



City of Culver City

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Staff Report

File #: 18-0515, **Version:** 1

Item #: A-1.

CAC - Consideration of (1) a Recommendation from the Ad Hoc 2018 Performing Arts Grant Program Subcommittee; and, (2) a Recommendation to the City Council Related to the 2018 Performing Arts Grant Program Awards.

Meeting Date: November 21, 2017

Contact Person/Dept: Susan Obrow - PRCS/Administrative Services

Phone Number: (310) 253-6628

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☐ No ☒

Public Hearing: ☐

Action Item: ☒

Attachments: Yes ☒ No ☐

Public Notification: (E-Mail) Meetings and Agendas - Cultural Affairs Commission (11/16/17); Sony Pictures Entertainment (11/13/17), 2018 Performing Arts Grants Program Applicants (10/31/17, 11/7/17, and 11/15/17).

Department Approval: Serena Wright-Black, Director of Administrative Services (11/15/17)

RECOMMENDATION:

The Ad Hoc 2018 Culver City Performing Arts Grant Program Subcommittee (Subcommittee) recommends that the Cultural Affairs Commission (CAC): (1) consider the recommendation of the Subcommittee; and, (2) make a recommendation to the City Council regarding the 2018 Performing Arts Grant Program awards.

BACKGROUND/DISCUSSION

Culver City's Performing Arts Grant Program (Program) was established in 1994. The Culver City Municipal Code (CCMC) stipulates that no more than 25% of the money deposited into the Cultural Trust Fund in the prior fiscal year be allocated for performing arts in the subsequent year. \$50,000 has been allocated in Fiscal Year 2017/2018 and \$15,000 has been received from a contribution made by Sony Pictures Entertainment in 2017 (for a total of \$65,000 available for the 2018 Program).

Staff issued the 2018 notice of funding availability to the public during the week of July 20, 2017. The application stated that awards would be in the \$1,000 - \$5,000 range, and grant requests should be

for less than 50% of the applicant's projected proposal costs. The application was posted on the City's web site, and notices were distributed electronically to Culver City-based performing arts organizations, current grantees, and through the Los Angeles County Arts Commission's Los Angeles Culture Net arts forum. A current list of possible performance venues in Culver City was also posted on the City's web site.

On August 9, 2017 staff held a workshop at Veterans Memorial Building during which the grant guidelines, the application, the electronic submittal process, and the possible performance venues were reviewed in detail. The application deadline was September 13, 2017.

On October 12, 2017, applications were reviewed by a Peer Review Panel. Five distinguished panelists were joined by Cultural Affairs Ad Hoc 2018 Culver City Performing Arts Grant Program Subcommittee members Tania Fleischer and Jeannine Wisnosky Stehlin (Subcommittee). The Subcommittee attended the panel meeting as observers and as an additional resource for questions.

The 2018 Performing Arts Grant Peer Review Panel Members included:

Christian Campos
Managing Artistic Director - Horizon Music Group

Ernest Figueroa
Producer of Programming and Production -The Broad Stage

Catherine Rotunno
Manager - Global Corporate Social Responsibility -
Sony Pictures Entertainment

John B. Williams
Jazz Bass Musician, Former Cultural Affairs Commissioner

Carol Zee
Founder - RESET Consulting,
Founding Artistic Director of Everybody Dance!

Twenty complete applications were submitted electronically via the City website. An email was then sent to the panelists, prior to the review panel meeting, with a link to a digital folder that contained all of the grant applications. The panelists were also provided a score sheet for each applicant. The following three scoring criteria were identified in the application:

Artistic excellence of proposed project (50 points);
Realistic budget and diversified funding base (25 points); and,
Outreach and promotion to the Culver City community (25 points).

The Peer Review Panel and Subcommittee convened on October 12, 2017 in City Hall. 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 artistic material, in alphabetical order. Staff provided updated information, then panelists took turns in leading the discussion about 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.

Once the review of the individual applications was completed, the scores for the twenty applicants were tallied, which resulted in a ranking of the applications from highest to lowest. Average total scores for all twenty ranged from 44.2 to 100. The panel recommended that those applicants with scores of 88.6 or higher should receive 100% of their requested funding, with one exception. Kontrapunktus Neo-Baroque Orchestra requested funding for more than 50% of their project budget. The panel recommended funding 100% of their corrected funding request. Applicants with scores between 88.2 and 87.6 received \$3,000 apiece to demonstrate support for their projects. The panel did not recommend funding for applicants with scores below 87.6 points.

Immediately following the panel meeting, the Subcommittee met with staff to review the panel scores and recommended awards. The Subcommittee confirmed the award recommendations. Further, the Subcommittee supported a plan for staff to review the application process with the organizations which were not recommended for awards this year. This review would better prepare the organizations for the next application process.

The total amount recommended for all grant awards is \$64,730. A chart, noting the amounts requested and the recommendations for awards, is included as Attachment 1. Staff will work closely with the grant recipients on the promotional plans for their performances and provide them with a performance survey as well. Marketing options, provided by the City for grantees, include:

Logo Availability

City of Culver City

Sony Pictures Entertainment

City Website Promotion

Home Page

Performing Arts Pages

Community Calendar (self-service)

Public, Educational, and Governmental Access Channel Promotion

Spectrum Subscribers

Frontier FiOS Subscribers

AT&T U-verse Subscribers

Email Blasts

City of Culver City

Sony Pictures Entertainment (for employees)

Public Announcements**Announcements at City Council and Cultural Affairs Commission Meetings**

A brief summary of the twenty applications (ranked from highest to lowest) is attached (Attachment 2). The City Council will consider the Commission's recommendation for grant awards on Monday, December 11, 2017.

FISCAL ANALYSIS:

The total amount available for the 2018 Culver City Performing Arts Grant Program awards is \$65,000. The funding includes monies from the Fiscal Year 2017/2018 Art in Public Places Program (Cultural Trust Fund - 41322400.619800 PZ614) budget in the amount of \$50,000, as allocated pursuant to the CCMC, and \$15,000 from the 2017 contribution from Sony Pictures Entertainment (42080000.619800.PZ614).

ATTACHMENTS:

1. 2017-11-21 - ATT CAC_ Overview of 2018 PAG Request Amounts
2. 2017-11-21- ATT 2018_PAG Summary of Recommendations

The completed Performing Arts Grant applications are available in the City Clerk's office during regular City Hall business hours.

RECOMMENDED MOTION(S):

That the Cultural Affairs Commission:

1. Consistent with the recommendation from the Ad Hoc 2018 Culver City Performing Arts Grant Program Subcommittee, recommend to the City Council that 2018 Performing Arts Grant Program awards be allocated as outlined in the staff report.

OR

2. Recommend to the City Council that 2018 Performing Arts Grant awards be allocated as amended.