



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

Consent Report

December 2, 2008

Honorable Mayor and
 Members of the City Council

Title: Grant/ Agreements: FY2008/09 Arts Stabilization Grants Program

Location/Council District: Various locations throughout the City and County of Sacramento.

Recommendation: Adopt a **Resolution** 1) authorizing the allocation of an amount not to exceed \$98,000 to fund artists, arts groups and arts organizations through the various Arts Stabilization grants through June 30, 2009, and 2) approving and authorizing the City Manager or his designee to execute agreements with the grantees for award amounts not to exceed \$5,000.

Contacts: Anja Aulenbacher, Grants and Cultural Programs Coordinator, Sacramento Metropolitan Arts Commission, 566-3986; Rhyena Halpern, Executive Director, Sacramento Metropolitan Arts Commission, 566-3989

Presenter: Rhyena Halpern, Executive Director, Sacramento Metropolitan Arts Commission

Department: Convention, Culture and Leisure

Division: Sacramento Metropolitan Arts Commission

Organization No: 80001065

Description/Analysis:

Issue: On March 9, 1999, City Council approved the Arts Stabilization program via Resolution 99-114. In an effort to streamline processes and serve more constituents, we are seeking approval to authorize the spending for this program for Fiscal Year (FY)2008/09. If funding is not approved, many established and emerging artists, multi-cultural arts groups and organizations will not be able to pursue business and professional development, fundraising, strategic planning and marketing opportunities. Additionally, many arts education partnerships within the non-profit social service sector will not come to fruition.

Policy Considerations: It is the mission of the Sacramento Metropolitan Arts Commission (SMAC) to advance community through arts and culture. The recommended actions support this mission.

Environmental Considerations:

California Environmental Quality Act (CEQA): Under the California Environmental Quality Act (CEQA) guidelines, continuing administrative activities do not constitute a project and are therefore exempt from review.

Sustainability Considerations: Not Applicable.

Other: Not Applicable.

Commission/Committee Action: Not Applicable.

Rationale for Recommendation: The City/County Arts Stabilization program was established in 1999, and grants from several different types of Stabilization programs have been awarded since 2002. Since that time, SMAC has asked for approval on funding from City Council on an annual or biennial basis for stabilization grant programs. As of this fiscal year, in an effort to streamline processes and reach our target population in a timelier manner, funding decisions will be made four times a year for all of our stabilization grant programs.

Staff has received 19 applications for a total of \$50,545 this fiscal year and we anticipate continued requests throughout the rest of the fiscal year (See Attachment 2). This report recommends designating \$98,000 for FY2008/09 for six Arts Stabilization grant programs from the existing Arts Stabilization budget; further, it is recommended that the City Manager or his designee execute the agreements.

There are no changes to the Arts Stabilization program's checks and balances. The processes for accountability will stay in place: program guidelines, review criteria, panel review and Arts Commission approval. Grantees will still be awarded based on a competitive application process and panel review. Upon submission of an application, SMAC staff confirms applicant eligibility and facilitates the review panel. Panelists consist of arts professionals with expertise in a variety of arts disciplines and familiar with the Sacramento arts community

The Arts Stabilization programs include: the Marketing Grant, Planning Grant, Professional Support Material Grant, Microgrant, Support Grant and Organizational / Board Development Scholarships. Award amounts for these six programs range from \$50 to \$5,000 per grant or scholarship, with the expectation of serving approximately 120 recipients in FY2008/09.

The Arts Stabilization program serves arts organizations, arts groups and artists in gaining critical business knowledge, helping them to harness the skills they need to successfully produce meaningful arts events for the general public. The Arts Stabilization program contributes to the City of Sacramento's vibrant arts and cultural offerings, building Sacramento's quality of life, contributing to the local economy and ensuring that the City becomes the most livable city in America. The need for the Arts Stabilization programs within the arts community is critical, now more than ever.

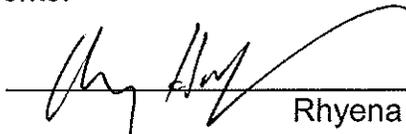
The most significant change to the grant programs has been to make this multi-pronged program more accessible. This was achieved by making funding decisions quarterly for the three main grant programs rather than staggering the release of each program every other year. In addition, Arts Stabilization programming now encompasses emerging arts groups and individual artists whereas, in the past, programs have only been available to nonprofit arts organizations.

Financial Considerations: Adequate funding exists in the FY2008/09 Arts Stabilization Budget for this year's Arts Stabilization Program. The Arts Stabilization Budget is funded by 1/2 percent of the City's Transit Occupancy Tax (TOT), designated by Resolution 99-114. We request the authorization of \$98,000 for distribution to successful applicants of the Arts Stabilization Program Grants. Any unspent funds will be carried over to the following year. These grant programs have no impact on the City's General Fund.

Traditionally the Arts Stabilization program has re-granted approximately \$120,000 to \$150,000 per fiscal year. Due to the current budget crisis, programming has been cut back to \$98,000. Individual contracts will not exceed \$5,000. Regular updates will be given to SMAC, and SMAC will report back to City Council in July 2009 with results of the re-granting programs and to seek approval for the next fiscal year.

Emerging Small Business Development (ESBD): This program is entirely a grant program. Nonprofit 501(c)(3) arts organizations are exempt from ESBD requirements. Individual artists and grass roots arts groups will be encouraged to apply to ESBD in order to meet ESBD requirements.

Respectfully Submitted by: _____



Rhyena Halpern

Executive Director, Sacramento Metropolitan Arts Commission

Approved by: _____



Barbara E. Bonebrake

Director, Convention, Culture and Leisure

Recommendation Approved:


for RAY KERRIDGE
City Manager

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Attachment 1

Background Information

The Arts Stabilization program began in 1999 (Resolution 99-114) in an effort to strengthen the arts community and nonprofit arts organizations.

The Arts Stabilization Program provides support and technical assistance to Sacramento County arts and cultural organizations, artists and informal arts groups in the areas of marketing, business and financial planning, board and staff development and professional development.

- **Impact of the Program:** Grantees are able to leverage a relatively small amount of money to help them run their businesses more effectively. Since 2002, SMAC has provided funding for hundreds of grants, workshops, trainings and custom consultations including:
 - The three Stabilization Grant programs (Marketing Grant, Planning Grant and Professional Support Material Grant) have awarded \$555,075 to 214 arts organizations;
 - Organizational / Board Development Scholarships have provided \$44,137 to more than 441 arts organizations for over 100 powerful development tools and workshops;
 - In FY2007/08 alone, a total of \$60,863 was awarded through three programs: Microgrant, Support Grant and Organizational Development Scholarships to almost 100 recipients.
- **Creating Efficiencies:** The Arts Stabilization Program has been reengineered recently in an effort to create efficiencies within the program as well as serve a wider pool of arts organizations, emerging arts groups and individual artists. The program was expanded in 2008 to include emerging arts groups and individual artists who could receive funding through Microgrants. FY2008/09 marks further expansion through the introduction of the revamped Mini-Grants which have been renamed. Applications will be reviewed and awarded quarterly.
 - The Arts Commission conducts outreach for this program through its website, e-newsletter, postcards, e-blasts, community e-mail lists, print ads and announcements.
- **Proposed and Anticipated Budget:** Grant awards from \$1,000 to \$5,000 are paid in two installments, half of the award amount at the execution of the contract, and a final payment when the project and final reporting are satisfactorily completed. Organizational / Board Development Scholarships and Microgrants are typically awarded in amounts ranging from \$50 - \$600 and do not require contracts.

- The following table shows the anticipated number of requests and distribution of funds based on past distributions. The actual distribution may vary as the program seeks out a wider pool of applicants.

Program	Projected Budget	Projected Approximate # of Grantees
Marketing Grant	\$25,000	8
Planning Grant	\$15,000	4
Professional Support Materials Grant	\$10,000	10
Microgrant Program/ Traditional Arts	\$15,000	30
Support Grant	\$25,000	5
Organizational/ Board Development	\$8,000	63
TOTAL	\$98,000	120

- **Current Arts Stabilization Programs include:**

- **Stabilization Grants** (maximum request amount \$5,000)

- Stabilization Grant categories are:
 - Marketing Grant (formerly Marketing Mini-Grant)
 - Planning Grant (formerly Planning Mini-Grant)
 - Professional Support Materials (PSM) Grant (formerly Video Support Materials Mini-Grant)
 - Marketing and Planning Grants, released July, 2008, are specifically designed to assist in the development of a marketing project or an organizational plan, respectively. Professional Support Material Grants, tentatively available in January 2009, assist in the development of marketing portfolio materials in any arts discipline.

- **Microgrant Program / Traditional Arts** (maximum request amount \$600)

- Provides artists and arts groups grants to support professional development, small projects and events, traditional arts and short term arts education activities for grades K-12.
 - Awarded \$14,669 to 29 grantees in FY2007/08.

- **Support Grants** (maximum request amount \$5,000)

- Provides seed funding to arts events in Sacramento County and support for arts events that do not fall within the range of regular SMAC grant programs.
 - Awarded \$39,350 to 11 grantees in FY2007/08.
 - Grantees included multicultural and culturally specific groups such as the Sacramento World Music and Dance Festival, Sojourner Truth Multicultural Center, 15th Annual Meadowview Jazz & Cultural Festival.

Organizational / Board Development

- Workshops offered year-round to nonprofit arts and cultural organizations in topics such as the following:
 - Fundraising
 - Board development and management
 - Financial management
 - Computer training
 - Volunteers and staffing
 - Custom designed workshops in collaboration with the Nonprofit Resource Center and other specialists
- Awarded \$6,844 to 52 arts organizations in FY2007/08
 - Typical grant award amounts ranged from \$55 to \$100

- **Other Stabilization Efforts:** Arts Marketing and Cultural Tourism initiatives included the development of **Sacramento365.com**, which has been released in collaboration with the Sacramento Convention and Visitor's Bureau and the Sacramento Convention Center. This major online event calendar gives Sacramento invaluable real estate on the Web, demonstrating our significant arts and cultural offerings, and serving as an important tool utilized by arts organizations and grass roots arts groups for marketing their arts events. Individual artists also use this site to market themselves by including an artist profile.

- **Future plans** include expanding the Organizational / Board Development scholarship program to include small, informal arts groups and individual artists. Professional Development Workshops would be offered to grassroots arts groups and individual artists on topics such as:
 - Grant writing
 - Resume/ artist statement writing
 - Copyright issues
 - Negotiating contracts
 - Marketing yourself
 - Curriculum development / class management for visual artists

Attachment 2

FISCAL YEAR 2008/09 CURRENTLY PENDING APPLICATIONS

Total Requested Amount - \$50,545

Planning Grant FY 2008-2009

1. Lambda Players, Inc. - request \$5,000
2. Crocker Art Museum Association - request \$4,545
3. Sinag-tala Filipino Theater and Performing Arts Association - request \$5,000

Marketing Grant FY 2008-2009 - request \$5,000 each

1. Theatre Production and Technical Academy
2. KVIE, Inc.
3. Phantom Galleries / North Sacramento Chamber of Commerce
4. Asian Cultural Exchange / InterACT
5. La Raza Galeria Posada

Support Grant FY 2008-09

1. Sojourner Truth Multicultural Arts Museum - request \$5,000

Microgrant FY 2008-09 - request \$600 each

1. Dena R McKittrick
2. Lisa Franklin
3. The Jazz Generation / Brooks, Suzanne
4. SaraJane&Co. T&M Org For The Arts / Stanley, Sarah
5. 2nd Saturday map & guide / Morin, Andy
6. Terrestrial Project / Thornton III, James
7. Altares Del Mundo / Peshette, Alix
8. Mira Loma High School / Stiles, Allison
9. Voices of California for Arts, Culture & Diversity / Lewis, Kendra
10. WCIC Preschool / Visual Art Education / Judy Kennedy

RESOLUTION NO. 2008-

Adopted by the Sacramento City Council

GRANT/ AGREEMENT: FY 2008/09 ARTS STABILIZATION GRANTS PROGRAM

BACKGROUND

- A. The Arts Stabilization program began in 1999 (Resolution 99-114) in an effort to strengthen the arts community and nonprofit arts organizations. The Arts Stabilization Program provides support and technical assistance to Sacramento City's arts and cultural organizations, artists and arts groups in marketing, business and financial planning, board and staff development and professional development.
- B. Since 2002, SMAC has provided funding for hundreds of grants, workshops, trainings and custom consultations.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The allocation of an amount not to exceed \$98,000 to fund artists, arts groups and arts organizations through the various Stabilization grants through June 30, 2009 from the existing Arts Stabilization Program funds is approved.
- Section 2. Arts Stabilization Program grant agreements for awards to grantees of amounts not to exceed \$5,000 are approved, and the City Manager or his designee is authorized to execute these agreements.