



CIVIC ARTS COMMISSION AGENDA REPORT

March 6, 2023
Item 5

TITLE: REVIEW AND ALLOCATE COMMUNITY GRANT FUNDS IN THE CIVIC ARTS CATEGORY FOR FISCAL YEAR 2023/24

SUMMARY

This report summarizes the ten 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 2023/24 and recommend City Council approval.

FINANCIAL STATEMENT

There is \$47,818 budgeted in the Fiscal Year (FY) 2023/24 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. Community 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 FY1995/96, the Community Grant application process was extended to include both civic arts and youth services. 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.

FY 2023/24 Community Grant Program

The application packet (Attachment 1) includes general information, the 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.

Application Process

Applications were available online beginning December 2, 2022, and were due by 11:59 p.m. January 20, 2023. The Civic Arts Commission reviewed and evaluated the applications online in Zoomgrants. The FY 2023/24 application process allowed time for agencies to prepare applications, and for commissioners and staff to review prior to the Civic Arts Commission meeting on March 6, 2023. All Civic Arts Grant applicants are required to attend this meeting. Additionally, in this grant cycle, the City opened a priority booking process where grant applicants could place a courtesy hold on one of the two theaters pending grant approval and as space was available.

Funding Criteria and Priorities

At its meeting on November 7, 2022, the Civic Arts Commission adopted their funding criteria. 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.

DISCUSSION

A total of ten applications from seven different agencies were received by the January 20, 2023, deadline, totaling \$63,000. Six agencies submitted one application each, while one agency, Pacific Chamber Orchestra, submitted four applications. The available funding totals \$47,818.

The evaluation process for the FY 2023/24 Community Grant Program includes an assessment by commissioners of each application received using ZoomGrants. Staff have also reviewed the applications and prepared comments for commission consideration.

Data was collected from ZoomGrants regarding the Civic Arts Commission’s tentative “Votes” and “Average Recommended Funding.” The commission may choose to use this data as a starting point for discussion towards providing its final funding recommendation.

Staff has provided a recommendation for funding, totaling \$47,800. Agencies, and their respective projects/programs listed below, are provided in alphabetical order. Grant descriptions in italicized text are taken directly from the original grant descriptions.

GRANT APPLICATIONS

Alliance for the Visual Arts	Requested Funds:	\$5,000
<i>Open Studios TVAST</i>	Tentative Votes:	7 for / 1 against
	Average Funding:	\$3,894
	Staff Recommendation:	\$5,000

Program Description:

Our communities need visual art, just like we need music - and artists of all ages need places to show their inspired works. TVAST will bring together art lovers of all ages, completely free of charge, by assembling and coordinating our local artists - high school, college and seasoned professionals, in home studios and larger collectives throughout the Tri-Valley. One of the largest of these gatherings is in Pleasanton at the Firehouse Arts Center, where the public will be invited to visit with local artists, listen to presentations, watch demonstrations, purchase if they wish but most importantly have a chance to experience and learn about the important act of creativity and the opportunities we can provide.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$5,000 and estimated 100,000 Pleasanton residents served, the cost per resident is \$.05. Alliance for the Visual Arts has placed a courtesy hold on the Firehouse Arts Center for this program. This agency has not received any funding from the City of Pleasanton in the past five years.

Amador Valley Historical Society (Museum on Main)	Requested Funds:	\$7,500
<i>An Afternoon/Evening with...Series</i>	Tentative Votes:	8 for / 0 against
	Average Funding:	\$7,113
	Staff Recommendation:	\$7,500

Program Description:

The Ed Kinney "An Afternoon & Evening With . . ." series is a monthly theatrical program where Chautauqua Scholars portray historical characters at the Firehouse Arts Center in downtown Pleasanton. Guests, ranging in age from elementary school children to senior citizens, spend an afternoon or evening with historical characters such as Fredrick Douglass, Golda Meir, Nikola Tesla, Mama Cass, Chuck Yeager, and Mary Shelly. The program, through its diverse characters, brings together a wide variety of disciplines including history, theater, science, art, literature, music, and politics; while also allowing audiences to break through traditional theatrical experiences and engage with the historical character through a live unscripted question and answer section of the performance.

Staff Comments:

The application and all documents were completed and submitted on time. This organization has placed a courtesy hold on the Firehouse Arts Center for this program. With a request of \$7,500 and an estimated 1,432 Pleasanton residents served, the cost per resident is \$5.24. This organization has received the following funding over the past five years from the City of Pleasanton through the Community Grants Program:

- 2018/19: \$2,800
- 2019/20: \$3,000
- 2020/21: \$4,860
- 2021/22: \$7,286
- 2022/23: \$6,327

East Bay Musical Society
Broadway Chorus

Requested Funds:	\$7,500
Tentative Votes:	8 for / 0 against
Average Funding:	\$6,032
Staff Recommendation:	\$6,500

Program Description:

East Bay Musical Society (EBMS) re-emerged when the previous Tri-Valley Repertory Theatre - Broadway Chorus (associated with the Firehouse Arts Center - <http://www.trivalleyrep.org/programs/broadway-chorus>) was previously disbanded and has endured great hardships in starting up as well as navigating the current pandemic. In 2019, former members of the Tri-Valley Repertory Theatre - Broadway Chorus took it upon themselves to serve their community through their volunteer efforts (including time, money, and enthusiasm) to bring music education and musical enjoyment back to the Tri-Valley area. EBMS strives to not only be a place where singers of ALL skill levels and ages are welcomed and appreciated, but to be a beacon of the community bringing together people interested in learning new music, engaging with other members of the community, all while providing an uplifting activity in which members can express their joy for singing and music!

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated number of 50 members, with 50% from Pleasanton and 50% from Livermore, and the cost per member is \$150.

Livermore Valley Arts
Performance by East Bay Jazz High School All-Stars

Requested Funds: \$4,600
Tentative Votes: 8 for / 0 against
Average Funding: \$4,513
Staff Recommendation: \$4,600

Program Description:

This grant would allow us to fund a Pleasanton-specific performance by the full 30 members of the East Bay Jazz (EBJ) High School All-Stars at a venue such as The Firehouse Theater, Inklings, or Amador High with seating capacity of 250-300. Free tickets would be offered to Pleasanton students up to age 18.

Staff Comments:

The application and all documents were completed and submitted on time. Livermore Valley Arts has placed a courtesy hold on the Firehouse Arts Center for April of 2024 for this performance. This agency received \$3,239 from the Community Grant Program in FY 2017/18 but was unable to execute the concert due to the COVID-19 Pandemic.

Pacific Chamber Orchestra
Clinics for middle and high school string students

Requested Funds: \$4,000
Tentative Votes: 6 for / 2 against
Average Funding: \$2,625
Staff Recommendation: \$3,000

Program Description:

Pacific Chamber Orchestra will provide classroom clinics for middle and high school music students who play string instruments in their school orchestras by master musicians of PCO. These clinics go into specific techniques that the music teachers request. The students will be able to see how professionals utilize these techniques and be inspired by attending a PCO concert at the Bankhead Theater.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$4,000 and an estimated 300 Pleasanton residents served, the cost per resident is \$13.33. Pacific Chamber Orchestra has received the following funding over the past five years from the City of Pleasanton through the Community Grants Program (totals are for three grants each year):

- 2017/18: \$10,018
- 2018/19: \$10,929.61
- 2020/21: \$13,924
- 2021/22: \$14,276
- 2022/23: \$13,960.33

Pacific Chamber Orchestra
Discover Music Elementary In-School Assembly Program

Requested Funds: \$6,000
Tentative Votes: 7 for / 1 against
Average Funding: \$4,363
Staff Recommendation: \$4,000

Program Description:

The “Discover Music” elementary school assembly program introduces and teaches 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 in detail, in an entertaining and engaging manner, a different music fundamental theme each year (i.e. acoustics, rhythm, melody, scales, harmony, form) which helps students to distinguish musical elements and guides them through a cumulative process of understanding basic concepts, The instructional packet of materials provided to the teachers in advance of the assemblies contains useful explanations and classroom activities designed to augment the concepts being covered.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$6,000 and an estimated 1,200 Pleasanton residents served, the cost per resident is \$5.00.

Pacific Chamber Orchestra
Holiday Concert

Requested Funds: \$7,500
Tentative Votes: 4 for / 4 against
Average Funding: \$2,149
Staff Recommendation: N/A

Program Description:

PCO proposes to continue to present a Holiday Concert of Handel's Messiah to take place on Friday, November 24, 2023, at 7:30pm. 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; and the second 2022 Holiday Concert was held on Friday, November 25th. For the 2023 Holiday Concert, free tickets will again be given to low-income seniors and discounted tickets promoted through media channels and to selected groups.

Staff Comments:

The application and all documents were completed and submitted on time. Pacific Chamber Orchestra submitted four applications totaling \$25,000 in funding. With a request of \$7,500 and an estimated 300 Pleasanton residents served, the cost per resident is \$25.00. Considering this is the highest cost per resident of the four applications submitted by this organization and lowest number of votes submitted by the commission, staff are recommending not to fund this request.

Pacific Chamber Orchestra
Pacific Chamber School Day Orchestra Matinee Concert

Requested Funds: \$7,500
Tentative Votes: 8 for / 0 against
Average Funding: \$5,615
Staff Recommendation: \$6,400

Program Description:

The Pacific Chamber Orchestra will present a free orchestra concert for Pleasanton elementary and middle school students as a one-hour morning field trip matinee held at Pleasanton Middle School. Matinee concerts are a perfect way to introduce students to

the joys of the hearing a full orchestra perform, and teachers receive educational materials to further enhance the student experience. PCO concerts feature integrated programming where pieces 'play off each other' providing a unified musical experience. Maestro Kohl's commentaries provide the connecting thread between the musicians, the music and the audience.

Staff Comments:

The application and all documents were completed and submitted on time. With a request of \$7,500 and an estimated 375 Pleasanton residents served, the cost per resident is \$20.00.

Pleasanton Community Concert Band
Program Enrichment

Requested Funds:	\$6,300
Tentative Votes:	7 for / 1 against
Average Funding:	\$5,200
Staff Recommendation	\$5,000

Program Description:

The components within this project will allow PCCB to provide enriched concert programming by inviting local professional and highly proficient Pleasanton High School musicians as guest soloists at one or more of our formal concerts. It will also allow us to be optimally prepared for setting up our concerts via the purchase or improvement of equipment. With grant funding to help offset costs, we will continue to provide all of our concerts FREE to the community. Grant funds will also be used to offset improved advertising and marketing so that we can draw larger and broader audiences to our events.

Staff Comments:

The application and all documents were completed and submitted on time. Pleasanton Community Concert Band has placed a courtesy hold on the Firehouse Arts Center for performances in October and November 2023. With a request of \$6,300 and an estimated 4,870 Pleasanton residents served, the cost per resident is \$1.29. Pleasanton Community Concert Band has received the following funding over the past five years from the City of Pleasanton through the Community Grants Program:

- 2018/19: \$7,500
- 2019/20: \$5,300
- 2020/21: \$5,181
- 2021/22: \$6,663
- 2022/23: \$4,238

Pleasanton Cultural Arts Council
Marketing Support and program advertising

Requested Funds:	\$7,100
Tentative Votes:	7 for / 0 against
Average Funding:	\$5,163
Staff Recommendation:	\$5,800

Program Description:

PCAC is seeking funding to support marketing expenditures for professional marketing services, advertising, and other costs associated with reaching as many community

members as possible so that the community becomes aware of and attends our programs throughout the year.

Staff Comments:

The application and all documents were completed and submitted on time. The cost per resident could not be determined based on the project submitted. Pleasanton Cultural Arts Council has received the following funding over the past five years from the City of Pleasanton through the Community Grants Program:

- 2018/19: \$6,208, \$2,817
- 2020/21: \$5,981, \$3,582
- 2021/22: \$4,494, \$6,189
- 2022/23: \$4,933.33

Submitted by:



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Attachment:

1. *ZoomGrants Summary*