



**Sacramento
Metropolitan
Arts Commission**

Agenda City of Sacramento Sacramento Metropolitan Arts Commission

A City and County Agency

COMMISSION MEMBERS

Carlin Naify, Chair
Charles Barr
Linda Cutler

Sid Garcia-Heberger
Dan Gorfain
Cheryl Holben

Heather Hutcheson
Allison Joe
John Nicolaus, Vice Chair

CITY STAFF

Rhyena Halpern, Executive Director
Linda Vivian, Office Manager

*Sacramento Metropolitan Arts Commission
2030 Del Paso Boulevard
Sacramento, CA 95815*

November 15, 2010 – 2:00 p.m.

The Sacramento Metropolitan Arts Commission is a board of the City Council and Board of Supervisors with authority to advise the agencies on all matters concerning the arts, including pending legislation, allocation of funds, development of programs, assist artist groups or individuals in developing arts programs, and other activities as established.

NOTICE TO THE PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the end of the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select 3-5 speakers to represent the opinion of the group.

Notice to Lobbyists: When addressing the Commission you must identify yourself as a lobbyist and announce the client/business/organization you are representing (City Code 2.15.160).

Speaker slips are located on the materials table in the hearing room and should be completed and submitted to the Commission Secretary.

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The City posts Agendas at City Hall as well as offsite meeting locations. The order of agenda items is for reference only; agenda items may be taken in any order deemed appropriate by the Committee. The agenda provides a general description and staff recommendations; however, the Committee may take action other than what is recommended. The agenda is available for public review three days prior to the meeting. Hard copies of the agenda, synopsis, and staff reports are available from the Sacramento Metropolitan Arts Commission at 2030 Del Paso Boulevard, Sacramento, Ca. 95815 (25 cents per page)

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify the Sacramento Metropolitan Arts Commission at (916) 808-3992 at least 48 hours prior to the meeting.

AGENDA

November 15, 2010

**Sacramento Metropolitan Arts Commission
2030 Del Paso Boulevard
Sacramento, CA 95815**

All items listed are heard and acted upon by the Sacramento Metropolitan Arts Commission (SMAC) unless otherwise noted.

Call to Order – 2:00 p.m.

Roll Call

Consent

All items listed under the Consent Calendar are considered and acted upon by one motion. Anyone may request that an item be removed for separate consideration.

1. **Approval: Minutes for October 11, 2010**
Recommendation: Approve Meeting Minutes.
Contact: Linda Vivian, SMAC Office Manager, 808-3995

Action / Discussion Items

2. **Presentation: New Agency PowerPoint**
Recommendation: Receive and File.
Contact: Rhyena Halpern, Executive Director, 808-3992
3. **Presentation: Friends and Fundraising**
Recommendation: Receive and file.
Contact: Rhyena Halpern, Executive Director, 808-3992
4. **Presentation: Award to Roger Dickinson**
Recommendation: Receive and file.
Contact: Carlin Naify, Chair, Sacramento Metropolitan Arts Commission, 808-3992
5. **Update: Artist Design for Fire Station #4943**
Recommendation: Receive and file.
Contact: Shelly Willis, Administrator, Art in Public Places, 808-3971.
6. **Approve: Art in Public Places (APP) Terminal Modernization Program (TMP) Fellowship Program**
Recommendation: Approve Art in Public Places Program Big Build (TMP) Fellowship
Contact: Shelly Willis, Administrator, Art in Public Places, 808-3971.
7. **Approve: Cultural Arts Award (CAA) and Operating Grants Program (OGP)**
Recommendation: Approve CAA and OGP Grants extension
Contact: Anja Aulenbacher, Grants and Cultural Programs Coordinator, 808-3996

8. **Staff Report: Agency Report and Program Updates**
Recommendation: Receive and file.
Contact: Lorrie Kempf, APP Assistant, 808-3977. Erika Kraft, Arts Education Coordinator, 808-3983.
9. **Chairs' Reports: Committee Meetings and Cultural Ambassador-related Events**
Recommendation: Receive and file.
Contact: Carlin Naify, Chair, Sacramento Metropolitan Arts Commission, 808-3992
10. **Director's Report on Agency: Agency Report, Arts Marketing, For Arts Sake -FAS, Holiday Party, Schedule for December & January, Governance timeline, Linda Cutler**
Recommendation: Receive and file.
Contact: Rhyena Halpern, Executive Director, 808-3992

Public Comments - Matters Not on the Agenda

Questions, Ideas, and Announcements of Commission Members

Adjournment



**Sacramento
Metropolitan
Arts Commission**

A City and County Agency

Minutes City of Sacramento Sacramento Metropolitan Arts Commission

October 11, 2010 – 2:00 p.m.

Sacramento Metropolitan Arts Commission
2030 Del Paso Boulevard
Sacramento, CA 95815

All items listed are heard and acted upon by the Sacramento Metropolitan Arts Commission (SMAC) unless otherwise noted.

Call to Order – 2:04 p.m.

Roll Call: **Present:** Dan Gorfain, Cheryl Holben, Heather Hutcheson, Allison Joe, Carlin Naify
 Absent: Charles Barr, Linda Beech-Cutler
 Late: Sid Garcia-Heberger
 Left Early: John Nicolaus

Consent

All items listed under the Consent Calendar are considered and acted upon by one motion. Anyone may request that an item be removed for separate consideration.

1. **Approval of Minutes for September 12, 2010**
 Recommendation: Approve Meeting Minutes.
 Contact: Linda Vivian, Office Manager, 808-3995

Action: Moved by Nicholas Seconded by Gorfain. Motion carried with a 7-2 vote to approve consent items. Members Barr and Beech-Cutler Absent.

Action / Discussion Items

2. **Approve: Final Draft of Rules of Procedure**
 Recommendation: Approve SMAC Governance Revision based on input from commissioners, Clerks and Attorney.
 Contact: Dan Gorfain, Governance Ad hoc Chair, 808-3992

Action: Moved by Gorfain; Seconded by Holden. Motion carried with a 7-2 vote to move forward and present SMAC Governance Procedure to city council. Members Barr and Beech-Cutler Absent.

3. **Workshop: Agency FY11 Workplan and Goals**
 Recommendation: Receive and file.
 Contact: Rhyena Halpern, Executive Director, 808-3992

Action: Received and filed.

4. **Update: Image Review of SMAC's new marketing materials**
 Recommendation: Receive and file.
 Contact: Rhyena Halpern, Executive Director, 808-3992

Action: Received and filed.

5. **Workshop: Art in Public Places (APP) governance overview and issues**

Recommendation: Receive and file.

Contact: Shelly Willis, Art in Public Places Administrator, 808-3971

Action: Received and filed.

6. **Update: Community Housing Opportunities Corporation (CHOC) Conservation Project**

Recommendation: Receive and file.

Contact: Suzy Vose, Arts in Public Place Project Manager, 808-3981

Action: Received and filed.

7. **Program Areas Report: Art in Public Places (APP), Suzy Vose, Art Education (AE), Erika Kraft and Grants and Cultural Programs (GCP), Anja Aulenbacher to review agency report highlights**

Recommendation: Receive and file.

Contact: Rhyena Halpern, Executive Director, 808-3992

Action: Received and filed.

8. **Chairs Reports: Highlights on commissioner activity and committee meetings**

Recommendation: Receive and file.

Contact: Carlin Naify, Chair, Sacramento Metropolitan Arts Commission, 808-3992

Action: Received and filed.

9. **Director's Report: Agency Report, Generosity Project, Friends update**

Recommendation: Receive and file.

Contact: Rhyena Halpern, Executive Director, 808-3992

Action: Received and filed.

Public Comments - Matters Not on the Agenda

Questions, Ideas, and Announcements of Commission Members

Adjournment - 4:08 PM

Attests:

Chair Carlin Naify

Commission Secretary

***Sacramento Metropolitan Arts Commission:
Advancing Community through Arts and Culture***



**Sacramento
Metropolitan
Arts Commission**

A City and County Agency

November 15, 2010

**Honorable Chair and
Members of the Sacramento Metropolitan Arts Commission**

Title: Approval of Art in Public Places Fellowship for Emerging Public Artists

Location/County District: All districts.

Recommendation: Staff recommends approving the Art in Public Places Fellowship for Emerging Public Artists

Contact: Shelly Willis, Art in Public Places (APP) Administrator, (916) 808-3971

Description/Analysis

Issue: Staff recommends establishing a fellowship program for emerging public artists to support the education and experience of local artists in the field of public art.

The impetus to establish this program was the Sacramento International Airport Big Build/Terminal Modernization Program (TMP) (Airport) because this major and historical public art program can be used as a laboratory to study public art practice.

The Airport public art program will allow fellows the opportunity to gain access to the established and experienced public artists while they are visiting or working in the region on the Airport public art program, to witness the fabrication and installation of large budget public art projects and a rare opportunity to talk about issues surrounding the public art field during the process.

The fellowship program includes the following:

- Private studio tour and lecture with an artist working on the Sacramento International Airport Big Build/TMP public art project
- A lecture about and site visit to the Airport to see the installation of the red rabbit by Lawrence Argent



A City and County Agency

November 15, 2010

**Honorable Chair and
Members of the Sacramento Metropolitan Arts Commission**

Title: Cultural Arts Awards (CAA) Cycle Extension and CAA Operating Grant Program (OGP) Funding for CY2011

Location/Council District: All districts.

Recommendation: Grants & Cultural Programs (GCP) staff recommends approval of:

- 1) The extension of the 2007-10 Cultural Arts Award Grant cycle to include the calendar year (CY) 2011.
- 2) The funding for 52 organizations under the 2011 Cultural Arts Awards (CAA) program in the amount of \$375,000
- 3) The funding for 7 organizations under the 2011 Operating Grant Program in the amount of \$23,423.43.

Contact: Anja Aulenbacher, Grants & Cultural Programs Coordinator, (916) 808-3986

Description/Analysis

Issue: Staff is recommending a one year extension of the current Cultural Arts Awards (CAA) cycle, extending the current grant cycle through calendar year (CY) 2011. A fourth Mid-Cycle report was submitted by the current grantees to the Sacramento Metropolitan Arts Commission (SMAC) on September 30, 2010. The 52 recommended grantees were found eligible to receive funding. (Attachment 4, CAA Proposed Funding.) The next cycle will open at a future date in the Spring of 2011.

7 applicants for the Operating Grant Program (OGP) were found eligible to receive funding. Staff is recommending the funding scenario #3 which uses \$23,423.43 of the FY2010-11 Arts Stabilization budget for the Operating Grants, leaving \$6,576.57 for Microgrants, another stabilization program. (Attachment 5, OGP Funding Scenarios.)

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Policy Considerations: The Cultural Arts Awards (CAA) is a program supporting the enhancement of neighborhoods by expanding arts and cultural experiences in the community through its support of excellent arts programs.

Rationale for Recommendation: Over the last four years, the SMAC budget has been cut dramatically by the County and the City. This has caused the need to create greater efficiencies wherever possible. The CAA program consists of a labor-intensive application, panel and contract process. This extension will allow SMAC to use its resources more efficiently. Contracts will continue to be executed annually, and grantees will be evaluated based on contract compliance, financial accountability, and proper reporting. Grantee awards are recommended as funds are available.

Staff evaluated 52 current CAA organizations, all of whom are recommended for funding. All 52 organizations submitted Mid-Cycle reports which met the review criteria. (Attachment 1, Background, Cultural Arts Awards.)

As part of SMAC's Arts Stabilization Program (Attachment 3, Arts Stabilization Program), the Operating Grant Program was offered as an open invitation to nonprofit arts organizations. These organizations are CAA-eligible but have to wait for a new open cycle to apply. SMAC received 8 applications and on October 19, 2010 a panel of arts experts met on to review submitted applications. Seven applicants were deemed eligible and scored within the funding range. (Attachment 2, Background, Operating Grant Program.)

Financial Considerations: CAA funding is awarded on a calendar year (CY) basis. Available re-granting funds for Cultural Arts Awards 2011 total \$375,000; \$350,000 from the City; \$25,000 from the County. CAA annual grants are renewable for the same amount each year of the cycle, pending availability of funds.

Available re-granting funds for Arts Stabilization programs (Operating Grant Program and Microgrants) are \$30,000 from the City. Operating Grant Program funding is awarded on a one-time basis. Staff is recommending that \$23,423.43 be allocated to the Operating Grant Program, and \$6,576.57 be allocated to the Microgrant program. (Attachment 4, OGP Funding Scenarios.)

Emerging Small Business Development (ESBD): These programs are entirely grant programs targeted at nonprofit 501(c) 3 arts organizations and therefore are exempt from ESBD requirements.

Respectfully submitted by,

Anja Aulenbacher
GCP Coordinator

Approved by,

Rhyena Halpern
Executive Director

Attachments

1. Background, Cultural Arts Awards
2. Background, Operating Grant Program
3. Arts Stabilization Program
4. CAA Proposed Funding
5. OGP Funding Scenarios

Attachment 1

BACKGROUND, CULTURAL ARTS AWARDS

The Cultural Arts Awards (CAA) program offers project or general operating support to 501(c) (3) arts organizations, government arts agencies, and community organizations with arts programming. The mission of CAA is to:

- Promote excellence in arts programming;
- Enhance stability and development of Sacramento's arts organizations;
- Support the unique contributions of Sacramento's diverse communities;
- Enhance the role of the arts in economic development;
- Support a range of arts education programs; and
- Ensure the arts are broadly distributed and include the underserved.

CAA has always been SMAC's flagship re-granting program. Although eligible funding requests have totaled almost \$3,000,000, the largest CAA funding pot was \$700,000 in 2000, and it remained at that level until 2009 when, due to County cuts the funds were reduced to \$665,000 and reduced again in 2010 to \$491,000. The City has maintained its \$350,000 contribution through these difficult years.

2007- 10 Cultural Arts Awards cycle:

57 organizations applied for the 2007-09 CAA grant cycle in 2006 requesting \$2,505,592 in funds, and all 57 applicants were ranked within funding range by the review panel. Panel members consisted of arts professionals, Juan Carrillo, retired arts administrator; Brad Erickson, Executive Director of Theatre Bay Area; Chike Nwoffiah, Co-Founder and Executive Director of Oriki Theatre; Alleluia Panis, Co-Founder of Kulatang Arts and an influential elder artist in the Pilipino American community; and Mark Vance, Executive Director of Nevada County Composers Co-op and a Director of Music in the Mountain's Young Composer program. Grantees include theater, music, visual arts, dance, arts service, traditional arts, media, literary, film, multi-disciplinary and community-based organizations. Cultural groups include Asian-American, Southeast Asian, Pacific-Islander, Latino, and African-American. Special populations served include those who reach out to the youth, the GLBTQ (Gay, Lesbian, Bisexual, Transgender, Queer) community, and the physically and developmentally challenged. Several organizations produce multi-disciplinary arts festivals that were attended by thousands of Northern Californians; this in turn enhanced the reputation of our city, and continues to generate acclaim on a national level.

The economic downturn has left the arts organizations struggling. Dramatic losses in income have made it difficult for them to maintain the same level of outreach and programming that they have offered over the past several years. The 57 grantee organizations in 2008 totaled \$93,925,146. Since 2009, SMAC has lost 5 CAA grantees due to closures and other circumstances related to the financial health of the organization. The combined arts budgets of the 53 grantee organizations in 2009 totaled \$67,106,582.

- **Current Grantee Selected Highlights for 2011:** The Sacramento French Film Festival has formed a partnership with the Sacramento Philharmonic to produce the US Premiere of a classic silent film and new musical score. The musicians of the Sacramento Philharmonic provide live musical accompaniment to the film, *Un Chapeau de paille d'Italie* (An Italian Straw Hat) one of the most famous silent French films.
- The Short Center Repertory will develop a working relationship with service organizations for homeless and marginalized persons in Sacramento. They will work collaboratively to develop and present *Tent City*, a performance piece on homelessness and disability.
- As a result of Commission supported activities, La Raza Galeria Posada secured over \$50,000 from new funding sources, increased earned income over 70% from our previous fiscal year, increased membership 30% over last year, doubled their email list and gallery visitors, expanded their volunteer base, established an ongoing partnership with Natomas High School and diversified their audience and visitors by having partnerships with other organizations that reflect on Sacramento's diverse population.
- The Sacramento Ballet will be expanding its educational outreach program - Leaps and Bounds - through the addition of two new schools in the new season: William Land Elementary School and Washington Elementary School. This program, which takes dance training into schools, brings students from the school to the dance studio. There they will see the creative process in action and will offer in-theater experiences for the students.
- The Sacramento Youth Symphony will collaborate with local Indian cultural groups to present a concert featuring both western and eastern music, culture and food.

CAA History:

In 1999, the City Council and Board of Supervisors approved a plan to make CAA a two-year program (Resolution No. 99-114). In 2005, the Arts Commission received City Council and Board of Supervisor approval to extend the program to a three year cycle (Resolution No. 2005-920) which reflected the longer grant cycles that had become the national trend. In 2009, the City Council and Board of Supervisors approved a one-time, one year extension of the CAA program to encompass 2010 (Resolution No. 2009-755). Organizations are now able to plan on SMAC funding them for three consecutive years, allowing them greater stability. Grantees welcomed the extension for it left them more time to run their organizations, fundraise, market, and reach for higher levels of artistic excellence. There was no loss of accountability with the extension, as the program's system of checks and balances remained in place.

Mid-Cycle Report:

Grant awards are conditional on submission of a Mid-Cycle Report. This Mid-Cycle Report details how funds were utilized in the grant year, the program activities for the grant year, the current general fiscal and organizational health of the organization, as well as evaluates artistic and administrative changes in the grant year. If a grantee does not receive funding in one year of the cycle, they are not eligible for funding in subsequent years of that cycle.

Staff analyses the Mid-Cycle Reports to ensure contract compliance, to identify general trends among the grantees and to design initiatives to address those needs where possible. Staff has been able to identify several organizations for a variety of technical assistance based on their report. (Attachment 3, Arts Stabilization Program.)

CAA Grantee Not Recommended For 2011 Funding:

- River Stage Theatre has been a CAA grantee since 1999. River Stage notified SMAC that the theatre would not be submitting a Mid-Cycle report for 2011 funding, as it is going through some changes and does not wish to apply for CAA funding for 2011.

CAA Grantees Not Funded in 2010:

- 40 Acres Gallery has been a CAA grantee since 2004. 40 Acres notified SMAC in August 2009 that the gallery would not be submitting a Mid-Cycle report for 2010 funding, as it did not expect to receive CAA funding in 2010 due to closure.
- Beyond the Proscenium Productions (BPP) has been a CAA grantee since 1999. After 15 years in operation, BPP decided to close its doors in 2009. Founder Ann Tracy noted in her letter to SMAC staff, "I do think that BPP has served its mission well by encouraging other theatre companies to do more non-mainstream work and to expand the cultural climate in Sacramento."
- Best of Broadway (BOB) has been a CAA grantee since at least 1997. BOB notified SMAC that a Mid-Cycle report would not be submitted for 2010 funding. The board decided to put all 2009 programming on hold until the organization's debt could be retired. BOB is hoping to raise enough funds to produce a show in 2010.

CAA Grantee Not Funded in 2009 or 2010:

- Sacramento Choral Society and Orchestra (SCSO) has been a CAA grantee since 1999. In 2008, SCSO alerted SMAC to the fact that they would be moving their season concerts out of Sacramento County to the Mondavi Center, making them ineligible for CAA funds.

CAA Impact

The Cultural Arts Award program assists nonprofit arts organizations in Sacramento City and County with partial funding of general operating expenses or arts project

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support.

In recognition of the importance of our cultural heritage and to provide opportunities for the public to experience the arts, the Sacramento City Council and the Sacramento County Board of Supervisors have made funds available for the past 33 years through the Cultural Arts Awards Program administered by the Sacramento Metropolitan Arts Commission. Grantees are expected to meet high standards of artistic quality, show evidence of community involvement and outreach and exhibit sound managerial and fiscal accountability.

In fiscal year 2008-09, the total impact of CAA grantee events on the local economy totaled over \$136 million, according to the Arts & Economic Prosperity Calculator provided by Americans for the Arts.

In fiscal year 2008-09, 56 nonprofit arts organizations leveraged \$700,623 in City and County funds into over \$94 million dollars of annual operating budgets. As required by the grant program, the 56 organizations served estimated audiences of 1,380,000, which included 280,000 free tickets and free or at reduced cost outreach programs to over 150,000 children (K-12), seniors, disadvantaged and disabled citizens.

Reductions to the Cultural Arts Awards (CAA):

In light of the cuts to the CAA program by the County in past fiscal years, the City has maintained its high visibility as a strong supporter of Sacramento's arts organizations by not cutting its CAA funding; in spite of the fact that CAA has traditionally been funded equally by the City and County.

In fiscal year 2009-10 \$491,077 was awarded to CAA grantees: the City contribution was \$350,000 and County's was \$137,500 plus rollover funds from 2008-09. In fiscal year 2010-11 \$375,000 is being recommended: the City contribution has remained at \$350,000 and County's has dropped significantly to \$25,000.

Impact of cuts to the CAA grantees:

- Severe programmatic and operational cuts would be experienced by most organizations that have already cut into their organizational muscle.
- Severe reduction of grantees' outreach programs to 150,000 youth, senior, disabled and disadvantaged populations.
- Free ticket program that in fiscal year 2009 gave out 280,000 free tickets would be greatly reduced.
- The local economy would be negatively impacted through lay offs and the loss or drastic reduction of revenue generating multi-disciplinary arts festivals attended by thousands of Northern Californians.

- Less cultural offerings means the region is less appealing to new businesses to start up or relocate here.
- Approximately 10-20 arts and cultural organizations within Sacramento County would shut their doors.
- Closing the CAA programs would mean that the City and County would lose a 33-year investment in local arts organizations and arts education.

Attachment 2

BACKGROUND, OPERATING GRANT PROGRAM

SMAC's highest re-granting priority is CAA, a program that helps nonprofit arts organizations enrich the quality of life for Sacramento's residents, create Sacramento as a destination for cultural tourists and stimulate the economy. The Operating Grant Program (OGP) funds general operating expenses and was offered as a one-time, parallel grant program to CAA, open to nonprofit arts organizations that do not currently receive a CAA grant.

Grants are awarded through a competitive review process and award amounts are determined based on the panel score, the organization's budget size and the amount available for re-granting. A review panel consisting of three working arts professionals met on October 19, 2010 to review and score the submitted applications. The panel used the mission of the organization as the basis for evaluating success in the following areas: Artistic and Programmatic Quality (measured against its stated artistic mission, including its vision, creativity and integrity); Community Involvement and Outreach (addressing community needs and issues of contemporary or unique importance with arts programming); and Organizational Accountability (fiscal and management practices). The panel consisted of John Nicolaus, SMAC Commissioner, James Wheatley, President of the theatre company Celebration Arts, and Julia Connor, poet and 2005-09 Sacramento Poet Laureate. (See biographies below.)

Eight organizations applied for the 2010-11 Operating Grant Program. Their request amounts for funding totaled \$250,551. Seven applicants were ranked within funding range and one was deemed ineligible.

ORGANIZATION	REQUEST	SCORE (out of 10)	Proposed AWARD	% of request
Sol Collective	\$25,000	10.00	\$3,375.85	13.50
Center For Contemporary Art Sacramento	\$40,000	9.67	\$5,268.03	13.17
Vox Musica	\$6,259	9.33	\$803.45	12.84
Sacramento World Music & Dance Festival	\$40,000	9.33	\$5,134.69	12.84
Sacramento Japanese Film Festival	\$8,002	9.17	\$1,013.86	12.67
California Lectures	\$50,000	8.67	\$5,489.93	10.98
Race for the Arts	\$21,290	8.67	\$2,337.61	10.98
El Dorado Musical Theatre	\$60,000	Ineligible	N/A	N/A
Totals:	\$250,551		\$23,423.43	

The combined arts budgets of the 8 applicant organizations totaled **\$1,097,650**; this included theater, music, visual arts, arts service, traditional arts, dance, literary, film, multi-disciplinary and community-based organizations. Cultural groups included Asian-American, Latino/a, African-American and multi-cultural. All grantees conduct outreach programs to schools, senior citizens, and/or neighborhoods with few existing cultural activities. One organization produces a nationally acclaimed multi-disciplinary, multi-cultural arts festival attended by thousands of Northern

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Californians, enhancing the reputation of our city.

PANELIST BIOGRAPHIES

Julia Connor: Julia Connor was Poet Laureate of Sacramento 2005-2009. She is the author of Making the Good as well as numerous chapbooks and book-length poems on the Sacramento Region. Previously on the faculty of the Naropa Institute's MFA Writing Program in Boulder, CO., she has for the past 20 years conducted writing workshops and seminars in Sacramento as well as on Martha's Vineyard, and at Emerson College in Sussex, England. Awards include Literary Fellowships from the Sacramento Metropolitan Arts Commission, the California Arts Council, The Centrum Foundation in Port Townsend, WA and the Helene Wurlitzer Foundation, Taos, N.M. and the Hambidge Center for the Arts and Sciences in Georgia. Her work has twice been nominated for a Pushcart Prize. More info: www.juliaconnor.com

James Wheatley: President of the Board of Directors, and Artistic Director of Celebration Arts. In his volunteer capacity, Mr. Wheatley has overall responsibility for the Celebration Arts performing arts programs. He teaches dance classes, choreographs for the Celebration Dance Company, writes music for and directs the Celebration Chorale. He also writes plays and music and choreographs for KIDS' TIME, a program for pre-teen children. He is also an accomplished singer, a lyric tenor. James is an actor and has appeared in major roles in a number of community and professional theater productions.

John Nicolaus: John Nicolaus is Vice Chair of the Sacramento Metropolitan Arts Commission and Chair of the Art in Public Places Committee. He has been associated with SMAC for over five years and has been a Commissioner for three.

John is a practicing Landscape Architect in Sacramento and has worked on local, regional and statewide projects for over 25 years. Most recently a Principal with The HLA Group, John has lead the design of projects such as West Sacramento's River Walk Park, master plans for Watt and Fulton Avenues, Stockton and Auburn Boulevards and various other urban design projects.

In addition to his Commission activities, John is active on national and statewide boards of landscape architecture industry associations and is a Fellow of the American Society of Landscape Architects.

Attachment 3

ARTS STABILIZATION PROGRAM

The Arts Stabilization program serves arts organizations, arts groups and artists, helping them gain critical business knowledge to harness the skills they need to successfully create meaningful arts experiences for the general public. Since 2002, SMAC has provided funding for hundreds of grants, workshops, trainings and customized consultations. SMAC's Arts Stabilization program has seen its annual budget dwindle from about \$200,000 in re-granting dollars eight years ago to \$30,000 this current year.

A majority of the \$30,000 for FY2011 Arts Stabilization Programs is proposed to be allocated to the Operating Grant Program for one-time grants, with the remainder going to the Microgrant Program. Microgrants provide vital support to emerging arts groups and artists to establish themselves and become greater contributors to Sacramento's arts community. Grants are awarded in five categories: Career Advancement, School Field Trip, Small Arts Project, Artist Residency and Media Support Materials. The Microgrant program allows SMAC to make the biggest impact on the Sacramento arts community by distributing program dollars to the largest and most diverse group of artists and arts groups, acting as an important incubator for Sacramento's future artistic and cultural health. Grants typically range from \$100 to \$595.

Other Arts Stabilization Programs include:

- Marketing Grant: funds new marketing initiatives; increases and improves marketing strategies; and reaches the region's untapped audience interested in culture and the arts. Grants typically range between \$1,000 and \$5,000.
- Planning Grant: develops essential planning documents such as a strategic/long range plan or a marketing plan. Grants typically range between \$1,000 and \$5,000.
- Professional Support Materials Grant: allows artists, nonprofit arts organizations and arts groups to develop a work sample (i.e. portfolio) for grant applications and marketing purposes. Grants typically range from \$500 to \$3,000.
- Organizational Development: strengthens the managerial and fiscal practices of nonprofit arts organizations, by providing board member and staff training opportunities. Programs include: Organizational Development Training, Arts-Focused Workshops, BoardLink, Custom-Designed Trainings and Custom-Designed Technical Assistance. Award amounts vary.
- New in FY2010 is the Arts Innovation Fund in partnership with the Sacramento Regional Community Foundation: a competitive award that is given to organizations with the most innovative artistic or organizational practices. Awards typically range from \$1,500 to \$10,000.

ASSESSING THE NEED FOR STABILIZATION GRANTS

In October, 2010, SMAC conducted a survey of 64 Sacramento County arts organizations including current CAA grantees and current Arts Stabilization grantees. The survey endeavored to assess their stabilization needs. With an increasingly significant drop in contributed and earned income, the survey found that arts organizations are struggling with fundraising to supplement the stark decrease in contributed and earned income over the last few years. A majority of currently stable grantees are concerned about their future, with risk and uncertainty looming uncomfortably close for 25% of the organizations. In fact, of the 64 organizations surveyed, 47% need to immediately find more and more varied sources of contributed income.

The survey findings showed a pressing need for the public dollars that SMAC provides. Most markedly, of the organizations surveyed, 68% would greatly benefit from a SMAC Marketing Grant, 35% from a Professional Support Materials Grant, 30% would benefit from a Planning Grant and 22% from an Organizational Development Grant. Similarly, 86% would significantly benefit from attending a workshop to assist with fundraising ideas and 36% could benefit from assistance in learning how to ask potential contributors for funding.

CAA grantees conduct vital outreach programs that allow them to connect with schools, senior citizens, social service organizations and neighborhoods with few existing cultural activities. According to the survey, cuts in CAA have resulted in the reduction or termination of these outreach programs which include free or reduced admission for youth and seniors; donation of tickets to nonprofit organizations serving disadvantaged populations; arts and music programs for homeless or hospitalized children; youth scholarships and tuition funding and many more. Their staffs have had to repurpose their outreach time to grant writing, fundraising and promotion, impacting their outreach programs.

Attachment 4

CAA PROPOSED FUNDING

Organization	2010 Award	Proposed 2011 Award
Arts & Business Council	\$2,090.00	\$1,506.06
Asian Pacific Rim Street Festival	\$8,920.00	\$6,960.00
Bread of Life/Spirit in the Arts	\$3,040.00	\$2,280.00
California Lawyers for the Arts	\$5,988.00	\$4,762.50
California Musical Theatre	\$25,760.00	\$20,600.00
Camellia Symphony Orchestra	\$11,750.00	\$9,300.00
Camerata California	\$2,119.00	\$1,712.03
Capital Jazz Project	\$6,840.00	\$5,709.91
Capital Public Radio	\$18,320.00	\$14,400.00
Capital Stage Company	\$9,660.00	\$7,920.00
Capitol Ballet Company	\$6,260.00	\$5,188.96
Celebration Arts	\$6,730.00	\$5,285.20
Chamber Music Society of Sacramento	\$8,610.00	\$6,668.09
Chautauqua Playhouse	\$14,600.00	\$11,380.00
Crocker Art Museum	\$23,520.00	\$18,368.00
DDSO/Short Center	\$23,550.00	\$18,720.00
Fair Oaks Theatre Festival	\$6,360.00	\$5,200.00
Festival of New American Music	\$9,000.00	\$7,040.00
Folsom Civic Ballet (Stages)	\$10,380.00	\$8,640.00
Galena Street East	\$4,500.00	\$3,550.00
Hmong Cultural Arts	\$12,160.00	\$9,584.00
Instituto Mazatlán Bellas Artes de Sacramento	\$9,960.00	\$8,000.00
InterAct	\$2,368.00	\$1,943.22
KVIE, Inc.	\$12,400.00	\$10,050.00
Lambda Players	\$7,295.00	\$5,601.31
La Raza Galeria Posada	\$6,380.00	\$5,220.00
Mexican Cultural Center	\$3,700.00	\$2,750.00
RAICES Dance Academy	\$8,160.00	\$6,590.59
River City Theatre Company	\$8,450.00	\$7,000.00
River Stage	\$17,640.00	Declined
Sacramento Area Regional Theatre Alliance	\$1,200.00	\$907.97
Sacramento Ballet	\$24,320.00	\$19,158.00
Sacramento Capitolaires	\$1,000.00	\$662.45
Sacramento Children's Chorus	\$6,550.00	\$5,100.00
Sacramento Chinese Community Service Center	\$1,200.00	\$893.30

Organization	2010 Award	Proposed 2011 Award
Sacramento French Film Festival	\$8,360.00	\$6,400.00
Sacramento Heritage Festival	\$9,320.00	\$7,360.00
Sacramento International Gay and Lesbian Film Festival	\$5,065.00	\$4,185.40
Sacramento Master Singers	\$9,320.00	\$7,360.00
Sacramento Men's Chorus	\$1,615.00	\$1,257.15
Sacramento Opera Company	\$18,975.00	\$15,300.00
Sacramento Philharmonic	\$23,400.00	\$18,570.00
Sacramento Poetry Center	\$1,523.00	\$1,199.74
Sacramento Shakespeare Festival	\$2,073.00	\$1,626.11
Sacramento Taiko Dan	\$9,240.00	\$7,280.00
Sacramento Theatre Company	\$11,120.00	\$8,800.00
Sacramento Traditional Jazz Society	\$7,050.00	\$5,625.00
Sacramento Women's Chorus	\$1,000.00	\$575.00
Sacramento Youth Symphony	\$15,825.00	\$12,150.00
Sinag-tala Filipino Theatre and Performing Arts Assoc.	\$5,421.00	\$4,200.00
Strauss Festival of Elk Grove	\$5,640.00	\$4,480.00
Theatre for Children	\$18,800.00	\$14,880.00
Very Special Arts California	\$6,550.00	\$5,100.00
TOTALS:	\$491,077.00	\$375,000.00

Attachment 5

OGP FUNDING SCENARIOS

The total Arts Stabilization budget for fiscal year (FY) 2010-11 is \$30,000. Staff is recommending the funding scenario #3 which uses \$23,423 of the FY2010-11 Arts Stabilization budget for the Operating Grants, leaving \$6,577 for other programs, most likely Microgrants.

Scenario #1 uses the entire FY2010-11 Arts Stabilization budget, which would eliminate all other Arts Stabilization programs for this fiscal year.

Scenario #2 uses \$25,000 of the FY2010-11 Arts Stabilization budget for the Operating Grants, leaving \$5,000 for other programs, most likely Microgrants.

Scenario #4 uses \$20,000 of the FY2010-11 Arts Stabilization budget for the Operating Grants, leaving \$10,000 for other programs, most likely Microgrants.

ORG.	REQ.	SCORE	%	Scenario 1	%	Scenario 2	%	Scenario 3	%	Scenario 4
Sol Collective	\$25,000	10	17.2	\$4,302.00	14.6	\$3,657.50	13.5	\$3,375.85	11.7	\$2,929.95
Center For Contemporary Art Sacramento	\$40,000	9.67	16.9	\$6,749.87	14.3	\$5,718.67	13.2	\$5,268.03	11.4	\$4,554.59
Vox Musica	\$6,259	9.33	16.5	\$1,035.32	14	\$873.97	12.8	\$803.45	11.1	\$691.82
Sacramento World Music & Dance Festival	\$40,000	9.33	16.5	\$6,616.53	14	\$5,585.33	12.8	\$5,134.69	11.1	\$4,421.25
Sacramento Japanese Film Festival	\$8,002	9.17	16.4	\$1,310.30	13.8	\$1,104.01	12.7	\$1,013.86	10.9	\$871.14
California Lectures	\$50,000	8.67	14	\$7,004.33	11.3	\$5,653.33	11	\$5,489.93	9.2	\$4,580.83
Race for the Arts	\$21,290	8.67	14	\$2,982.45	11.3	\$2,407.19	11	\$2,337.61	9.2	\$1,950.52
TOTAL:	\$190,551			\$30,000.80		\$25,000.00		\$23,423.43		\$20,000.09

Panels vary greatly in their scoring and evaluations, in order to keep parity with CAA award amounts and scores, staff allowed for a 10% variation when establishing the funding scenario for OGP, thus starting the highest scoring OGP application at the highest CAA score minus 10 (the highest score at a CAA panel is 100; at the 2006 CAA panel, the highest scoring application received a 94).

ORG.	REQ.	SCORE	%	AWARD 07	%	AWARD 10
Sol Collective	\$25,000	10	39.1	\$9,775.00	25.6	\$6,399.40
Center For Contemporary Art Sacramento	\$40,000	9.67	38.8	\$15,506.67	25.3	\$10,105.71
Vox Musica	\$6,259	9.33	38.4	\$2,405.54	24.9	\$1,560.43
Sacramento World Music & Dance Festival	\$40,000	9.33	38.4	\$15,373.33	24.9	\$9,972.37
Sacramento Japanese Film Festival	\$8,002	9.17	38.3	\$3,062.10	24.8	\$1,981.64
California Lectures	\$50,000	8.67	32.4	\$16,203.33	21.4	\$10,695.63
Race for the Arts	\$21,290	8.67	32.4	\$6,899.38	21.4	\$4,554.20
	\$190,551			\$69,225.35		\$45,269.38

The column named "Award 07" reflects the OGP award amount based on the amounts awarded to CAA in 2007. The CAA application which was scored 90 by the CAA panel, received 39.1% of their request amount. The column named "Award 10" reflects the reductions to the CAA grantees' awards through 2011. CAA awards have been reduced by approximately 46% from their original award amounts.

**AGENCY ACCOMPLISHMENTS REPORT
NOVEMBER 15, 2010 COMMISSION MEETING**

IMPORTANT DATES

PLEASE NOTE: THE FOLLOWING REPORT IS ORGANIZED BY AREAS, NOT LEAD STAFF PERSON. IN MANY CASES, STAFF HAS WORKED ON MULTIPLE ITEMS LISTED HEREIN.

1) ART IN PUBLIC PLACES

Projects:

- Panel and APP Committee approved Brian Goggin's design titled, "Faro", for Fire Station #43
- Application deadline, October 27, 2010, for the Regional Transit South Sacramento Corridor phase 2 public art project 26 applications were received
- Selected finalists for Greyhound Terminal
- Installation: "Figures in the Park", by James Piskoti

Exhibitions:

- **Opening:** Sacramento Municipal Utilities District (SMUD) Gallery, "Art from the Heart" - Selected works from the Developmental Disabilities Service Organization's Short Centers and Reach In Artists, October 4 - December 14, 2010.
- **Reception:** October 22, 2010, 11:00 a.m. - 1:00 p.m., 40 attendees. Sacramento Municipal Utilities District (SMUD) Gallery, "Art from the Heart" - Selected works from the Developmental Disabilities Service Organization's Short Centers and Reach in Artists

Collection management:

- Repaired the pedistal of "Poseidon", Sacramento Convention Center
- Transported the James Smith Collection to storage.

Education:

- Lecture: Deborah Aschheim artwork at Robbie Waters Pocket Greenhaven Library, 25 participants
- In class presentations: River Delta School District, 2 presentations about public art with a focus on kinetic art. Class will design public artwork for the walkway in Rio Vista, 48 participants
- Second Saturday Chicano Art Walk, 10 participants
- In class presentations: Laguna Creek High School Art Classes, 4 presentations emphasizing positive and negative space and other art standards, 104 participants
- In class presentations: CB Wire School, Sacramento City Unified School District, second grade, 3 presentations about artworks that are located near the school, 60 participants
- Walking tour: City Hall area, Art Institute of Sacramento (a private college for applied arts), art history class, 30 participants

Public Relations:

- October 5, 2010: 15 minute Capitol Public Radio, KXJZ 90.9, Interview with Jeffrey Callison on *Insight* at 10:00 a.m., featuring Deborah Aschheim. Deborah spoke about her recently installed public artwork, "Taxonomy" (at the Robbie Waters Pocket-Greenhaven Library) and her approach to public art.

2) ARTS EDUCATION

Kemble Elementary Model Arts Program

- The teaching artist team began their orientation and lesson planning process on November 5, 2010 for this second year of 16 arts lessons for all 25 classrooms in the school in visual art, theatre and dance.
- Artists will deliver an all-school assembly about their art forms on November 18, 2010.
- Teaching in the classrooms will begin November 29, 2010.

Arts Workshops for Educators (AWE)

- A call for workshop proposals for AWE has been issued to teaching artists and school arts specialists interested in presenting a workshop at the AWE event on April 2, 2011.
- A whole day of workshops for classroom teachers, administrators, teaching artists and student teachers is planned to help teachers understand the value of integrating more arts into their classrooms.

Creative Aging

- This first year of Creative Aging programming ended successfully with a celebration and exhibit at Hart Senior Center on October, 27, 2010
- The next round of classes for older adults will begin after the New Year.

3) GRANTS AND CULTURAL PROGRAMS

CAA/ OGP:

- A successful panel was held for the OGP applicants on October 19.
- All CAA mid-cycle applications have been reviewed by staff.
- Working on preparing the CAA program and application and guidelines for release of a new cycle in spring of 2011.

Other:

- Researching the possibility of reviving the Bridge Loan Program which in the past helped several arts organizations to make it through times of low cash flow.

4) ARTS MARKETING AND CULTURAL TOURISM

ARTS. OPEN DAILY. Public Service Campaign:

- Final execution of all media for Arts. Open October. Campaign launch was successful with solid visibility throughout the month of October. The downtown and mid-town areas saw the highest concentration of the targeted message. The 30 super king bus sides and taxi cabs provided continual visibility throughout the month and region.
- Media included: 30 taxi cab roof ads, 30 RT super king bus sides, 25 street banners mounted in the downtown and midtown area, Sacramento News and Review (SNR), Arts Open October (AOO) insert- 10,000 distributed plus regular issue's 80,000, SNR AOO/SMAC 2-page spread, SNR and Sacramento Magazine ads, 7 web banner ads circulated to 40 online publications, Sac365 AOO page, 7500 postcards and 250 posters distributed to downtown and midtown restaurants, galleries and retail locations, press release, CPR underwriting spots.
- Partnership with SCVB and SNR, leveraged small amount of dollars for big impact.
- Arts. Open Daily. New video Public Service Announcements (PSA) in :15 and :30 increments. PSA's are completed and being distributed to public service directors at local network and cable stations.

11/10/2010

COMMISSION PRELIMINARY AGENDA
Long Lead Tentative Schedule

2010- 2011

November 15- Note: Date Change

Presentation: New Agency PowerPoint and Arts Open Daily update
Presentation: Friends and Fundraising
Presentation: Award to Roger Dickinson
Update: Artist Design for Fire Station #49
Approve: APP TMP Fellowship program
Approve: CAA and OGP grants
Staff Report: Agency Report and Program Updates

December 13: (holiday celebration)

2011

January 10:

Presentation: Annual Report, tentative
Approve: Artist Design for South Lawn
Approve: Burberry Park commission
Approve: CAA release
Approve: Loan fund
Update: APP TMP program
Workshop: APP Panel Training / History of Public Art

February 14:

Presentation: Annual Report, tentative
Workshop: APP governance
Workshop: AE and GCP Panel Training

March 14:

April 11: Approval: APP governance

May 16:

June 13:

July 11:

August 15:

September 12:

October 10:

November 14:

December 12:

January 16:

TO BE SCHEDULED:

Approve: Memorial Garage Artist

UPDATE: New Directions in Public Art Symposium

UPDATE: Model Arts DVD

UPDATE: Friends of the Arts Commission

Presentation: Sojourner Truth Multicultural Center (Shonna McDaniels)

Presentation: B Street Theatre capital project (Blake)

Field Trips: Valley Hi Library (CRC meeting location?)

ANNUAL REVIEW OF COMMISSION MEETING TIME, DAY, PLACE

ATTENDANCE REVIEW (Biannually)

Abbreviations

AE=Arts Education

APP=Art in Public Places

GCP=Grants & Cultural Programs

STAB=Stabilization

ED=Executive Director

CT=Cultural Tourism

CAA= Cultural Arts Awards

AIS=Artists in Schools

TIG=Teacher Incentive Grant

NAP=Neighborhood Arts Program

VAC=Visual Arts Committee

CTTC=Cultural Tourism & Travel Coalition

PL=Poet Laureate

- A private studio visit by Public Art Program Director to discuss public art practice as it relates to the fellow's work, public art selection and application processes, and other issues related to the practice of public art.
- Honorarium for travel and per diem to be determined (ap. \$500 pending availability of funds)
- A membership to the Public Art Network
- A subscription to Public Art Review

Three Scholars will be selected for the program in an open competition. The Art in Public Places Committee will serve as the panel for this program. The Commission will approve the candidates.

Criteria for selection:

- The artist must be a resident of Sacramento, Placer, Yolo, or El Dorado County;
- The artist must be recipient of a Bachelor of Fine Arts or Bachelor of Arts Degree;
- The artist must have 5 years experience as a working, professional artist as evidenced by his/her exhibition record;
- Quality of past work;
- The artist may not have received more than one permanent public art commission over \$50,000

Policy Considerations: The acceptance of this artwork follows SMAC established policy.

Commission Action: None

Environmental Considerations: None.

Rationale for Recommendation:

- Provides Sacramento regional artists with an opportunity to study public art practice with professionals in the field through studio visits, observation of installations, and a private critique of their work;
- The artists commissioned for the Airport Big Build/TMP Public Art Program are some most important public artists in America;
- Funding was set aside in the Sacramento International Airport Big Build/TMP program for public art education;
- Education in the field of public art is an important mission of the Art in Public Places Program.
- The program will prepare and encourage professional artists who have not made public art before to enter the field of public art.

Financial Considerations: Stipends for the scholarship program are \$500.00.

Emerging Small Business Development (ESBD): n/a

Respectfully submitted by,

Shelly Willis
APP Director

Submitted by,

Rhyena Halpern
Executive Director