

March 7, 2022
Item 4

**TITLE: REVIEW AND ALLOCATE COMMUNITY GRANT FUNDS IN THE CIVIC
ARTS CATEGORY FOR FISCAL YEAR 2022/23**

SUMMARY

This report summarizes the eight applications that were received for funding under the Community Grants Program in the Civic Arts category. The report provides a synopsis of the projects and recommended funding allocations.

RECOMMENDATION

Review and allocate community grant funds in the Civic Arts category for fiscal year 2022/23.

FINANCIAL STATEMENT

There is \$41,000 budgeted in the Fiscal Year (FY) 2022/23 Operating Budget for the Community Grant Program in the Civic Arts category.

BACKGROUND

In 1992, the City of Pleasanton initiated a formal funding application process for community-based organizations providing human services and cultural/arts programs promoting the City. These grant requests were reviewed annually by the Human Services Commission, with funding recommendations forwarded to the City Council for inclusion in the annual Operating Budget.

Beginning in FY 1995/96, the application process was extended to include both civic arts and youth services. In June 2007, compliance protocols were approved authorizing each commission to identify, if appropriate, a list of additional or increased awards for consideration should funds become available. This protocol provided an opportunity for the commissions to recommend the reallocation of unused funds from a specific category, or from an incomplete or underachieved project. As such, each commission's task has been to critically review submitted applications in order to reach funding recommendations that make the most efficient and equitable use of the limited City grant funds.

The current application packet includes general information, mission statement, funding categories, evaluation/criteria, funding priorities and limitations for the Community Grant Program. Additionally, it defines the application review/evaluation process and clarifies funding accountability.

FISCAL YEAR 2022/23 COMMUNITY GRANT PROGRAM

Application Process

Applications were available online beginning December 1, 2021 and were due by 11:59 p.m. January 19, 2022. The Civic Arts Commission reviewed and evaluated the applications online in Zoomgrants. The FY 2022/23 application process allowed time for agencies to prepare applications, and for City staff, and commissioners to review prior to the Civic Arts Commission meeting on March 7, 2022. All Civic Arts Grant applicants are required to attend this meeting. Each applicant was invited to make a presentation, though they are not required to do so.

Funding Guidelines and Priorities

At its meeting on November 1, 2022, the Civic Arts Commission adopted a funding guideline statement. In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that:

- Engage new and diverse participants, and/or new audience members for the arts in Pleasanton
- Target a specific community need or a gap in art services, and/or
- Involve co-production and collaboration with local organizations
- Encourage applicants to offer programs that encourage equity, diversity, and inclusion.

Funding levels remained at a maximum of \$7,500 per grant request.

Analysis of Project Applications

The evaluation process for the FY 2022/23 Community Grant Program includes an assessment by commissioners of each application received using ZoomGrants. Staff has also reviewed the applications and prepared comments for commission consideration.

DISCUSSION

A total of eight applications from five different agencies were received by the January 19, 2022 deadline, totaling \$57,150. The available funding totals \$41,000.

Data was collected from ZoomGrants regarding the commission’s tentative “Votes”, “Average Recommended Funding”, and the “Olympic Average” (which is calculated in Zoomgrants eliminating the high and low funding recommendation and then taking the average). The commission may choose to use this data as a starting point for discussion towards making its final funding recommendation.

Agencies and their respective projects/programs listed below, are listed in the order received. Grant descriptions in italicized text are taken directly from original grant descriptions.

GRANT APPLICATIONS

Amador Valley Historical Society (Museum on Main) <i>An Afternoon/Evening with...Series 2022-23</i>	Requested Funds:	\$7,500
	Tentative Votes:	4 for / 1 against
	Average Funding:	\$6,620
	Olympic Average:	\$6,327

Program Description:

The Ed Kinney "An Afternoon & Evening With . . . Series is a monthly program of historical character portrayals presented by the Museum on Main at the Firehouse Arts Center in downtown Pleasanton. Guests range in age from elementary school children to senior citizens spend an afternoon or evening with historical character such as Galileo, Thomas Jefferson, Cesar Chavez, CS Lewis or Albert Einstein. These performers are Chautauquans, a type of historic character performance originating in Chautauqua, New York in the late 19th century. The performer is in character from the moment they step on stage through a Q & A portion, after which they step out of character to answer questions that the historic character could not address. Ticket prices are minimal to encourage accessibility by all demographic groups, including students and teachers.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated number of 4,528 tickets to sell for the in-person series, the cost per resident is \$1.66

Livermore Valley Opera
LVO Pleasanton Community Outreach 22-23

Requested Funds: \$7,500
Tentative Votes: 3 for / 0 against
Average Funding: \$5,994
Olympic Average: \$3,494

Program Description:

A live performance of a short opera intended for K-8 schools and community or senior centers as outreach. Professional masterclasses for students at high school & college ages. Free admission to the dress rehearsal for all students in the Pleasanton region.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated number of 4,000 local community residents served, the cost per resident is \$1.88

Pacific Chamber Orchestra
Discover Music Elementary In-School Assembly Program

Requested Funds: \$7,500
Tentative Votes: 4 for / 0 against
Average Funding: \$5,095
Olympic Average: \$4,627

Program Description:

The "Discover Music" elementary school assemblies introduce and teach music fundamentals utilizing a mixed quintet consisting of flute, clarinet, trumpet, violin, and cello performing the music of diverse countries, cultures, styles and time periods. The assembly program demonstrates and teaches in detail, in an entertaining and engaging manner, each year a different music fundamental (acoustics, rhythm, melody, scales, harmony, form, etc.) training the ear to distinguish and the mind to relish thereby achieving a cumulative impact inspiring students to take up music and excel in their studies. The teacher educational packet contains explanations and grade specific projects designed to cement and amplify on the concepts learned.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and an estimated 2,400 Pleasanton students served, the cost per resident is \$3.13.

Pacific Chamber Orchestra
Holiday Concert

Requested Funds: \$7,500
Tentative Votes: 2 for / 1 against
Average Funding: \$2,575
Olympic Average: \$517

Program Description:

PCO proposes to continue to present a holiday concert of Handel's Messiah to take place the weekend right after Thanksgiving. The first 2021 performance was supported by the City of Pleasanton as a substitution for a matinee concert that was postponed due to the Covid-19 lockdown. Free tickets will again be given to low-income seniors and the family discount enabled their children also without cost.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and an estimated 300 Pleasanton residents served, the cost per resident is \$25.00

Pacific Chamber Orchestra

Pacific Chamber School Day Orchestra Matinee Concert

Requested Funds: \$7,500
Tentative Votes: 3 for / 1 against
Average Funding: \$5,960
Olympic Average: \$4,960

Program Description:

The Pacific Chamber Orchestra will present a free orchestra concert for Pleasanton students and low-income seniors as a one-hour weekday field trip matinee at Amador Theatre. Traveling to San Francisco to give children their first orchestra concert experience is both costly and consumes most of the school day, and for low-income seniors this is an exceptional experience bringing young and old together. Our one hour 1:00 pm matinee means that school children miss much less school and still benefit hearing the best professionals in the Bay Area perform glorious music for orchestra.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$7,500 and an estimated 375 Pleasanton elementary students and 25 low-income Pleasanton seniors, the cost per resident is \$18.75

Pleasanton Community Concert Band

Storage Cost Reduction

Requested Funds: \$6,100
Tentative Votes: 4 for / 1 against
Average Funding: \$4,744
Olympic Average: \$5,238

Program Description:

The majority of PCCB performances are outdoors or at an indoor venue wherein we need to bring all of our own equipment. We also have equipment which needs accessible storage. Therefore, we have been renting commercial storage units, the cost

of which continues to increase. It appears that we can purchase small size (20 foot) shipping container for the approximate cost of one year of storage unit rental. This means we could recapture the cost in the first year, which will then project as a \$4000 per year cost savings going forward. The grant request is not just for \$6100, it is for \$6100 that will save us at least \$4000 per year for many years.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$6,100 and an estimated 3,500 to 6,000 Pleasanton residents served, the cost per resident is from \$1.01 to \$1.74.

Pleasanton Cultural Arts Council
Arts Gathering and Project Support

Requested Funds:	\$7,400
Tentative Votes:	3 for / 1 against
Average Funding:	\$7,400
Olympic Average:	\$4,933

Program Description:

This project will create the opportunity to produce and present one or two events, open to the community. The intent is to have "Arts Gatherings" wherein PCAC can provide diverse arts presentations and engage the community directly at no cost to them. These events will or may include: Celebration of our Youth Excellence in the Arts (YEA) Award winners showcasing their musical, fine art, and spoken/written word offerings. We would also present our Banners Project and have opportunities to meet the young artists, see their art and perhaps learn how the banners were made. We intend to ask other local non-profit arts groups and artists to provide their artistic talents at these events. Once our Mobile Mural Project is complete we will have the possibility of bringing murals to the entrance areas at these events, assuming that we are able to fund the modular, transportable frames.. Of course this will be an excellent opportunity for PCAC to build their identity in the community which in turn, will garner more involvement and support from our fellow Pleasanton residents.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$6,100 and an estimated 3,500 to 6,000 Pleasanton residents served, the cost per resident from \$1.01 to \$1.74

Pleasanton Cultural Arts Council
Conversation Banners for Youth Engagement

Requested Funds:	\$6,150
Tentative Votes:	3 for / 0 against
Average Funding:	\$6,150
Olympic Average:	\$6,150

Program Description:

"Conversation" proposes to create an outdoor youth art exhibition to give voice to the youth groups in Pleasanton and the Tri-Valley. The process of hand painting a banner gives the opportunity for youth groups to engage in collaboration and cooperation while offering a positive expression in a creative process. This is an expansion of a successful project initiated in Livermore.

Staff Comments:

All documents and application were completed and submitted on time. With a request of \$6,150 and 50 to 100 students will participate in the program, the cost per resident is \$61.50 to \$123.00.

Submitted by:

A handwritten signature in cursive script that reads "Rachel Prater".

Rachel Prater
Recreation Manager