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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Amador Livermore Valley Historical Society (Museum on Main)
An Afternoon/Evening With . . . Series

Name of Person Completing Report:

Report 1

Jim DeMersman

Title:

Report 1

Executive Director

Telephone:

Report 1

925-462-2766

Email:**Report 1**

executive@museumonmain.org

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

We have just completed our 2021 season in a virtual format with good success at using this platform but are anxious to go back to live performances in 2022. The dates have been secured from the Firehouse Arts Center and we are currently booking talent, signing contracts and arranging hotel and travel where necessary for performers. We will begin the series in January 2022. Tickets will go on sale December 6.

Describe any significant actions taken during the reporting period.

Report 1

Dates have been secured, talent is being booked and contracted, and logistics are being organized.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

Because of Covid, our 2021 season was done on a virtual platform, Big Marker. We preferred this platform to Zoom as it allowed us to brand the site with our logo and other museum information at a reasonable price. Zoom was very expensive to do the same sorts of things that we wanted to do. It took some of our patrons a little time to adjust to something besides Zoom, but in the end, it worked out fine.

Were any costs incurred for this project (from any source) during this reporting period?

- Yes
- No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1
No

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

4528*	0.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
2201*	0.00	B) Total number of people served by THIS PROJECT:
0.00	0.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

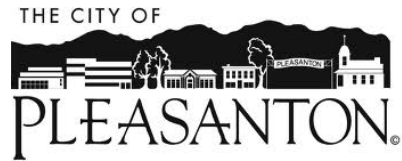
Report 1

N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

* So the numbers reported are for our season from July- October. Our season runs in a calendar year which do not match the City's fiscal year, so our numbers do not always match the yearly goal stated in the application. When we add next year's totals to these in the Final Report, we should be close -although we have seen a drop in our numbers while doing the virtual presentations.



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Livermore Valley Opera

Livermore Valley Opera 21-22 Student Outreach

Name of Person Completing Report:

Report 1

Liesl McPherrin (Jim Schmidt , Past President also)

Title:

Report 1

Director of Educational Outreach

Telephone:

Report 1

415-203-5036

Email:

Report 1

lmmcpherrin@gmail.com

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

K-8 Project currently completed: La Serva Padrona or "The Housekeeper becomes the Wife"
Fall included 2 voice recitals at Senior homes in Pleasanton & Livermore

.

Describe any significant actions taken during the reporting period.

Report 1

La Serva Padrona filming project was completed in early October and is being distributed this November for classroom use.
(Available at livermorevalleyopera.com/education)

New curriculum developed connecting the operatic repertoire to California State Standards for the Arts in K-12 Education, common core, and social studies.

Lesson plans, discussions, and activities designed to connect with literature and common core curriculum are in development for LVO's Spring production of Othello.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

Due to the unpredictable nature of the pandemic, we decided that the safest route for the children, performers, and school staff was to film our K-8 production for distribution online. At the time decisions needed to be made, the Delta variant of COVID-19 was not looking optimistic for the Fall semester.

Were any costs incurred for this project (from any source) during this reporting period?

- Yes
- No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

- Performer fees for Baritone, Billy Lawley & pianist Jonathan Khuner - \$3750
- Space Rental at Las Positas College Theater - \$362.50
- Filming and editing by Kent Kissinger - \$500
- Semester fee for Education Director - \$2000

Note: Not all of this will be charged to this grant as expenses are shared with other grants. The invoice to Pleasanton will be prepared shortly. This report preparation was delayed due to the grant not being visible on Zoom. That was fixed today by Pleasanton. LVO will continue with activity in the next semester.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

2000	2,000.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
2000	2,000.00	B) Total number of people served by THIS PROJECT:
4,000.00	4,000.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Report 1

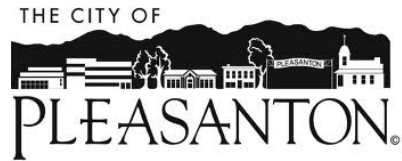
This is a highly unusual year. Instead of live performances, a video of an age-appropriate short 30 minute opera was recorded and distributed.. participation can only be estimated.

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

Not only was this unusual for Livermore Valley Opera, but of course unusual for the schools. With much of the instruction on line, Teachers may be reluctant to ask students to view a 30 minute video. Much of the persuasive nature of opera is live performance. We have no practical way of determining who has viewed the quality video. In addition to the video, teachers were forwarded information for their use regarding the Educational Standards that opera falls into.

The Goal was 4,000 for full year or 2,000 for report 1. We estimate 2,000 but cannot verify it. We hope next semester will allow in person assemblies as we are doing an opera based on Shakespeare's Othello. (or Otello in Italian)



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Pacific Chamber Orchestra
Clinics for middle and high school music students

Name of Person Completing Report:

Report 1
Lawrence Kohl

Title:

Report 1
Lawrence Kohl

Telephone:

Report 1
925-324-2775

Email:

Report 1

LKohl@PacificChamberOrchestra.org

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

Discussions are underway with Mark Aubel for dates for the clinics. We now expect the clinics to take place in the first quarter of 2022. Musicians have been retained to be the clinicians.

Describe any significant actions taken during the reporting period.

Report 1

Musicians have been retained to be the clinicians. Discussions for dates have begun.,

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

n/a

Were any costs incurred for this project (from any source) during this reporting period?

- Yes
 No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

No fund have been spent, project to take place in 2022.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

	o	0.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
	o	0.00	B) Total number of people served by THIS PROJECT:
0.00		0.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered “other” to the preceding question please explain. Enter “N/A” if not applicable.

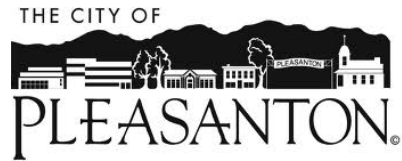
Report 1

Number of students in participating classes.

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

N/A



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Pacific Chamber Orchestra

Discover Music Elementary In-School Assembly Program

Name of Person Completing Report:

Report 1

Lawrence Kohl

Title:

Report 1

Music Director

Telephone:

Report 1

925-324-2775

Email:

Report 1

LKohl@PacificChamberOrchestra.org

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

Theme, chosen and musicians selected. Assemblies are slated to take place in 2022

Describe any significant actions taken during the reporting period.

Report 1

See above.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

N/A

Were any costs incurred for this project (from any source) during this reporting period?

Yes

No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

Assemblies take place in the spring.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

0	0.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
0.00	0.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered "Other" to the preceding question please explain. Enter "N/A" if not applicable.

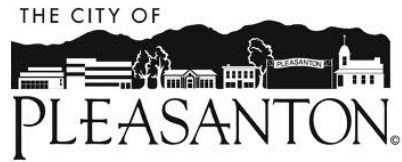
Report 1

Number of students in attending classes

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

N/A



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Pacific Chamber Orchestra
Pacific Chamber Orchestra Matinee Concert

Name of Person Completing Report:

Report 1
Lawrence Kohl

Title:

Report 1
Music Director

Telephone:

Report 1
Music Director

Email:

Report 1

LKohl@PacificChamberOrchestra.org

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

The performance of Handel's Messiah will take place Nov 27th 7:30 pm at Trinity Lutheran Church. All preparations are underway.

Describe any significant actions taken during the reporting period.

Report 1

The orchestra, soloists, chorus master and rehearsal pianist has been contracted, The venue has been chosen. Marketing materials have been developed, eblasts are being sent, advertisements will appear in the Pleasanton Weekly. Student tickets have been reduced from \$20 to \$5 and with a discount code in the Pleasanton weekly off per ticket essentially reduces the student price to nothing.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

Due to COVID-19 restrictions making a school day matinee impossible at this time, PCO will present a full orchestra concert of Handel's Masterpiece "Messiah" that will still be free for students with a ticketed adult and free for identified low income seniors. The performance will be held at the Trinity Lutheran Church of Pleasanton November 27th at 7:30 pm. To have this performed locally saves time and expense of traveling to San Francisco while still giving the benefit of hearing the best professionals in the Bay Area perform this glorious music locally.

Were any costs incurred for this project (from any source) during this reporting period?

- Yes
- No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

No funds have been spent. Performance will take place Nov 27th. Payments for the project will be made following the performance.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

0	0.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
0.00	0.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet

Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

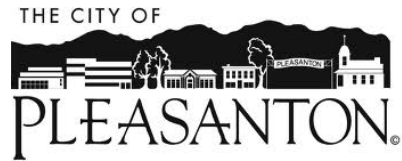
Report 1

N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

N/A



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Pleasanton Community Concert Band

Emerging from 2020: Marketing and Participant sfety.:

Name of Person Completing Report:

Report 1

-no answer-

Title:

Report 1

-no answer-

Telephone:

Report 1

-no answer-

Email:

Report 1

-no answer-

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

-no answer-

Describe any significant actions taken during the reporting period.

Report 1

-no answer-

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

-no answer-

Were any costs incurred for this project (from any source) during this reporting period?

- Yes
 No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

-no answer-

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

	0.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
	0.00	B) Total number of people served by THIS PROJECT:
0.00	0.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered "Other" to the preceding question please explain. Enter "N/A" if not applicable.

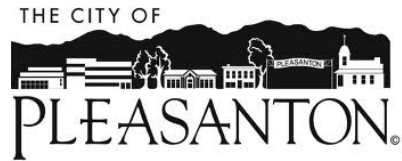
Report 1

-no answer-

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

-no answer-



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Pleasanton Cultural Arts Council

Marketing & Community Outreach in a COVID & Post-COVID World

Name of Person Completing Report:

Report 1

-no answer-

Title:

Report 1

-no answer-

Telephone:

Report 1

-no answer-

Email:

Report 1

-no answer-

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

-no answer-

Describe any significant actions taken during the reporting period.

Report 1

-no answer-

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

-no answer-

Were any costs incurred for this project (from any source) during this reporting period?

Yes

No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

-no answer-

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

	0.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
	0.00	B) Total number of people served by THIS PROJECT:
0.00	0.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered "Other" to the preceding question please explain. Enter "N/A" if not applicable.

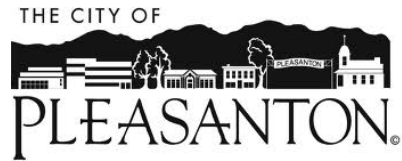
Report 1

-no answer-

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

-no answer-



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City of Pleasanton
Community Services

FY 2021/22 Community Grant Program - Civic Arts

Pleasanton Cultural Arts Council
Rebuilding Community Through Art

Name of Person Completing Report:

Report 1
Janice Coleman-Knight

Title:

Report 1
Pleasanton Cultural Arts Council, Board Member

Telephone:

Report 1
925-931-0702(H) 925-339-4544(cell)

Email:

Report 1

janc_k@yahoo.com

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

PCAC has contracted with four local artists to each create a painting representing an artistic style to encourage public response. The renderings reflect three different art styles-Abstract, Realism and Representationalism. PCAC created a survey to solicit public input, utilizing a QR code attached to an October public display in the Library Display case. Members also worked at city wide events (Museum on Main Halloween event and Firehouse Theater events) to engage participants in sharing their opinions. Street interviews at various locations in the city were conducted to gather responses. There have been several meetings with the Pleasanton Downtown Association and downtown property and business owners to allow a vinyl rendering of three of the art pieces to be affixed to store windows to encourage an interaction between the art renderings and individual who can pose for a "selfie". A printed color survey has been developed for distribution to PCAC members and selected community members. PCAC's has employed website changes to increase marketing visibility of the project. PCAC formed a subcommittee composed of 5 members to discuss recommendations. The committee has met twice with a third meeting in the coming weeks.

Describe any significant actions taken during the reporting period.

Report 1

PCAC has made gains in getting input from the public made up of different age groups and ethnic backgrounds. At present, the artwork favoring the environment has drawn the greatest attention. Artists have engaged in creating renderings for public review. Business and property owners as well as the City staff have discussed various possibilities for location of the art. Four bids for the manufacturing of a free standing sturdy aluminum frame to hold the mural pieces have been secured. The metal frame was not originally intended but is in alignment with the intent to inspire public discourse and appreciation of public art.

Kelly Cousins, Pres of PCAC, is set to film a segment on TV 30 regarding the Mural Project and promote community involvement in the appreciation and selection of the art renderings. A press release with the QR code related to the mural choices is going to be also viewed.

Social media including Facebook and PCAC's web site and the use of the QR code have been used to engage the community's interest. Cooperative efforts with the Bankhead and Bothwell have broadened the community awareness. Reaching out to youth, PCAC intends to approach intra-school TV programming to include information on the Mural project and promote inclusive

decision making.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

Originally conceived as a single large static mural, the project has shifted to a “mini-mural” approach with selected artwork appearing in a 4ft x 6 ft frame metal frame. Following on the success of the PCAC sign-post project and the supportive community reaction, the feasibility of a marine grade art panel with anti-graffiti clear coat in a frame became very apparent. The possibility of art, perhaps lasting 2-3 years and then replaced with “new” art creates a dynamic interaction with the community. Currently the consideration is art on one side of the panel and the other side pointing a way finding map locator of public art, i.e. Firehouse Theater – Harrington Gallery.

Discussions with City staff have been fruitful but not conclusive largely due to the shifting of responsibilities of staff caused by Covid, retirements and positions vacated. Project goals remain consistent and are shared by the City. The timeline remains late Spring 2022 with the realization of input needed from various decisionmakers before installation is secured.

Were any costs incurred for this project (from any source) during this reporting period?

- Yes
 No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so for what amount. If no, please explain why no funds have been expended to date.

Report 1

Current invoices for artistic renderings are \$800 . Invoice for the art consultant who communicates with the proposed artists and guides the communication process, selection of artistic materials and frames is \$400. Promotional materials are being created for distribution with anticipated costs around \$200. The bulk of project costs will become evident when the artist is selected after community input and the artwork is completed. The artwork must be secured in a purchased metal frame and installed in a not yet selected and approved location.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

- Audience (performance)
- Spectators (events)
- Participants
- Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

83,000	83,000.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
2,296	2,296.00	B) Total number of people served by THIS PROJECT:
85,296.00	85,296.00	TOTAL

What method do you use to track your participant data for this project?

- Database
- Ticket sales
- Sign-in sheet
- Other

If you answered “other” to the preceding question please explain. Enter “N/A” if not applicable.

Report 1

Written survey, street interview tallies, interviews at public events, Library traffic participants

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

Surveys have been collected from all age groups including children from 5-12, teens, 13-18, adults 19-29-, 30-49 and 50 * years allowing us to tabulate the most to least preferred artistic style of the three renderings. The survey also asked the informant to provide explanation about why they choose the art and what kinds of art they liked to see in a mural.

The initial phase of the mural project was to reach out to the public and inspire an interest in art as an avenue of community building. Finding the artists, a way of displaying the artwork and a place to locate the mural were also part of the initial grant. Murals have often been a permanent part of the public art throughout cities. PCAC recognized that public art must evolve and the community's response to the wayfaring signpost project pointing to various art in Pleasanton promoted the idea of dynamic art, art that could be changed over time demonstrating a variety of art styles. Since a free standing frame could also be seen on two sides, another use of the otherside could be to display "way finding" to the nearby locations of interest, i.e. direct the observer to the Harrington Art Gallery and possible new collection of artwork on display along with hours open to the public.

