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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

Report 2

Jim DeMersman

Title:

Report 1

Executive Director

Report 2

Executive Director

Telephone:

Report 1

925-462-2766

Report 2

925-462-2766

Email:

Report 1

executive@museumonmain.org

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.

Report 2

We are in the midst of our 2022 season with both the in-person and virtual performances. We have had good success with the virtual platform, but many of our patrons have also enjoyed being back in the theater for the live performances. With the difference between our fiscal year and the City's - we still have half a year of performances yet to go. We have already begun working on the 2023 season and looking at performers who can participate in the next year. As soon as we are able to secure dates from the Firehouse Arts Center, we can begin our booking process and signed contracts with the talent.

Describe any significant actions taken during the reporting period.

Report 1

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

Report 2

We have held 5 performances since January with the 6th occurring on June 21, with the virtual performance the week after that.

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.

Report 2

We have added a virtual component to each performance. The live performance is taped at the evening presentation and then shown a week later to those who have purchased tickets to the virtual program. With the surge of Covid still out there, patrons have the option of moving from

live to virtual if they wish.

Were any costs incurred fo	or this project (from a	any source) during this	s reporting period?
Yes No			
Were any Pleasanton gran have you submitted invoic have been expended to da	es yet and if so for w		
Report 1 No			
Report 2 Yes, we have submitte our performances.	ed an invoice for the er	ntire grant amount of \$7	7,286 to cover the cost of 3 of
Please indicate how partic question 11 and with your	-		ease keep consistent for
Audience (per Spectators (ev Participants Clients			
Please complete the follow period using the indicator			ERVED during this reporting cipants OR Clients):
			A) Numeric GOAL stated in your application for the
4528*	4528*	0.00	number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
2201*	3512	3,512.00	B) Total number of people served by THIS PROJECT:
0.00	3,512.00	3,512.00	TOTAL
What method do you use t	o track your particip	ant data for this proje	ect?
DatabaseTicket salesSign-in sheetOther			

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

Re	ро	rt	1
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N/A

Report 2

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.

Report 2

Numbers are slightly down from the projected numbers because of the pandemic and people still being wary of attending live performances. For some the virtual presentation was not the ideal situation for them.

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

N/A

Report 2

lim DeMersman

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Report 1

N/A

Report 2

Yes, we used all of the grant funding to help pay for our performer/scholars.

For FINAL REPORT: Describe the accomplishments of the project funded through Community

Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report 1

N!A

Report 2

We were able to present 10 performances both in-person and on a virtual platform aligning with our goal of of providing a performing arts series that makes history fun and engaging. As noted above, we returned to live performances, but also kept a virtual component to help expand our audience as well as to care for those of our audience who were still not comfortable with coming back to the theater. Our program continue to give our audiences an educational fun outlet for understanding historical characters and their lives. This connection has also helped us to keep connected with our audiences for our other programs that have been restarted since the pandemic shut down. We are gradually seeing our numbers creep back up.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

N/A

Report 2

Yes, we do feel like the Series was a success. Not only have we been able to return to live performances, but we have also been able to offer the virtual performances for those not feeling comfortable with going to the theater. While the numbers are still creeping back up and we are not at our original numbers, we feel that we have kept up the quality of the performances and our audience has had a first rate experience either in the theater or virtually. We measure success not just in numbers but in the feedback that we get from our audience about the performers and performances. They are never shy about commenting on a performance and we take that information and use it to book future characters.

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

N/A

Report 2

We are still watching up numbers creep up towards our pre-pandemic levels, but we anticipate as we move through the year, we will start to see more normal levels- if we do not get another major Covid surge.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the

collaboration. Enter "N/A" if not applicable.

Report 1

N/A

Report 2

N/A



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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)

Report 2

-no answer-

Title:

Report 1

Director of Educational Outreach

Report 2

-no answer-

Telephone:

Report 1

415-203-5036

Report 2

-no answer-

Email:

Report 1

Immcpherrin@gmail.com

-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

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

Report 2

-no answer-

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.

Report 2

-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

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.

Report 2

-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

- 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.

Report 2

-no answer-

Please indicate how participant data are reported for this project (please keep consistent fo	r
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):

			A) Numeric GOAL stated in your application for the
2000		2,000.00	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	0.00	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.

Report 2

-no answer-

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)

Report 2

-no answer-

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

NA

Report 2

-no answer-

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Report 1

NA

Report 2

-no answer-

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report	1
NA	

Report 2

-no answer-

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

NA

Report 2

-no answer-

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

NA

Report 2

-no answer-

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

NA

Report 2

-no answer-



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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

Report 2

Lawrence Kohl

Title:

Report 1

Lawrence Kohl

Report 2

Music Director

Telephone:

Report 1

925-324-2775

Report 2

925-324-2775

Email:

Report 1

LKohl@PacificChamberOrchestra.org

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.

Report 2

The project has been completed

Describe any significant actions taken during the reporting period.

Report 1

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

Report 2

Four clinics were held: Two clinics were held Tuesday, 4/26/22 - two at Amador High School for the string classes of Mark Aubel 7:40-8:25 Symphony Orchestra 8:30-9:30 String Orchestra and

Two clinics were held Thursday, 4/28/22 at Thomas Hart Middle Schoo for the string classes of Sarah McClimon 8:00-8:40 AM 6th grade strings 9:30-10:10 AM 8th grade strings

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

Report 2

None

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.

Report 2

Yes the invoice was submitted for the full amount of the grant of \$1,636.

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):

			A) Numeric GOAL stated in your application for the
0	300	300.00	number of Pleasanton
			residents to be served by THIS PROJECT (unduplicated):
0	188	188.00	B) Total number of people served by THIS PROJECT:
0.00	488.00	488.00	TOTAL

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

	Database	
	Ticket sales	
	Sign-in shee	ŧt
✓	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.

Report 2

N/A

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

N/A

Report 2

None

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

N/A

Report 2

Lawrence Kohl, Music Director

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Report 1

N/A

Report 2

Yes.

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report 1

N/A

Report 2

Pacific Chamber Orchestra's string music clinics serve Pleasanton's Middle and High school students. They the unique opportunity to work with world class professional musicians who are skilled teachers/performers. Students received critiquing, instruction, coaching, and inspiration with specific string techniques and ensemble cohesion.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

N/A

Report 2

Yes, the project was a success as was demonstrated by how wonderfully attentive and quickly they learned the new techniques and approaches taught. Mark Aubel at Amador High commented in an email: "The clinicians were outstanding! The students learned a lot from their adjudication. I was extremely pleased with Lylia, Mike, and Lawrence's feedback on Bartok pizzicato, col legno, and other bowing techniques. The clinicians were positive, encouraging, and very helpful with their demonstrations."

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

N/A

Report 2

There were no problems or delays. One element to note is that we did not really know the sizes of the string classes in advance which accounts for the difference between the goal and the actual number.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

N/A

Report 2

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

Report 2

Lawrence Kohl

Title:

Report 1

Music Director

Report 2

Music Director

Telephone:

Report 1

925-324-2775

Report 2

925-324-2775

Email:

Report 1

LKohl@PacificChamberOrchestra.org

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

Report 2

The program was completed with 4 assembly performances held at Donlon and Valley View Elementary schools on May 20th.

Describe any significant actions taken during the reporting period.

Report 1

See above.

Report 2

The Music Director developed a program with the theme being acoustics to teach the concepts of range, register, types of attacks, overtones, etc., to explain the special acoustical characteristics of each instrument to be featured and how they blend and work together in ensembles. Specific works from all types of genres and many nationalities were chosen. A composer was hired. He made arrangements of music written for much larger ensembles and in some cases converting songs into an instrumental works to fit our mixed quintet ensemble.

Our Education Director prepared educational materials for the teachers to accompany and build upon the concepts to be taught in the assemblies.

While it looked like initially, we had enough interest to go to three schools, due to Covid-19 uncertainties, and the approaching end of school year, we were able to book and perform for two schools.

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

Report 2

While this program has typically taken place in the spring semester, the uncertainties due to changing covid-19 protocols many schools expressed interested but wanted to wait some to be sure. In the end two schools committed while the other schools either didn't yet feel comfortable enough or just had too many conflicts as the school year neared the close.

were any costs incurred to	or this project (from a	any source) during this	s reporting period?
Yes No			
Were any Pleasanton gran have you submitted invoic have been expended to da	ces yet and if so for w		nis reporting period? If yes, ease explain why no funds
Report 1 Assemblies take place	in the spring.		
Report 2 Yes, an invoice was su	bmitted for \$5,430.		
Please indicate how partic question 11 and with your			ease keep consistent for
Audience (per Spectators (ev Participants Clients			
Please complete the follow period using the indicator			SERVED during this reporting cipants OR Clients):
			A) Numeric GOAL stated in your application for the
0	1800	1,800.00	number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	1200	1,200.00	B) Total number of people served by THIS PROJECT:
0.00	3,000.00	3,000.00	TOTAL
What method do you use t	o track your particip	oant data for this proje	ect?
DatabaseTicket salesSign-in sheetOther			
If you answered 8.#8220:of	ther8.#8221: to the n	receding question plan	sse evolain Enter

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

Report 2

None

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

N/A

Report 2

Lawrence Kohl

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Report 1

N/A

Report 2

No we did not use all the funding as we only able to book and perform for two the three schools we were granted funds for due to the hesitations around Covid-19 and the coming end of school year conflicts.

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report 1

N/A

Report 2

The aim of this program - successfully accomplished - is to bring professional musicians into the Pleasanton elementary school, to expose children to the joys of classical music as performed by

the best professionals, to teach fundamentals of music in accordance with CA Core standards, and hopefully to inspire more to join their school music programs.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

N/A

Report 2

The program was tremendously successful, meeting at the top level all of the goals set for the two schools we performed for. We receive ample feedback from teachers. Vice Principal, Andrea Withers at Valley View emailed us commenting, "What a treat it was to host the Pacific Chamber Orchestra Quintet on Friday. The assemblies were engaging, informative, and at the level of the students. Staff and students alike found the assemblies to be enjoyable. It is wonderful to be able to focus on the magic and power of music."

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

N/A

Report 2

Given the ever-changing status and uncertainties around Covid-19, we do not see how we could have done much differently for this program. We do think that the schools and the community will be better prepared in the future and that will make it more likely to find the windows and options where live performances can take place so that we can completely fulfill the grant parameters.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

N/A

Report 2

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

Report 2

Lawrence Kohl

Title:

Report 1

Music Director

Report 2

Music Director

Telephone:

Report 1

Music Director

Report 2

925-324-2775

Email:

Report 1

LKohl@PacificChamberOrchestra.org

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.

Report 2

The project has been completed.

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.

Report 2

The performance of Handel's Messiah was held Nov. 27, 2021 at Trinity Church in Pleasanton. Soloists were Soprano Hope Briggs, Alto Kindra Scharich, Tenor Johathan Smucker, Bass Kirk Eichelberger. Some of the 48 member volunteer chorus were Pleasanton residence. The church was filled with an audience approaching 300. We advertised in the Pleasanton Weekly with a discount for Pleasanton residence and gave a substantial discount to families so that children were essentially free. The vast majority of the audience were Pleasanton residents. The program was so well received that it demonstrated the community's desire to have this professional performance in Pleasanton. This formed the basis of the proposal that was then funded for PCO to return November of 2022 with another performance of this great work.

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.

Report 2

The project was modified in the addendum and was approved by staff. There were no further changes.

Were any costs incurred fo	r this project (from a	any source) during thi	s reporting period?
Yes No			
Were any Pleasanton grant have you submitted invoic have been expended to da	es yet and if so for w		
Report 1 No funds have been sp made following the pe		l take place Nov 27th. P	ayments for the project will be
Report 2 Yes, for the full amoun	t of \$6,537.		
Please indicate how partic question 11 and with your	-		ease keep consistent for
Audience (period			
Please complete the follow period using the indicator			ERVED during this reporting cipants OR Clients):
			A) Numeric GOAL stated in your application for the
0	300	300.00	number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	300	300.00	B) Total number of people served by THIS PROJECT:
0.00	600.00	600.00	TOTAL
What method do you use to Database Ticket sales	o track your particip	ant data for this proje	ect?
Sign-in sheet			

	Other
-	swered "other" to the preceding question please explain. Enter N/A" if not applicable.
Rep N/A	oort 1
Rep N/A	oort 2
	clude any additional comments or clarifications here about your grant that you feel the ion will benefit from:
Rep N/A	oort 1
Rep Nor	ne
For FINAl the repoi	L REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing rt:
Rep N/A	oort 1
-	oort 2 vrence Kohl, Music Director
	L REPORT: Did the agency use all of its grant funding? If not, explain why the agency did d the entire grant and what obstacles the agency faced.
Rep N/A	port 1
Rep Yes	oort 2

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report 1

N/A

Report 2

The fundamental goal of this project is to bring the professional into the Pleasanton Community for all to enjoy and to expose children to the joys of classical music. With the professional performance of Handel's Messiah and its uplifting message for all it is quite special for the community to experience it together with friends and neighbors. That was met.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

N/A

Report 2

The project was modified in the addendum and was approved by staff. The approved project was a tremendous success. The standing ovations and calls to return attested to the community spirit evoked. This essentially was a pilot program to ascertain if having this concert would be successful. We did not know if this would be a one-time or be continued in the future. The goals and outcomes were met and exceeded as we have been approved with a new proposal to return this coming year.

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

N/A

Report 2

There were no problems/ delays with the project as completed.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

N/A

Report 2

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

Les Duman

Report 2

Les Duman

Title:

Report 1

Board Member

Report 2

Board Member

Telephone:

Report 1

510-305-6396

Report 2

510-305-6396

Email:

Report 1

les@dumanassociates.com

les@dumanassociates.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

While we did execute some public outreach, we have not expended any funds for that. We did come to realize that we needed to find an alternative location for our rehearsals since PUSD disaalowed us from using any school faciloities during Covd. We had been rehearsing at Pleasanton Middle School.

Report 2

Completed

Describe any significant actions taken during the reporting period.

Report 1

None, other than delaying expenditures until we located an acceptable rehearsal location.

Report 2

PCCB was able to secure rental of the Bothwell Arts Center in Livermore. This allowed PCCB to begin rehearsals and provide a free concert at the Bothwell Center. As mentioned in the earlier report, PCCB was not allowed to use PUSD facilities due to Covid protocols.

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

As stated above: While we did execute some public outreach, we have not expended any funds for that.

We did come to realize that we needed to find an alternative location for our rehearsals since PUSD disaalowed us from using any school faciloities during Covd. We had been rehearsing at Pleasanton Middle School.

Report 2

The project goals were reduced due to reduced need for the initial proposed expenditures. Our only real costs associated with Civid were the rental fees for alternative rehearsal space and the one concert.

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



	NΙΩ

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

We had not yet sent any invoices.

Report 2

Yes. Invoice submitted for an amount less than the granted amount based only on the costs of moving our rehearsal and concert 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):

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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

A combination of participants and recipients of notifications via social media.

Report 2

Combination of participants, audience, and recipients of messaging via outreach messaging.

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

Report 1

N/A

Report 2

We realize that the reporting and the revisioning for this grant as well as the 2020/2021 grant were less then ideally executed. In addition to the Covid issues, we had our previous treasurer retire due to severe health issues, and we had our president resign due to job pressures. We now have an actual professional bookkeeper in the band who is guiding us on financial record-keeping and we have a new President with experiance managing non-profit music groups. We expect that future grant logistics and reporting will be mpre timely and more professional. Also, we expect that we will be dealing with grants on a year by year basis, although we appreciate the City allowing Grantees the ability to forward projects during Covid.

Thank you.

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

N/A

Report 2

Les Duman

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Report 1

N/A

Report 2

No. The main reason is that we did not need to puchase as much additional sheet music as expected due to limited performance opportunities.

We did not need to purchase PPE because musicians had their own.

We did not advertize as expected, also due to limited performance opportunities.

Music expenditures were covered by the previous year's grant

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in

reference to what you identified in question 10 of the application.)

Report 1

N/A

Report 2

The accomplishment of the project funding was that it allowed PCCB to rehearse during the last year+ of the Covid restrictions and allowed us to present one formal concert.

The need for the community was two-fold: The need to provide entertainment to the public, and the need for musicians to rehearse together in order to present musical performance to the public.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

N/A

Report 2

The project was successful to the extent that PCCB was able to continue at a reduced level once vaccinations were in place. We did not meet the original goals aroung marketing and other outreach beyond the concert and our social media reach.

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

N/A

Report 2

Yes, we experienced problems and delays: Many band members were reluctant to return to rehearsals, even after vaccinating. Board meetings switched to remote with some difficulties. We lost our Treasurer and our President.

As a result, the effect was that we did not execute our plans for grander scale marketing efforts and we shifted/changed to support the most important need, which was rehearsal space.

In future years we will do much better because: We will only have one year grant cycles again. We will have a complete Board of Directors, and we will have regularly available rehearsal space again. We also expect that all of the PCCB Team will be more focused without the covid concern issues we had. Even if we see resurgency of Covid or any other negative incidents, we are now better prepared and more experienced so that we can execute properly.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

N/A

Report 2

LVPAC provided rehearsal and performance space and provided a discounted fee for rental.



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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

Les Duman

Report 2

Les Duman

Title:

Report 1

Board Member

Report 2

Board Member

Telephone:

Report 1

925-426-6808

Report 2

510-305-6396

Email:

Report 1

les@dumanassociates.com

Report 2

les@dumanassociates.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 successfully completed our Signposts to the Arts project. Other activities are either ongoing or completed.

Report 2

We have completed the project's use of this Grant funding

Describe any significant actions taken during the reporting period.

Report 1

The Signposts projects was a significant achievement (with help from City Operations team), and was well received and positively commented on. It enlisted a number of local artists; each painting one or more of the signs on the signposts artistically directed folks strolling past as to where they could find art locations in downtown Pleasanton.

Report 2

All of the discussions, planning, design, execution, and installation was competed during the period prior to this report. The majority of the execution and the installation was in the final period.

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

We did expend resources to better facilitate our meetings and outreach during Covid: Zoom meetings, more outreach via Facebook and other media, more mailings.

Report 2

Based on Grant funding available, and relative to the inability to produce public indoor gatherings, the project was modified. The funds were rather exclusively used for our Signposts project. The reasoning was that, considering the ongoing concerns with public gatherings, our board assessed that the Signposts project would best fit the community's needs at the time.

The project included 2 signposts which were displayed outdoors in Downtown. One was located outside the Museum on Main, and the other was located across from the Meadowlark Dairy. Both locations experience a great amount of visibility from passers by, on foot and in vehicles.

Each signpost had as many as 16 colorful signs attached; each hand painted, by a local artist,

giving them an opportunity to show their creative and artistic skills. Each sign pointed the reader in the direction of art in public places, and/or locations of Pleasanton historic sites.

The signposts also included a QR Code wherein any interested viewer could access details regarding each of the locations on the signs.

The Signposts can be added to or revised to be located in other locations at future dates, as they are transportable since they are cemented in wine barrel halves.

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

Yes: Funds were expended for the artists' fees for the signposts, business cards, copies, Zoom subscription, facebook "boosts", and minor costs of artist meetings.

Report 2

Yes. Invoice was submitted for \$4227.42

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)ParticipantsClients

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

A) Numeric GOAL stated in your application for the

5000-15000

5K to 15K

0.00

number of Pleasanton residents to be served by THIS PROJECT (unduplicated):

7500??

5k to 15K

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

It is difficult to quantify "audience" for the signposts project, as it is based on any individuals who walked past the 2 signposts during the period when they were installed.

Report 2

Estimated foot traffic per day and estimated drive by ("drive by" at only 10% of total vehicles passing)

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

Report 1

NA

Report 2

All of the artists involved were very thankful for the small opportunity we provided and were all positive regarding the intent of the Signpost Project.

We thank the City, not only for these grant funds, but also for the assistance in the installation of the signposts.

We look forward to the next opportunity to reuse the signposts either as is or with new additions or revisions.

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

NA

Report 2

Les Duman

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

NA

Report 2

We used all but \$266.58

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report 1

NA

Report 2

- 1. Provided opportunities for artists.
- 2. Brought awareness to many community members of our Pleasanton public arts locations.
- 3. Insired community members to actuall visit sites they had not yet seen.
- 4. For signs that directed citizens to Museum on Main and other historic structures, we have helped raise the aawareness of their projects as well.
- 5. All of the outdoor sites were "Covid friendly" so that individuals and families would have options for activities during the health concerns and availability of indoor public activities.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

NA

Report 2

PCAC believs that this project was a success. Success was measured by comments from citizens who had seen the signposts, those who had engaged via the QR code, and/or individuals who proceeded to visit the sites indicated on our signs.

We were able to provide commissions to a number of local artists during a time when artists had seen a reduction in income opportunities.

The signposts encouraged our community to visit outdoor art sites. Many visitors had been unaware of some of these sites.

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

NA

Report 2

We had no problems with this project. We did have one of the signs, low on a signpost, that was broken (perhaps by vandals). We will use more robust materials in future signpost endeavors.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

NA

Report 2

N/A other than working with the Museum on Main to allow one of the signposts to be installed there.



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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

Report 2

Kelly Cousins

Title:

Report 1

Pleasanton Cultural Arts Council, Board Member

Report 2

President, Pleasanton Cultural Arts Council

Telephone:

Report 1

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

Report 2

925-989-4557

Email:

Report 1

janc_k@yahoo.com

cousins.kellene@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

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.

Report 2

The survey of the community, planning coordination/ site selection with the City of Pleasanton, and execution of the art panels has been completed. Installation is awaiting the specifics of the frame construction. The mural will be temporary art.

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 intraschool TV programming to include information on the Mural project and promote inclusive decision making.

PCAC created a survey to solicit public input and contracted with four local artists to each create a painting representing an artistic style for review. The renderings reflected three different art styles-Abstract, Realism and Representationalism. Linda Brigg's created "Gentle Beauty" with the State bird, the Quail, as the environmental focus in a landscape background. Judith Kunzle, creator of "Joy", left for Europe but offered a low 'originating fee' so that another artist could paint the picture of diverse youths joyfully celebrating. Both art works were selected for painting on marine grade 4 x 6 ft plywood. Both art works will be temporary artworks, affixed to a frame and mounted on the side of the Cultural Arts Center on Black Ave. The frame will accommodate one artwork at a time.

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.

Report 2

Since Judith Kunzle left for Europe, another artist was contracted to paint "Joy".

Numerous meetings with City staff resulted in a meeting with the City PASS committee and their recommendation to proceed with the installation of the two 4 x 6 ft murals on the front outside of the Cultural Arts building on Black Avenue.

To advise the community about our efforts, 'Pleasanton Cultural Arts Council' has been lettered on both artworks further confirming our mission "PCAC encourages, supports and promotes the Arts in our schools and the Pleasanton community to reflect our cultural diversity and inspire all." Because of the location on Black Avenue and the manner suggested to hang the frame, the artwork will only be seen on one side.

Were any	costs incurred	for this pr	niect (from	any source	during this	renorting	neriod?
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/	\checkmark	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.

Report 2

Yes. Al funds were expended and all invoices submitted and for reimbursement.

Please indicate how participant data are reported for this project (please keep consistent fo	r
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):

			A) Numeric GOAL stated in your application for the
83,000	43,000	126,000.00	number of Pleasanton
			residents to be served by THIS PROJECT (unduplicated):
2,296	40,000	42,296.00	B) Total number of people served by THIS PROJECT:
85,296.00	83,000.00	168,296.00	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

The location of these mini-murals near the Post Office, Amador Community Park and the Aquatic Center will certainly draw attention. Arts deserves to be seen and this location is definitely visible.

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.

Report 2

The city staff, with multiple departments engaged in this process, is working on the installation of the artwork. The City will pick up the installation costs.

For FINAL REPORT [DO NOT ANSWER UNTIL FINAL REPORT]: Name and title of person completing the report:

Report 1

na

Report 2

Kelly Cousins

For FINAL REPORT: Did the agency use all of its grant funding? If not, explain why the agency did not spend the entire grant and what obstacles the agency faced.

Report 1

na

Report 2

All grant funds were expended.

For FINAL REPORT: Describe the accomplishments of the project funded through Community Grant funds. Provide detail on how the project responded to needs within the community (in reference to what you identified in question 10 of the application.)

Report 1

na

Report 2

Various age groups from early youngsters to senior citizens were contacted and encouraged to give their opinion about the possible mural choices. Written surveys, casual conversations with street people and interviews at public events were employed. A window display for a month at the Library with QR code attachment, TV 30 presentation by Kelly Cousins and social media announcements encouraged public comment. The design was an interactive process to get the community talking about art and engaging them to connect and express their ideas with inclusion and mutual respect. Both "Joy" and "Gentle Beauty" were overwhelmingly selected by the public as mural choices. Therefore, the consideration for both artworks was reflected in the decision to create two temporary works of art, rather than a single mural. PCAC also chose to use local artists and a general Bay Area RFP was not employed. This probably helped to confirm local community involvement since their talents were ell known.

Pandemic surges impeded communication but a shift to using a QR code was helpful.

For FINAL REPORT: Does the agency feel this project was a success? How do you measure the success of the project? Did it meet or exceed the goals and outcomes described in the in the original application? If not, why?

Report 1

na

Report 2

The intended result of this project was one mural. In actuality, two murals were developed. The Pleasanton community, like many others, experienced anxiety over health uncertainty, and isolation. Masks and zoom meetings became the norm with the community slipping into an insular focus. Along came masked PCAC members talking and communicating about choices of art murals and inviting opinions. The dialogue on something other than Covid invited people to consider community action and inspiration. It encouraged the thoughts of being 'normal' again and getting outside and enjoying the environment. Yes, this project was successful because it encouraged the community to become active stakeholders. What is art? In its broadest sense, it is a form of communication. It has the power to inspire thought and heighten observation. It is the thread that can knit together a frightened and retracted community.

For FINAL REPORT: Describe any problems or delays encountered with the project. How were they handled? What effects, if any, were there on the project? Describe any changes that made the project successful or will make it successful in future years.

Report 1

na

Report 2

Covid pushed back timelines, challenged the possibility of putting the art choices in various store front windows in Pleasanton, and severely altered City Staff assignments. The multitude of changes were handled with patience and then quiet urging as the grant timeline was collapsing. Continued meetings with the City pushed forward the need for action.

The PASS Committee met one week before the Civics Arts Commission in June.

For FINAL REPORT: List agencies you collaborated with on the project. Describe the nature of the collaboration. Enter "N/A" if not applicable.

Report 1

na

Report 2

N/A