



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
[www. CityofSacramento.org](http://www.CityofSacramento.org)

Consent
September 29, 2009

Honorable Mayor and
Members of the City Council

Title: Grant/Agreements: FY2009/10 Arts Stabilization Grants Program

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

Recommendation: Adopt a **Resolution** 1) authorizing the allocation of an amount not to exceed \$100,000, to fund artists, arts groups and arts organizations through the various Arts Stabilization grants and programs through June 30, 2010, and 2) approving and authorizing the City Manager, or the City Manager's designee, to execute agreements with the grantees for award amounts not to exceed \$5,000 per grantee.

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

Presenters: Not Applicable.

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 best serve constituents, City Council approved funding for the Arts Stabilization program for Fiscal Year (FY) 2008/09 in Resolution 2008-776. We are seeking approval to authorize the spending for the Arts Stabilization program for FY2009/10.

Policy Considerations: It is the mission of the Sacramento Metropolitan Arts Commission to advance community through arts and culture. The recommended action supports 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: This report recommends designating \$100,000 for FY2009/10 for the Arts Stabilization grant programs from the existing Arts Stabilization budget; further, it is recommended that the City Manager or his designee execute the agreements, as they did in FY2008/09. This process has been highly successful as it has created expedited and more efficient contract processes.

The Arts Stabilization programs' grants have been awarded since 2002. 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 create meaningful arts experiences 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.

In FY2008/09, Staff received 118 applications from five of the Arts Stabilization programs requesting a total of \$218,353 (Attachment 2). We anticipate requests at a higher level in FY2009/10. Funding decisions are made four times a year or as needed for the Arts Stabilization grant programs. The Arts Stabilization programs include: Marketing Grant, Planning Grant, Microgrant, Support Grant, and Organizational/ Board Development Scholarships. FY2009/10 will include a new grant program in partnership with the Sacramento Regional Community Foundation (SRCF) to reward innovation in surviving and thriving during the economic downturn. Award amounts for all of the Arts Stabilization programs generally range from \$50 to \$5,000 per grant or scholarship. It is expected that the programs offered in FY2009/10 will serve approximately 71 to 130 recipients.

The Arts Stabilization program has thorough accountability processes in place including program guidelines, review criteria, panel review and Arts Commission approval. Grants are awarded based on a competitive application process and panel review. Panelists consist of arts professionals with expertise in a variety of arts disciplines and familiarity with the Sacramento arts community. Organizational Development scholarships are awarded at the staff level.

Funding priorities for the Arts Stabilization programs are partially determined by the upcoming (December 2009) funding recommendation to Council for the 2010 Cultural Arts Awards (CAA) (Attachment 1). Due to the significant decrease in County funds, as a result of their dire budgetary problems, we expect to recommend that CAA not open up a new cycle but rather extend the current cycle by one year, in order to create efficiencies. Thus our Stabilization program helps serve nonprofit arts organizations currently eligible for CAA, but not active CAA grantees. We will recommend full funding of \$350,000 from the City even though the County's contribution will be significantly lower. The City will maintain its high visibility as a

strong supporter of Sacramento's arts organizations, by not cutting its CAA funding, even though CAA has traditionally been funded equally by the City and County.

Financial Considerations: Adequate funding exists in the FY2009/10 Arts Stabilization Budget for this year's Arts Stabilization Program. The Arts Stabilization Budget is funded by one-half percent of the City's Transit Occupancy Tax (TOT), designated by Resolution 99-114. Traditionally, the Arts Stabilization program has re-granted approximately \$120,000 to \$150,000 per fiscal year. Due to the budget crisis, programming was cut back to \$98,000 in FY2008/09. We request the authorization of \$100,000 for distribution to successful applicants of the FY2009/10 Arts Stabilization Program Grants, a slight increase over the FY2008/09 funding. Any unspent funds will be carried over to the following year. These grant programs have no impact on the City's General Fund.

Individual award amounts will not exceed \$5,000. Regular updates will be given to the Arts Commission and SMAC will report back to City Council in Summer 2010 with results of the re-granting programs and to seek approval for the next fiscal year. A report back on FY2009 funding is attached (Attachment 2).

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:

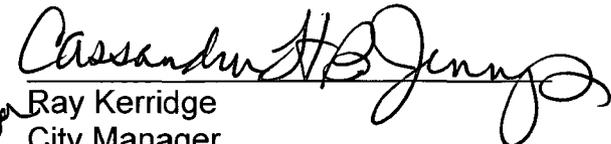

Ray Kerridge
City Manager

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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 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.
 - Arts Stabilization programs have awarded approximately \$758,075 to over 800 grantees consisting of arts organizations, arts groups and individual artists since 2002 through the Arts Stabilization programs – Microgrants, Support Grants, Marketing and Planning Grants and Organizational Development;
 - In FY2009 alone, the Arts Stabilization program awarded a total of \$98,000 to approximately 80 individual artists, arts groups, and organizations (Attachment 2).
 - The Arts Commission conducts outreach for this program through its website, e-newsletter, e-blasts, community e-mail lists, and announcements.
- **Creating Efficiencies.** The Arts Stabilization Program was reengineered in 2008 in an effort to create efficiencies within the program and to serve a wider pool of constituents:
 - The program was expanded to include emerging arts groups and individual artists who could receive funding through Microgrants.
 - The revamped Mini-Grants, which had been renamed, were introduced in FY2009 with quarterly deadlines and panel reviews.
 - On Resolution 2008-776, the City Manager or his designee was authorized to execute all Arts Stabilization contracts, resulting in a more streamlined and effective contract process, allowing the Program to be more responsive to grantee timelines.
- **FY2010 Proposed and Anticipated Budget.** Typically, 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 Development Scholarships and Microgrants are typically awarded in amounts ranging from \$50 up to \$600 and do not require contracts.

- The following table shows the anticipated number of requests and distribution of funds within the budgetary constraints based on past distributions and current priorities. The actual distribution may vary.

Program	Proposed Budget	Projected Approximate # of Grantees
Marketing Grant	\$10,000	3-6
Planning Grant	\$0	0
Professional Support Materials Grant	\$0	0
Microgrant Program/ Traditional Arts	\$20,000	30-50
Support Grant	\$35,000	8-15
Organizational/ Board Development	\$10,000	25-49
Innovation Grant (tentative - SRCF partnership)	\$25,000	5-10
TOTAL	\$100,000	71-130

- **FY2010 Program priorities:** Due to the anticipated recommendation in December that CAA not open up a new cycle but rather extend the current cycle, the Arts Stabilization grant program allotted the highest funding priority to the Support Grant in order to serve nonprofit arts organizations who would be eligible to apply to CAA.
 - The funding opportunities in the above Arts Stabilization recommendations will address the lack of opportunity for the nonprofit arts organizations not currently CAA grantees. We will continue stalwart support of these arts organizations; mainly through the Arts Stabilization Support Grants.
 - Another high priority is Microgrants, as it is making a difference for schools, artists and arts groups. It has made a big impact and has been extremely successful in expanding our reach into the various Sacramento communities.
 - Within three fiscal years of offering the Microgrants:
 - there have been a total of 107 applicants; only 4 of whom were repeat applicants.
 - almost \$40,000 has been awarded to over 75 individual artists, arts groups and arts educators
 - about 25 Microgrant projects directly benefitted youth and/or brought art into a school setting
 - about 20 Microgrant projects directly helped to advance

the career of an artist

- at least 30 Microgrants directly benefitted underserved populations

- **Current Arts Stabilization Programs include:**

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

- Stabilization Grant categories are:
 - Marketing Grant: assists in the development of a marketing project.
 - Planning Grant: assists in the creation of an organizational plan.
 - Professional Support Materials (PSM) Grant: (not offered in FY2009 or FY2010) assists in the development of portfolio materials in any arts discipline.
 - Awarded \$67,848 to 16 grantees in FY2009.

- **Microgrant Program / Traditional Arts** (maximum request amount up to \$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 \$18,780 to approximately 40 grantees in FY2009.
 - A new category—Artists' Residency—was added in FY2009, and was administered by the Arts Education staff using funds from the Arts Education budget. A total of \$8,300 was requested for Artist Residency projects; and a total of \$6,100 was awarded to 13 Artist Residency grantees in FY2009.
 - In FY2010 all Microgrant categories (including Artist Residency) will be administered by Grants & Cultural Programs staff and funded from the Arts Stabilization budget.

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

- Provides seed funding to arts events around Sacramento as well as support for arts events that do not fall within the range of regular SMAC grant programs.
 - Awarded \$7,000 to 2 grantees in FY2009.

- **Organizational Development**

- Provides scholarships to workshops offered year-round to nonprofit arts and cultural organizations in topics such as:
 - Fundraising
 - Board development and management
 - Financial management
 - Marketing
 - Nonprofit management
 - Custom designed workshops in collaboration with the Nonprofit Resource Center and other specialists
 - Work closely with the Nonprofit Resource Center

- Awarded \$4,212 to 20 arts organizations in FY2009
 - Typical grant award amounts ranged from \$50 to \$500

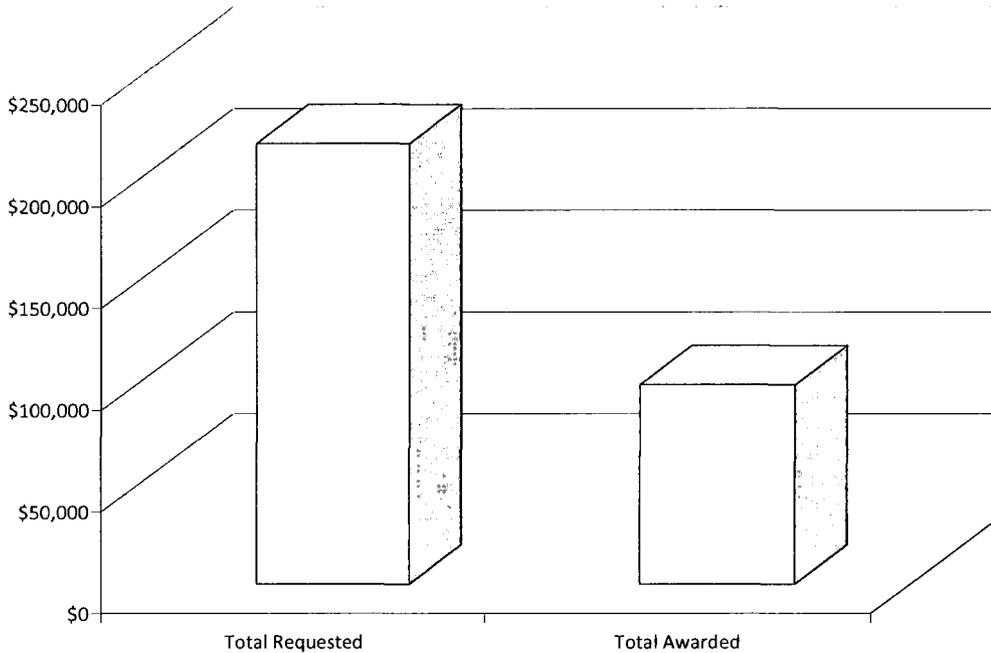
Innovation Grants

FY2010 will tentatively include a new grant program to award innovation in surviving and thriving during this economic downturn. We plan to create this new grant program with the Sacramento Regional Community Foundation (SRCF), thereby leveraging existing resources. The grant program is in development at the time of this writing and will tentatively be offered as a pilot program in this fiscal year. The report in Summer 2010 will detail the grant program as well as its success.

FY2009 Arts Stabilization Program Report-Back

TOTAL REQUEST AMOUNT VS. TOTAL AWARD AMOUNT

The total amount requested of the Arts Stabilization Program during FY2008/09 was \$218,353. The program was only able to award 45% of the total amount requested.



MARKETING GRANT TOTAL REQUEST:	\$132,920
PLANNING GRANT TOTAL REQUEST:	\$24,545
SUPPORT GRANT TOTAL REQUEST:	\$20,000
MICROGRANT TOTAL REQUEST:	\$35,019
ORGANIZATIONAL DEVELOPMENT TOTAL REQUEST:	\$5,869
TOTAL ARTS STABILIZATION REQUEST AMOUNT:	\$218,353

Arts Stabilization Funds were allocated to arts organizations, artists and arts groups. Although all of the \$98,000 was awarded, only \$97,839 was actually distributed. This was due to a grantee not accepting the grant awarded to them; and it was too late to re-distribute the remaining \$161.

The chart below outlines the grants awarded in FY2008/09. It is organized by grant program and also notes the award amount, peer review dates and a brief project description.

MARKETING GRANT	AWARD	PROJECT
Round 1 - peer review January 14, 2009		
Arts & Business Council of Sacramento	\$5,000.00	Evaluate and gather audience development data.
Crocker Art Museum	\$5,000.00	Develop a new institution-wide website.
Fairytale Town	\$4,383.50	Design, fabricate, and install 10 pole banners in the downtown Sacramento area.
KVIE, Inc.	\$4,375.00	Create Spanish language Regional Transit bus advertisements.
La Raza Galeria Posada	\$5,000.00	Conduct a Spanish language and bilingual media campaign.
Phantom Galleries / North Sacramento Chamber of Commerce	\$4,375.00	Create an interactive website.
Sacramento French Film Festival	\$5,000.00	Create and distribute Ad Sleeves
Sacramento Philharmonic Orchestra	\$4,387.50	Enhance web presence and capacity.
Sacramento Traditional Jazz Society	\$4,377.50	Website redesign.
Theatre Production and Technical Academy	\$4,350.00	Create a promotional video, redesign their website and place consistent ads.
Round 2 - peer review May 23, 2009		
Sacramento Children's Chorus	\$3,757.00	Website redesign.
The Sacramento Ballet	\$3,922.00	Engage and increase single ticket sales in the 25-44 year old demographic.
Marketing Grant Total Awarded:		\$53,927.50

PLANNING GRANT	AWARD	PROJECT
Round 1 - peer review January 14, 2009		
Crocker Art Museum	\$4,545.00	Create a Technology Plan.
Lambda Players, Inc.	\$4,241.50	Create a Business Plan.
Sinag-tala Filipino Theater and Performing Arts Association	\$4,233.50	Create an Internet Usage Optimization Plan.
Round 2 - peer review May 23, 2009		
La Raza Galeria Posada	\$900.00	Create a Strategic Plan.
Planning Grant Total Awarded:		\$13,920.00

SUPPORT GRANT	AWARD	PROJECT
Review occurs within 1 month of submission		
Sojourner Truth Multicultural Arts Museum	\$2,000	6th Annual Sojo Fine Arts Festival.
California Lectures	\$5,000	Rita Dove Lecture
Support Grant Total Awarded:		\$7,000

Grant/Agreements: FY2009/10 Arts Stabilization Grants Program September 29, 2009

MICROGRANTS	AWARD	PROJECT
Round 1 - peer review July 18, 2008		
A Bitchin' Space	\$600	2nd Annual Circus Show and Other Atrocities
Block Gallery	\$600	Multimedia Installation
Cornrolls & the Jalapeno Chocolate	\$600	Live @ Carol's Books - an evening of jazz and poetry
First United Methodist Church Sac.	\$600	5 week multidisciplinary program for children
John Morse Guild	\$600	Taiko Drumming Residency
Sac. Native American Health Center	\$600	Film Screening of Native American Films
Sacramento Storytellers Guild	\$600	After School Storytelling Club
thirdeyewitness	\$600	Production of a Film, "Staking Claim"
Round 2 - peer review January 12, 2009		
SaraJane&Co. / T&M Org for the Arts	\$600	"Back to School" Visual Art Exhibit and youth workshops
Bhuddist Church of Sacramento	\$600	"Nihonmachi: The Place to Be" Musical Production
Dena McKitrick	\$600	Completion of community mural project
Center for Contemporary Arts Sacramento	\$435	MS Excel Training for Gallery Staff
The Jazz Generation	\$400	"Justice 4 All Includes Women of Color" Conference
2nd Saturday Map and Guide	\$400	2 mos. production of the guide
Terrestrial Project	\$200	Production of a short film: "A Full Account"
Altares del Mundo	\$600	Annual Altares del Mundo Visual Arts Exhibit
Mira Loma High School	\$600	Taiko Drumming Residency
Voices of CA for Arts, Culture & Diversity	\$600	Production of Langston Hughes' Black Nativity
Judy Kennedy	\$600	Visual Arts Residency
S12 Studios	\$600	A workshop series: "Renaissance Life Drawing with Glen Vilppu"
Emphatikk	\$600	Production of a Music Video
Monie Valentine	\$495	Attendance at Screenwriting Expo
Round 3 - peer review March 23, 2009		
Keith Lowell Jensen	\$600	2nd Annual All-Sketch Comedy Festival
Cordova Meadows Elementary School Music Program	\$600	Production of the Musical, "We Come from Everywhere"
Iris Art	\$550	"Express Yourself" Art and Poetry worksho
Breathe California	\$600	Children/Youth Art Contest
The Academy of Dreams	\$600	Attendance to local Arts Events for a Youth Organization
Ross Hammond	\$600	"IN THE FLOW" jazz and new music festival
Round 4 - peer review May 18, 2009		
Footworks/ Nzinga Woods	\$300	Attendance at Katherine Dunham Technique Seminar 2009
Shani Alford	\$300	Attendance at Katherine Dunham Technique Seminar 2009
David 'Sketch' Sketchley	\$400	Production of a Music Video
E:motion Dance Ensemble	\$300	Summer Dance Production
j. Leah Dance Company	\$500	"Performance in the Park" series
Lisa Van Handel-Lane	\$500	Visual Arts Exhibit
Sue Anne Foster (Mandala Arts)	\$500	Mural at Glenwood Elementary
The Center for Fathers and Families	\$300	5- Week Visual Arts Program, "Breaking Barriers!"
Microgrant Total Awarded:		\$18,780

ORGANIZATIONAL DEVELOPMENT	AWARD	WORKSHOP TITLE
Reviews occur at time of submission		
Sacramento Theatre Co.	\$449.00	ArtsReach Marketing Conference
Race for the Arts	\$449.00	ArtsReach Marketing Conference 2008
Sacramento Philharmonic	\$1,000.00	Board Development Consultation
California Lawyers for the Arts	\$190.00	Developing Powerful Grant Proposals
ViewPoint Gallery	\$85.50	Developing Powerful Grant Proposals
Fairytale Town	\$449.00	ArtsReach Marketing Conference 2008
Sacramento Shakespeare Festival	\$40.00	Art of Setting & Changing Giving Levels
Fairytale Town	\$40.00	Art of Setting & Changing Giving Levels
Sacramento Children's Chorus	\$40.00	Art of Setting & Changing Giving Levels
Sinag-Tala Filipino Theater and Performing Arts Association	\$40.00	Art of Setting & Changing Giving Levels
California Lectures	\$40.00	Art of Setting & Changing Giving Levels
California Lawyers for the Arts	\$40.00	Art of Setting & Changing Giving Levels
Strauss Festival	\$40.00	Art of Setting & Changing Giving Levels
California Lectures	\$40.00	Successful Websites
VSA Arts of California	\$40.00	Successful Websites
Sacramento Area Regional Theatre Alliance	\$55.00	Meaningful Marketing for Nonprofits
Arts & Business Council	\$500.00	ED Bootcamp
Sacramento Area Regional Theatre Alliance	\$55.00	ePhilanthropy
SMAC	\$170.00	Developing Powerful Grant Proposals
Arts & Business Council of Sacramento	<u>\$449.00</u>	ArtsReach Marketing Conference 2008
Organizational Development Total Awarded:	\$4,211.50	

RESOLUTION NO. 2009-

Adopted by the Sacramento City Council

GRANT/AGREEMENTS: FY2009/10 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 County 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 \$100,000 to fund artists, arts groups and arts organizations through the various Arts Stabilization grants and programs through June 30, 2010 from the existing Arts Stabilization Program funds is approved.
- Section 2. Art Stabilization Program grant agreements for awards to grantees not to exceed \$5,000 per grantee are approved, and the City Manager or his designee is authorized execute these agreements.