



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 21-378, **Version:** 1

Item #: A-2.

CAC - Update on 1) The Status of 2020 Performing Arts Grant Program and Performances; and, 2) The 2021 Performing Arts Grant Program Guidelines and Application

Meeting Date: October 20, 2020

Contact Person/Dept: Lee Lawlor / Administrative Services - Cultural Affairs

Phone Number: (310) 253-5716

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☐

Public Hearing: ☐

Action Item: ☐

Attachments: ☒

Public Notification: Meetings and Agendas - Cultural Affairs Commission (10/15/20); Sony Pictures Entertainment (10/15/20); Culver City Arts Foundation (10/15/20)

Department Approval: Serena Wright-Black, Assistant City Manager (10/15/20)

RECOMMENDATION:

Staff recommends the Cultural Affairs Commission (CAC) receive an update on status of the 2020 Performing Arts Grant Program and performances and an update on the 2021 Performing Arts Grant Program guidelines and application.

BACKGROUND:

Culver City's Performing Arts Grant Program (Program) was established in 1994. Culver City Municipal Code (CCMC) Section 15.06.160 provides 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. On December 9, 2019, the City Council considered a recommendation of the Cultural Affairs Commission and approved \$83,670 in grants to be awarded to sixteen performing arts organizations for City-sponsored public events during 2020. The funding included \$33,670 from the Cultural Trust Fund (Fund 413) for Fiscal Year 2019-2020, \$25,000 from the 2019 contribution from Sony Pictures Entertainment, and \$25,000 from the 2019 contribution from Culver City Arts Foundation.

2020 PERFORMING ARTS GRANT PROGRAM:

Grant performances began as expected in February 2020 and abruptly ended in March due to the

COVID-19 pandemic and ensuing public emergency orders. The CAC's Ad Hoc 2020 Performing Arts Grant Program Subcommittee (Subcommittee) considered program adjustments that would allow 2020 grant recipients to maintain their existing contracts and fulfill their grant commitment to perform. The Subcommittee and Cultural Affairs staff issued and distributed revised guidelines for grant performances, extended contract expiration dates, and maintained on-going communication with all grantees.

After a three month pause, Cultural Affairs staff began sharing and promoting virtual, live-stream and pre-recorded performing arts. They include City-sponsored dance, music and theatre performances, often with real-time online audiences, that are available to the public on one or more platforms (including Zoom, YouTube, Facebook, and Vimeo). All past and future 2020 performing arts events are publicized using the Culver City website, email and social media channels.

All printed promotional materials display logos for Culver City, Sony Pictures Entertainment and Culver City Arts Foundation. The following acknowledgement is also included in all publicity and announcements: *This performance is made possible in part by the City of Culver City and its Cultural Affairs Commission, with support from Sony Pictures Entertainment and the Culver City Arts Foundation.*

Sixteen arts organizations received grants for 2020, and only one of them chose to forfeit their grant without penalty. See attachment for a detailed timeline of past and future grant performances.

2021 PERFORMING ARTS GRANT PROGRAM:

Staff released the 2021 Notice of Funding Availability (NOFA), guidelines, and application the week of October 6, 2020. For 2021 there is a grant request limit of \$10,000 per applicant and the deadline to apply is January 7, 2021.

The 2021 Performing Arts Grant Program guidelines and application have been temporarily revised based on recommendations from the Subcommittee (Chair Tania Fleischer and Commissioner Jeannine Wisnosky Stehlin), discussions with local municipal arts funders, and feedback from current year grantees. The design and layout of the guidelines document was updated from prior years using the services of a professional graphic designer and Culver City's Information Technology staff assisted with a revised on-line application form. The 2021 guidelines are attached to this staff report.

Some of the new guidelines and application questions are specifically intended to encourage cultural equity and inclusion.

1. The deadline is extended to allow more time for outreach and application support.
2. Organizations with fiscal receivers are permitted to apply for the first time.
3. Matching funds are not required for 2021 grants.

4. Each applicant is required to describe their internal policies, values and practices regarding cultural equity and inclusion.
5. Each applicant is required to explain their external commitment to equity and inclusion via marketing, program partnerships, outreach, audience engagement and other strategies to foster community participation.

Some of the guidelines and application questions have been adapted to reflect the uncertainty of future public gatherings and need for safe social distancing.

1. The grant performance period is **April 1, 2021 to December 31, 2021**.
2. Applicants will have the opportunity to propose a Primary Project that is live or virtual and a Secondary Project (if the primary project is not possible).
3. There are new questions related to venue, virtual platform, and virus-related safety measures. (e.g., How will the proposed project proceed if live performances are not permitted or if health restrictions and social distancing requirements are in place?)

FISCAL ANALYSIS:

The fiscal impact of this agenda item falls within the Council approved Cultural Affairs Division budget for FY 2019-20 and FY 2020-21 both in terms of money appropriated for the Performing Arts Grant Program and staff time and resources.

ATTACHMENTS:

1. 20-10-20_ATT_Timeline of 2020 Grant Performances
2. 20-10-20_ATT_2021 Performing Arts Grant Program Guidelines

MOTION:

That the Cultural Affairs Commission:

1. Receive and file the information provided regarding the status of the 2020 Culver City Performing Arts Grant Program and grant performances, and the update on the 2021 Culver City Performing Arts Grant Program guidelines and application;

AND

2. Provide comments as appropriate.