



Date: October 12, 2021

To: Members of the Culver City Cultural Affairs Commission

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

Subj: **QUARTERLY REPORT FOR THE PERIOD JULY 1 – SEPT 30**

In accordance with the Memorandum of Understanding (MOU) between the Culver City Arts Foundation (CCAF) and the City of Culver City (City) this is our quarterly report for the period of July 1 – September 30, 2021. This report is extended by two weeks to report on Tito's Fiesta Mexicana on October 4<sup>th</sup> and the Culver City Art & Roll Festival on October 9<sup>th</sup>.

At our August board meeting, we amended our bylaws. Among the major changes were to allow for the board to be expanded to eleven members; to provide for the staggering of terms; to allow for up to two City employees to serve on the board; and to expand notification requirements for board meetings.

In August, the Projecting Possibilities Project ended. For more than a year, local artists were able to project their art at night on the windows of the Helms Design Center. CCAF paid a \$400 stipend to each artist for more than \$20,000.

Also, in August, we announced the recipients of our first round of Artist Resiliency grants. The grant program was established to help struggling local artists and arts organizations meet living expenses so they can continue to stay in Culver City and practice their art here. Individuals could receive up to \$1,000 to help pay for rent, health insurance, utilities and equipment. A total of 11 grants were awarded for just under \$10,000.

In September, we held an annual strategic retreat with our board and advisory committee members at the courtyard of the Culver City Senior Center. We are pleased to state that we have a full board of nine members and an advisory committee of seventeen members. We were also joined by Jeannine Winosky Stehlin and Leora O'Carroll, liaison members of the CAC to the Foundation. In addition to the development of our strategic plan, which will be presented separately, we also created committees and subcommittees, in order to provide more opportunities for participation among our advisory committee members.

Most of September was devoted to planning for Tito's Fiesta Mexicana, celebrating National Taco Day and National Vodka Day on October 4<sup>th</sup>. This was the third year to hold this event. (It was postponed last year due to the pandemic and as it is our major fundraiser, we experienced a significant decline in fundraising revenues last year.)

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Because it was being held on a Monday, the Chargers and Raiders were playing, and the Dodgers and Giants had the possibility of playing a tie breaker, we anticipated a smaller than usual crowd. What we didn't anticipate was a torrential rainstorm complete with lightning and thunder which required us to shut down for about one hour. However, most participants (400-500) did not leave and stayed dry under umbrellas. Besides the revenues at the gate (\$6,000+), we also received a \$10,000 check from Tito's Vodka. Also, Ting became a Champion level donor and had a booth at the event. CCAF volunteers staffed the check in table and did an excellent job despite challenging weather conditions. Next year, October 4<sup>th</sup> will be on a Tuesday (Taco Tuesday) which should draw a large crowd. Also, next year's event will fall within the City's annual approval of events, which should make getting City sign offs much easier.

Also, we participated in the Culver City Art & Roll Festival on Saturday, October 9<sup>th</sup> by staffing a booth with CCAF volunteers and high school students. Thanks to Louise Coffey-Webb, we distributed the "Little Red Book" of Art in Public Places locations. We also held a free raffle drawing to obtain names and emails to expand our data base. Between the Tito's event and Art Walk we accumulated more than 400 names to our database. Culver High students helped by showing booth visitors how to make paper flowers. Another emphasis of the booth was the promotion of the Resiliency Fund and distribution of lawn signs.

Later in October, we will share a booth at Fiesta La Ballona with the Culver City Sister City Committee. Our efforts will be to continue to collect names and emails for our database and to promote the Resiliency Fund and distribute lawn signs. We will plan for our second round of Resiliency Fund grants and our annual Holiday Party.

Copy to

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