



REPORT TO COUNCIL

City of Sacramento

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

Consent
December 2, 2008

Honorable Mayor and
 Members of the City Council

Title: Agreement: 2007- 09 Cultural Arts Award Funding and Cycle Extension

Location/Council District: All districts of the City and County of Sacramento.

Recommendation: Adopt a **Resolution** 1) authorizing the third year allocation (calendar year 2009) of the 2007-09 Cultural Arts Awards for a total of \$700,000; 2) approving and authorizing the City Manager, or his designee, to execute an agreement between the City and County of Sacramento for the transfer of \$350,000 in City funds to the County for the County's facilitation of the grant contracts.

Contact: Anja Aulenbacher, Grants & Cultural Programs Coordinator, Sacramento Metropolitan Arts Commission (SMAC), 566-3986,
 Rhyena Halpern, Executive Director, SMAC, 566-3989

Presenters: Rhyena Halpern, Executive Director, SMAC

Department: Convention, Culture & Leisure

Division: Sacramento Metropolitan Arts Commission

Organization No: 17001831

Description/Analysis

Issue: The Cultural Arts Awards (CAA) is a program within the Sacramento Metropolitan Arts Commission (SMAC) supporting the enhancement of neighborhoods as well as expanding arts and cultural experiences in the community through its support of arts programs. On October 20, 2008, SMAC voted to approve the third year funding of the 2007-09 Cultural Arts Awards. Fifty-seven arts organizations submitted the Mid-Cycle report for the CAA grant cycle, 56 are being recommended for funding. A summary of the program history and the 2009 applicants is included as Attachments 1 and 2.

Policy Considerations: This selection process was approved by City Council and includes application submittal, panel review and SMAC approval. The mission of SMAC is to advance community through arts and culture.

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.

Committee / Commission Action: The Sacramento Metropolitan Arts Commission approved the funding for all but one of the applicants for 2009 CAA. The Sacramento Choral Society and Orchestra (SCSO) was not recommended for funding because its major programming has moved to the Mondavi Center, which is outside Sacramento County. It is a funding requirement that at least 90% of programming be within the County. The motion was passed unanimously on October 20, 2008.

Rationale for Recommendation: CAA is the City's flagship arts grant program and funded 57 major nonprofit arts organizations in all disciplines in 2007 and 2008. The funding provided them with crucial operating dollars and increased the quality of life in Sacramento with public performances, exhibitions, festivals and major outreach programs for youth and disadvantaged populations.

The 2008 grantees currently leverage the \$700,000 in CAA funds with over \$54 million. The estimated audience for the 57 2008 CAA grantees is approximately 1,620,000 people (reported in the 2008 Mid-Cycle Reports), the majority of whom live in the City and County of Sacramento. According to the Arts & Economic Prosperity Calculator provided by Americans for the Arts, the total impact of the 2008 CAA grantees on the local economy is approximately \$94 million dollars annually.

Financial Considerations: Approval of CAA funding for 2009 is included in the Fiscal Year (FY)2008-09 approved budget. The CAA Program will not impact the FY2008-09 approved General Fund budget. The funding for this program comes directly from the City's Arts Stabilization program which is funded by revenue from the City's Transient Occupancy Tax (TOT), approved for use by SMAC by Resolution in 1999 when the TOT rate increased from 10% to 12%.

Emerging Small Business Development (ESBD): This program is entirely a grant program targeted to nonprofit 501(c)(3) arts organizations, and therefore is exempt from ESBD requirements.

Respectfully Submitted by: 
Rhyena Halpern
Executive Director, Sacramento Metropolitan Arts Commission

Approved by: 
Barbara E. Bonebrake
Director, Convention, Culture and Leisure Department

Recommendation Approved:


for RAY KERRIDGE
City Manager

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Attachment 1

Background

- The Cultural Arts Awards (CAA) is a program supporting the enhancement of neighborhoods as well as expanding arts and cultural experiences in the community through its support of excellent arts programs.
- The mission of the CAA is to perform the following:
 - Promote excellence in arts programming;
 - Enhance stability and development of Sacramento's arts organizations;
 - Support the unique contributions of Sacramento's diverse communities;
 - Enhance the role of the arts in economic development;
 - Support a range of arts education programs;
 - Ensure the arts are broadly distributed and include the underserved.
- These awards provide general operating or partial project support to nonprofit arts organizations, government arts agencies and community organizations that conduct arts programs.
- In 1999, the City Council and Board of Supervisors approved the plan to make Cultural Arts Awards a two-year program (Resolution No. 99-114). In 2005, the Arts Commission received City Council and Board of Supervisor approval to extend the program to a three year cycle (Resolution No. 2005-920).
- The review panel evaluates and ranks proposals according to the below criteria, in context of the mission of the organization and its classification as a community or professional arts organization:

Artistic and Programmatic Quality: an organization's performance measured against its stated artistic mission, including its vision, creativity and integrity.

Community Involvement and Outreach: the use of arts programming to address community needs and issues of contemporary or unique importance.

Organizational Accountability: an organization's fiscal and management practices.

Mid-Cycle Report:

- Grants are generally awarded conditional on submission of a Mid-Cycle Report in the first and second years of the grant cycle. The Mid-Cycle Report includes evaluation of program activities for the year, current general fiscal and organizational health of the organization, as well as evaluation of artistic or administrative changes slated for the next year. Grantees must complete a Mid-cycle Report to be considered for funding in the subsequent years of the cycle.
- Staff also uses the Report to identify and address common needs among grantees. For example, in 2005 it led to a town hall meeting to assist volunteer organizations

in identifying their unique strengths and weaknesses. Staff has been able to identify specific technical assistance needs for several organizations based on their report.

2007- 09 Cultural Arts Awards cycle:

- The combined 2007-08 arts budgets of the applicant organizations total **\$54,287,406**.
- The total request amount for CAA funds from 57 applicants is **\$2,505,592**. The CAA pool only allows for funding of \$700,000.
- Fifty-seven organizations applied for the 2007-09 CAA grant cycle in 2006. Forty-nine of these were returning grantees and eight were new to the CAA program. All fifty-seven applicants were ranked within funding range. Award amounts are determined based on the score awarded by the panel.
- Panel members consisted of five working arts professionals: Juan Carrillo, art maker and retired arts administrator; Brad Erickson, Executive Director of Theatre Bay Area, the nation's largest regional performing arts service organization; Chike Nwoffiah, Co-founder and Executive Director of Oriki Theatre; Alleluia Panis, Co-founder of Kulatang Arts; Mark Vance, Executive Director of the Nevada County Composers Cooperative and Director of the Music in the Mountain's Young Composer program.
- Grantees include theater, music, visual arts, dance, arts service, traditional arts, media, literary, film, multi-disciplinary and community-based organizations. Several grantees produce multi-disciplinary arts festivals that draw attendees from across California, generate national acclaim, and enhance the reputation of the City.
- Cultural groups include Asian-American, Southeast Asian, Pacific-Islander, Latino, and African-American.
- All grantees conduct outreach programs targeting schools, senior citizens, and / or neighborhoods with few cultural activities. Special populations targeted by grantee outreach include youth, the gay/lesbian community, and the physically or developmentally challenged.

CAA 2009 Mid-Cycle Report Grantee Achievements for CY 2008:

Included below are achievements of select CAA grantees made possible through their CAA grant, as reported in their Mid-Cycle Reports for 2009 funding:

The Crocker Art Museum, Sacramento Opera, Sacramento Ballet and Sacramento Philharmonic were recipients of the James Irvine Foundation Capacity Building Grant.

"B Street Theatre's programs reached approximately 200,000 children and nearly 100,000 adults with the assistance of Arts Commission funding."

"An endowment of \$15,000 has been established in the name of Celebration Arts by the Sacramento Region Community Foundation."

"One of the most rewarding experiences this year was GSE's [Galena Street East's] successful goodwill tour to China to perform at the pre-Olympic Music Festival in June 2008."

"The 40 Acres Art Gallery sees the growth of art-related activities in Oak Park as a tremendous benefit to establishing the community as a destination point for the arts. SMAC's CAA funding helps to make this vision a reality."

"A total of 5,300 people from throughout the Sacramento Region...generated approximately \$140,250 in expenditures [Arts & Economic Prosperity Calculator] related to attending [Sacramento Opera's] TOSCA, benefitting area/regional businesses."

"Some 6,000 individuals of diverse backgrounds will have attended Sinag-tala Theater Ensemble and Sinag-tala Theatrical Revue performances..."

"Since all of [Festival of New American Music] events are offered free to the public, an estimated 6,000 audience members representing a broad cross-section of Sacramento's highly diverse population across all socio-economic barriers are directly affected, with another 15,000 to 20,000 gaining exposure through the live radio broadcast."

"[Very Special Arts, California serves] sixty targeted schools and 3,000 identified underserved children of all abilities received artistic training and participated in the creation of high-quality visual arts shows and performances for 7,500 visitors."

RESOLUTION NO. 2008-

Adopted by the Sacramento City Council

2007- 09 CULTURAL ARTS AWARDS FUNDING AND CYCLE EXTENSION

BACKGROUND

- A. The continuing mission of the Sacramento Cultural Arts Award is to promote excellence in arts programming; enhance stability and development of Sacramento's arts organizations; support the unique contributions of Sacramento's diverse communities; enhance the role of the arts in economic development; support a range of arts education programs; and ensure the arts are broadly distributed and include the underserved.
- B. The Cultural Arts Awards were approved in 1990 on Resolution 90-804, as a one-year program. In 1999 Cultural Arts Awards was approved to change to a two-year program on Resolution No. 99-114. In 2005 the program was changed to a three year cycle on Resolution 2005-920.
- C. The 2009 Cultural Arts Awards funding represents the third year of funding in the 2007-2009 Grant Cycle.

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

- Section 1. The third year allocation (calendar year 2009) of the 2007-09 Cultural Arts Awards for a total of \$700,000 of City and County funds as identified in Exhibit A, is authorized.
- Section 2. The agreement between the City and County for the transfer of \$350,000 in City funds to the County for the County's facilitation of the grant contracts, attached as Exhibit B, is approved and the City Manager or his designee is authorized to execute the agreement.

Exhibit A

Funding Recommendations

ORGANIZATION	AWARD	CITY	COUNTY
Arts & Business Council of Sacramento	\$3,874.53	\$1,937.26	\$1,937.26
Asian Pacific Rim Foundation	\$12,782.23	\$6,391.12	\$6,391.12
Best of Broadway	\$3,762.53	\$1,881.26	\$1,881.26
Beyond the Proscenium	\$7,726.33	\$3,863.17	\$3,863.17
California Lawyers for the Arts	\$8,531.38	\$4,265.69	\$4,265.69
California Musical Theater	\$33,873.03	\$16,936.52	\$16,936.52
Camellia Symphony Assn.	\$13,263.43	\$6,631.72	\$6,631.72
Camerata California	\$3,301.71	\$1,650.86	\$1,650.86
Capital Jazz Project	\$9,769.33	\$4,884.66	\$4,884.66
Capital Public Radio	\$25,702.83	\$12,851.42	\$12,851.42
Capital Stage Company	\$11,427.93	\$5,713.96	\$5,713.96
Capitol Ballet Co	\$8,515.62	\$4,257.81	\$4,257.81
Celebration Arts	\$9,887.17	\$4,943.58	\$4,943.58
Chamber Music Society	\$7,966.63	\$3,983.32	\$3,983.32
Chautauqua Playhouse	\$15,910.03	\$7,955.02	\$7,955.02
Crocker Art Museum	\$31,630.23	\$15,815.12	\$15,815.12
Fair Oaks Theatre Festival	\$9,127.73	\$4,563.86	\$4,563.86
Festival of New American Music/CSUS	\$12,862.43	\$6,431.22	\$6,431.22
Folsom Civic Ballet	\$14,369.13		\$14,369.13
Galena St. East Productions	\$4,756.73	\$2,378.36	\$2,378.36
Hmong Cultural Arts	\$16,391.23	\$8,195.62	\$8,195.62
Instituto Mazatlan Bellas Artes de Sacramento	\$8,769.83	\$4,384.92	\$4,384.92
Interact/Asian Cultural Exchange	\$4,433.15	\$4,433.15	
KVIE, Inc.	\$15,721.43	\$7,860.72	\$7,860.72
La Raza/Galeria Posada	\$11,352.78	\$5,676.39	\$5,676.39
LAMBDA Players	\$15,291.03	\$7,645.52	\$7,645.52
Mexican Cultural Center	\$5,065.13	\$2,532.56	\$2,532.56
Raices Dance Academy	\$10,833.32	\$5,416.66	\$5,416.66
River City Theatre Company	\$11,828.73	\$5,914.36	\$5,914.36
River Stage/Cosumnes River College	\$23,810.23	\$11,905.12	\$11,905.12
Sacramento Area Regional Theatre Alliance	\$2,531.73	\$1,265.86	\$1,265.86
Sacramento Ballet Association	\$32,431.23	\$16,215.62	\$16,215.62
Sacramento Capitolaies	\$1,345.93	\$672.96	\$672.96
Sacramento Children's Chorus	\$9,924.93	\$4,962.46	\$4,962.46
Sacramento Chinese Comm. Serv. Center	\$2,208.64	\$1,104.32	\$1,104.32
Sacramento Choral Society & Orchestra	\$0.00	\$0.00	\$0.00
Sacramento French Film Festival	\$7,765.83	\$3,882.92	\$3,882.92
Sacramento Heritage Festival	\$16,393.23	\$8,196.62	\$8,196.62
Sacramento Intl. Gay & Lesbian Film Festival	\$8,000.27	\$4,000.14	\$4,000.14
Sacramento Master Singers	\$13,183.23	\$6,591.62	\$6,591.62
Sacramento Men's Chorus	\$3,090.69	\$1,545.34	\$1,545.34
Sacramento Opera Assn.	\$25,920.23	\$12,960.12	\$12,960.12
Sacramento Philharmonic Orchestra	\$31,027.03	\$15,513.52	\$15,513.52
The Poet Tree/ Sacramento Poetry Center	\$2,097.53	\$1,048.77	\$1,048.77

Agreement: 2007-09 Cultural Arts Awards Funding & Cycle Extension December 2, 2008

ORGANIZATION	AWARD	CITY	COUNTY
Sacramento Shakespeare Festival/Sac City College	\$2,878.03	\$1,439.01	\$1,439.01
Sacramento Taiko Dan	\$16,293.03	\$7,507.52	\$8,785.51
Sacramento Theatre Company	\$15,325.73	\$7,662.86	\$7,662.86
Sacramento Traditional Jazz Society	\$9,517.13	\$4,758.56	\$4,758.56
Sacramento Youth Symphony	\$18,281.03	\$8,148.65	\$10,132.38
Short Center/DDSO	\$31,177.23	\$15,588.62	\$15,588.62
Sinag-tala Filipino Theatre and Performing Arts Assoc.	\$6,441.63	\$3,220.82	\$3,220.82
Spirit in the Arts/Bread of Life	\$3,454.73	\$1,727.37	\$1,727.37
St. HOPE Corporation	\$21,603.63	\$21,603.63	
Strauss Festival of Elk Grove	\$8,405.93		\$8,405.93
Theatre for Children	\$26,183.43	\$13,091.72	\$13,091.72
True Colors Women's Chorus	\$2,055.23	\$1,027.61	\$1,027.61
Very Special Arts	\$9,924.93	\$4,962.46	\$4,962.46
TOTAL	\$700,000.00	\$350,000.00	\$350,000.00

Agreement

**CITY OF SACRAMENTO
AGREEMENT FOR ADMINISTRATION OF
FISCAL YEAR 2008/09 SACRAMENTO CULTURAL ARTS AWARDS GRANT FUNDS**

This Agreement is made and entered into the ___ day of _____, 2008 by and between the City of Sacramento, a municipal corporation ("City"), and the County of Sacramento, a political subdivision of the State of California ("County").

RECITALS

- A. The City and County have approved a joint re-granting program for local arts organizations called the 2007-2009 Sacramento Cultural Arts Awards ("CAA Program").
- B. CAA Program grants are awarded to City and County non-profit arts organizations to partially fund operating expenses and support arts projects.
- C. CAA Program grantees must demonstrate high standards of artistic quality, community involvement and outreach, and sound managerial and fiscal accountability in order to qualify for CAA Program grants.
- D. The Sacramento Metropolitan Arts Commission has selected CAA Program grantees for the fiscal year 2009.
- E. The City and County have agreed that the County will be responsible for administration of the contracts awarding CAA Program grants.

Now, therefore, the parties mutually agree as follows:

1. The City shall pay to the County three-hundred and fifty thousand dollars (\$350,000), which the County shall re-grant to the third-year recipients of the 2007-09 Sacramento Cultural Arts Awards, along with the County grant, in accordance with Exhibit A hereto which is incorporated herein as though set forth in full.
2. The County shall keep all accurate and detailed books and records in connection with the services performed under this agreement, in order for the City's Director of Finance to properly audit all expenditures made pursuant to this agreement.
3. The County further agrees that the City's Director of Finance shall at all times have

access to all books, records, and accounts kept by the County in connection with all sums expended under this agreement, for the purpose of auditing all related expenditures made by the contractor.

4. The County and the agents and employees of the County, in the performance of this agreement, shall act in an independent capacity and not as officers or employees or agents of the City.

In witness whereof, the parties hereto execute this agreement as of the day and year first above written.

City of Sacramento
A Municipal Corporation

RAY KERRIDGE, City Manager

County of Sacramento

Chairperson of the Board of Supervisors

Attest:

Attest:

City Clerk

Clerk of the Board of Supervisors

Approved as to Form:

Deputy City Attorney

Exhibit A

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Very Special Arts	\$9,924.93	\$4,962.46	\$4,962.46
TOTAL	\$700,000.00	\$350,000.00	\$350,000.00