscal year is in identifying potential donors and developing relationships. Some of this can be accomplished through the networking events mentioned above. We will also be building upon our database through researching companies, especially those in the creative industries or those new to Culver City, that would be good candidates for donations.
- The committee will also be revisiting our website and brochure and work with our Communications & Public Relations Committee and our Outreach & Marketing Committee, in developing our message and our branding to potential corporate sponsors.
- We plan to actively pursue grant opportunities that will be available to us or in which we can partner with other organizations. For the past two years, we have collaborated with Culver City in applying for the Bloomberg Philanthropies "Asphalt Art" Grant. We anticipate hearing the announcement of the award winners in the next few months.

Projects

- Because of the pandemic, we shifted our emphasis from providing grants to arts organizations who are not in the performing arts or who may not have received funding through the Culver City Performing Arts Grants program, to individual artists who are struggling to meet basic living expenses such as rent, utilities,

Subj: Annual Report July 2021-June 2022

health insurance, etc. We do not want to lose our creative community because they cannot afford to live or work here. As such, we created the Artist Resiliency Fund and provide up to \$1,000 in assistance to individual artists. Our first round was held in August, and we awarded nearly \$10,000 in grants to 11 artists. Our goal is to provide a minimum of \$30,000 in grants through three rounds this fiscal year. Ideally, we hope to raise \$100,000 and include additional grants of up to \$5,000 to arts organizations.

- As part of our Artist Resiliency Fund, we created a Resiliency Fund lawn/window sign, so people can display their support for the arts, as well as make a small donation to the Fund.
- Projecting Possibilities was a year-long project that ended in August. Each week, a local artist could project their art on the windows of the Helms Design Center at night. Each artist received a \$400 stipend from us and we gave out more than \$20,000. The project was a success, and we hope it may be replicated in other locations in Culver City.
- While the Academy of Visual and Performing Arts (AVPA) has the Robert Frost Auditorium as a venue for performance, there are not suitable venues for the display or presentation of painted or written works. One possibility is to work with local restaurants to display student artwork. This will also be good for the business and the students' families will patronize the restaurants to see the art displayed. Another possibility is to coordinate with the Village Well Bookstore for the presentation of students' written work. There is also the possibility of coordinating with Dr. Janet Hoult, a member of our advisory committee, for student presentations at her poetry classes at the Senior Center.
- Another way to interact with the business community is to become more involved in the 3rd Wednesday program of the Downtown Business Improvement District next summer and the Tree Lighting Ceremony in Town Square in December.
- The Committee also feels it is important for CCAF to make its presence known at City Council meetings and Cultural Affairs Commission meetings by reporting on our activities during public comment periods. In addition, we plan to reach out to individual members of the Council and Commission on at least an annual basis.
- We feel it is important to provide opportunities for students to become more involved in the arts, whether it be through our events or seeking out possible internship opportunities with local creative businesses.

Outreach & Community Engagement

- We are in the process of creating a master email list of individual artists, donors and friends of the arts, arts organizations, and creative businesses. Through recent events, we have already added several hundred names and emails to our database. The intention is to have ongoing and regular communication with these individuals and organizations.
- We intend to create a Community Calendar whereby arts organizations can post their upcoming activities to better inform the public and to also prevent scheduling conflicts of competing events. Because we are an independent nonprofit, we will be able to screen out unwanted or malicious content in the calendar. We feel the Community Calendar will be a tremendous asset in promoting the arts in Culver City by informing our residents of the multitude of artists and arts organizations and their events. We hope the Community Calendar will become the “go to place” for learning about the arts in Culver City.
- As mentioned before, we plan to hold, when appropriate, face-to-face networking events to bring together individual artists, arts organizations, and creative businesses.

Communications & Public Relations

- One of the main ways in which we plan to tell the community about the arts and our activities is through the creation of an on-line newsletter starting in November.
- We will continue to build our media contact lists and be aggressive in promoting our events and activities, as well as supporting those other individuals and organizations that ask for our assistance.
- As we plan to ramp up our social media, newsletter, and website (Community Calendar), we will undoubtedly need to hire a part-time individual (possibly a student) to provide for updates. Determination to do so will be taken up at a future board meeting.

Administration

- Our officers (Chair, Vice Chair, Secretary & Treasurer) constitute our Executive Committee and provide administrative oversight of our committees.
- We intend to go back to holding face-to-face board meetings as soon as practical. Jennifer Caspar, owner of Village Well Bookstore, has offered her venue as a location for our board meetings. Regularly scheduled board meetings (whether in person or on Zoom) will be held on the 3rd Wednesday of

Subj: Annual Report July 2021-June 2022

each month at 7 p.m. Advisory Committee members, our CAC liaison members and the public are always welcome.

- We will continue to review our bylaws for additional amendments that help us to better function, and we intend to begin the process of reviewing and possibly recommending revisions to our MOU with Culver City that expires on June 30th of next year.
- We will continue to hold discussions with Culver City regarding forgiveness of our original loan of \$35,000, which becomes due also by June 30th of next year.

Copy to:

Members of the City Council

Members of the Cultural Affairs Commission

Serena Wright, Assistant City Manager

Shelly Wolfberg, Assistant to the City Manager