

Meeting Date: 12/3/2013

Report Type: Consent

Report ID: 2013-00840

Title: Cultural Arts Awards Funding for Calendar Year 2014

Location: Citywide

Issue: The City and County of Sacramento provide grant funding to various arts organizations to advance the community through arts and culture. The City Council must approve the grantees and the award amounts annually.

Recommendation: Pass a Resolution 1) approving third year funding for 55 grantee organizations under the 2012-2014 Cultural Arts Awards (CAA), in a total amount of \$285,676; and 2) authorizing the City Manager or his designee to execute an agreement with the County in the amount of \$285,676 for the County to disburse to the 55 grantees in connection with the grant contracts.

Contact: Suzy Vose, Program Specialist, (916) 808-3981; Shelly Willis, Executive Director, (916) 808-3971, Convention, Culture and Leisure Department

Presenter: None

Department: Convention Culture & Leisure

Division: Metro Arts-Prog Contrib

Dept ID: 17001831

Attachments:

- 1-Description/Analysis
- 2-Background CAA Program History
- 3-CAA 2012-14 Applicant Analysis
- 4-Resolution
- 5-Exhibit A
- 6-Exhibit B

City Attorney Review

Approved as to Form
Kourtney Burdick
11/22/2013 2:25:25 PM

City Treasurer Review

Reviewed for Impact on Cash and Debt
Russell Fehr
11/19/2013 10:33:43 AM

Approvals/Acknowledgements

Department Director or Designee: Rebecca Bitter - 11/20/2013 1:49:25 PM

Description/Analysis

Issue: Staff is recommending that 55 grantees receive third year funding under the 2012-14 Cultural Arts Awards (CAA) program. A summary of the program history and information regarding the 2014 CAA applicants are included in the background attachments.

Policy Considerations: It is the mission of the Sacramento Metropolitan Arts Commission (Arts Commission) to advance the community through arts and culture.

Economic Impacts: None

Environmental Considerations: California Environmental Quality Act (CEQA): Under the CEQA guidelines, Title 14, Section 15378(b), continuing administrative activities do not constitute a project and are therefore exempt from CEQA review.

Sustainability: Not applicable.

Commission/Committee Action: At its regularly scheduled meeting on October 14, 2013, the Arts Commission approved the third year award allocations of the 2014 Cultural Arts Awards.

Rationale for Recommendation: The proposed funding allocation considers the submission of a Mid-Cycle Report by each grantee consistent with program requirements. Staff has found all Mid-Cycle reports submitted to be complete and no grantees have been in breach of contract. As such, the grantees retained the rank and score given to them by the panel in 2011.

Financial Considerations: CAA annual grants are renewable for the same amount each year of the cycle, pending availability of funds. The CAA contracts maintain that funding is contingent upon compliance with contract requirements and availability of funding.

CAA funding is awarded on a calendar year basis. Funding for 2014 is part of the City's FY2013/14 approved budget, and \$285,676 is budgeted out of Arts Stabilization in the General Fund's Citywide and Community Support budget through proceeds from the City's Transient Occupancy Tax.

Total available funding for the 2013 CAA program is \$310,676, encompassing the City's and the County's CAA allocation. Staff is recommending:

City-approved funding:	\$ 285,676
County-approved funding:	\$ 25,000
Total:	\$310,676

This is the last year of the 2012-14 CAA cycle. All applicants will need to reapply for funding in order to receive an award in 2015. Award recommendations for the first year of the 2015-17 CAA cycle will be presented to Council in December 2014. CAA prior year

funds of \$2,260 from 2012 will be reallocated to assist in SMAC's costs for administering the CAA panel in FY 2013-14.

Emerging Small Business Development (ESBD): Not Applicable.

BACKGROUND

Cultural Arts Awards

In recognition of the importance of Sacramento's cultural heritage and to provide opportunities for the public to experience the arts, the Sacramento City Council and County Board of Supervisors make public funds available through the Sacramento Cultural Arts Awards (CAA) program of the Sacramento Metropolitan Arts Commission (Arts Commission).

In keeping with its public mandate, the Arts Commission is fully committed to providing access to a variety of cultural expressions for all of Sacramento County's inhabitants and dedicated to the principles of inclusion, accessibility and diversity. The Arts Commission supports the professional and artistic development of a broad spectrum of artists and arts organizations, arts services, and arts disciplines that reflect the community's demographic, geographic, socio-economic and cultural composition.

Granted through a competitive review process, Cultural Arts Awards assist with partial funding of general operating expenses or project support to nonprofit arts and cultural organizations, government arts agencies, arts service organizations and community organizations with arts programming. Grantees must meet high standards of artistic quality, show evidence of community involvement and outreach and exhibit sound managerial and fiscal accountability. Grant award amounts are based on the review panel's score, an organization's request amount (determined by budget size) and the amount available to re-grant.

The Sacramento Metropolitan Arts Commission is committed to inclusivity and accessibility. The Arts Commission respects and seeks to achieve diversity in its leadership, partnerships and programs. The Arts Commission is committed to cultural equity.

CAA History:

The Cultural Arts Awards program was established as the County Cultural Awards in 1979 with county funding. In 1990-91 City Council began jointly funding the program (Resolution No. 91-321) and renamed it the Sacramento Cultural Arts Awards Program (Resolution 90-996). Since then, the City Council and the Board of Supervisors have approved allocations of combined funds every year to the Sacramento Cultural Arts Awards Program.

In 1999, the City Council and Board of Supervisors approved a plan to make CAA a two-year program (Resolution No. 99-114). In 2005, the Arts Commission received City Council (Resolution No. 2005-920) and Board of Supervisor approval to extend the program to a three year cycle on par with the longer grant cycles that had become the national practice. Organizations are now able to plan on Arts Commission funding for three consecutive years, allowing them greater stability. Grantees welcomed the

extension, leaving them more time to manage their organizations, fundraise, market and reach for higher levels of artistic excellence. There is no loss of accountability with the extension, as the program's system of checks and balances remains in place through a mid-cycle reporting process.

In 2009, the City Council and Board of Supervisors approved a one-time, one year extension of the CAA program to encompass 2010 (Resolution No. 2009-755). In 2010, the City Council and Board of Supervisors approved a second one-time, one year extension of the CAA program to encompass 2011 (Resolution No. 2010-694). Grantee award amounts are based on the size of their budgets and their panel score; because of the two extensions to the program, staff re-calculated award amounts to more accurately reflect current grantee budgets.

SMAC opened the CAA grants to new applicants in 2011, returning to a three-year cycle. The CAA grant will open again for new applicants in 2014 for the 2015-17 cycle.

Mid-Cycle Report:

Grant awards in the second and third years are conditional on submission of a Mid-Cycle Report. The Mid-Cycle Report is used by Arts Commission staff to determine whether a grantee should receive funding in the coming year. If a grantee does not receive funding in one year of the cycle, they are not eligible for funding in subsequent years of that cycle.

Staff analyzes the Mid-Cycle Reports to ensure contract compliance, identify general trends among the grantees, and to design initiatives to address their needs in terms of organizational development where possible. The report details fund utilization, program activities, the current fiscal and organizational health of the organization and artistic and administrative changes in the grant year. Arts Commission staff also conducts site visits throughout the year to assess the health of an organization as needed. Staff has been able to assist several organizations with a variety of technical assistance based on these reporting practices.

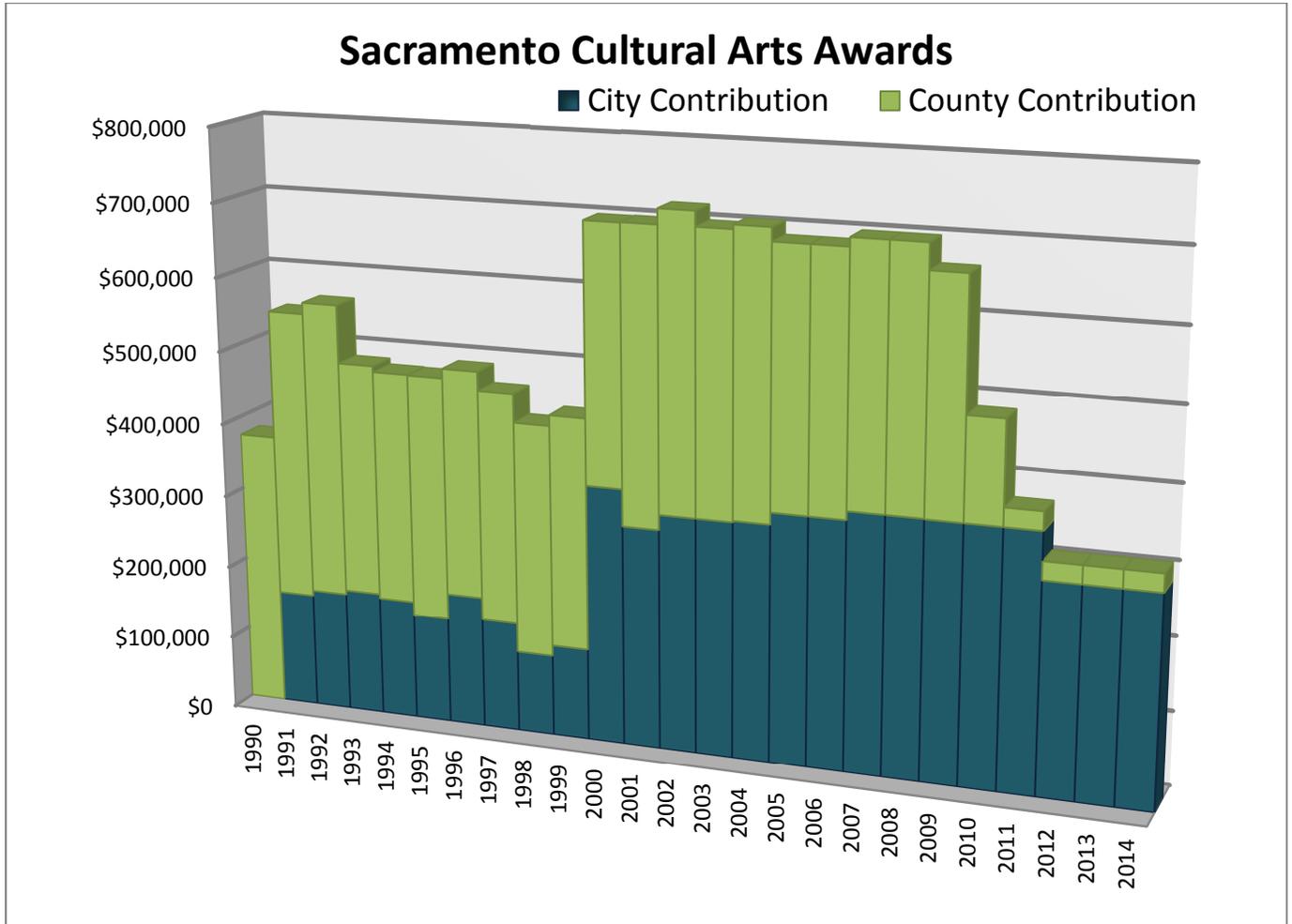
CAA Funding - Fundraisers

For the first time in its history, the 2012 Cultural Arts Award (CAA) re-granting amount was supplemented by private funds. As the public mechanism to support the arts and culture in Sacramento, the CAA has historically been funded solely from City and County Transit Occupancy Tax (TOT) dollars. In order to increase contributions to the CAA grantees and account for City and County budget reductions, Friends of SMAC coordinated with members of the private sector to secure an additional \$39,000 in funding for 2013. Friends of SMAC is a nonprofit 501 (c) 3 organization.

CAA Funding History:

Although eligible funding requests have totaled over \$1.3 million for the new cycle,

available funding for the 2012-2014 cycle is \$310,676 from the City and County. The graph below shows the City and County contributions to CAA since 1990.



BENEFIT OF THE ARTS TO THE CITY OF SACRAMENTO

Using data collected from 2012-14 CAA grantees, this report illustrates the economic impact on the City from the grants that are awarded through the Sacramento Metropolitan Arts Commission.

The City of Sacramento is home to many diverse arts organizations using a number of venues located downtown, midtown and throughout the City. These organizations and the venues they use benefit the city by drawing a collective, annual audience numbering in the hundreds of thousands – an audience that brings business to the city’s restaurants, hotels and parking facilities, as well as visits other Sacramento amenities. It is estimated that 3,054 full time equivalent jobs in our community are supported by the

expenditures made by arts and cultural organizations and/or its audiences.

The City contributed \$285,676 to the CAA program in 2012. The CAA grantees located within the City limits have, in turn, leveraged these funds within their \$47.6million organizational expenditures in 2011 alone. As suggested by their line item expenditures, most of this money is paid to local businesses for products and services that support the presentation – and enjoyment – of the organizations' programming.

There are fifty-five organizations that receive funding every year from the 2012-14 CAA grant. It is estimated, according to the Economic Prosperity Calculator published by Americans for the Arts (AFTA), that the total impact of 55 arts organizations and their audiences is \$72.8 million on area household incomes and \$4.7 million on local government (e.g. license fees, taxes) through their expenditures every year.

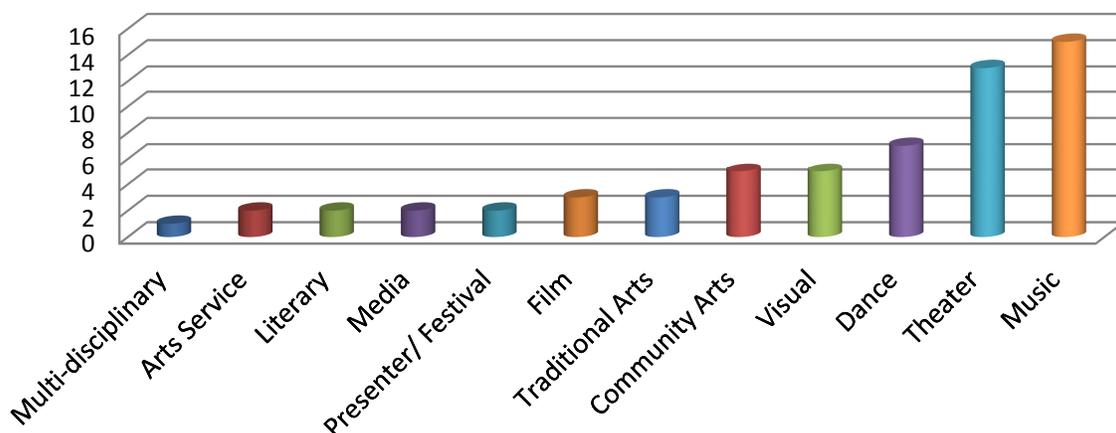
Of the 55 organizations funded through the current 2012-14 cycle, 75% use at least one venue located within Sacramento city limits. This includes City-operated venues such as the Community Center Theater and the Memorial Auditorium, enabling the City to earn revenue. Other City venues such as Old Sacramento are also often utilized, bringing further revenue to the City. The 2012-14 CAA grantees using venues located within the City together account for nearly 80% of the program's proposed award funds. Seventy-nine percent of the CAA grantees have offices within the City.

CAA grantee events taking place in venues located within the City draw an annual attendance of approximately 1.98 million people, including citizens of Sacramento, its surrounding communities and travelers visiting Sacramento. According to AFTA's Economic Prosperity Calculator, these audiences draw an additional \$43.5 million annually to businesses surrounding arts venues. This money typically goes toward such expenses as dining, parking, and lodging; and supports 1,237 full time jobs per year.

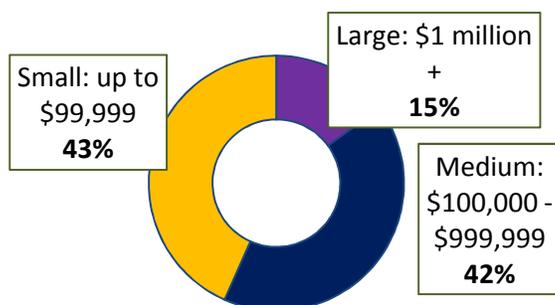
APPLICANT DATA ANALYSIS 2012-14 CAA Applicants

- The combined arts budgets (2011) of the applicant organizations total \$48.9 million, down from almost \$94 million in 2008. The combined grant requests for this cycle total \$1.3 million.
- The Sacramento Metropolitan Arts Commission is committed to inclusivity, accessibility and cultural equity. Arts Commission staff strives to build relationships with new culturally specific organizations, through outreach and encouragement.
 - 2012-14 CAA applicants include multicultural and culturally specific groups such as Asian, Pacific-Islander, Latino/ Hispanic, African-American, GLBT, and groups that serve disabled and economically disadvantaged communities.
 - All grantees conduct outreach programs to schools, senior citizens, and/ or target neighborhoods with few cultural activities, reaching over 330,000 youth (K-12) in 2011 alone.
- The following charts show a breakdown of 2012-14 CAA applicants by artistic discipline and budget size.

Applicant Organizations by Artistic Discipline

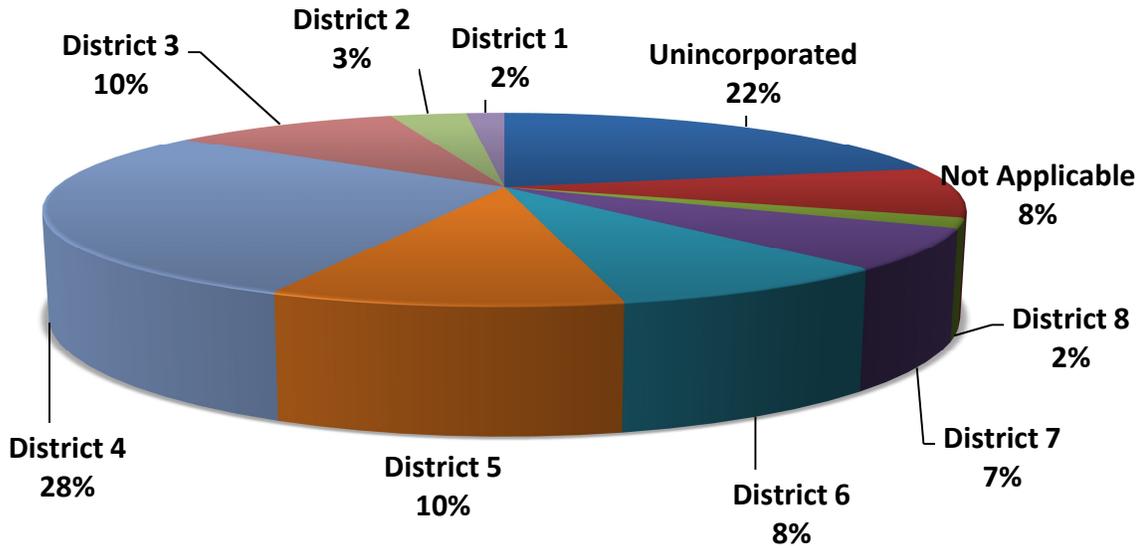


Applicant Organizations' Budget Sizes

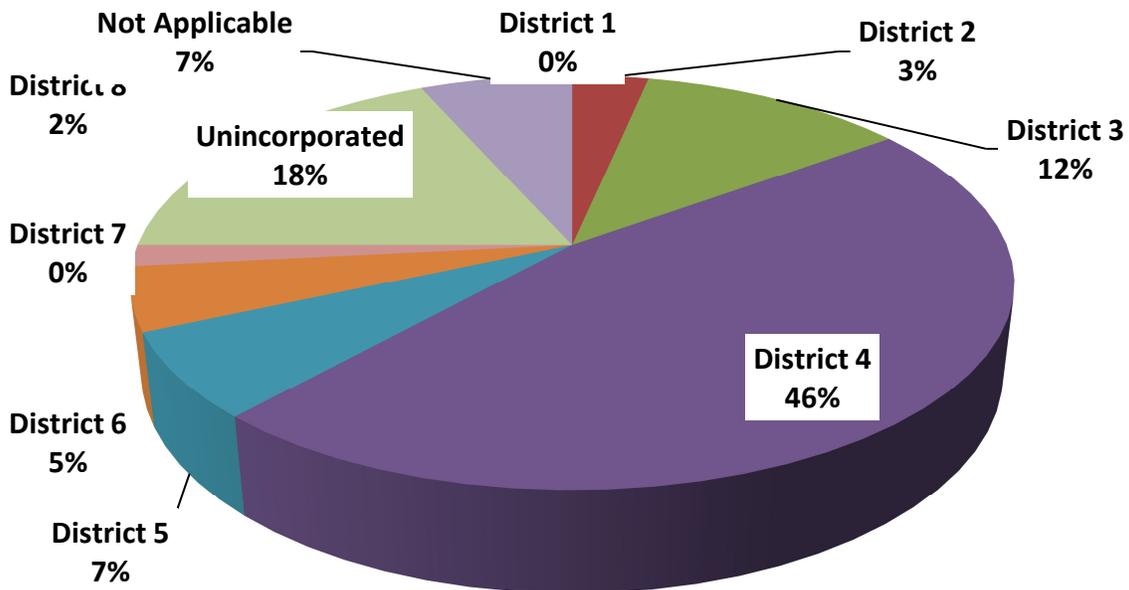


- The Following charts show a breakdown of 2012-14 CAA applicants by venue and office locations in City Council districts.

City District Distribution -- Office Space



City District Distribution -- Venue



RESOLUTION NO. 2013-

Adopted by the Sacramento City Council

APPROVING AUTHORIZATION OF THE THIRD YEAR ALLOCATION OF THE 2012-14 CULTURAL ARTS AWARDS FOR A TOTAL OF \$285,676; AND APPROVING AUTHORIZATION OF THE CITY MANAGER OR HIS DESIGNEE TO EXECUTE AN AGREEMENT BETWEEN THE CITY AND COUNTY FOR THE TRANSFER OF \$285,676 IN CITY FUNDS TO THE COUNTY FOR THE COUNTY'S FACILITATION OF THE GRANTS' CONTRACTS.

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 2005, the program was changed to a three-year cycle by Resolution 2005-920.
- C. This is the third year of the 2012-14 CAA cycle. Grantees applied in 2011 and were reviewed by a panel of professional artists and arts administrators. Award amounts are based on the score received by the panel, available funding and the grantee request amount.

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

- Section 1. The funding of 55 grantee organizations identified in Exhibit A in the total amount of \$285,676 under the 2014 Cultural Arts Awards Grant Program is approved.
- Section 2. The City Manager or his designee is authorized to execute an agreement with the County, attached as Exhibit B, for the payment of \$285,676 in City funds to the County for the County's administration and disbursement for the Cultural Arts Awards grant program.
- Section 3. Exhibits A and B are part of this Resolution.

**2012-14 CULTURAL ARTS AWARDS
FUNDING ALLOCATIONS FOR 2012**

ORGANIZATION	City	County	2014 Award
Allied Ceramics Art Institute	\$827.68	\$827.68	\$1,655.37
Asian Pacific Rim Street Fest	\$5,693.99	\$116.20	\$5,810.19
Bread of Life/ Spirit in the Arts	\$4,679.20	\$311.95	\$4,991.14
California Lawyers for the Arts	\$2,615.74	\$174.38	\$2,790.12
California Musical Theatre	\$8,589.39	\$572.63	\$9,162.02
Camellia Symphony Orchestra	\$5,766.01	\$384.40	\$6,150.41
Camerata California	\$2,788.24	\$185.88	\$2,974.12
Capital Jazz Project	\$3,065.48	\$204.37	\$3,269.85
Capital Public Radio	\$6,536.44	\$435.76	\$6,972.20
Capital Stage Company	\$11,712.00	\$780.80	\$12,492.80
Capitol Ballet Company	\$3,080.91	\$205.39	\$3,286.30
Celebration Arts	\$3,549.29	\$72.43	\$3,621.72
Center For Contemporary Art Sacramento	\$4,891.32	\$99.82	\$4,991.14
Chamber Music Society of Sacramento	\$1,352.47	\$90.16	\$1,442.63
Chautauqua Playhouse	\$2,429.51	\$2,429.51	\$4,859.01
Citywater	\$669.43	\$44.63	\$714.06
Crocker Art Museum	\$17,577.56	\$1,171.84	\$18,749.40
Developmental Disabilities Service Organization	\$12,642.35	\$842.82	\$13,485.18
Fair Oaks Theatre Festival	\$1,914.37	\$1,914.37	\$3,828.74
Festival of New American Music	\$4,086.18	\$205.90	\$4,292.08
Folsom Symphony	\$3,366.72	\$3,366.72	\$6,733.45
Galena Street East	\$5,407.83	\$110.36	\$5,518.19
Hmong Cultural Arts	\$3,108.31	\$63.43	\$3,171.74
I Can Do That!	\$6,891.81	\$140.65	\$7,032.46
Images Theatre Company	\$5,611.74	\$114.53	\$5,726.26
Instituto Mazatlan Bellas Artes	\$5,475.63	\$111.75	\$5,587.38
KVIE, Inc.	\$7,826.11	\$159.72	\$7,985.83
La Raza Galeria Posada	\$9,702.02	\$198.00	\$9,900.02
River City Theatre Company	\$5,153.98	\$105.18	\$5,259.16
Sacramento Ballet	\$10,097.02	\$206.06	\$10,303.09

**2012-14 CULTURAL ARTS AWARDS
FUNDING ALLOCATIONS FOR 2012**

ORGANIZATION	City	County	2014 Award
Sacramento Capitolaires	\$1,179.65	\$24.07	\$1,203.72
Sacramento Children's Chorus	\$7,572.77	\$154.55	\$7,727.31
Sacramento Chinese Community Service Center	\$1,646.66	\$33.61	\$1,680.26
Sacramento French Film Festival	\$5,557.15	\$113.41	\$5,670.56
Sacramento Gay Men's Chorus	\$3,549.29	\$72.43	\$3,621.72
Sacramento International Gay and Lesbian Film Festival	\$3,752.16	\$76.57	\$3,828.74
Sacramento Japanese Film Festival	\$2,457.25	\$50.15	\$2,507.40
Sacramento Master Singers	\$6,832.81	\$139.45	\$6,972.26
Sacramento Opera Company	\$7,289.93	\$148.77	N/A
Sacramento Philharmonic Orchestra	\$8,164.88	\$166.63	N/A
Sacramento Region Performing Arts Alliance			\$15,770.22
Sacramento Poetry Center	\$2,698.50	\$55.07	\$2,753.58
Sacramento Shakespeare Festival	\$3,532.57	\$72.09	\$3,604.67
Sacramento Taiko Dan	\$3,933.89	\$80.28	\$4,014.18
Sacramento Theatre Company	\$9,035.53	\$184.61	\$9,220.14
Sacramento Women's Chorus	\$768.81	\$15.69	\$784.50
Sacramento Youth Symphony	\$11,523.90	\$235.18	\$11,759.08
Sinag-tala Filipino Theatre and Performing Arts Association	\$1,144.22	\$23.40	\$1,167.62
Sojourner Truth Multicultural Arts Museum	\$1,232.66	\$25.16	\$1,257.82
Sol Collective	\$5,776.68	\$117.89	\$5,894.57
Stages, Folsom Dance Arts	\$3,237.03	\$3,237.03	\$6,474.05
Strauss Festival of Elk Grove	\$1,384.21	\$1,384.21	\$2,768.41
Sutter Street Theater	\$2,455.86	\$2,455.86	\$4,911.71
Teatro Nagual	\$4,633.56	\$94.56	\$4,728.13
Theatre for Children/ B Street	\$15,523.23	\$316.80	\$15,840.03
Verge Center for the Arts	\$3,684.07	\$75.19	\$3,759.25
	\$285,676.00	\$25,000.00	\$310,676.00



Requires Council Approval: No YES Meeting: 12-3-14

Real Estate Other Party Signature Needed Recording Requested

General Information

Type: Professional Services Non-Comp-Prof Service	PO Type:	Attachment: Original No.:
\$ Not to Exceed: \$ 285,676		Original Doc Number:
Other Party: County of Sacramento		Certified Copies of Document::
Project Name: Cultural Arts Awards		Deed: <input type="checkbox"/> None <input type="checkbox"/> Included <input type="checkbox"/> Separate
Project Number:	Bid Transaction #:	E/SBE-DBE-MWBE:

Department Information

Department: CCL Division: Metro Arts
 Project Mgr: Suzy Vose Supervisor: Shelly Willis
 Contract Services: Mike Kerton Date: 11-19-13 Division Mgr: Shelly Willis
 Phone Number: 808-3982 Org Number: 17001831
 Comment:

Review and Signature Routing

Department	Signature or Initial	Date
Project Mgr:	SNW	11-19-13
Accounting:	mk	11-19-13
Contract Services:		
Supervisor:		
Division Manager:	SN	11-19-13

City Attorney	Signature or Initial	Date
City Attorney:	KCB	11/20/13

Send Interoffice Mail Notify for Pick Up

Authorization	Signature or Initial	Date
Bonebrake, Barbara Department Director:		
City Mgr: yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		

Contract Cover/Routing Form: Must Accompany ALL Contracts; however, is not part of the contract. (01-01-09)

For City Clerk Processing	
Finalized:	
Initial:	
Date:	
Imaged:	
Initial:	
Date:	
Received: (City Clerk Stamp Here)	

**CITY OF SACRAMENTO
AGREEMENT FOR ADMINISTRATION OF FISCAL YEAR 2013/14 SACRAMENTO
CULTURAL ARTS AWARDS GRANT FUNDS**

This Agreement is made and entered into the ___ day of _____, 2013 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 2012-2014 Sacramento Cultural Arts Awards ("CAA Program").
- B. CAA grants are awarded to City and County nonprofit arts organizations to partially fund operating expenses and support arts projects.
- C. CAA 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.
- D. The Sacramento Metropolitan Arts Commission has selected CAA grantees for the calendar year 2014.
- 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 two-hundred and eighty-five thousand, six hundred seventy-six dollars (\$285,676), which the County shall re-grant to the third-year recipients of the 2012-14 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

County of Sacramento

Barbara E. Bonebrake, Director
Convention, Culture & Leisure Dept.
For: John F. Shirey, City Manager

Chairperson of the Board of Supervisors

Attest:

Attest:

City Clerk

Clerk of the Board of Supervisors

Approved as to Form:

Approved as to Form:



Deputy City Attorney

Deputy County Counsel

Exhibit A

CAA 2014 Award Amount

ORGANIZATION	City	County	2014 Award
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Sacramento Philharmonic Orchestra	\$8,164.88	\$166.63	\$ 8,331.51
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Verge Center for the Arts	\$3,684.07	\$75.19	\$ 3,759.25
TOTALS:	\$285,676.00	\$25,000.00	\$310,676.00