



REPORT TO COUNCIL
City of Sacramento
 915 I Street, Sacramento, CA 95814-2604
 www.cityofsacramento.org

CONSENT
 January 24, 2006

Honorable Mayor and
 Members of the City Council

Subject: Approval of 2006-07 Planning Mini-Grant funding

Location/Council District: Citywide

Recommendation:

Adopt a resolution 1) Approving the Arts Stabilization Program's 2006-07 Planning Mini-Grant Program with funds reserved in the Arts Stabilization Carryover in the amount of \$59,321 and 2) Authorizing the City Manager to execute agreements between the City and the grantees per the funding recommendation.

Contact: Ruth Rosenberg, Arts Stabilization Consultant, (916) 455-6383
Department: Convention, Culture and Leisure Department
Division: Metropolitan Arts Commission
Organization No: 7116 - Arts Stabilization

Summary:

A panel of Sacramento area business consultants (Attachment A - Panel Biographies) met on November 18 to review 14 Planning Mini-Grant applications (Attachment B Applicants' proposed type of plan and consultant). The panel evaluated and scored each applicant and approved the final ranking. Funding is proposed to applicants that achieved a score of 6.0 or above for a total of \$59,321 in grant awards.

Committee/Commission Action:

The Sacramento Metropolitan Arts Commission approved the proposed funding for 14 Planning Mini-Grant applicants, each ranked 6.0 or above, on December 12, 2005 with a vote of 7 yes, 0 no and 4 absent.

Background Information:

In June 2002 the City Council, Board of Supervisors, and SMAC approved its 2002-2007 Cultural Business Plan. A finding in the Business Plan was that most organizations do not

have business plans and conduct inadequate financial planning. The Arts Stabilization Program's Planning Mini-Grant Program is designed to address this weakness. Approved by City Council June 28, 2005 (Resolution 2005-503), the Planning Mini-Grant is designed to help the non-profit arts and cultural organizations of Sacramento County to develop the planning documents they need to guide them.

The Planning Mini-Grant supports both ongoing and new projects that strengthen organizations by providing funds for the creation of a variety of essential planning documents, including business, communication, staffing, crisis management, financial, long range, marketing, strategic, and technology plans.

"Planning" as used in an organizational development context is a systematic method of evaluating and strengthening an organization. The key stakeholders of an organization (board members, key staff or volunteers) work together during the planning process and jointly agree on a plan's key components. A typical planning process includes organizational analysis, identification of critical issues to the organization, agreement on strategic directions, development of plans of action for these directions, development of measurable objectives to implement plans, and a process for reviewing and revising the plan over time. The length of time spent creating a plan can vary depending on the size of an organization, the resources available to devote to the planning process and the type of plan being created.

Financial Considerations:

The request amounts ranged from \$2,850 up to \$5,000, the maximum request. A total of \$59,321 is available from the Arts Stabilization Carryover to be awarded to the 14 applicants, scoring 6.0 and above. The individual organization and their specific grant are listed in the attached Resolution.

The disbursement period for this grant cycle is February, 2006 through December, 2007. Grant funds are generally paid in two installments, half of the award amount at the execution of the agreement, and a final payment when the project and its evaluation are completed.

Environmental Considerations:

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

Policy Considerations:

The Planning Mini-Grant is a major program of the Arts Commission and is fully integrated with the City of Sacramento's Strategic Plan and Goals to achieve sustainability and enhance livability through the support for the excellent programs and community outreach by local arts

programs that the Arts Commission funds. As per the Arts Commission’s current Business Plan, a stated goal is to “enhance organizational and financial stability of arts and cultural organizations”. This grant is designed to address a finding in the Business Plan that most organizations do not have business plans and conduct inadequate financial planning.

City Code section 3.72.140 allows the City Manager to make minor changes to the contracts provided the original resolution authorized such authority.

Emerging Small Business Development (ESBD):

The Planning Mini-Grant is a grant program, not a procurement activity, and as such is exempt from inclusion in the ESBD program; however, 12 of the 14 grantees are small businesses, as defined by the State of California, averaging under \$10 million annually in gross receipts.

Respectfully Submitted By: *Ruth Rosenberg*
Ruth Rosenberg
Arts Stabilization Consultant
Sacramento Metropolitan Arts Commission

Approved By: *Randy Murthy (FOR)*
Michelle Walker, Executive Director
Sacramento Metropolitan Arts Commission

Approved By: *Barbara E Bonebrake*
Barbara E. Bonebrake, Director
Convention, Culture and Leisure Department

Recommendation Approved:

Cassandra H.B. Jennip
RAY KERRIDGE
Interim City Manager

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Attachment A
2006-07 Planning-Mini Grant Panelist Biographies

Alice Jacobs, Business Consultant/Arts Educator

Alice Jacobs is a founding and current member of the non-profit Capitol Pops Concert Band. She holds an MA in theatre arts from UCLA, and an MBA in marketing from National University. She has extensive acting experience with Magic Circle Productions of Marin County, and 5 years of performance with the famed Mountain Play in Mill Valley, California and holds membership in SARTA here locally. Alice served as a small business columnist for the **Sacramento Bee** newspaper for 5 years and has done extensive consulting for the Small Business Administration. Currently, she runs two businesses in addition to her small business consulting practice (one is web-based) and she teaches business related courses, film appreciation, and music appreciation for the University of Phoenix.

Steve C. Kawano, Information Technology Office Chief, State of California

Steve is an Information Technology office chief for State of California, where he has been a software development project manager, involved with information strategic planning for 3 state agencies.

A member of the Sacramento Buddhist Church for over 45 years, Steve has served as the chairman of their annual food & cultural bazaar for the past 9 years. This event involves planning over the course of 9 months, with over 500 volunteers helping out during the 2-day event. He is also on the board of trustees for the church. In this capacity, he has been a part of the audit, maintenance, membership, and insurance committees and was also the chairman of a committee for the 100th anniversary of the church, in charge of defining the mission, vision, and strategic direction of the church. This aided in the success of the renovation project the church undertook during 2000.

Susan Wheeler, Principal, Pathfinder Consulting Solutions

For the past 20 years, Susan has helped companies define, focus on and realize their business goals. Before opening her own consulting company, Pathfinder Consulting Solutions, she held a number of senior level positions at start-up and established companies including General Electric and AT&T. Susan and her Pathfinder Associates work with medium and large companies around the world to improve the way they do business through strategic planning and process improvement. Susan draws from her broad experience in Business Strategy, Marketing, Sales and Operations to work seamlessly across functional organizations to deliver a comprehensive strategy.

Susan is committed to building a healthy community. She is actively engaged in helping non-profits achieve success by volunteering her expertise. Area organizations that have benefited from Susan's assistance include Folsom Civic Ballet, Hemispheres, California Consultancy for Arts Education, and the Folsom Arts Association. Susan is also on the Board of SAGE (Sacramento Advocates for Girls' Empowerment) and the American Marketing Association – Sacramento Valley.

John Vohs, Senior Lecturer Emeritus, Dept. of Communications, UC Davis

John Vohs has retired this past July as a faculty member in the Department of Communication at the University of California, Davis. His teaching and research interests are in the area of organizational communication and negotiation.

John has also done consulting work in strategic planning for businesses, public sector agencies, and nonprofit organizations. Among the latter, he has worked with KVIE, Davis Mental Health Corporation, Sacramento Aids Foundation, Sierra Health Foundation, and Citizens Who Care.

Attachment B
Applicants' proposed planning & consultants

Organization	Type of Planning	Consultant
Process Theatre, Inc.	Strategic Plan	Jason Tescher
Sacramento French Film Festival	Volunteers Management Plan	Marilyn Irvine
Crocker Art Museum Association	Strategic Plan	Cecelia Lynch, Focused Momentum
Sacramento Master Singers	Marketing Plan	Graves Fowler Associates
Sacramento Philharmonic Orchestra Association	Update Strategic Plan	Gail Mancarti
California Musical Theatre	Technology Plan	Wesley Doak
Sacramento Taiko Dan	Business Plan	Deborah Teramis Christian
Philippine National Day Association	Strategic Plan	Trula LaCalle, Bella International
Sacramento Shakespeare Festival	Strategic Plan	Carson Wiley
Sacramento Choral Society & Orchestra	Marketing Plan	Christine Wagner, Coopnet
Asian Cultural Exchange	Update Strategic and Marketing Plans	Karen Kurasaki
Sinag-Tala Filipino Theater and Performing Arts Association	Strategic Plan	Patrick Bell
California Lawyers for the Arts	Update Strategic Plan	Janice Whiting, The Performance Enhancement Group
Sacramento International Gay & Lesbian Film Festival	Business Plan	Doug Wilson, The Confluence Group

RESOLUTION NO.
Adopted by the Sacramento City Council
January 24, 2006

APPROVAL OF 2006-07 PLANNING MINI-GRANT FUNDING

BACKGROUND

- A. Approved by City Council June 28, 2005 (Resolution 2005-503), the Planning Mini-Grant is designed to help the non-profit arts and cultural organizations of Sacramento County to develop the planning documents they need to guide them. A panel met to review, evaluate and score 14 applications and approve their final ranking. The Arts Commission approved the funding option that will fund all 14 applicants, each of which ranked 6.0 or above.
- B. The budget for this program will be funded by \$59,321 from the Arts Stabilization Carryover (Fund 101, Agency 750, Org 7116).

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

- Section 1. Approve the 2006-07 Planning Mini-Grant program and authorize a total of \$59,321 to be awarded to 14 applicants for the Stabilization Program Planning Mini-Grant as listed below.
- Section 2. Authorize the City Manager to execute grant agreements for the following applicants:
- Section 3. The City Manager, or his designee, is authorized to make minor amendments to these agreements.

Organization	Score	Funding Recommendation
Sinag-Tala Filipino Theater and Performing Arts Assoc.	9.17	\$4,950
Crocker Art Museum Association	8.75	\$4,850
Sacramento Choral Society & Orchestra	8.50	\$4,465
Sacramento Master Singers	8.50	\$4,750
Sacramento Philharmonic Orchestra Association	8.50	\$4,750
Sacramento Taiko Dan	8.50	\$4,750
Sacramento International Gay & Lesbian Film Festival	8.00	\$4,650
Sacramento Shakespeare Festival	7.50	\$4,550
California Lawyers for the Arts	7.25	\$4,450
California Musical Theatre	7.00	\$4,350
Asian Cultural Exchange	6.75	\$4,250
Sacramento French Film Festival	6.67	\$2,856
Philippine National Day Association	6.00	\$4,000
Process Theatre, Inc.	6.00	<u>\$1,700</u>
		\$59,321