

Council Meeting of
June 22, 2010

Honorable Mayor and Members
of the City Council
Torrance City Hall
Torrance, California

Members of the City Council:

**SUBJECT: Community Services - Approval of funding under the FY 2010-2011
Community Arts Grant Program**

EXPENDITURE: \$5,000.00

RECOMMENDATION

Recommendation of the Cultural Arts Commission and the Community Services Director that City Council approve funding of \$5,000 under the FY2010-2011 Community Arts Grant Program

FUNDING

Funding is available in the Cultural Arts Commission Budget for Fiscal Year 2010-2011.

BACKGROUND/ANALYSIS

The Community Arts Grant Program is in its 11th year. The Cultural Services Division sent announcements of the grant program, application forms and grant guidelines to more than 60 non-profit organizations that could potentially be eligible for the grant under the guidelines of the program. The deadline for submitting applications was May 6, 2010.

A total of nine applications were received requesting a total of \$17,250. Attached for your review is a copy of the Grant Guidelines that were sent to non-profit organizations to announce the grant opportunity (Attachment A). In addition, a list of the Commission's funding recommendations is included at the end of this report.

The Cultural Arts Commission Grant Committee conducted a screening of applications on May 17, 2010, and made its recommendation to the full Commission at the May 17, 2010, meeting. The full Commission voted on the recommendation herein. The Community Services Department's Cultural Services Division staff were in attendance at both meetings.

Following the application process, the Cultural Arts Commission's Grant Review Committee examined each application in detail and recommended to the full Commission grant awards to non-profit arts organizations that best met the published criteria as approved by the City Council. The criteria are:

- Artistic quality
- Ability to demonstrate evidence of unmet need for which the grant funding is being sought
- Appropriateness and clarity of scope regarding the project or program to be funded
- The availability of the service to Torrance residents
- Impact of grant on organization and public

It is important to note that an organization need not be located within Torrance City limits to qualify for grant funding as long as it is demonstrated that the project or program serves Torrance residents in a significant way. Evidence of this would be if the project or program is held in Torrance at, for example, the Cultural Arts Center, or is otherwise open and available to Torrance residents. Each non-profit arts organization recommended by the Cultural Arts Commission for funding was unanimously approved.

Organization	Amount Requested	Funding Recommendation
Art Attack Foundation Alice in Wonderland Adopt-A-Kid Program	\$2000.00	\$1000.00
Culture Shock Los Angeles Dance 9 th Annual Free Kid's Dance Day	\$1000.00	\$1000.00
El Camino College Chorale Carnegie Hall Performance 5/30/10	\$2500.00	0
Nuestras Raices Cultural Arts Center Noche Mexicana 2010	\$2500.00	0
Regina Klenjoski Dance Company The Serpent and the Mirror Original Dance Score	\$2500.00	\$2,000
Saturday Night Bath Concert Fund Interactive Concert & Education Workshop	\$2250.00	0

South Bay Ballet Guest Artist Choreographic Project	\$1000.00	0
South Bay Conservatory Youth Musical Theatre Production	\$2500.00	0
Torrance Symphony Association Family Concert with Young Artists Concerto Competition	\$1000.00	\$1000.00
TOTAL:	\$17,250.00	\$5,000.00

Respectfully submitted,
Cultural Arts Commission

By Benito Miranda (CP)
Benito Miranda, Chair

JOHN JONES
Community Services Director

By Eve Rappoport
Eve Rappoport
Cultural Services Manager

CONCUR:

John Jones
John Jones
Community Services Director

NOTED:

LeRoy J. Jackson
LeRoy J. Jackson
City Manager

Attachment: A) Grant Guidelines

CITY OF TORRANCE 2010 COMMUNITY ARTS GRANT PROGRAM

The City of Torrance invites qualifying non-profit arts organizations and individual artists in all media to apply for funding under the Community Arts Grant Program, as authorized by the Torrance City Council and administered through the Torrance Cultural Arts Commission.

A total of \$5,000 has been allocated for the grants. The amounts awarded will range between \$500 and \$2,500 and will require a one to one match. All funds must be expended between July 1, 2010 and June 30, 2011.

Community Arts Grant Program funds are intended to assist the development and presentation of programs and projects in the visual, performing, media and literary arts. Priority will be given to projects demonstrating the greatest artistic quality, service to the Torrance community and diversity of audiences.

Qualifications and Criteria:

- ◆ Organizations and individual artists must be Torrance based or must provide proof of significant service to Torrance residents.
- ◆ All grants must be for one-time projects, programs, exhibits or other qualifying ventures rather than for general operating support.
- ◆ Arts Organizations seeking grant funding must provide proof with the application of non-profit status under Section 501(C)(3) of the Internal Revenue Code, and Section 2370 Id of the California Franchise Tax Code. Individual artists must provide a letter from a non-profit organization indicating willingness to act as a fiscal receiver for the grant funds.
- ◆ Successful applicants may reapply for a grant the following year by the same process, but not to exceed two consecutive years of funding. Subsequent applications will only be considered if the grantee has submitted their grant report in the specified time period.
- ◆ All programs and projects must be open to the general public.
- ◆ All projects must be completed and funds expended by June 30, 2011.

Evaluation Criteria:

- ◆ Artistic quality
- ◆ Ability to demonstrate evidence of need to be met through grant funding.
- ◆ Appropriateness and clarity of scope regarding the project or program to be funded.
- ◆ History of past performance and service by the applicant organization.
- ◆ The availability of the service to Torrance residents.
- ◆ Impact of grant on organization and public.