## SACRAMENTO METROPOLITAN ARTS COMMISSION AGENDA

Meeting Date: November 17, 2004 1:30pm-2:30pm

Sacramento Metropolitan Arts Commission Conference Room 2030 Del Paso Blvd., Sacramento, CA 95815

For information, call (916) 566-3992

#### DISCLOSURE OF PUBLIC RECORDS

It is the policy of the City of Sacramento to fully cooperate with the public and honor our obligation under law to provide public access to documents which are public records, while protecting individuals' right to privacy. Information pertinent to the Commission Agenda is available to read at the Commission office.

#### **BROWN ACT INFORMATION**

For purposes of the Brown Act (Govt. Code Sect. 54954.2(a), the numbered items listed on this agenda shall be the "... brief general description of each item of business to be transacted or discussed at the meeting." The recommendations of the staff and/or committees shown on this agenda do not prevent the Commission from taking other action.

## PUBLIC PARTICIPATION IN MEETINGS

While the Commission welcomes and encourages participation in the meetings, you are requested to limit your comments to three minutes so that everyone may be heard. Public testimony will be permitted on each agenda item as it is called. Matters under the jurisdiction of the Commission, and not on the posted agenda, may be addressed by the general public following the completion of the regular agenda and any off-agenda matters before the Commission for consideration. The commission limits testimony on matters not on the agenda to three minutes per person and not more than fifteen minutes for a particular subject.

- I. CALL TO ORDER
- II. APPROVE AGENDA OF NOVEMBER 17, 2004
- III. APPROVE MINUTES OF SEPTEMBER 15, 2004
- IV. APPROVE MINUTES OF SPECIALMEETING, OCTOBER 26, 2004
- V. COMMITTEE REPORTS (10 MINUTES): AEO Program Update (5 minutes) (Porras)

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V		ACTION ITEMS.		•					
	A.	A. NOMINATION OF COMMISSION CHAIR (WALKER):							
		COMMISSION ACTION: Moved:	Seconded:	Ayes:N	oes: Abse	nt:			
	В.	(BRIEF PRESENTATION BY JAMES M ORCHESTRA)	CCORMACK MCCORM	ICK, SACRAME	NTO CHORA	L SOCIETY			
		APPROVAL OF 2004-05 CAA MID CYCLE/ SECOND YEAR FUNDING (HALPERN):							
	,	COMMITTEE ACTION: October 25, 200 COMMISSION ACTION: Moved:	04 Ayes: 5 Noes: 0 Abse Seconded:	nt: 2 Ayes:	Noes:	Absent:			
				·					
	C	APPROVAL OF 2005-06 VIDEO SUPP	ORT MATERIALS GRAN	VT AWARDS (RO	OSENBERG):				
		COMMITTEE ACTION: October 25, 20 COMMISSION ACTION: Moved:	04 approval of all 21 CA. Seconded:	A grantees in full Ayes:	Ayes: 5 Noes	s: 0 Absent: 2 Absent:			
-	D.	APPROVAL OF 2005-06 MARKETING	G MINI GRANT GUIDEL	INES/APPLICAT	ΓΙΟΝ (ROSEI	NBERG):			
	N.	COMMISSION ACTION: Moved:	Seconded:	Ayes:	_ Noes:	Absent:			
	E.	APPROVE POET LAUREATE APPLICA	ATION (HALPERN):						
		COMMITTEE ACTION: October 11, 200 COMMISSION ACTION: Moved:	04 unanimously approved Seconded:	Ayes:	Noes:	Absent:			
VI.	PRES	SENTATION(S): Budget Presentation (M	MACKAY)						
VII.	DISC	CUSSION ITEM(S):							
VIII.	PUB	LIC TESTIMONY:							
IX.	СНА	IR'S REPORT:		,		*****			
 X.	DIRE	ECTOR'S REPORT: WILL BE DISTRIBUT	ED AT MEETING	· · · · · · · · · · · · · · · · · · ·					
XI.	OLD	OR NEW BUSINESS:							
XII.	ADJ(	OURNMENT:							

NEXT MEETING: WEDNESDAY, DECEMBER 15, 2004 AT 1:30 P.M.

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# SACRAMENTO METROPOLITAN ARTS COMMISSION MINUTES

Meeting Date: September 15, 2004 1:30 p.m. 4:00 p.m.

> 2030 Del Paso Blvd. Sacramento, CA 95815

For information, call (916) 566-3992

## COMMISSIONERS

JOHN WONG NAN MAHON JAN GEIGER

NAN MAHON.

DAPHNE GAWTHROP, CHAIR

JOANNA DE LA CUESTA: DON SRONCE: LINDA MERKSAMER JENNIFER TACHERA

PATTI MILLER

MARGIPARK

NEILÉ SOOHOO

I. CALL TO ORDER at the hour of 1:36p.m by Vice-Chair Sronce.

Present: de la Cuesta, Geiger, Mahon, Merksamer, Miller, Park, SooHoo, Sronce, Tachera, Wong

Excused: Gawthrop

APPROVE AGENDA OF SEPTEMBER 15, 2004:

All ayes

II. APPROVE MINUTES OF AUGUST 18, 2004:

One correction: Sronce and Gawthrop's terms started at same time on Item A.

Approve with correction: All ayes

III. COMMITTEE REPORTS (10 MINUTES): Grants Committee Update (Pomo/Halpern): Halpern introduced Pomo to Commission. Pomo wanted to acknowledge Halpern for her hard work and dedication to SMAC. He began saying the CAA mid cycle reports were due today and they would go in front of the GCP Committee in October, SMAC in November and City Council in December. Pomo stated the Video Support grant's application guidelines were much tighter than first time and grant would be administered by the Stabilization consultant, Ruth Rosenberg. He mentioned the ArtScapes project had 18 grantees, 17 which have been completed and one grantee given extension. Pomo reminded the Commission that ArtScapes funds grass roots arts projects in Sacramento which was where all arts groups started. He said Montoya provided 81 readings and workshops during his tenure as Poet Laureate and was an inspiration to the arts. Pomo

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concluded the Visitors Guide was better quality and the African American insert became a finalist in the Cultural Heritage Category for the travel industry award. Geiger asked about payment of Visitor Guide publication. Director Walker replied that Sacramento Convention and Visitor's Bureau (SCVB) paid for the book and SMAC paid for the insert. Halpern said the visitors guide would be doing a promotional with BART and AMTRACK along with SCVB to bring more Bay Area residents here to Sacramento. Pomo announced that SMAC were giving away 60 pairs of tickets on the radio for Arts Day October 1st.

#### IV. ACTION ITEMS:

A. APPROVE 2005 VIDEO SUPPORT MATERIALS MINI-GRANT PROGRAM GUIDELINES AND APPLICATION (ROSENBERG/HALPERN):

COMMISSION ACTION: Moved: Merksamer Seconded: Tachera Ayes: 10 Noes: 0 Absent: 1

Halpern said SMAC had a grant called Community Enhancement Grant which reached out to underserved communities. She said the CEG was no longer needed but SMAC got complaints from panels about the video/audio quality that was being presented at panels. Halpern expressed that the art groups applicants would have gotten a better rank on their applications if they had stronger support materials. She said the applicants said they don't have time or money to put performance video together. Halpern said the Video Support Grant came out of chronic need for funding for better audio/video presentation for applications. She said with better video support, the arts groups could use for advocacy, donor meetings, applications and put into places like hotel rooms to market the arts to visitors. Geiger suggested the videos plug in current tickets available as well. Halpern said the grants area was designed with Stabilization to get stronger on technical marketing level firs offered in FY 03-04. She said SMAC interviewed 5-6 production companies that would give a strong product and came up with Royce Video, who has been working on past arts projects. We would allow the arts groups (when filling out application) to pick their own production company with a memo of understanding, timeline and budget. Halpern expressed that the grant should target all grantees but especially giving this grant for repurposing (editing) making the video flashy or marketing. She said the grant was up to \$3,000 and giving the grantees a season and a half to finish product. Merksamer asked if the video was just a piece of the event and Halpern stated the maximum time for the video was 5 minute which could include a special performance for the camera. Wong asked if there were any special criteria for quality control on the videos and Halpern answered that SMAC felt Royce could give that high quality. Rosenberg included that a final evaluation on how the grant worked for the grantees was offered and their remarks helped us on what they envisioned.

#### APPROVAL OF PRELIMINARY ARTS PLAN FOR PLAZA LOFTS PROJECT (SHRA) (BLOOM):

COMMISSION ACTION: Moved: Merksamer Seconded: Miller Ayes: 9 Noes: 1 Absent: 1

Bloom passed around revised budget for project and presented Wurl, Owyang and Hitchcock to Commission. She said that developers for project hired Hitchcock as arts consultant. Hitchcock stated that developer wanted to bring more zip into Sacramento core. He stated the building has 225 rental units with possible art opportunities. Hitchcock said the opportunities were outside the sconces, glass doors, canopies, lobby tower, railings and tree grates. Wong noticed that the artists Hitchcock picked were from out of the area and asked if he was picking someone from Sacramento. Hitchcock replied he could not find anyone that has actually gone through a public project like this. Geiger stated she wanted to see more public artists from Sacramento picked for this building. Hitchcock said Stone, Riegal and Oldman were picked as local artists. Wong said he understood the pressing of time on the building schedule but affirmed he would like to see more local artists involved in construction. The developer group wanted to interview three metal workers and a few glass artists. Sronce observed that some of the artists Hitchcock has selected have been used by the consultant repeatedly. SooHoo asked when the Commission would get to see the artwork and Bloom replied the artwork would come back as part of the proposals. Director Walker said APP was asking for the approval of arts plan to do railings, sconces, grates and canopies. Wurl stated the developer did not take in account for the advisory fee when showing budget. He emphasized that the budget was preliminary, depending on artists' proposals. SooHoo said he spent time with Mahoney and showed her project. He said that project was very difficult to scale and that not everyone was up and running to produce massive work to stand 100 years of wear. Tachera suggested a mentoring system involving a Sacarmento artist on the project that does not have experience in upscale public art projects. Director Walker suggested to Hitchcock to bring the final budget amount back to the Commission in December.

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## C. APPROVAL OF PROPOSALS FOR CITY HALL ARTISTS-HELD, WANG, STEGER, PADILLA, SERLIN AND LAMBERT FOR CITY HALL EXPANSION PUBLIC ART PROJECT (BB82-CITY) (BLOOM):

Bloom said that City Hall has two buildings: historic and the City Hall extension with Plaza. She stated a panel approved six artists who came to present proposals. Bloom concluded that proposals would go in front of City Council on October 26<sup>th</sup>. There was positive edback both from Council Members and the public on the proposals.

#### COMMISSION ACTIONS:

a) KURT STEGER, LOBBY ALCOVE: APPROVE AS PRESENTED: Motion: Geiger Seconded: Merksamer Ayes: 10 Noes: 0 Absent: 1

Steger explained he wanted a Zen garden, a quiet space to reflect and center self. He said Sacramento was a nature space and wanted to bring contrast to City Hall. Steger explained woodwork was handmade and walls of alcoves would have wood drawing of topographical map of boulder in center of room. The other alcove would have opposite effect like Yen/Yang. He said instead of boulder, step the boulders all the way up and cut into slices giving shadow lines hollowing it out. The tree form was coming down to cast bronze holder. The benches would be made from local wood and freestanding. Mahon asked about using California state rock and Steger replied that rock had too much asbestos contained in it but would use local stone. Wong suggested using segment of wood from one of Sacramento's Sister Cities and Steger said he would consider it.

b) JIAN WANG, COUNCIL CHAMBERS: APPROVE AS PRESENTED:

Motion to move forward with artwork: Miller Seconded: Merksamer Ayes: 10 Noes: 0 Absent: 1

Wang said he was from China and worked as engineer. He came to American and has been artist for over 15 years. Wang was trying to convert ideas on canvas into 3 large panels with the idea of American River and Sacramento skyline. He wanted the painting to be more "city like" with more of the presentation of the city than the county. Wang suggested his focal point be the Tower Bridge giving a sense of warmth and bright future of Sacramento. He concluded the painting would be 24 feet long and 6 feet wide using fall colors for cityscape. Sronce said the Committee liked Wang's painting of the new day coming over the horizon.

c) MERLE SERLIN, ELEVATOR NICHES: APPROVE AS PRESENTED: Motion: Merksamer Seconded: Park Ayes: 10 Noes: 0 Absent: 1

Bloom said Serlin was creating five different pieces for the niches beside each of the elevator doors. She concluded that Serlin knew about public art on the natural beauty of the whole state of California.

Serlin began that Sacramento has more trees per capita providing a sense of sanctuary. She said trees could not move and rooted in place along with being adaptable. Serlin expressed her works would bring out the essence of the trees. Her work would start with the roots on the bottom floor working the way up towards the fifth floor using fabric collage. Serlin concluded each part of the tree would be from species local to Sacramento.

d) COLIN LAMBERT, CEILING FRIEZE: APPROVE AS PRESENTED: Motion: Merksamer Seconded: Miller Ayes: 10 Noes: 0 Absent: 1

Bloom said ceiling frieze was 18 inches tall and 71 feet around in circumference. She introduced Lambert and concluded the height from the floor to the frieze was 18 feet.

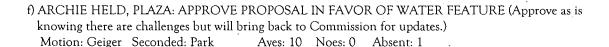
Lambert said he studied in Europe and Los Angeles and had experience in figurative arts. He showed the frieze was an ellipse above the reception desk with each quadrant in different sizes. Lambert stated his pieces were monochromatic making a document about the activities in Sacramento in a light bas relief. He concluded that if light was problem, transparent wash would be applied to make the bas relief more visible.

e) ANTHONY PADILLA, HEARING ROOM: APPROVE AS PRESENTED: Motion: SooHoo Seconded: Wong Ayes: 10 Noes: 0 Absent: 1

Bloom explained the old City Council chambers would be the Hearing Room with a 25 foot wall. She expressed this project was Padilla's first public art project for the APP Collection. He has worked in AEO program and was an aerosol artist with graphic design experience. She said Padilla used buildings in downtown and around Sacramento to spell the word SACRAMENTO. Bloom stated Padilla used trees in background with seasons. Bloom suggested that Padilla change the Money Store pyramid building to something else in Sacramento nce the pyramid building was in West Sacramento.

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Bloom said Held's piece was his first piece in the APP collection and will be working with Cynthia Hurley. She told the Commission that APP committee approved the sculpture with water. Bloom said in meeting with City Staff, there has been discussion about not having water in Plaza. She added the City Staff warned of potential leakage in parking garage below if water feature was installed. Bloom concluded that developer was pouring concrete in the next two weeks. Sronce said the plan included sod 12 inches deep and the parking area was under sod covering which would be watered. Bloom stated Held's pieces were honoring Native Americans in Sacramento area. His two side pieces were called Moon Bowl and Sacred Bowl in honor of the Miwok Indian tribe whose remains were found at the City Hall site. Held expressed the bronze bowls were representational of grinding bowls used by the Miwok. He said site would be handicap accessible and easy to maintain. Moon Bowl's size was 4 feet wide by 3 feet tall and Sacred Bowl was 6 feet wide by 3 feet tall. Held said that main sculpture in the Plaza represented the idea of a Maidu/Miwok Indian bird basket worn around the back. This sculpture would stand 22 feet tall and 6 feet around made out of ¼" thick bronze. He said Hurley's designs around the base would compliment piece giving an educational narrative. Held concluded that seating area around sculpture would be cast stone to match the old City Hall building. Wong suggested that Commission insist on water feature. Director Walker said premiums for delaying the project could cost SMAC a lot of budget monies. She said project should be brought back for updates and move project along now. Sronce added that City Council and Mayor would have final decision on the water feature issue.

VI. PRESENTATIONS: Dr. Peter Hewitt. Hewitt suggested SMAC help with aboratum on sidewalk with bells for holidays. People would participate and ring a bell as they step on a painted note on a sidewalk. He suggested that this would create a sense of community and music. Director Walker suggested that Hewitt talk to the Arts and Business Council and Muriel Johnson about project in hopes he can get funding for this.

VII. DISCUSSION ITEM(S): Director Walker passed around SMAC Program material to Commissioners.

She added that Chair Gawthrop was resigning as Chair of SMAC and would be replaced by someone nominated by the County. Director Walker stated Commissioners could nominate themselves or go through process of nomination.

There was going to be a vote on how to store numerous amounts of Sacramento Symphony music that has been put in trust in October.

Miller said she and Tachera both have art pieces at the KVIE Art Auction and asked for everyone to bid.

#### VIII. CHAIR'S REPORT: None

VIV. DIRECTOR'S REPORT: Director Walker needed to know who wanted to be seated with SMAC at the Prelude to the Arts on September 30<sup>th</sup>. She said the program was to thank Muriel Johnson for all of her hard work in advocating and supporting the arts.

X. OLD OR NEW BUSINESS: None

XI. ADJOURNMENT: There being no further business, meeting adjourned at 4:00 pm

THE NEXT COMMISSION MEETING WILL BE HELD ON WEDNESDAY, OCTOBER 19, 2004.

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## SACRAMENTO METROPOLITAN ARTS COMMISSION

Special Meeting Date: October 26, 2004 .12:30 p.m.

> 2030 Del Paso Blvd Sacramento, CA 95815

For information; call (916) 566-3992

## COMMISSIONERS

JOHN WONG

NAN MAHON

JOANNA DE LA CUESTA - LINDA MERKSAMER DON SRONCE

PATTI MILLER NEILL SOOHOO JAN GEIGER

DAPHNE GAWTHROP. CHAIR

JENNIFER TACHERA

MARGI PARK

. I. CALL TO ORDER at the hour of 1:36p.m by Vice-Chair Sronce.

Attendance: De La Cuesta, Merksamer, Park, Sronce Wong

Guests: Ellen Bakin, Marcy Friedman, Kim Curry Evans-panelists for City Hall Expansion Project

Vice Chair Sronce stated that any absences by Commissioners would not count towards attendance.

APPROVE AGENDA OF OCTOBER 26, 2004:

All ayes

#### II. **ACTION ITEMS:**

A. APP CITY HALL ALCOVES ARTWORK & UPDATE (Bloom):

COMMISSION ACTION: Moved: Wong Seconded: Park Ayes: 5 Noes: 0 Absent: 0 Bloom said the meeting was called to approve Steger's revised proposal. She reminded the Commission the City Hall Expansion Project would go to City Council on November 9<sup>th</sup>. Steger introduced revised proposal to the Commission. He felt the alcoves needed to be more functional and accessible to everyone. Steger noted this was his third revision with boulder-island being the focal point from his first idea. He said for structural reasons the boulders would be cut into slabs and wooden benches added all

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being significant to Sacramento. Steger mentioned the trees were going to be made from American elm from Sacramento with wax and polyurethane coating applied for protection. Steger went to see site and said the height of the alcoves went from 13 feet to 10 feet 8 inches He adjusted the tree height and formation to fit the room and make up for wall space where the mural was located initially. Sronce brought up a concern that the texture of the granite could snag clothing since seating would be around it. Steger said he could sand down the surface if it became an issue.

The alcoves would be mirror images of one another. Steger said there would be dark granite and dark wood benches in one roor. The other room would have white washed wood trees and lighter wood benches. The trees would have texture with wax and oil and flood lights illuminating the area. Wong asked if the finish would fade and Steger said that he never had to refinish his work. Wong also expressed concern about carving on trees and children climbing. Steger said he didn't want his work to be enjoyed and added that the carving could be the patina of the piece. He emphasized the trees were very strong structurally. Director Walker said if the City accepted this piece, then the City would take care of any issues with kids climbing or safety issues. De La Cuesta said the piece has a very calming effect and would be nice in City Hall.

#### B. ARTS EDUCATION RESIDENCIES (Porras):

COMMISSION ACTION: Moved: De La Cuesta Seconded: Merksamer Ayes: 5 Noes: 0 Absent: 0

Porras stated these residencies were for the 2004 Fall AIS (Artists in Schools) Program. The Artist in Schools program brings in professional artists directly into the classroom at K-6 Elementary Schools. The artists that were picked were affluent in hip hop, water color, Afro-Caribbean drumming, theater and graphic arts. Porras asked for funding for 11 of these projects in the amount of \$9,834 for SMAC's contribution while being matched the same amount from the sponsoring schools for a total of \$22,043.60. Very Special Arts would have three different programs at different locations totaling \$8,400 with SMAC's contribution of \$4,200 in this fall program. Director Walker said most of these projects were funded by Friends of the Arts Commission with artists on salary. Porras concluded that a copy of the check for matching amounts would be put into the files for proof of payment. De La Cuesta asked about the difference in AIS and the Artist Bridge Program held by CSUS and UCDavis. Porras explained that SMAC were bringing in professional artists into elementary schools and the artists were not art educators. Director Walker said SMAC provided funding for professional artists to give children an arts experience.

XI. ADJOURNMENT: There being no further business, meeting adjourned at 1:40 pm

THE NEXT COMMISSION MEETING WILL BE HELD ON WEDNESDAY, NOVEMBER 17, 2004.

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#### SACRAMENTO METROPOLITAN ARTS COMMISSION

A City / County Agency

October 28, 2004

Sacramento Metropolitan Arts Commission Sacramento, California

Honorable Members:

SUBJECT: Second Year Funding of 2004-2005 Cultural Arts Awards

**LOCATION AND DISTRICT:** The City and County of Sacramento. All Districts.

#### **RECOMMENDATION:**

Staff recommends approval of 53 organizations to receive second year funding for 2005 Cultural Arts Awards for a total of \$688,900. Two of the 55 CAA grantees for 2004 have terminated operations.

#### **CONTACT PERSON:**

Rhyena Halpern, Grants and Cultural Programs Coordinator, Sacramento Metropolitan Arts Commission (916) 566-3989

FOR COMMISSION MEETING OF: November 17, 2004

#### SUMMARY:

This report recommends that 53 organizations that received Cultural Arts Awards in 2004 receive awards in 2005. This is the second year of the 2004-2005 funding cycle. Available re-granting funds for 2005 total \$700,000; \$350,000 from the City and \$350,000 from the County. Staff recommends funding for the Cultural Arts Awards program total \$688,900 (See Exhibit A). Remaining funds of \$11,100 to be applied to Video Support Material regranting program.

#### **COMMITTEE / COMMISSION ACTION:**

At their monthly meeting on October 25, 2004 the Grants and Cultural Programs Committee approved the following recommendations,: 1) Approve 53 organizations to receive Cultural Arts Awards as per staff recommendations below (2<sup>nd</sup> YEAR REPORT section), and 2) Forward this staff report to the Commission for review and approval: 5 ayes, 0 noes.

#### **BACKGROUND:**

The mission of the Sacramento Cultural Arts Awards 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;
- Ensure the arts are broadly distributed and include the underserved.

These awards provide partial project or general operating support to non-profit arts organizations, government arts agencies, and community organizations that conduct arts programs. Grant amounts are based on the budget size of the organization. A peer review panel representing the arts community, using the following criteria evaluated applications:

- 1) Artistic Quality
- 2) Community Involvement
- 3) Organizational Accountability

In 1999 the City Council and Board of Supervisors approved the plan to make the Cultural Arts Awards a two-year program:

- Cultural Arts Awards are awarded every <u>other</u> year (grant cycles start in 2000, 2002, 2004, etc.), contingent on availability of funds.
- Original first year Awards for this cycle were approved by Council February 5, 2002, (Resolution 2002-062)
- Organizations must submit a Mid Cycle Report (Formerly known as the 2<sup>nd</sup> Year Report (See Exhibit B) by September 15, 2004 to receive funds for the second year.
- Applicants maintain their score and rank for two years (See Exhibit C).
- No organizations may apply for funding in off years.
- Organizations may <u>not</u> choose to opt-out of multi-year funding.
- Staff will review Mid Cycle Report and bring issues, if any, to the attention of the Grants and Cultural Programs Committee.
- Organizations may be dropped from grant program in second year if organization goes through substantial re-organization or is unable to complete their first-year program.

- Site visits may be conducted if determined by Grants and Cultural Programs Committee.
- Grants and Cultural Programs Committee/Commission will make determinations as needed.

Fifty-nine applications for the 2004-05 Cultural Arts Awards were reviewed and ranked in 2003 by a panel representing the arts community; fifty-five were funded. Grants were awarded for a two-year period conditional on submission of a Mid Cycle Report (aka 2<sup>nd</sup> Year Report). This Mid Cycle Report details how grant funds were utilized in 2004, program activities for the second year of the grant cycle, current general fiscal and organizational health of the organization, and evaluates artistic and administrative changes in the 2004 grant year.

Staff also uses the Mid-Cycle Report in several additional ways, including identifying general trends amongst the grantees and then designing initiatives to address those needs. For example, one outcome of the Report will be a town hall meeting in 2005 geared towards volunteer organizations, in order to focus on their unique strengths and weaknesses. Staff identified several organizations for certain types of technical assistance. Staff included in the report a Stabilization Survey, which will inform the development of future stabilization efforts.

#### MID CYCLE REPORT:

Two of the 55 CAA grantees are not applying for second-year funding as they are no longer in operation. <u>California Wind Orchestra</u> has suspended operations until such time as the organization is fiscally solvent again. They are not requesting funding for 2005. <u>Dale Scholl Dance Ensemble</u> closed their organization down as of June 2004. They are not eligible for funding in 2005. Both organizations used all of their allotted 2004 awards.

The 53 active CAA grantees submitted the report in a timely manner, met all the review criteria and are recommended for funding.

Due to changes within their organizations over the last year, staff will work closely with the following grantees:

Contemporary Center for Art,
Philipine National Day Association,
Crockett-Deane Ballet,
Sacramento Traditional Jazz Society;
Sacramento Heritage Festival

### **FINANCIAL CONSIDERATIONS:**

Regranting funds from the City	\$350,000
Regranting funds from the County	\$350,000
Total regranting funds:	\$700,000
Recommended Cultural Arts Awards	\$688,900
Set aside for other regranting	\$ 11,100
Total current and projected grants:	\$700,000

The disbursement period is January through December 2005. Staff recommends that any award or portion of award not used by grantees be made available to organizations through the Commission's stabilization programs.

#### **ENVIRONMENTAL CONSIDERATIONS: NA**

#### **POLICY CONSIDERATIONS:**

The Commission has taken measures to be more inclusive and reflective of the diverse communities in the County of Sacramento, while helping to educate and assist organizations that need specific tools to ensure their healthy growth.

- X The combined requests based on the arts budgets of the applicant organizations total \$2,029,593.
- X Grantees include theater, music, visual, dance, arts service, folk art, media, literary, film, multi disciplinary, and community-based organizations.
- X Cultural groups include Asian-American, Southeast Asian and Pacific-Islander, Latino, and African-American.
- X Special populations include those who reach out to youth, the gay/lesbian community, physically and developmentally challenged, and the homeless.
- X All grantees conduct outreach programs to schools, senior citizens, or neighborhoods with few cultural activities.

X Several organizations produce multi-disciplinary arts festivals attended by thousands of Northern Californians, enhancing the reputation of our city as they generate acclaim on a national level.

**EMERGING AND SMALL BUSINESS DEVELOPMENT CONSIDERATIONS**: All the Cultural Arts Awards grantees are small businesses, as defined by State of California, averaging under \$10 million annually in gross receipts. The Stabilization Program provides grants as part of county-wide projects that enhance the entire local arts community.

Respectfully submitted,

Rhyena Halpern

DSM

Grants & Cultural Programs Coordinator Sacramento Metropolitan Arts Commission

Michelle Walker, Executive Director

Sacramento Metropolitan Arts Commission

Organization	Total Award	City Funds	County Funds	Total
Sac. International Gay &				
esbian Film Festival	\$10,880	\$7,440	\$3,440	\$10,880
Crocker Art Museum	\$32,520	\$20,260	\$12,260	\$32,520
Short Center/DDSO	\$32,520	\$16,260	\$16,260	\$32,520
California Musical Theater	\$32,400	\$20,200	\$12,200	\$32,400
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Process Theater/Very Special	040.440	FO 503	06/040	640.440
Arts 1	\$16,140	\$9,527	\$6,613	\$16,140
Festival of New American		1 .		
Music	\$21,500	\$10,750	\$10,750	\$21,500
Sacramento Baltet Association				
i	\$29,400	\$14,700	\$14,700	\$29,400
Sacramento Taiko Dan	\$19,440	\$9,720	\$9,720	\$19,440
Capital:Public Radio			\$18,739	
LAMBDA Players	\$12,854	\$6,427	\$6,427	\$12,854
Hmong Cultural Arts	\$18,960	\$9,480	\$9,480	\$18,960
Sacramento French Film				
Festival	\$5,167	\$2,583	\$2,584	\$5,167
River Stage	\$23,600	\$11,800	\$11,800	\$23,600
Sacramento Philharmonic	\$25,800	\$12,900	\$12,900	\$25,800
	\$21,651	\$10,825	\$10,826	\$21,651
KVIE, Inc.				
Raices	\$12,046	\$6,023	\$6,023	\$12,046
Chamber Music Society	\$11,701	\$5,850	\$5,851	\$11,701
Sacramento Heritage Festival		1		1
	\$20,900	\$10,450	\$10,450	\$20,900
St. Hope Corporation	\$12,465	\$6,232	\$6,233	\$12,465
Sacramento Chinese Comm.				1
Center	\$5,092.	\$2,546	\$2,546	\$5,092
	Ψ0,032.	ΨΔ,0-70	W2,070	50,002
Asian Pacific Rim Foundation	640 700	60.000	40.000	040 700
· · · · · · · · · · · · · · · · · · ·	\$16,720	\$8,360	\$8,360	\$16,720
Capitol Jazz Project	\$12,480	\$6,240	\$6,240	\$12,480
Camellia Symphony	\$16,480	\$8,240	\$8,240	\$16,480
Sacramento Opera				
Association	\$22,150	\$11,075	\$11,075	\$22,150
B Street	\$21,910	\$10,955	\$10,955	\$21,910
Sacramento Choral Society	\$18,159	\$9,079	\$9,080	\$18,159
Arts & Business Council	\$14,447	\$7,223	\$7,224	\$14,447
California Lawyers for the Arts				
	\$7,143	\$3,572	\$3,571	\$7,143
Sacramento Men s Chorus	\$4,473	\$2,237	\$2,236	\$4,473
Poet Tree/SPC	\$3,073	\$1,537	\$1,536	\$3,073
Matrix	\$10.415	\$5,207	\$5,208	\$10,415
	\$13,567		\$13,567	
Strauss Festival	**************************************		913,307	3013,307
Sacramento Theatre Company				
	\$14,280	\$7,140	\$7,140	\$14,280
Best of Broadway	\$11,600	\$5,800	\$5,800	\$11,600
SARTA	\$6,206	\$3,103	\$3,103	\$6,206
La Raza/Galeria Posada	\$9,200	\$4,600	\$4,600	\$9,200
	\$5,775	\$2,888	\$2,887	\$5,775
Celebration Arts				
Chautauqua Playhouse	\$9,120	\$4,560	\$4,560	\$9,120
Sacramento Youth Symphony		1		1
	\$11,300	\$5,650	\$5,650	\$11,300
Capitol Ballet Company	\$4,070	\$2,035	\$2,035	\$4,070
Sacramento Master Singers	\$6,600	\$3,300	\$3,300	\$6,600
December 19 - December 19 - 19 - 19 - 19 - 19 - 19 - 19 - 19	ψο,οου	40,000	<del> </del>	
Beyond the Proscenium	\$0.70¢	£4.300	£4.202	60.705
Productions	\$2,725	\$1,362	\$1,363	\$2,725
Sacramento Shakespeare				1.
Festival	\$4,320	\$2,160	\$2,160	\$4,320
Philippine National Day/ Sinag-				
Talal	\$3,476	\$1,738	\$1,738	\$3,476
Galena Street East	\$8,320	\$4,160	\$4,160	\$8,320
Sacramento Traditional Jazz		1		<del> </del>
	\$12,360	ER 100	ee 100	\$12,360
Society		\$6,180	\$6,180	
Fair Oaks Theatre Festival	\$6,013		The state of the s	\$6,013
Folsom Civic Ballet	\$5,867		\$5,867	\$5.867
Center for Contemporary Arts				
	\$2,338	\$1,169	\$1,169	\$2,338
Crockett Danna Ballat	\$3,240	\$1,620	\$1,620	\$3,240
Crockett-Deane Ballet	Φ3,240	\$1,020	\$1,020	93,240
nterAct/ Asian Cultural		1 .		1
Exchange	\$2,432	\$1,216	\$1,216	\$2,432
Sacramento Capitolaires	\$1,405	\$700	\$705	\$1,405
Mexican Cultural Center	\$3,280	\$1,640	\$1,640	\$3,280
MEAICAN CUILDIAN CENTER	ψ5,200	+	7.10.0	\$0
	*****	#22C 2CC	#3E0 000	
Total	\$688,900	\$338,900	\$350,000	\$688,90
rotar	\$706,800	1	·	
Total	\$700,000			
rotai	\$700,000			
rotai		\$11.100		
rotar	remaining balance	\$11,100		



A City / County Agency

2004-05

## CULTURAL ARTS **AWARDS**

MID CYCLE REPORT (Formerly known as 2ND YEAR REPORT) **FORM & INSTRUCTIONS** 

According to our records, your organization is funded by the Cultural Arts Award Program for Calendar years 2004 & 2005. The program operates on a two-year cycle. In order to be considered for 2005 funds, you must submit the Mid-Cycle Report by the deadline below.

- Please read through carefully, as all the directions are contained herein.
- Please refer to your original application in filling out this Report.

We encourage early submission of your Report. **DEADLINE: Wednesday, September 15, 2004** 

Postmarks not accepted.

#### INSTRUCTIONS

#### Mid-Cycle Reporting Requirements

To be completed by 2004-2005 Cultural Arts Award grantees requesting Second Year support. As a Second-Year applicant you are required to address only the questions in the Report. The Arts Commission may reject your Report if you do not meet the appropriate deadline or if directions are not followed as outlined in the Report.

### Send an original and one (1) copy (2 Reports total) postmarked by Sept. 15, 2004 to:

Cultural Arts Awards – R. Halpern Grants Programs Sacramento Metropolitan Arts Commission 2030 Del Paso Blvd. Sacramento CA 95815

## Complete the Report as follows: This Report may be filled out on your computer. You can find the Mid-Cycle Report form on our website, www.sacculture.com, CLICK on the Grants Program News page.

- 1. General Information (Page 3) Use information from your original application submitted August 2003, highlight any changes.
- 2. Evaluation & Update (Page 4), answered on up to three pages and include attachments.
- 3. Budget Information (Pages 5-6) or you may use the 4-year Excel spreadsheet adapted from the original application, also available on our website.
- 4. Fiscal Sponsor Agreement (Page 7, if applicable)
- 5. Assurance of Compliance (Page 8)
- 6. Stabilization Survey (Page 9-10)
- 7. Stabilization Application (optional)

#### Attach the following (Do not send any material other than those requested):

Updated program schedule for 2004

Program schedule or list for 2005

Brochures or flyers for 2004-2005

Business or Strategic Plan (if available)

Annual Report (if available)

Board Self-Evaluation or Annual Retreat Summary (if available)

#### Technical Assistance:

If you need help filling out the Report, please email Grants & Cultural Programs Coordinator Rhyena Halpern at <a href="mailto:rhalpern@cityofsacramento.org">rhalpern@cityofsacramento.org</a> by August 27th.

#### Scores & Ranks

Applicants funded for 2004-2005 hold their rank and score from the panel held in November, 2003. This rank/score is carried over and used as the basis for the 2005 grant award. Grant amounts may vary from year to year, depending on the availability of funds and contract compliance. At this time, due to budget cutbacks, we anticipate a 4-7% decrease in your award for 2005.

#### **Approvals**

Staff will review all Reports. Organizations may be dropped from the program if they go through a substantial reorganization, or for other reasons determined by the Grants & Cultural Programs Committee or Commission. All Second Year grants must be approved by the Committee, Commission, City Council and Board of Supervisors.

#### Site Visits

Site visits may be conducted if recommended by panel, staff, Committee members or Commissioners.

#### Contracts

Grant contracts are issued separately for each year, after approval by the Committee, Commission, City Council and Board of Supervisors. No organizations may receive funds for Year 2 if they were not approved for Year 1.

#### **GENERAL INFORMATION**

IMPORTANT: If any information has changed from your application, which was submitted in May 2003, please highlight on the original for data entry purposes. If your mailing addressed has changed, you must also send the change, in writing on letterhead, to the County.

Legal name of corporation:			
Popular name(s) of organization:			
Organization's address (no PO Box):			
City:	St	ate:	_Zip:
Mailing Address (if different):			
Phone (Day):			
E-mail:	Website: _		
Grant Contact person:			
Executive Director or Head of Organiz	zation:		
Date incorporated	Number of year	ars in operation	
If you have a Fiscal Sponsor, please for the next calendar year and evalua		Sponsor, outlining	g your working arrangements
TACI (Total Adjusted Cash Income)	used in your 2003 applicat	ion	\$
Grant Request Amount			\$
Grant Award Amount in 2004	•		\$
For Office Only: Award Amount in	2005		\$
Summary: Briefly summarize your pro requested. (Maximum 50 words)	pposal here. Describe the pro	grams or project fo	r which this grant is being
			12,50
	•		
I certify that the information contained	in the application is true and	correct to the best	or our knowledge.
Board of Directors: Signature of Prosi	dont or Chair		

#### **EVALUATION & UPDATE**

Please answer these questions on a separate page, addressing each sub-question contained within the main question. Use no more than three single-spaced pages to respond to Questions 1 - 3.

#### 1. Evaluation of Year 2004 Cultural Arts Award.

What organizational activities is the 2004Cultural Arts Award supporting?

What overall benefits or measurable results came from this Commission supported activities?

What proposed grant activities will not be undertaken and why?

#### 2. Changes and development in your organization.

What significant artistic, board and/or administrative changes have taken place in your organization during 2004?

What training or consulting was your organization involved in this year in terms of stabilization and organizational development efforts?

#### 3. Plans for Year 2005 Cultural Arts Award.

What are your organization's major goals for 2005?

Describe any anticipated changes to your organization's administration, staffing, board or programs for 2005.

Describe any changes in your organization's outreach efforts for 2005, and how your relationship to the community will be affected.

Describe how the Cultural Arts Awards will be used in 2005.

What training or consulting is your organization planning on next year in terms of stabilization and organizational development efforts?

#### 4. Panel Notes

In reviewing the enclosed Panel Notes from the Cultural Awards Panel, how has/will your organization respond internally or programmatically to the outlined recommendations?

## 5. Attach copies of the following items if available:

- a) Most recent Business or Strategic Plan
- b) Most recent Annual Report
- c) Most recent Board Self-Evaluation or Annual Retreat Summary
- d) Program Schedule for 2005
- e) Program Schedule for 2004
- f) Program or organization collateral materials for 2004-05.

#### **BUDGET UPDATE #1: STATEMENT OF INCOME & EXPENSE**

(Figures should not include any in-kind or non-cash assets)

Complete three years of budget information for your organization. Non-arts organizations show arts budget only. Explain any budget fluctuations (+ or - 20%), changes in revenue or expense, ongoing deficits, loans, etc., in budget notes. You may update the Excel budget form distributed in May 2003 or use the updated form on our website.

Indicate ca		or fiscal year	(FY) with beginning	ng month <u>:</u>	Droinotad	
	Completed*		Current*	04 F	Projected	0, 5
	CY2003	%of	CY2004	%of	CY2005	%of
INCOME	FY02-03	actual	FY03-04	budget	FY04-05	budget
A. Contributed <sup>1</sup>		•			_	
Federal Government	\$		\$		\$	
State Government					-	
SMAC Grants					· · · · · · · · · · · · · · · · · · ·	
Other City/County <sup>2</sup>			<u></u>			
Individual Contributions	<del></del>		**			
Business Contributions				<u> </u>		
Foundations						
Memberships						
Fundraising Events						
Other						
B. Earned <sup>3</sup>					_	
Admissions	\$		\$		\$	
Touring	-				<del></del>	
Contracted Services	-				-	
Tuition/Workshops	·					
Product Sales						
Investment Income			*			
Other						
TOTAL INCOME	-				-	
EXPENSE						
A. Salaries and Fees	•				•	
Artistic Personnel	\$		\$		\$	
Administrative Personne						
Tech./Prod. Personnel						<del></del>
Outside Fees & Services	S					
B. Operating Expenses	r.				e	
Production	\$	- '	\$		\$	
Office rent					-	
Facility rent						<del></del>
Supplies						<del></del>
Printing	•					<del>-</del>
Postage	<del></del>		***			
Telephone/Utilities Equip. rental/purchase			***			
Travel expense			· · · · · · · · · · · · · · · · · · ·		•	
Maintenance & repairs						
Advertising & promotion	W		-			
Insurance						
Photography						
Other (if > 10% explain)	•				e	
TOTAL EXPENSE	\$		\$		\$	
OPERATING SURPLUS	e.		<b>C</b>		•	
OR DEFICIT at year end:	Φ		\$		\$	
(Income minus expense)						

<sup>&</sup>lt;sup>1</sup>Indicate source of government grants in Budget Notes. <sup>2</sup>Not including grants from Sacramento Metropolitan Arts Commission. <sup>3</sup>Indicate source of touring/contracted services income in Budget Notes. \*Completed = Actual figures for closed year Current = should include all 12 months even if some are projected.

#### **BUDGET NOTES & SCHEDULES**

This space is provided for any explanations not easily understood from the budget pages. It is to your advantage to use this space to **explain significant budget fluctuations**, **major changes in revenue or expense**, **ongoing deficits**, **loans**, sources of touring/contracted services and government grants. Include information on non-cash, in-kind contributions and volunteer hours. You may be asked to document the budget figures you provide.

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	·		
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#### **NON-ARTS ORGANIZATIONS**

Non-arts organizations must attach a signed Financial Statement to each application.

#### ORGANIZATIONS WITH BUDGETS OVER ONE MILLION DOLLARS

Organizations with total revenue over one million dollars must attach one copy of an Audited Financial Statement.

## FISCAL SPONSOR AGREEMENT

Applicants who are using a fiscal sponsor are required to complete this form. If you have a Fiscal Sponsor, please submit letter from your Fiscal Sponsor, outlining your working arrangements for the next calendar year and evaluating the arrangement to date.

Name of applicant organization	
Date organization was established	
Date applicant applied for non-profit st	ratus
the process of securing their non-profistatus, as well as the terms of the agree	is intended to be a temporary step, allowing organizations to apply while in t status. Please describe your progress this year toward securing non-profit eement between Fiscal Sponsor and Grantee.
	-
	·,
·	
Name of organization serving as the fi	scal sponsor:
Address	
City	StateZip
Contact person & title	
Phone/Fax	
Tax ID # and date liscal sponsor recei	ved its 501(c)(3) status and/or California non-profit status:
	al sponsor, applicant organization retains financial, administrative, pilities. I understand that in agreeing to act as fiscal sponsor for the applican is willing to provide all fiscal and administrative rant.
Signa	ature of authorizing official for fiscal sponsor
Туре	name, title & date
Signa	ature of Authorizing official for applicant organization
 Type	name, title & date

## ASSURANCE OF COMPLIANCE FORM

		(hereinafter calle	ed the "Applicant") h	nereby agrees			
hat it will comply with Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973 and Fitle IX of the Education Amendment of 1972. Title VI of the Civil Rights Act of 1964 provides that no person in he United States shall, on the grounds of race, color, or national origin, be excluded from participation in, and be denied the benefits of, or otherwise subjected to discrimination under any program or activity receiving federal inancial assistance. Section 504 of the Rehabilitation Act provides for nondiscrimination in federally assisted programs on the basis of handicap. Subject to certain exceptions, Title IX of the Education Amendment of 1972 prohibits exclusion of persons on the basis of sex, from any education program or activity receiving federal inancial assistance.							
Title VI, Section 504 and Title IX prohibit discrimination on the basis of race, color, national origin, handicap any program or activity receiving County of Sacramento support. The Commission, as a matter of policy, of grant nor recommend the granting of funds to applicants which discriminate on the basis of sexual orien the Applicant hereby gives assurance that it immediately will take any measures necessary to comply.							
The Assurance shall obligate the Applicant Assurance is giving in connection with any date this form is signed. This includes pay date. The Applicant recognizes and agree representations and agreements made in tigudicial enforcement of this Assurance. The and assignees, and on the authorized office	and all financial assyments after such da s that any such assisthis assurance, and the Assurance is bind	istance from the Co te for financial assi stance will be exter hat the United Stat ing on the Applican	ounty of Sacrament stance approved be ided in reliance on es shall have the ri	o after the efore such the ght to seek			
Applicant Organization							
	÷ .						
Signature of President or Chairman of the	Board						
Date	•						

STABILIZATION SURVEY -REQUIRED		
Organization:	·	

This survey is to access the technical assistance needs and interests of CAA grantee organizations. Your response will help shape the direction of the Arts Stabilization Program over the coming year.

### **Organizational Development**

On which of the following topics would you be interested in attending?

x if	Topic	Best day of week/ time of day for
interested		your org to attend
	1) Board Training:	
	Board Development & Recruitment	
	Board Fundraising	
	Board Financial Management	
	Incoming Board President training	
	2) Fundraising	
	3) Technology:	
	Computer skills	
	Data base management	
	Web site design	
	Tracking software (i.e. to track attendance, arts ed numbers, etc)	
	4) Marketing	
	Developing a marketing plan	
	Marketing 101	
	Other marketing topics:	
	5) Other topics:	
	,	
		·

#### Mini-Grants

Which topics would you like to see mini-grants made available? past grants have been for new marketing initiatives and for production of professional video tapes for grants and other uses.)

x if	Topic
interested	
	1) Marketing (including audience development, work with marketing consultant, collaborative marketing projects)
	2) Arts & Technology (i.e. software or hardware upgrades, special projects using technology)
	3) Long Range Planning
	4) Artistic Development (i.e. artist training or special opportunities such as conference or retreat attendance)

Bridge Loan

Currently, the Arts Commission offers a Bridge Loan to assist with short-term cash flow problems only. What other types of loans would your organization be interested in?

x if interested	Loan type					
	Benefit or Performance loans: secured with benefit proceeds or box office returns.					
	Opportunity loans: for new revenue streams or cost-saving opportunities.					
	Other:					

Thank you for taking the time to fill out this survey. If you have other suggestions for technical assistance or stabilization programming, please let us know.

Additional comments or suggestions:			
		•	
			*:

To discuss your ideas in depth, contact Ruth Rosenberg, SMAC's Arts Stabilization Consultant, at (916) 455-6383 or <a href="mailto:rurosenberg@yahoo.com">rurosenberg@yahoo.com</a>.

Applicant	Score	3 Kequest	Percentage	Grant Award 2005	
Sac. Int'l Gay & Lesbian				40.000	
ilm Festival	94.4	\$20,000	54.40 54.20	10,880 32,520	
Crocker Art Museum* Short Center/DDSO	94.2	\$60,000	54.20	32,520	
California Musical	94.2	300,000	34.20		
Theater	94	\$60,000	54.00	32,400	
Process Theater/Very					
Special Arts	93.8	\$30,000	53.80	16,140	
Festival of New					
American Music	93.75	\$40,000	53.75	21,500	
Sacramento Ballet					
Association	93	\$60,000	49.00	29,400	
Sacramento Taiko Dan					
	92.6	\$40,000	48.60	19,440	
Capital Public Radio	92.2	\$60,000	48.20 48.00	28,920	ļ
LAMBDA Players	92	\$26,779	47.40	12,854 18,960	
Hmong Cultural Arts Sacramento French	91.4	40,000	47.40	10,500	
Film Festival	91.4	\$10,900	47.40	5,167	
River Stage	91.2		47.20	23,600	
Sacramento		400,000	20		
Philharmonic	91	\$60,000	43.00	25,800	
KVIE, Inc.	90.6		42.60	21,651	
Raices	90.2	\$28,546	42.20	12,046	
Chamber Music Society					
	90	\$27,860	42.00	11,701	
Sacramento Heritage					
Festival	89.8		41.80		hold in reserv
St. Hope Corporation	89.8		41.80		
Sacramento Chinese			1		
Comm. Center	89.8	\$12,182	41.80	5,092	
Asian Pacific Rim					
Foundation	89.8		41.80	16,720	ļ
Capitol Jazz Project	89.6		41.60	12,480	<u> </u>
Camellia Symphony	89.2	\$40,000	41.20	16,480	
Sacramento Opera	1		1		1
Association	89	******	36.92	22,150	
B Street	88.6	\$60,000	36.52	21,910	-
Sacramento Choral					1
Society	88.4	\$50,000	36.32	18,159	
Arts & Business Council					
	88.2	\$40,000	36.12	14,447	
California Wind	1				l
Orchestra	88	\$30,000	35.92		closed
California Lawyers for			05.30		
the Arts	87.6	\$20,000	35.72	7,143	
Sacramento Men's		440.000	24.00	4 472	
Chorus Poel Tree/SPC	87		34.92	4,473 3,073	-
Matrix	87	•••••••••••••••••	34.92	10,415	
Strauss Festival	86.8		33.92		
Sacramento Theatre	- 00	340,000	33,82	10,001	
Company	85.8	\$60,000	23.80	14,280	
Dale Scholl Dance/Art	85.75		23.75		closed
Best of Broadway	85.2		23.20		
SARTA	85				
La Raza/Galeria Posada					
	85	\$40,000	23.00	9,200	
Celebration Arts	84,8		22.80		1
Chautauqua Playhouse				,,,,,,	1
,,	84.6	\$40,000	22.80	9,120	
Sacramento Youth					
Symphony	84,6	\$50,000	22.60	11,300	
Capitol Ballet Company	Ţ		1		
	84	\$18,500	22.00	4,070	<u> </u>
Sacramento Master		T			
Singers	84	\$30,000	22.00	6,600	
			1		
Beyond the Proscenium			ŀ		
Productions					
Productions	83.6	\$12,500	21.80	2,725	
Productions Sacramento					
Productions Sacramento Shakespeare Festival	83.6 83.6				
Productions Sacramento Shakespeare Festival Philippine National Day/	83.6	\$20,000	21.60	4,320	
Productions Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal	83.6 83.4	\$20,000 \$16,244	21.60	4,320 3,476	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East	83.6	\$20,000 \$16,244	21.60	4,320 3,476	monitor
Productions Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional	83.6 83.4	\$20,000 \$16,244	21.60	4,320 3,476	monitor
Productions Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional	83.4 83.4 82.8	\$20,000 \$16,244 \$40,000	21.60 21.40 20.80	4,320 3,476 8,320	monitor
Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society	83.6 83.4	\$20,000 \$16,244 \$40,000	21.60 21.40 20.80	4,320 3,476 8,320	monitor
Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre	83.4 82.6 82.6	\$20,000 \$16,244 \$40,000 \$60,000	21.40 21.40 20.80 20.60	4,320 3,476 8,320 12,350	monitor
Productions Sacramento Shakespeare Festival Philippine National Day/ Singg-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival	83.4 83.4 82.8 82.8	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475	21.40 20.80 20.60 20.40	4,320 3,476 8,320 12,360 6,013	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre Festival Folsom Civic Ballet	83.4 82.6 82.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475	21.40 20.80 20.60 20.40	4,320 3,476 8,320 12,360 6,013	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Folsom Civic Ballet Center for	83.6 83.4 82.8 82.6 82.4	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333	21.40 21.40 20.80 20.60 20.40 20.00	4,320 3,476 8,320 12,360 6,013 5,867	
Productions Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts	83.6 83.4 82.8 82.6 82.6 82.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930	21.40 21.40 20.80 20.60 20.40 20.00	4,320 3,476 8,320 12,360 6,013 5,867 2,338	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts Grockett-Deane Ballet	83.6 83.4 82.8 82.6 82.4	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930	21,40 20,80 20,60 20,40 20,00	4,320 3,476 8,320 12,360 6,013 5,867 2,338	
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre FestIval Folsom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural	83.6 83.4 82.5 82.6 82.6 82.6 80.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000	21.60 21.40 20.80 20.60 20.40 20.00 19.60	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Foisom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange	83.6 83.4 82.8 82.6 82.6 82.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000	21.40 21.40 20.80 20.60 20.40 20.00	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre Festival Folsom Civic Ballet Center for Conlemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exactange Sacramento	83.6 82.8 82.8 82.6 82.6 83.6 80.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000	21.40 20.80 20.60 20.40 20.00 19.60 9.60	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432	monitor monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre Festival Foisom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterACt/ Asian Cultural Exchange Sacramento Capitolaires	83.6 83.4 82.5 82.6 82.6 82.6 80.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000	21.60 21.40 20.80 20.60 20.40 20.00 19.60	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432	monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre Festival Foisom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterACt/ Asian Cultural Exchange Sacramento Capitolaires	83.6 82.6 82.6 82.6 82.6 80.6 79.6	\$20,000 \$18,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000 \$25,329	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432 1,405	monitor monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange Sacramento Capitolaires Mexican Cultural Center	83.6 82.8 82.8 82.6 82.6 83.6 80.6	\$20,000 \$18,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000 \$25,329	21.40 20.80 20.60 20.40 20.00 19.60 9.60	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432 1,405	monitor monitor
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre FestIval Foisom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange Sacramento Capitolaires Mexican Cultural Center Roberts Family	83.6 83.4 82.6 82.6 82.6 83.6 80.6 79.6	\$20,000 \$16,244 \$40,000 \$60,000 \$28,475 \$29,333 \$11,930 \$30,000 \$25,329 \$14,950	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40	4,320  3,476 8,320  12,360 6,013 5,867 2,338 3,240 2,432 1,405 3,280	monitor monitor T.A.
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange Sacramento Capitolaires Mexican Cultural Center Roberts Family Development Center	83.6 82.6 82.6 82.6 82.6 80.6 79.6	\$20,000 \$16,244 \$40,000 \$60,000 \$28,475 \$29,333 \$11,930 \$30,000 \$25,329 \$14,950	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40	4,320  3,476 8,320  12,360 6,013 5,867 2,338 3,240 2,432 1,405 3,280	monitor monitor
Productions Sacramento Shakespeare Festival Philippine National Day/ Singg-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival	83.6 83.4 82.6 82.6 82.6 81.6 80.6 79.6 79.4	\$20,000 \$16,244 \$40,000 \$60,000 \$28,475 \$29,333 \$11,930 \$25,329 \$14,950 \$40,000	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40 8.20	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432 1,405 3,280	monitor monitor T.A. T.A.
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange Sacramento Capitolaires Mexican Cultural Center Roberts Family Development Center Kristi Lee Sound	83.6 83.4 82.6 82.6 82.6 83.6 80.6 79.6	\$20,000 \$16,244 \$40,000 \$60,000 \$28,475 \$29,333 \$11,930 \$25,329 \$14,950 \$40,000	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40 8.20	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432 1,405 3,280	monitor monitor T.A. T.A.
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange Sacramento Capitolaires Mexican Cultural Center Roberts Family Development Center Krist Lee Sound Collective	83.6 83.4 82.6 82.6 82.6 81.6 80.6 79.6 79.4	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000 \$25,329 \$14,950 \$40,000 \$25,000	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40 8.20	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432 1,405 3,280 0	monitor monitor T.A. T.A.
Productions  Sacramento Shakespeare Festival Philippine National Day/ Sinag-Talal Galena Street East Sacramento Traditional Jazz Society  Fair Oaks Theatre Festival Folsom Civic Ballet Center for Contemporary Arts Crockett-Deane Ballet InterAct/ Asian Cultural Exchange Sacramento Capitolaires Mexican Cultural Center Roberts Family Development Center Krist Lee Sound Collective	83.6 82.6 82.6 82.6 81.6 80.6 79.6 79.6	\$20,000 \$16,244 \$40,000 \$60,000 \$29,475 \$29,333 \$11,930 \$30,000 \$25,329 \$40,000 \$25,000 \$40,000 \$41,750	21.60 21.40 20.80 20.60 20.40 20.00 19.60 9.60 9.40 8.20 17.20	4,320 3,476 8,320 12,360 6,013 5,867 2,338 3,240 2,432 1,405 3,280 0	monitor T.A. T.A. T.A. T.A.



October 26, 2004

Sacramento Metropolitan Arts Commission County of Sacramento, California

Honorable Members:

**SUBJECT:** 2005-06 Video Support Materials Mini-Grant program

**RECOMMENDATION:** Staff recommends approval of full funding of all twenty-one applications.

### **CONTACT PERSON:**

Rhyena Halpern, Grants & Cultural Programs Coordinator, 566-3989 Ruth Rosenberg, Stabilization Consultant, 455-6383 Michelle Walker, Executive Director, 566-3990

#### FOR COMMISSION MEETING OF: November 17, 2004

#### **Committee Action:**

At their bi-monthly meeting on October 25, 2004, the Grants and Cultural Programs Committee approved the following recommendation: Approve all twenty-one Cultural Arts Awards grantees' applications for Video Support Materials grant in full. 2) Forward this staff report to the Commission for review and approval: 5 ayes, 0 noes, 2 absent.

## **Background**

For many years, Cultural Arts Award Panels have noted dissatisfaction with the video tape support materials submitted. Support materials are the primary demonstration to CAA panelists of an applicant organization's artistic quality. Typically, concern is centered on the low production quality in both audio and visual elements, inhibiting the panel's ability to effectively evaluate the artistic quality of the applicant organization. SMAC has also long been aware of the

Phone (916) 566-3992 Fax (916) 566-3996 www.sacculture.com www.artscetera.org secondary need organizations have for the creation of high quality video materials to use for other grants and fundraising meetings, as well as SMAC's and the organization's marketing efforts, thereby enriching the entire community and building the region's identity as a cultural destination.

## **Grant Program & Purpose**

SMAC staff researched local production companies, selecting **Royce Video** as the highest quality house in the area, with experience recording the performing arts, including Sacramento Ballet, California Musical Theatre and Sacramento Opera. We allowed for the grantee to choose another production company, as long as we could view and approve a video sample of their work. Five organizations submitted applications to work with production companies of their choice, all of which were approved by SMAC staff.

Although the primary aim of this mini grant program is the creation of an under-five minute video tape for purposes of support material submission for the Cultural Arts Awards grant application, multi-purposing is encouraged. For instance, an organization can reuse the same video footage to also create a fundraising tape for other grants and donor meetings, and/or marketing materials, such as public service announcements.

Additionally, organizations that received VSM grants last year, were invited to apply for a repurposing grant, which would allow them to re-edit their grant funded video for other purposes, such as marketing and development. SMAC would like to use the footage to create an arts and culture video tape for hotel channels, produce PSA's for distribution to local television stations, etc.

#### **Financial Considerations**

Requests total \$51,350. \$40,250 is available in Stabilization funding and \$11,100 is available from un-used funds in the FY2004 Cultural Arts Awards account. Since only CAA grantees are eligible for VSM grant and since the primary purpose of VSM is to create high quality materials for review by the CAA panel, it is prudent to apply remaining CAA funds to this program.

Twenty-one applications, sixteen new requests and five repurposing requests, were submitted. Request amounts range from \$1000 to \$3000, the maximum request. Staff recommends fully funding all applications.

Eleven organizations were funded by this grant in 2003. Fully funding all twenty-one 2005-06 applicants will mean that most Cultural Arts Awards grantees (including all of the organizations past panels have criticized for their video) will now have high quality video support materials to go along with the other CAA grantees who have high quality CDs or slides or print material. Additionally, as joint owner, SMAC will have high quality footage and can pursue its goal of creating a hotel video tape, PSA's, etc. in a timely manner.

**NEW REQUESTS** 

	ORGANIZATION	REQUEST AMOUNT
1	California Musical Theatre	\$3,000
2	Mexican Cultural Center	\$3,000
3	Sacramento Men's Chorus	\$3,000
4	Developmental Disabilities Service Organization	\$3,000
5	Sacramento Shakespeare Festival	\$3,000
6	Capitol Ballet Company	\$3,000
7	Beyond the Proscenium	\$3,000
8	Sacramento Ballet Association	\$2,950
9	River Stage	\$3,000
10	Sacramento Philharmonic	\$3,000
11	Strauss Festival	\$3,000
12	Chautaqua Playhouse	\$3,000
13	Sacramento Choral Society and Orchestra	\$1,000
14	The Poet Tree	. \$3,000
15	Sacramento Master Singers	\$3,000
16	Sacramento Capitolaires	\$3,000
	TOTAL	\$45,950

REPURPOSING REQUESTS

	ORGANIZATION	REQUEST
		AMOUNT
R-1	Camellia Orchestra	\$1,500
R-2	Sacramento Taiko Dan	\$1,000
R-3	Sacramento Opera	\$1,000
R-4	Hmong Cultural Arts	\$900
R-5	Fair Oaks Theatre Festival	\$1,000
	TOTAL	\$5,400
	Combined Tota	\$51,350

Each organization has complied with all of the requirements of the Mini-Grant, including submission of a timeline, licensing and/or release clearances, a detailed budget and an MOU with the Production House. They have also signed an MOU with SMAC, agreeing to joint ownership of the footage. All new grantees will be creating an under five-minute video. Those requesting

repurposing funds plan to reuse their original footage in new ways, such as creating PSAs, to seek touring opportunities and competition applications, as well as other marketing and promotion uses, and to highlight work by individual artists, as well as shoot additional footage to add to original video.

The disbursement period for this grant cycle is January 2005 through June 2006. Grant funds are paid in two installments, one at the execution of the contract for one half of the award amount, and a final payment when the project is completed.

Respectfully submitted,

Rhyena Halpern, Orants & Cultural Programs Coordinator

Ruth Rosenberg, Stabilization Consultant

Michelle Walker, Executive Director

RH/RR/MW Exhibits

## Exhibit I

## 2005-06 Video Support Materials Grant Applicant requests and summary

New request total: \$45,950

Repurposing: TOTAL

<u>5,400</u>

TOTAL \$51,350

**New Requests** 

	ORGANIZATION	REQUEST AMOUNT	PROJECT
1	California Musical Theatre	\$3000	5 min. video. Filming potions of three 2005 Music Circus productions.
;			Other uses: Web site, press reel, corporate proposals, presentations, stills for Web/brochures.
2	Mexican Cultural Center	\$3000	5 min video; filming Rosca de Reyes and Recital de Rondallas; incorporating still photos.
	·		Other uses: share with sponsors, show during presentations, which seeking partnerships.
3	Sacramento Men's Chorus	\$3000	5 min video; Filming portions of two formal concerts and one outreach performance.
	·		Other uses: TV spots, fundraising, membership recruitment, Pride events.
4	DDSO	\$3000	5 min video; using archival and new footage. Shooting special performance just for video of work from 2005 tour.  Other uses: other grant applications, PSAs.
5	Sacramento Shakespeare Festival	\$3000	5 min video; using archival and new footage. Filming two summer perfs  Other uses: other grant applications, corporate approaches, outreach to City of Sacramento summer programs.
6	Capitol Ballet Company	\$3000	5 min video; filming spring program rehearsal.  Other uses: other grant applications, streaming video for Web site, extract still photos
7	Beyond the Proscenium	\$3000	5 min video; filming a scene from each of three productions in special performances just for video. Will also incorporate still photos of children's program.

			04
	· ·		Other uses: other grant applications,
,			fundraising, marketing, attracting sponsors,
			recruiting board members.
8	Sacramento Ballet Association	\$2950	5 min video; taping dress rehearsal of three
			pieces on March production. 3 camera
			shoot.
			Other uses: other grant applications, for
			national and international booking agents
9	River Stage	\$3000	5 min video; filming three productions and
			the Playwrights' Festival
,			.
			Other uses: other grant applications, Access
			Sacramento for broadcast; in support of
			application for Equity status; promotional
			use outside of California.
10	Sacramento Philharmonic	\$3000	5 min video; filming performance,
	,		educational outreach, rehearsal, interviews.
			Other uses: other grant applications,
	·		fundraising, development, marketing and
	• • • • • • • • • • • • • • • • • • • •		ticket sales activities
11	Strauss Festival	\$3000	5 min video; archival footage and filming
11	Strauss restroat	\$5000	2005 Festival.
			2003 l'estival.
	<u>.</u>		Other uses: potential sponsors, volunteer
			recruitment, international contacts
12	Chauta and Dlaukanaa	\$3000	5 min video; archival and new footage, will
12	Chautaqua Playhouse	\$3000	
		(total project	restage some scenes specifically for camera.
		(total project	Other years making 10 minute version for
		budget \$4315)	Other uses: making 10-minute version for
			fundraising and sponsorship; gift to long-
		01000	time season ticket holders, board members.
13	SCSO	\$1000	5 min video from archival footage,
			including 2004 European Tour. Post
			production only.
			Other uses: video streaming for Web site,
			recruitment of new singers, copies for
			members and 'friends', show at fundraisers
			and galas.
14	The Poet Tree	\$3000	5 min video; filming of poetry
			performances, adult and children's
			workshops and outreach.
			Other uses: other grant applications, PSAs,
L			advertising, Web site use, marketing.
15	Sacramento Master Singers	\$3000	5 min video; film holiday concerts and one
			or more spring concert, feature wide variety
		(total project	of repertoire.
		budget \$4315)	
	·		Other uses: other grant applications, PSA,
			Web site use, choral festival applications,
L	<u>                                     </u>	<u> </u>	

			promotional materials for concert associations; recruitment of new members, presentations to Artistic Advisory Board
16	Sacramento Capitolaires	\$3000	5 min video; film three events
			Other uses: other grant applications, present to school personnel and community organizations.
	TOTAL	\$45, 950	

Repurposing Requests

	ORGANIZATION	REQUEST AMOUNT	PROJECT
R-1	Camellia Orchestra	\$1500	Obtain footage of new conductor at a dress rehearsal. Footage will be combined with existing video to create :30 PSA and new 3 minute piece for marketing uses.
R-2	Sacramento Taiko Dan	\$1000	Add voice over to original video; create short featurette of Tiffany's wide-ranging solos, to be used in creating new relationships, fundraising, booking
R-3	Sacramento Opera	\$1000	Tape Madame Butterfly, add graphics and repurpose original
R-4	Hmong Cultural Arts	\$900	Edit existing footage to create new videos, one highlighting student work to be shown to new students and continuing students to track their progress, and one highlighting the work of Hmong textile artists.
R-5	Fair Oaks Theatre Festival	\$1000	Use existing video of children's productions ad other current productions to update original video.
	TOTAL	\$5400	



October 25, 2004

Sacramento Metropolitan Arts Commission County of Sacramento, California

Honorable Members in Session:

**SUBJECT:** Stabilization Program 2005-06 Marketing Mini-Grant Guidelines

**LOCATION AND DISTRICT:** The City and County of Sacramento. All Districts.

**RECOMMENDATION:** This report recommends approval of the Stabilization Program 2005-06 Marketing Mini-Grant guidelines and application, and the use of \$65,000 in available Stabilization monies to fund the Grant.

#### **CONTACT PERSON:**

Ruth Rosenberg, Arts Stabilization Consultant Sacramento Metropolitan Arts Commission (916) 455-6383

FOR COMMISSION MEETING OF: November 17, 2004

#### **SUMMARY:**

The 2005-06 Marketing Mini-Grant is designed to partially support nonprofit arts and cultural organizations in developing, launching and evaluating new marketing initiatives for the 2005-06 season. Requests for funding of new marketing initiatives must be based on:

- External marketing research (such as the Sacramento Market Study by ArtsMarket),
- Recommendations from a qualified marketing consultant, and/or
- Valid and thorough analysis of the organization's existing marketing efforts and how they need to be altered to achieve greater success in generating new income and new audiences.

Applications are due February 10, 2005 and the peer review panel will meet March 11, 2005.

#### **BACKGROUND:**

In June 2002, the City Council, Board of Supervisors and SMAC approved its 2002-2007 Cultural Business Plan. This Marketing Mini—Grant Program is designed to provide additional support to Sacramento County arts organizations by providing resources to improve and expand marketing efforts as called for in the Arts Commission's Plan.

In 2001, SMAC published the Sacramento Market Study, a comprehensive market study of the potential audience for the arts in the Sacramento 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.

The study contains detailed analysis of the region and found that while there is a solid, loyal audience for the arts and culture, there is a vast, untapped pool of "arts-interested individuals," who are not currently participating because of a lack of information about the resources available to them. Thus, the study pointed to the need to increase and improve marketing strategies to attract these potential audiences.

In response to the findings of the ArtsMarket Study, and in keeping with the ongoing stabilization programs of the 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.

Only slight revisions have been made to this year's guidelines, based on suggestions from last year's panel. The application questions have been revised to help applicants to more clearly state their request and why a particular approach is being taken. Applicants are being reminded to align their budget request to their narrative and to be more realistic in their request overall. Bios of any vendors, such as graphic designers or web designer are being requested.

#### FINANCIAL CONSIDERATIONS:

Using available Stabilization funds, a total of \$65,000 will be earmarked for the Marketing Mini-Grant. A maximum of \$5,000 can be requested by the applicant organization. There is no matching requirement.

Payments will be made in two segments: an initial payment of 50% of the grant amount once the contract is in place, and a single final payment. The final payment will be made only after an invoice, with receipts for all expenditures, is submitted along with a brief evaluation.

## EMERGING AND SMALL BUSINESS DEVEOPMENT CONSIDERATIONS:

The majority of organizations applying for grants are small businesses.

**ENVIRONMENT AL CONSIDERATIONS: NA** 

## **POLICY CONSIDERATIONS:**

As mentioned in the Arts Commission's 2002-2007 Cultural Business Plan, a stated 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.

Respectfully submitted,

Ruth Rosenberg

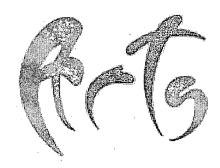
Arts Stabilization Consultant

MICHELLE WALKER

**Executive Director** 

MW/RR

Exhibit



#### SACRAMENTO METROPOLITAN ARTS COMMISSION

A City / County Agency

# 2005-06 Marketing Mini-Grant Guidelines & Application

Applications must be received at the office of the Arts Commission by: 3:00pm on Thursday, February 10, 2005

Late applications or postmarks will not be accepted.

## The Marketing Mini-Grant

## **Purpose and Goals**

In June 2002, the City Council, Board of Supervisors and SMAC approved its 2002-2007 Cultural Business Plan. This Marketing Mini–Grant Program is designed to provide additional support to Sacramento County arts organizations by providing resources to improve and expand marketing efforts as called for in the Plan.

In 2001, SMAC 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.

The study contains detailed analysis of the region and found that while there is a solid, loyal audience for the arts and culture, there is a vast, untapped pool of "arts-interested individuals" who are not currently participating because of a lack of information. Thus, the study pointed to the need to increase and improve marketing strategies to attract these potential audiences.

In response to the findings of the ArtsMarket Study, and in keeping with the ongoing stabilization programs of the 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.

#### What We Fund

The maximum request is \$5,000. There is no matching requirement.

The 2005-06 Marketing Mini-Grant is designed to partially support nonprofit arts and cultural organizations in developing, launching and evaluating new marketing initiatives for the 2005-06 season. It is not intended to cover expenses related to on-going marketing efforts.

Requests for funding of new marketing initiatives must be based on:

- External marketing research (such as the Sacramento Market Study by ArtsMarket),
- Recommendations from a qualified marketing consultant, and/or
- Valid and thorough analysis of the organization's existing marketing efforts and how they need to be altered to achieve greater success in generating new income and new audiences.

Initiatives should be based on fully thought-out and proven evaluation methodologies and a reasonable budget.

Organizations may apply for the following types of activities to support a new marketing initiative:

- Development of a new marketing plan based on an analysis of the successes and challenges presented by previous marketing efforts;
- Gathering potential audience development data and/or refining an audience database for use in marketing activities;
- Creation of new marketing tools, for example: conceptualizing, designing and printing of collateral promotional materials (brochures, posters, exhibition catalogues, flyers); developing a new Web site or upgrading an existing one; improving video and/or photographic documentation for marketing purposes.
- Promotion and advertising expenses. This includes traditional media such as the purchase of print, radio and TV advertising, and non-traditional media such as advertisements for buses, billboards, and banners.
- Mass mail marketing campaign expenses (such as the purchase of mailing lists, postage, mailing house costs, and e-mail marketing vendors);
- Guerrilla marketing assistance and expenses; on-site performances in nontraditional spaces (i.e., outdoors, in malls, libraries, etc.) designed to reach new audiences in new ways;
- Professional evaluation of existing marketing strategies.
- New cooperative marketing initiatives by two or more organizations.

#### **Review Criteria**

Funding will be awarded on the following criteria:

- Evidence that the project being proposed is fully detailed and includes development, implementation and evaluation strategies;
- The degree to which the project appropriately based on the results of the ArtsMarket study or other reputable market study; or
- If the project has been recommended by a marketing consultant, evidence of the consultant's qualifications and experience;
- A clear and compelling justification for targeting a particular new audience, and/or why these new marketing efforts are important to the organization's marketing strategies, including the nature of the audience (i.e. new to the organization, new to the arts, underserved because of age, geographic isolation, income);

- A sound and realistic project budget;
- The availability of staffing and other resources to complete the project effectively;

### What We Do Not Fund

Arts programming; Projects being funded by other Arts Commission grants; General Operations; Purchase of equipment, land, building or construction; and Capital campaigns or endowments;

## Eligibility

Nonprofit 501(c)(3) organizations must meet the following requirements at the time the proposal is submitted:

- 1. Applicants, including arts service organizations, must have substantial arts programming history for at least two years prior to making an application.
- 2. Applicants must maintain their business office in the City or County of Sacramento. Organizations in counties contiguous with Sacramento County are also eligible ONLY if they can provide evidence (such as programs/schedules and marketing materials or other adequate documentation) of a history of at least five years of producing not less than 90% of their arts programs in Sacramento County.

Organizations must not discriminate on the basis of race, color, national origin, sex, age or disability. They must comply with Title VI of the Civil Rights Act of 1964, provide for accessibility in accordance with the Americans with Disabilities Act of 1991, and comply with Section 504 of the Rehabilitation Act of 1973, as amended, and the Age Discrimination Act of 1975.

#### **Grant Review Process**

A panel of arts and marketing professionals will review applications. The panel will make funding recommendations by evaluating and ranking each proposal. The Arts Commission has final approval of the panel recommendations.

## **Payments**

Payments will be made in two segments: an initial payment of fifty percent of the grant amount will be paid upon approval of the contract and a single final payment after completion of grant-funded activities. The final payment will be made after an invoice with receipts for all expenditures is submitted along with a brief evaluation of grant-supported activities. Commission staff reviews requests for payments, and verifies reimbursements and receipts. Payments are made by mail and take up to six weeks from the receipt and verification of an invoice.

**Grant Acknowledgement** 

The Arts Commission's logo and the following statement must appear in all printed materials funded by the Marketing Mini-Grant: "Funded in part by the Stabilization Marketing Mini-Grant Program of the Sacramento Metropolitan Arts Commission with support from the City and County of Sacramento". Hard copy and electronic versions of the Arts Commission's camera-ready and Web-ready logo are available.

#### Timeline

November 22, 2004 Marketing Mini-Grant Guidelines and Application available

December 6, 2004 Marketing Mini-Grant Guidelines Workshop

6:00 PM, Rm 12, Sierra 2 Center, 2791 24th Street, Sacramento

February 10, 2005 3:00 PM APPLICATION DEADLINE

March 11, 2005 Panel convenes

April 20, 2005 Commission approval of awards

May, 2005 City Council approval of awards

May, 2005 Notification of awards

June, 2005 Contracts signed

July 15, 2005 Awards for non-executed contracts expire

June 30, 2006 Grant cycle ends

An electronic version of these Guidelines and Application are available at SMAC's website: <a href="https://www.sacculture.com">www.sacculture.com</a>. The Arts Market Study & Geodemographic Analysis is available by request at 566-3992.

## **Application Requirements**

Applicants must submit the following items. Incomplete and late applications will not be considered. There are no exceptions.

Six (6) sets of the following are required (arranged in the order shown below) One set should have the original signature.

1	A completed	Marketing Mini-	Grant application
	1	U	

\_\_2. Organizational budgets for 2003-2004, 2004-2005, 2005-2006

SMAC Cultural Arts Awards 2004-05 applicants may use CAA Mid-Cycle report's Statement of Income and Expense. Be sure to include any budget notes.

- 3. Your organization's current marketing budget for 2004-2005
- \_4. Your organization's proposed 2005-2006 marketing budget and Mini-Grant Request
- \_\_5. Short-bios for executive director, general manager or board president, and any marketing staff or volunteers. If your request includes a vendor such as a marketing consultant, Web or graphic designer, you MUST include a bio for the vendor detailing their qualifications and experience as it relates to your request.
- \_\_6. Up to three examples of current marketing or promotional materials such as brochures, flyers, posters, copies of print ads, etc.
- \_\_7. Two copies only of the organization's CURRENT 501(c)(3) tax exempt ruling. Please attach both to set with original signature.

## **Application Deadline**

Applications are due by 3:00 PM, Thursday, February 10, 2005

Mail or deliver application and supporting materials to: Sacramento Metropolitan Arts Commission 2030 Del Paso Blvd Sacramento, CA 95815

Applications must be received by 3:00 PM on the deadline date. Postmarks and late applications will not be accepted.

## **Inquiries**

Questions about the application can be directed to Ruth Rosenberg, Arts Stabilization Consultant at (916) 566-3992 or rurosenberg@yahoo.com.

## **Glossary of Terms**

Advertising

Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.

**Cooperative Advertising** 

A system by which ad costs are divided between two or more parties. Usually, such programs are offered by manufacturers to their wholesalers or retailers, as a means of encouraging those parties to advertise the product.

Demographics

Basic objective descriptive classifications of consumers, such as their age, sex, income, education, size of household, ownership of home, etc. This does not include classification by subjective attitudes or opinions of consumers.

Guerrilla Marketing

Marketing that is unconventional, non-traditional, not by-the-book, and extremely flexible.

Marketing

Marketing is the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return. These activities include market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc. Marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), pricing your products and services, and promoting them through continued advertising, promotions, public relations and sales.

#### Market Profile

A summary of the characteristics of a market, including information of typical purchasers and competitors, and often general information on the economy and retailing patterns of an area.

#### Marketing Research

The systematic gathering, recording, analyzing, and use of data relating to the transfer and sale of goods and services from producer to consumer.

#### Promotion

Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

#### **Public relations**

Public relations includes ongoing activities to ensure the company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. As noted above, public relations is often considered as one of the primary activities included in promotions.

#### Publicity

Publicity is mention in the media. Organizations usually have little control over the message in the media, at least, not as they do in advertising. Regarding publicity, reporters and writers decide what will be said.

#### Sales

Sales involves most or many of the following activities, including cultivating prospective buyers (or leads) in a market segment; conveying the features, advantages and benefits of a product or service to the lead; and closing the sale (or coming to agreement on pricing and services).

#### **Target Audience**

A specified audience or demographic group for which an advertising message is designed.

Definitions from Carter McNamara, PhD, Copyright 1999; Laura Schneider, Copyright © 2003 About, Inc.

2005-06 MARKETING MINI GRANT APPLICATION

Answer all questions that apply to you as completely as possible.

Questions not answered will indicate an incomplete application (unless the question does not apply to your organization). Incomplete applications may not be considered by the panel for funding.

Legal name	of applicant:			· · · · · · · · · · · · · · · · · · ·
Popular nar	me(s) of organization	on:		
Street addr	ess of organization	(no PO Box):		
City		St	ate Zip	
Mailing Add	dress of organizatio	n (if different)		<u> </u>
Phone (day	r):	(evening	1):	fax:
E-mail:		Webs	ite address:	
Artistic/Mus	sic Director:		phone:	email:
Executive/N	Managing Director:	·	phone:	email:
Board Pres	ident:	<del>,</del>	phone: _	email:
Grant conta	act person:		phone:	email:
Board and/	or Council District i	n which your org	anization is ba	sed (use main office address):
County Boa	ard of Supervisors [	District #		City Council District #
	nt attend the grant			_YesNo
Primary foo	cus of organization:	(circle only one)	Arts Nor	n-arts
Primary art	s discipline/activity:	(circle only one)	:	
Dance	Literary	Music	Theatre	Multi or Interdisciplinary
Visual	Arts Service	Community	Media	Presenter
Last completed FY operating budget: \$ Current 2004-2005 Marketing Budget:			rent 2004-2005 Marketing Budget:	
2005-06 Ma	arketing Mini-Grar	nt Request Amo	unt:	
If your orga	inization received M	larketing Mini-Gr	ant funding in	prior years, please list amounts:
2003-04 Cy	/cle I: \$C	ycle I I: \$	200	4-05 \$
				e and correct to the best of our knowledge.
Board of Di	rectors: Signature	of President or C	hair	

Using no more than two pages total, please answer ALL of the following questions in order and separately (do not combine answers to questions).

Answers must be typewritten, in 10-point type or larger, using only standard fonts. Margins must be one-half inch on each side. Use only black ink on white paper.

- 1) What is your organization's mission? Briefly describe your programs/activities.
- 2) Describe your organization's current audience demographics.
- 3) Clearly state your Marketing Mini-Grant request. Be sure to address all items appearing on your budget request page.
- 4) What marketing research and/ or information did you use to develop your request?
- 5) Explain why you are targeting your marketing efforts in this way. How does this grant request relate to your organization's overall marketing plans and audience development goals?
- 5) If you are proposing to use a marketing consultant, web designer or graphic designer, please explain how he/she was selected and what qualifications and experiences he/she have that pertain to this project (be sure to include bios in your application).
- 6) How will you track the progress and determine the results of the proposed project? Explain how you will know if these results advance your overall marketing strategy.

#### STATEMENT OF INCOME & EXPENSE

(Figures should not include any in-kind or non-cash assets)

Complete three years of budget information for your organization. Non-arts organizations show arts budget only. Explain any budget fluctuations (+ or - 20%), changes in revenue or expense, ongoing deficits, loans, etc. on separate piece of paper. Indicate calendar year

(CT) or fiscal year (FT) wi	Completed*		Current*		: Projected	
	CY2004	%of	CY2005	%of	CY2006	%of
INCOME	FY03-04	actual	FY04-05	budget	FY05-06	budget
A. Contributed <sup>1</sup>	1 103-04	acidai	1 104 00	Duagot		3
Federal Government	\$		\$		\$	
State Government			Ψ		Ψ	
SMAC Grants						
Other City/County <sup>2</sup>						<del></del>
Individual Contributions				-		
Business Contributions				•		
Foundations						
Memberships						
Fundraising Events						
Other						
B. Earned						
Admissions	\$		\$		\$	
Touring						
Contracted Services						
Tuition/Workshops						
Product Sales						
Investment Income						
Other						
TOTAL INCOME						
EXPENSE						
A. Salaries and Fees						
Artistic Personnel	\$				\$	
Administrative Personne	el					
Tech./Prod. Personnel			****	<del></del>		
Outside Fees & Services	s	·				
B. Operating Expenses				•		
Production	\$		\$		\$	
Office rent		<del></del>	<del></del>			
Facility rent						
Supplies						
Printing						
Postage			<del></del>			
Telephone/Utilities						
Equip. rental/purchase						
Travel expense  Maintenance & repairs					<del></del>	
Advertising & promotion						
Insurance		<del></del>				
Photography .		·				
Other (if > 10% explain)		· · · · · · · · · · · · · · · · · · ·	-			
TOTAL EXPENSE	\$		\$		\$	
OPERATING SURPLUS	Ψ	<del></del>	Ψ		Ψ	
OR DEFICIT at year end:	\$		\$		\$	
(Income minus expense)	==-					

<sup>&</sup>lt;sup>1</sup>Indicate source of government grants on separate piece of paper. <sup>2</sup>Not including grants from Sacramento Metropolitan Arts Commission. \* Completed : Actual figures for closed year \*Current = should include all 12 months (even if some are projected.)

## **MARKETING BUDGET**

## List your current year marketing budget

SALARIES & FEES		2004/FY 2004-	2005
Marketing		\$	_
Public relations		\$	_
Writer	-	\$	
Graphic Designer	•	\$	
Web Designer		\$	
Photographer		\$	_
Translator		\$	-
Artist		\$	-
Other	,	\$	
· · · · · · · · · · · · · · · · · · ·	\$		
	\$		
Sub-total Salaries & Fees		\$	
OPERATING EXPENSES			
Printing <sup>1</sup>	\$		
	\$		
	\$	4,5	
Advertising		\$	_
Postage/delivery		\$	-
Data-base improvements <sup>2</sup>		\$	_
Photography		\$	-
TV/Radio production		\$	-
Signage <sup>3</sup>		\$	-
Merchandise		\$	_
Website improvements		\$	_
Other		\$	_
		\$	_
·		\$	_
Sub-total Expenses		\$	
GRAND TOTAL BUDGET		\$	-

- Footnotes:

  1 If available, list budget for items separately, i.e. brochures, posters, catalogues
  2 Date-base improvements, i.e. software, purchase of mailing lists
  3 Signage production, i.e. banners, billboards, bus shelter sig

# PROPOSED 2005/FY2005-2006 MARKETING BUDGET & GRANT REQUEST

% REQUEST IS MINI-GRANT 2005/ FY 2005-2006 OF MARKETING BUDGET (include grant request) REQUEST MARKETING **BUDGET SALARIES & FEES** % Marketing %\_ Public relations %\_\_\_ Writer %\_\_\_ Graphic Designer %\_\_\_\_ Web Designer % Photographer %\_\_\_\_ Translator \_\_\_\_\_ %\_\_\_\_ Artist \_\_\_\_\_ %\_\_\_\_ Other\_\_\_\_ % %\_\_\_\_ Sub-total Salaries & Fees **OPERATING EXPENSES** Printing<sup>1</sup>\_\_\_\_\_ % %\_\_ %\_ %\_\_ Advertising %\_ Postage/delivery Data-base improvements<sup>2</sup> % Photography % TV/Radio production %\_\_\_\_\_ Signage Creation<sup>3</sup> % \_\_\_\_\_ %\_\_\_\_ Signage Placement % Merchandise %\_\_\_\_ Website improvements \_\_\_\_\_ %\_\_\_\_ Other <u></u>%\_\_\_\_\_ % %\_ Sub-total Expenses

#### Footnotes:

**GRAND TOTAL BUDGET** 

- 1 If available, list budget for items separately, i.e. brochures, posters, catalogues
- 2 Date-base improvements, i.e. software, purchase of mailing lists
- 3 Signage production, i.e. banners, billboards, bus shelter signs

%

#### CITY/COUNTY INFORMATION

#### CITY OF SACRAMENTO

City Council:

Mayor Heather Fargo

District One: Ray Tretheway

#### DISTRICT TWO: SANDY SHEEDY

District Three: Steve Cohn District Four: Jimmie Yee District Five: Lauren Hammond District Six: Dave Jones District Seven: Robbie Waters District Eight: Bonnie Pannell

#### COUNTY OF SACRAMENTO

Chairwoman of the Board:

3rd District: Muriel Johnson

#### **County Board of Supervisors**

1<sup>st</sup> District: Roger Dickinson 2<sup>nd</sup> District: Illa Collin 4th District: Roger Niello 5<sup>th</sup> District: Don Nottoli

#### City of Sacramento

City Manager: Robert P. Thomas

Deputy City Managers: Thomas V. Lee, Ken Nishimoto and

Richard Ramirez

Convention, Culture & Leisure Department Director:

Barbara Bonebrake

Convention, Culture & Leisure Department, Administrative

Officers: Cary Jung and Linda DeLong

#### County of Sacramento

County Executive: Terry Schutten
County Deputy Executive: Lee Moss

Community Development and Neighborhood Assistance

Agency, Director: John O'Farrell

Economic Development Department Director: Paul Hahn Economic Development Department Project Manager:

Karen Blaskoski

Senior Administrative Analyst: Marilyn Baca

#### COMMISSION INFORMATION

#### Sacramento Metropolitan Arts Commission:

Daphne Gawthrop, Chairwoman

Joanna de la Cuesta

Jan Geiger

Nan Mahon

Linda Merksamer

Patti Miller

Margi Park

Neill Soo Hoo

Donald Sronce, Vice Chair

Jennifer Tachera

John Wong

# Friends of Sacramento Metropolitan Arts Commission & Metropolitan Arts Partnership, Nonprofit partners of SMAC:

John Hamilton, Friends President

Gerry Kamilos, MAP President

Dick Janes

John Lambeth

Kitty Simpson

Mike Testa

Anne Marie Flores, Consultant, Friends of SMAC

Diana Walker-Smith, Consultant, Metropolitan Arts

Partnership

#### **SMAC Staff:**

Michelle Walker, Executive Director
Randy Mackay, Administrative Analyst
Linda Bloom, APP Program Administrator
Ann Mottola, APP Program Associate
Rhyena Halpern, Grants & Cultural Programs Coordinator
Andrea Porras, Arts Education Coordinator
Zenaida Lopez-Cid, Arts Education Assistant
Cindy Moore, TCIII
Heather Brock, TCII

#### Consultants:

Ruth Rosenberg, Stabilization Consultant Ken Larsen, Arts Reporter and ArtCap Editor Don Tarnasky, APP Architect Consultant



#### SACRAMENTO METROPOLITAN ARTS COMMISSION

A City / County Agency

October 27, 2004

Grants and Cultural Programs Committee Sacramento Metropolitan Arts Commission Sacramento, California

#### MEMBERS IN SESSION

#### **SUBJECT:**

2005-07 Poet Laureate Nomination Guidelines

#### LOCATION AND COUNCIL DISTRICT:

Sacramento City and County

**RECOMMENDATION:** Approve 2005-07 Poet Laureate Selection Guidelines

CONTACT PERSON: Rhyena Halpern, Grants and Cultural Programs Coordinator, 566-3989

FOR COMMITTEE MEETING OF: October 25, 2004

#### **SUMMARY:**

The Poet Laureate Program Plan is designed to encourage literary awareness by the general public, through a variety of community programs throughout Sacramento County. This staff report describes the selection process guiding the search for Sacramento's 2005-07 Poet Laureate (Exhibit A).

#### **COMMITTEE ACTION:**

Approved by the Poet Laureate Committee via proxy on October 11, 2004. Approved by the Grants and Cultural Programs Committee on Oct. 25 and forwarded to the Commission.

#### **BACKGROUND INFORMATION:**

In February 2000 Poets Dennis Schmitz and Viola Weinberg were selected as the County's first Poets Laureate. During their tenure (2000 & 2001) they worked with the Poet Laureate Committee to develop community programs that encourage literary awareness by the general public including

- Favorite Poem Reading at the Sacramento Public Library and
- <u>Sacramento Anthology</u> 100 Poems about Sacramento. Publication date: September 2001.

For our second Poet Laureate, the Poet Laureate and Grants and Cultural Programs Committees selected Jose Montoya as the Poet Laureate for 2002-2004. Mr. Montoya organized:

- <u>81 public speaking engagements</u> including workshops in schools, homeless youth centers, Rotary Club, etc. (Only five were required in the two-year term).
- Flor y Canto, a four-day poetry festival in April, 2004.
  - The festival featured nationally known poets including John Trudell, Raul Salinas, Wanda Coleman, Simon Ortiz and Eugene Redmond. Open mics, Slam competition, and a Youth and Elder Slam took place at events at the Crest Theater and CSUS. The CSUS Multi-Cultural Center partnered with the Commission on this project. This community event served diverse communities in the region; reaching out to the literary arts groups here, as well as to the general public.

#### **FUNDING CONSIDERATIONS:**

The Poet Laureate will receive an honorarium in the amount of \$5000 and financial support from the Commission for the program(s) they implement of no more than a total of \$30,000 over the two years.

## **ENVIRONMENTAL CONSIDERATIONS: NA**

#### **POLICY CONSIDERATIONS:**

The Poet Laureate Committee is representative of the Sacramento Literary Community and seeks to reach the broadest Sacramento public. In addition to the Laureates, the Committee includes Lawrence Brooks (Sacramento International Poetry Festival);; Heather Hutcheson (Poets in the School); Albert Garcia (Sacramento City College); Mary Zeppa (Sacramento Poetry Center); and Traci Gourdine (American River College). In addition to the literary community, the Committee has established a strong partnership with the Sacramento City Library. The Committee will be changing after the new Poet Laureate is selected in February 2005.

2005-07 Poet Laureate Guidelines Poet Laureate Committee 10/29/04

#### E/SBD CONSIDERATIONS:

The Arts Commission makes every effort to meet the City's E/SBD goals. Many of the poets involved are owners or workers in emerging and small businesses.

Respectfully submitted,

RHYENA HALPER

Grants-and Cultural Programs Coordinator

MICHELLE WALKER

**Executive Director** 

**Exhibits** 





#### SACRAMENTO METROPOLITAN ARTS COMMISSION

A City / County Agency

The Sacramento Metropolitan Arts Commission is now accepting nominations for the

## 2005-07 Sacramento Poet Laureate

The Sacramento Metropolitan Arts Commission is pleased to announce the search for Sacramento's 2005-07 Poet Laureate.

#### **Nomination Process**

The selection process is based on nominations from the community. We invite individuals to help in the search by nominating a Sacramento County poet who has:

- Produced and published significant work as a poet; and
- Has the ability to share it with others throughout Sacramento.

## Poet Laureate Responsibilities

The selected poet will hold a two-year term. With the assistance of the Poet Laureate Committee, the nominee will organize and lead one or more projects that promote awareness and enjoyment of poetry for the people of Sacramento. The Poet Laureate must also be available to the public for readings and speaking engagements throughout the community. The Poet Laureate will receive an honorarium of per his/her two-year term and his/her project will also be supported with funding from the Commission.

## Eligibility

- Nominee must be at least 25 years of age; and a
- Sacramento County resident for at least the past five years.

Please note: In the future, we plan to open the search to poets residing in the ten-county region, including Solano, San Joaquin, Sutter, Nevada, Sacramento, Placerville, Yolo, El Dorado, Yuba and Amador counties. Applicants must demonstrate a history of involvement in the literary arts within Sacramento County and plan on organizing 90% of their Poet Laureate activities within the County.

## **Entry Rules and Materials**

## In order for your application to be eligible, please submit the following:

- Letter of Nomination One letter of nomination that specifies why the nominee should serve as the next Poet Laureate. Provide specifics regarding the nominee's qualities and attributes as a poet. Explain how s/he encourages others to be enthusiastic about poetry.
- Personal Statement One or two page personal statement from the nominee that describes why the applicant is interested in serving as Poet Laureate as well as his or her qualifications as a poet of distinction, and his or her history of collaboration and community involvement in the literary arts.
- Project Proposal One or two page proposal from the nominee that describes the project he or she would like to organize and lead in the community. Explain how this particular project is essential to develop and promote poetry in Sacramento.
- Manuscript Ten (10) page manuscript of original published or unpublished poems. Poems
  may be of any style or length. All poems should be typed on one side of the paper only.
  Please be sure to omit the poet's name from the work. A staff-assigned number will track
  manuscripts.
- Letters of Recommendation Three letters of recommendation describing the nominee's impact on Sacramento. Include at least one from a member of the literary community.
- Entry Form Completed Entry Form must be attached to the front of the packet. Entry Forms may be picked up at the Sacramento Metropolitan Arts Commission at address below.
- Current resume or curriculum vitae.

#### **Selection Process**

Submitted manuscripts will be blind; the identity of the poet will be unknown by the readers. The Poet Laureate Committee will select and forward up to five (5) commendable manuscripts to the Grants & Cultural Programs Committee based on the following criteria:

 Quality of artistic expression including clarity of form, freshness of vision, accessibility, control of language and technique.

The Grants & Cultural Programs Committee will review the nominees' resume, personal statement and letters of recommendation based on the following criteria:

- Publication record indicating a body of work in reputable publications.
- Resume of professional activities and achievements representing a continued aesthetic contribution to the field.
- A history of collaboration and community involvement.
- A feasible project that extends the literary community and invites the general public to become engaged with poetry.

Demonstration of vision and ability to lead.

The selected candidate will be forwarded to the Arts Commission for approval.

#### Deadline

Nominations and the accompanying materials must be received by 3 p.m. on:

Thursday, February 3, 2005

Postmarks and late nominations not accepted. Incomplete packets will not be accepted. Nominations and the accompanying materials must be delivered to:

Poet Laureate Selection Sacramento Metropolitan Arts Commission 2030 Del Paso Blvd. Sacramento, CA 95815

## **Notification**

Nominees will be notified of the selection in late March, 2005. A formal Award Presentation Ceremony will be held in April during National Poetry Month.

## **Questions?**

Call Rhyena Halpern, Grants & Cultural Programs Coordinator at 916-566-3989 or contact her at rhalpern@cityofsacramento.org by email.

Poet Laureate Application & Guidelines also available on our website at <a href="http://www.sacculture.com/grants">http://www.sacculture.com/grants</a> poet.htm.

#### **CHECKLIST**

- Letter of nomination
- Personal Statement
- Project Proposal
- Manuscript
- Letters of Recommendation (3)
- Entry Form
- Resume or curriculum vitae

#### Sacramento Poet Laureate

#### **ENTRY FORM**

## Sacramento County Poet Laureate Selection 2005-07

Please read the Guidelines for the Poet Laureate search process prior to completing this form. Be sure to exclude the poet's name from all submitted original works. The Sacramento Metropolitan Arts Commission will track the submitted poems with a designated number. This entry form will be kept with the letter of nomination and the poet's personal statement. Please be sure to keep an original copy of the poems submitted; the Arts Commission cannot guarantee its return, but will make every effort to do so if a self addressed stamped envelope is included for its return.

POET'S NAME:	
ADDRESS:	<u>.</u>
PHONE NUMBER:	
Years in residence within Sacramento County:	(proof may be required
LIST TITLES OF POEMS: (manuscript may not exce	eed 10 single pages)
1	· · · · · · · · · · · · · · · · · · ·
2.	· · · · · · · · · · · · · · · · · · ·
3	
4	
5	·
6	
7	
8	
9	
10.	

## 2005-07 Poet Laureate Nomination Process Timeline for Internal Use

Prepare draft Guidelines/Nomination
PL Committee Approves Guidelines/Nomination Sept. 15 or Oct. 20, 2004
Grants & Cult.Programs Committee Approves Guidelines/NominationOct. 25, 2004
Commission Approves Guidelines/NominationNovember 17, 2004
Distribute News Release & Flyer re PL NominationLate Nov. 2004
Guidelines/Nomination to Printer & Web
Guidelines/Nomination Available
Accepting Nominationsthrough January 2005
Nominations due
Poet Laureate Public PanelFebruary 16, 2005
Grants & Cult. Programs Committee recommends Poet Laureate February, 28, 2005
Commission approves new Poet Laureate
Board and Council Presentation of Poet Laureate
Recognition Ceremony for incoming Poet Laureate

<sup>\*</sup> April is National Poetry Month

## 2005-07 Poet Laureate Public Timeline

Guidelines/Nomination Available	December 3, 2004
Accepting Nominations	through January 2005
Nominations dueThui	rsday, February 3, 2005
Poet Laureate Public Panel	February 16, 2005
Grants & Cult.Programs Committee recommends Poet Laureate	February, 28, 2005
Commission approves new Poet Laureate	March 16, 2005
Board and Council Presentation of Poet Laureate	April 2005
Recognition Ceremony for incoming Poet Laureate	April* 2005

<sup>\*</sup> April is National Poetry Month

## DIRECTORS REPORT NOVEMBER 2004 COMMISSION MEETING

#### **AGENCY UPDATE (October)**

Metro Arts Budget: Staff is preparing for FY06 budget. Director Walker is participating in a department steering committee to create efficiencies resulting in cost savings.

Application System: Director Walker is working with staff to develop a budget request for software that will streamline SMAC's application, panel, and monitoring and evaluation process. The concept is to use a software-based application system that allows individuals and groups to apply once a year and have their information automatically submitted to all appropriate funding programs. The program would save time and cut down on redundancy and errors for staff, panels and applicants.

Staff Vacancies: Vacancies will be filled by beginning of the year.

<u>Sacramento Symphony Sheet Music, Instruments and Equipment</u>: Director Walker will meet with the Musicians Union to discuss the sheet music. CSUS Dean of Music, Ernie Hills continues to seek interim space. Walker is developing a program that establishes criteria for use of sheet music and equipment.

<u>Individual Artists and Multicultural Arts Stabilization program</u>: Director Walker is working on a program to address the specific needs of individual artists and culturally specific arts groups. The programs will include: Retention of artists, artists live work, professional development and technical assistance, community development, financial equity, facility use, next generation artists, arts organizations and administrators.

<u>State Funding</u>: Director Walker participated in a meeting of state arts leaders at UCLA to develop strategies for arts and cultural funding. The meeting was facilitated by the Americans for the Arts and was attended by leading arts organizations, national funders, artists and arts associations. Participants were introduced to "cap-wiz" a software program designed for state advocacy and education.

#### ART IN PUBLIC PLACES

**Projects:** Airport Garage - The artwork will be installed in January 05. Airport Bridge - The art carpet for the Airport Pedestrian Bridge has been delivered. The installation date will be in November. City Hall proposals projected to go to Council on Nov. 9. Boys Ranch (County Probation) - Artists Barry Kulmann and Mark Rivera were selected for this project through the Slide Bank resource. Mottola held Airport CPS building panel for Phase I. Panel will reconvene with proposals in 4 weeks. Painting to be donated by local artist for installation at Police Fire and Safety Building.





**Exhibitions**: SMUD- St. Hope/Sacto. High Exhibit. Airport: Funk Factor - Ceramics with 10 local artists. Corporate Bank- Sacramento. High School ceramics. Requests for other galleries have come to our attention. RFP for Curator released interviews shortly. Bloom established first exhibit in new County Admin.Building Chambers. Matalon's digital photographs of the Recollections series will be available through January 2005.

**Education/Docent Program**: Tour requests continue. New docents meeting scheduled forThurs. oct. 28 4-5 pm. Bloom and Docents will be providing tours for National Travel Assoc. conference March 30 and CA Parks and Recs conference March 11, 2005. Bloom met with City's ADA coordinator to talk about providing tours.

**Maintenance**: Conservator RFP was released and interviews will take place shortly. Conservator directed to develop plan for structural check up of suspended sculptures.

**Staff**: Bloom assisted with DDSO/Zoo public art project/fundraiser of sale of local artist enhanced Lions. RFP for Project managers released and interviews will take place shortly. APP staff and Committee held Orientation retreat on October 30, 2004.

#### ARTS EDUCATION

**Power of the Arts Conference:** Partnership of SMAC, the Crocker and Sierra North Arts Project.

- Attendance was up 50%
- Evaluations were most high for all disciplines: Theater, dance, visual arts and music
- Planning has begun for next year

## Arts in Schools and Neighborhood Arts:

- Fall program starting
- RFP for Spring to be released at beginning of the year
- Planning technical workshops being planned for late winter

World Arts Program: Designed to provide first-arts experiences to participants from low socio-economic communities.

- Friends of SMAC to hire Director and Asst for two sites
- RFP for Winter, Spring and Summer available in December
- Writing grants to SETA, Irvine, Target



#### **GRANTS & CULTURAL TOURISM**

#### **Grants**

<u>CAA</u>: review of 55 CAA's Mid-Cycle Reports for second year funding for Cultural Arts Awards. Work with grantees individually, especially Heritage Festival, PNDA, Crockett Deane Ballet.

<u>VSM Grants:</u> Release of Video Support Materials Grant Program for next round, review and oversight. Work with production companies to guarantee high standards and budget parity.

ArtScapes: payment of final invoices for ArtScapes projects.

#### **Cultural Programs**

Arts Day: Follow up and evaluate.

Arts & Culture Insert: Begin planning for Spring/Summer 05 issue, due late October.

<u>Poet Laureate Program:</u> Finalizing next Poet Laureate RFP with committee. Identify new committee members.

#### **STABILIZATION**

- 1) Working with Grants on Video Support Materials grant. Sixteen organizations submitted new applications, five regranting requests.
- 2) Compiling Stabilization survey results from CAA mid-cycle reports
- 3) Revised Marketing Mini-Grant guidelines and application for 2005-06.
- 4) Sending representatives of six organizations to a DOVIA presentation on working with volunteers.
- 5) Providing board training to Very Special Arts Sacramento as it merges with statewide organization.

### SACRAMENTO METROPOLITAN ARTS COMMISSION

Prepared by Arts Education and Outreach Program Staff Andrea Porras, Zenaida Lopez-Cid (11/17/2004)

**WORLD ARTS PROGRAM:** Designed to provide first-arts experiences to participants from low socio-economic communities.

- The World Arts Program connects Sacramento's next generation hip hop artists with children and youth in need of mentors from similar backgrounds.
- Sacramento's hip-hop generation models multi-ethnic artists who combine and cross disciplines, collaborate artistically, reference and sample each other's works.
  - ✓ The program provides high risk youth with an opportunity for creative experiences in a "learning by doing" environment that employs the arts, media and communication to acquire skills toward positive life experiences, cross cultural, and generational understanding.
  - ✓ Youth are encouraged to continue such communication through weekly discussions

#### WORLD ARTS PROGRAM PROMOTES:

- Community interaction
- Creative education
- Cross-cultural and generational engagement
- Youth/Child personal development and achievement
- Cultivating artistic and civic participation

#### SPACE:

- 40 Acres Gallery: 3418 3<sup>rd</sup> Avenue, Sacramento, CA 95817 (in the heart of the Oak Park community)
- Second site to be added in Summer 05

SUMMER UPDATES: July 19, 2004-September 4, 2004

- ARTISTS:
  - ✓ **Jacqueline Moreno Martinez**: *Guerilla Art* (watercolor, acrylic, and found objects) volunteer site supervisor
  - ✓ Holly Curcio: Ceramics
  - ✓ Chad Turner: Video (editing, interviewing, lighting)
  - ✓ Brian La Tour: Jazz (music exploration, instrumentation, recording)
  - ✓ Mike Rodriguez: Silk screen and Muralism (hands on and history of)
  - ✓ Anthony Padilla: 'Zine (comic book/magazine: graphics, layout, illustrating, producing)
- PARTICPANTS
  - ✓ 160 registered participants

#### **❖ STUDENT DEMOGRAPHICS**

• MALE: 66, FEMALE: 69

■ *Native American*: 3

Asian/Pacific Islander: 12

African American: 61

• Chicano/Latino: 51

• European American/Caucasian: 11

Multi-Ethnic: 17

#### 17 VOLUNTEERS

#### MEDIA COVERAGE

RADIO

July 12, 2004

KDVS, 90.3

Davis, CA

**PRINT** 

July 8, 2004

The Sacramento News & Review

Sacramento, CA

July 14, 2004

The Sacramento News & Review

Sacramento, CA

(Special Insert with the Sammies)

July 21, 2004

The Sacramento Bee

Sacramento, CA

#### TESTIMONIALS

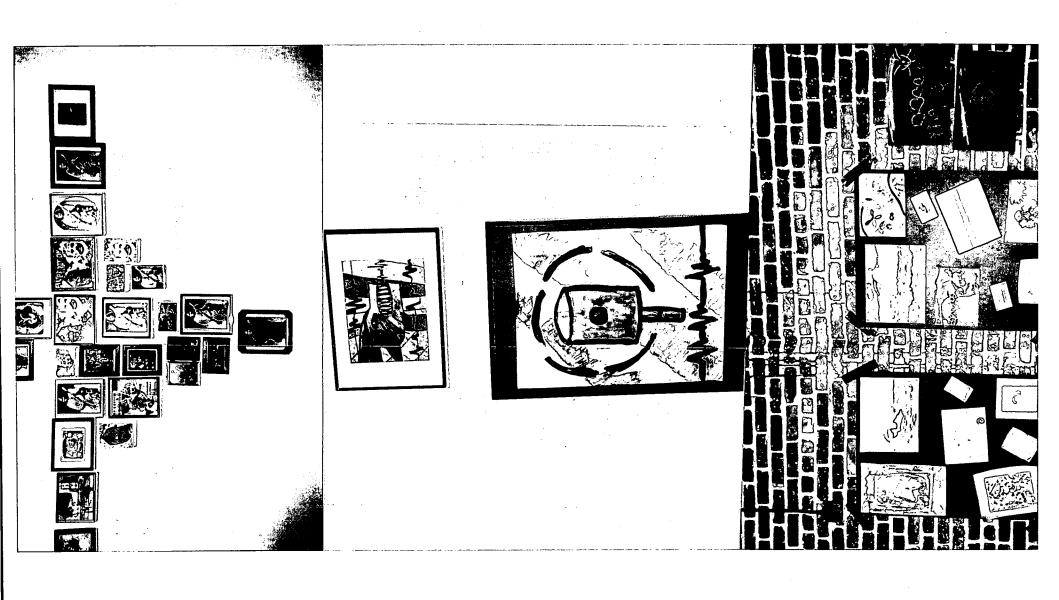
"Youth felt empowered and took ownership of the space; they assisted in curating, installation, and culminating event." -Moreno, Artist

"I love the artists they have a nice warm vibe about them that makes me feel welcome, and I felt like I belonged." -Participant

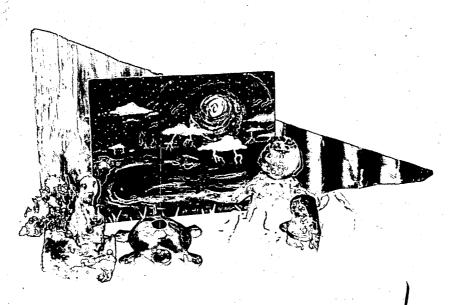
#### 05 PLANS:

- Friends of SMAC to hire Director and Asst for two sites
- RFP for Winter, Spring and Summer available in December
- Writing grants to SETA, Irvine, Target
- Partners include: National Endowment for the Arts, summer lunch and other social service agencies.
- Second site to be added in Summer 05

<sup>&</sup>quot;I learned to work as a team" -Participant







## Sacramento Metropolitan Arts Commission

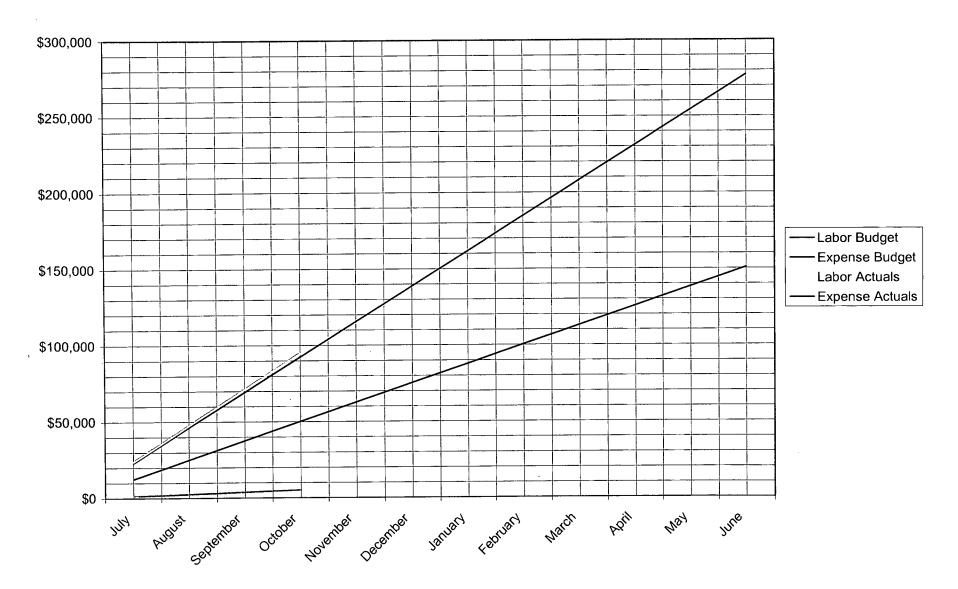
11-17-04

## FY05 Budget Overview

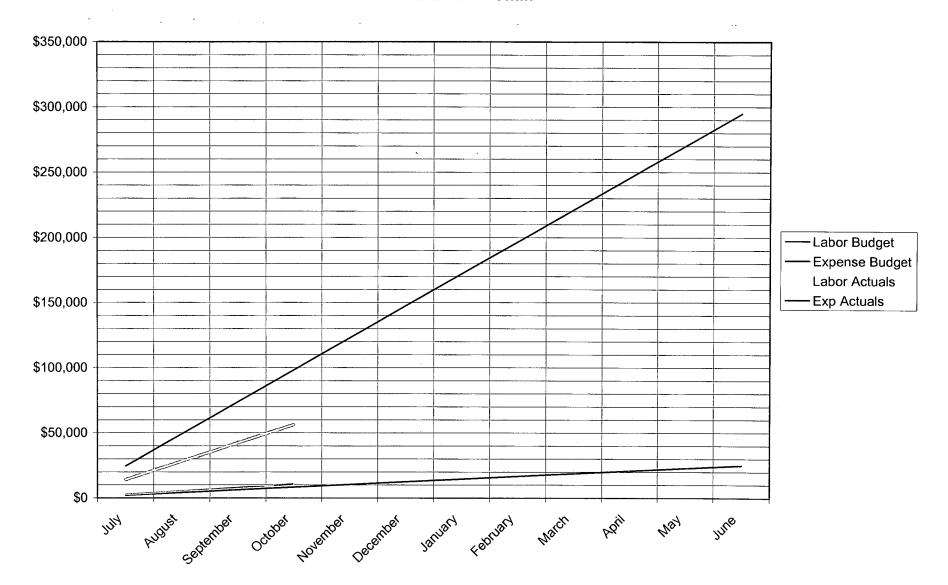
General Fund	FY04	FY05
Administration (4241)	\$411,726	\$427,788
APP (4242)	\$305,593	\$319,836
Programs, Grants/AEO (4243)	\$216,431	\$212,029
Stabilization (7116,4244)	\$135,813	\$135,813
Regranting (7110,7116)	\$723,000	\$700,000
Total General Fund Budget	\$1,792,563	\$1,795,466
APP Grants and CIP Budget		\$9,472,669
Total Current Budget		\$11,268,135

County operations support (41% of total) County Stabilization Support (Unchanged form FY04) County CAA Support (Up \$27K from FY04) \$265,610 \$60,813 \$350,000

## Smac Admin - 4241



4242 APP Admin



4243 Programs

