



REPORT TO COUNCIL

City of Sacramento

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

Consent
August 22, 2006

Honorable Mayor and
Members of the City Council

Title: 2006-2007 Marketing Mini-Grant Arts Stabilization Program

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

Recommendation: Adopt a **Resolution** (1) approving funding for the 2006-07 Marketing Mini-Grants from funds reserved in the Arts Stabilization Carryover in the amount of \$80,920. (2) Authorizing the City Manager to execute 2006-2007 Marketing Mini-Grant agreements with the twenty grantees listed in Exhibit A

Contact: Ruth Rosenberg, Arts Stabilization Consultant, 455-6383; Rhyena Halpern, Interim Manager, Metropolitan Arts Division 566-3989

Presenters: Not Applicable

Department: Convention, Culture & Leisure

Division: Metropolitan Arts Division

Organization No: 4241

Description/Analysis:

Issue: The Marketing Mini-Grant Program is mandated by the Arts Commission's Business Plan. City Council approval is requested to encumber funds from the Arts Stabilization Carryover.

A summary of the Program history and data on this year's applicants is included as Attachment 1.

Policy Considerations: As stated in the Arts Commission's current (2002-2007) Cultural Business Plan, a goal of the Commission is to "enhance organizational and financial stability of arts and cultural organizations". Towards this goal, the Plan calls for the Commission to provide additional support to Sacramento County arts organizations in the area of marketing; which the Marketing Mini-Grant provides.

Committee/Commission Action: The Sacramento Metropolitan Arts Commission approved the proposed funding for twenty 2006-07 Marketing Mini-Grant applicants on June 12, 2006. The vote to approve proposed funding for the Crocker Arts Museum was passed with 8 yes, 0 no, 2 absent and one abstention by Commissioner Merksamer. The vote to approve proposed funding

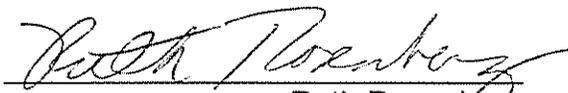
for the remaining 19 applicants was passed with a vote of 9 yes, 0 no and 2 absent.

Environmental Considerations: Planning and Building Department, Environmental Planning Services staff has determined that this grant program is not a "project" under the California Environmental Quality Act (CEQA) Guidelines section 15378(2) (4). The proposed grant program is not a "project" as defined under CEQA because it is a creation of a government funding mechanism that does not involve a commitment to a specific project that may have a potentially significant impact on the environment.

Rationale for Recommendation: The twenty organizations recommended for funding each meet the review criteria for funding. The recommended award amounts are based on the applicant's scores. For instance, an organization that received a score of 9.33 (out of a possible 10) will receive 93.3% of their request. The four organizations not recommended for funding submitted applications that were not as complete as the top twenty, and the panel recommended that they not be funded. They each received scores of 5.67 or lower. Staff will work with these organizations to help them improve their future applications.

Financial Considerations: Funding in the amount of \$80,920 is reserved in the Arts Stabilization Carryover Fund 101, Organization 7116.

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

Respectfully Submitted by: 
Ruth Rosenberg
Arts Stabilization Consultant

Approved by: 
Rhyena Halpern
Interim Manager, Metropolitan Arts Division

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

Recommendation Approved:

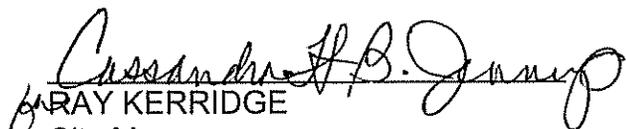

RAY KERRIDGE
City Manager

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Attachment 1

Background

1. The purpose of the Marketing Mini-Grant Program is to improve and expand marketing efforts for arts organizations in Sacramento County. Approved by the City Council on Resolution 2002-395, The Sacramento Metropolitan Arts Commission's current (2002-2007) Business Plan seeks, as one of its many goals, to improve and expand marketing efforts of our local arts organizations.
2. In 2001 the Arts Commission published the Sacramento Market Study, a comprehensive view of the potential audience for the arts in the region. Conducted by ArtsMarket, the study identified a large untapped audience for the arts and culture in the region. The study also found that arts organizations must allocate additional resources to reach these audiences.
3. In response to the findings of the ArtsMarket Study, and in keeping with the ongoing stabilization programs of the Arts Commission, the Marketing Mini-Grant Program was created. First offered in 2003, the Marketing Mini-Grant is awarded annually on a competitive basis to fund new marketing initiatives.
4. On February 13, 2006 the 2006-07 Marketing Mini-Grant Program RFP was released. Efforts were made to widely distribute the grant guidelines and application and to seek out groups that have traditionally received little or no funding from the Arts Commission. Methods of distribution included direct mail, email, website posting and press announcements.
5. Twenty-four applications were received by the April 6, 2006 deadline. The combined arts budgets of the applicant organizations total \$33,257,072 (ranging from \$5,500 to \$14,869,228). Applicant organizations include theater, music, visual art, dance, arts service, traditional, broadcast and film.
6. Seventeen of the current applicants have received Marketing Mini-Grants in the past. Fifteen received funding last year and thirteen of these are being recommended for funding this year. One organization, Instituto Mazatlan Bellas Artes de Sacramento, has never applied for SMAC funding before; the organization Art Directors and Artists Club is a past Cultural Arts Awards recipient, but has not sought SMAC funding for many years. Both are currently being recommended for funding. Last year, both the League of Sacramento Theatres and Hmong Cultural Arts submitted Marketing Mini-Grant applications that were not funded; both are being recommended for funding this year.

RESOLUTION NO.

Adopted by the Sacramento City Council

2006-07 Marketing Mini-Grant Program

BACKGROUND

- A. The Marketing Mini-Grant program is mandated by the Arts Commission's Business Plan, and is awarded annually. Funding comes from the Arts Stabilization Carryover.

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

- Section 1. That funding for the 2006-2007 Marketing Mini-Grant program from funds reserved in the Arts Stabilization carryover (Fund 101, Organization 7116) in the amount of \$80,920 is approved.
- Section 2. That the City Manager is authorized to execute the 2006-2007 Marketing Mini-Grant agreements with the twenty grantees listed in Exhibit A.

Table of Contents:

- Exhibit A List of 2006-07 Marketing Mini-Grant grantees

Exhibit A
List of 2006-07 Marketing Mini-Grant grantees

APPLICANT	Grant Amount
Art Directors and Artists Club	\$4,085
Asian Cultural Exchange	\$3,665
California Consultancy for Arts Education, Inc.	\$4,000
California Lawyers for the Arts	\$3,500
Capital Public Radio	\$4,500
Crocker Arts Museum Association	\$4,750
Fairytale Town	\$4,500
Folsom Civic Ballet Theatre	\$3,585
Hmong Cultural Arts	\$3,335
Instituto Mazatlan Bellas Artes de Sacramento	\$3,335
KVIE, Inc.	\$4,835
League of Sacramento Theaters	\$3,835
Sacramento Children's Chorus	\$4,665
Sacramento Choral Society & Orchestra	\$4,665
Sacramento French Film Festival/Alliance Francaise de Sacramento	\$4,250
Sacramento Opera Association	\$3,915
Sacramento Philharmonic Orchestra Association	\$3,500
Sinag-tala Filipino Theater and Performing Arts Association	\$3,000
The Sacramento Ballet Association	\$4,000
Theatre for Children, Inc.	\$5,000
TOTAL	\$80,920

