



## **CIVICS ARTS COMMISSION AGENDA REPORT**

---

March 1, 2021  
Item 4

**TITLE:       REVIEW AND RECOMMEND COMMUNITY GRANT FUNDS IN THE  
              CIVIC ARTS CATEGORY FOR FISCAL YEAR 2021/22**

### **SUMMARY**

This report summarizes the fifteen applications that were received in good standing 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 recommend community grant funds in the Civic Arts category for fiscal year 2021/22.

### **FINANCIAL STATEMENT**

An amount of \$45,957.78 is allocated in the FY 2021/22 Operating Budget for the Civic Arts category of the Community Grant Program. This includes residual funding from FY 2019/20 in the amount of \$5,957.78.

## **BACKGROUND**

In 1992, the City initiated a formal funding application process for community-based organizations providing human services, cultural arts and programs promoting the City. These grant requests were originally reviewed annually by the Human Services Commission, with funding recommendations forwarded to the City Council for inclusion in the City's Operations Budget. Beginning in FY 1995/96, the application process was extended to include youth services/needs. The Civic Arts Commission was established in 1996 and began to review requests in the cultural arts category.

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 provides an opportunity for the commissions to recommend the reallocation of unused funds from a specific category, or from an incomplete or underachieving project. Each commission's task is to critically review the applications submitted and reach funding solutions that make the most efficient and equitable use of limited City grant funds.

The current application packet includes general information, mission statement, funding categories, evaluation criteria, funding priorities and limitations for the City Grant Program. Additionally, it defines the application review/evaluation process for the Civic Arts and Youth Commissions, within each interest area, and clarifies funding accountability.

## **DISCUSSION**

Application packets were available online beginning November 30, 2020, with applications due on January 18, 2021. The appropriate City commissions reviewed and evaluated the applications in February 2021. The FY 2021/22 application process allowed time for the agencies to prepare applications, staff to evaluate applications, and commissioners to review prior to the March commission meetings. Applicants have also been notified that each agency must attend the appropriate commission meeting, and some have been requested to make a presentation.

At its meeting on November 9, 2020, the Civic Arts and Youth Commission met jointly to adopt 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.

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

## Analysis of Project Applications

The review/evaluation process for the FY 2021/22 Community Grant Program included an assessment by commissioners of each application received using the online program ZoomGrants. Commissioners were given a few weeks to review and evaluate the grants online. Staff has also reviewed the applications and prepared recommendations for the commissioners to consider, which are more fully described below.

## Staff Comments

A total of eight applications from five different agencies were received by the January 18, 2021 deadline, totaling \$50,650.00 in requested funding. Staff reviewed the eight applications using the same criteria as the commissioners, but additionally assessed application completeness and technical merit. Based on the qualifications, eight applications will be assessed from five agencies.

It is staff's intention that its comments serve as a starting point for discussion and suggests that the commission consider most carefully those comments, information and recommendations by commission members who have personally visited each of the requesting organizations.

There is \$45,957.78 (\$40,000 plus a carry-over of \$5,957.78) to fund grant requests of \$50,650.00 in the upcoming 2021/22 fiscal year.

Agencies and their respective projects are listed in no particular order below. Please note: grant descriptions in italicized text are taken directly from original grant applications.

### **Amador Livermore Valley Historical Society**

An Afternoon & Evening With... Series

Requested Funding:	\$7,500
Average Recommended Funding:	\$7,036
Olympic Average (no high/low):	\$7,286
Tentative Votes:	8-0

*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 ranging in age from elementary school children to senior citizens spend an afternoon or evening with historical characters such as Kemal Ataturk, Rosa Parks, Che Guevara, Lady Bird Johnson or Thomas Edison. 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 with 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.*

### Commissioner Questions/Comments:

There were none for this program.

With a request of \$7,500 and estimated unduplicated Pleasanton residents served at 2943, the average cost per resident is \$2.54.

**Livermore Valley Opera Outreach**  
LVO Student Outreach Program 21/22

Requested Funding:	\$7,500
Average Recommended Funding:	\$6,619
Olympic Average (no high/low):	\$6,870
Tentative Votes:	6-0

*If Covid restrictions continue, the project will be releases of videos on YouTube for teachers to use online. If school visits are permitted, the program will be assemblies for the lower grades, and professional singer Master Classes for choir classes. All students will be invited free for the full-dress rehearsal of the October and March operas*

Commission Questions/Comments:

There were none for this program.

With a request of \$7,500 and estimated Pleasanton residents served at 4,000, the cost per resident is \$1.88.

**Pacific Chamber Orchestra**  
Clinics for middle and high school music students

Requested Funding:	\$2,000
Average Recommended Funding:	\$1,885
Olympic Average (no high/low):	\$1,636
Tentative Votes:	6-0

*Pacific Chamber Orchestra will provide classroom clinics for middle and high school instrumental music students by master musicians of PCO. These clinics go into specific techniques that the music teachers request.*

Commissioner Questions/Comments:

There were none for this program.

With an adjusted request of \$2,000 and estimated Pleasanton residents served at 2400, the cost per resident is \$.83.

**Pacific Chamber Orchestra**  
Discover Music Elementary In-School  
Assembly Program

Requested Funding:	\$7,500
Average Recommended Funding:	\$5,369
Olympic Average (no high/low):	\$4,652
Tentative Votes:	6-0

*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*

Commissioner Questions/Comments:

There were none for this program.

With an adjusted request of \$7,500 and estimated Pleasanton residents served at 2,400, the cost per resident is \$3.13.

<b>Pacific Chamber Orchestra</b>	Requested Funding:	\$7,500
Pacific Chamber Orchestra Matinee Concert	Average Recommended Funding:	\$5,453
	Olympic Average (no high/low):	\$6,537
	Tentative Votes:	6-0

*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.*

Commissioner Questions/Comments:

There were none for this program.

With a request of \$7,500 and estimated Pleasanton residents served at 425, the cost per resident is \$17.65.

<b>Pleasanton Community Concert Band</b>	Requested Funding:	\$7,050
Emerging from 2020: Marketing & Safety	Average Recommended Funding:	\$6,668
	Olympic Average (no high/low):	\$6,663
	Tentative Votes:	6 to 0

*We are seeking funding for:*

- 1. Personal Protective equipment designed specifically for musicians, so that PCCB will be prepared to begin practicing and performing as soon as allowable.*
- 2. A short video production (a "collage" of samples from our performances and rehearsals to be used to encourage attendances, becoming a member, and general marketing and fundraising purposes.*
- 3. Marketing/outreach costs for social media boosts, website enhancement, and usual advertising, printing, and postage costs.*
- 4. Music storage boxes to protect charts held in our library.*

Commissioner Questions/Comments:

Commissioners commented that the update to the current year will include purchasing sheet music.

With a request of \$7,050 and estimated Pleasanton residents served at 6,000, the cost per resident is \$1.18.

**Pleasanton Cultural Arts Council**  
Marketing & Community Outreach

Requested Funding:	\$4,800
Average Recommended Funding:	\$4,494
Olympic Average (no high/low):	\$4,494
Tentative Votes:	6-0

*In the course of PCAC's annual activities, there has always been the need for marketing and community outreach to inform potential participants, potential attendees, and potential partners of our new and ongoing programs and events. Like all other non-profits we are also continuously recruiting members to help us reach our commitment to bring art for everyone. In addition to the expected expenses, there is now the need for a more intensive drive to support these needs during the pandemic. Having lost or greatly reduced our ability to "spread the word" during the many community events we attended in years past, we find that to maintain or improve our outreach, we need to focus more resources on other means of communicating to the public.*

Commissioner Questions/Comments:

Commissioner comment included requesting the group to update their application; the attached application noted board authorization from 2017.

With a request of \$4,800 and estimated Pleasanton residents served at 5,000, the cost per resident is \$.96.

**Pleasanton Cultural Arts Council**  
Rebuilding Community Through Art

Requested Funding:	\$6,800
Average Recommended Funding:	\$6,297
Olympic Average (no high/low):	\$6,189
Tentative Votes:	6-0

*Pleasanton Cultural Arts Council (PCAC) seeks to design a public mural and engage in an interactive planning process of "Rebuilding Community Through Art" to celebrate creativity, cultural diversity, while emphasizing inclusion and mutual respect.*

Commissioner Questions/Comments:

There were none for this program.

With a request of \$7,500 and estimated Pleasanton residents served at 83,000, the cost per resident is \$.09.

**ALTERNATIVE ACTION**

Any other action as determined by the Civic Arts Commission.

Submitted by:

A handwritten signature in black ink, appearing to be 'AW', written in a cursive style.

Tamara Whitney  
Recreation Manager, Civic Arts & Community Events

Attachments:

1. Evaluation Criteria for FY 2021/22 Community Grant Program
2. Civic Arts Community Grants Tally Sheet