

Napa County Arts and Culture Advisory Committee
Special Meeting – May 6, 2013

Staff Report

To: Napa County Arts and Culture Advisory Committee
From: Lawrance Florin – Director Housing and Intergovernmental Affairs Division
Report By: JoAnn Melgar, Staff Liaison to the Committee
Subject: Arts and Culture Grant Recommendations

Recommendation

The Director of Housing and Intergovernmental Affairs (“the Director”) respectfully requests that the Committee present their recommendations regarding grant awards to be made to non-profit art and cultural organizations in Napa County for the FY 2012 – 13 and FY 2013 – 14 round of grant funding.

Executive Summary

A total of \$ 222,316.85 is available for this round of funding for FY 2012 - 13 and FY 2013 - 14. Twenty-one (21) applications were submitted by the 5 p.m. April 1, 2013 deadline, for a total of \$188,540.19 in requests. Of those 21 applications, seven (7) were incomplete or missing required information and one (1) application was received from an organization that is not an arts and culture organization as indicated by its mission statement, leaving thirteen (13) eligible applications for the Committee to score. The Committee has completed its scoring and is prepared to make its recommendations to the Director regarding grant awards.

Background and Discussion

A total of \$ 222,316.85 is available for this round of funding for FY 2012 - 13 and FY 2013 - 14. Twenty-one (21) grant applications were received in a timely manner for a total grant request of \$188,540.19. Because the amount of funds available greatly exceeds the amount requested by eligible grant applicants, the Director sought the Committee’s direction as to whether to proceed with the current grant process or to review and revise the procedures previously established and re-open the grant process.

At its April 22, 2013 meeting, the Committee voted unanimously to reject outright the seven (7) applications that are incomplete and/or missing supporting documents and proceed and score the remaining fourteen (14) applications.

The Director also requested guidance from the Committee regarding an application from a non-profit organization with a mission statement that does not meet the arts and culture sector criteria and could be rejected outright, although the application is for an arts-related project. However, the Grant Application Evaluation criteria indicates that “Relation to Mission Statement (0 – 10)” is one of the criteria upon which an application is to be evaluated and

therefore it was unclear as to whether such an application should be rejected outright. An additional concern was that several non-arts and culture organizations that attended the March 6, 2013 grant workshop did not apply for funding, leading staff to believe that they did not apply because they believed they were not eligible to apply.

The Committee held a discussion about whether it wished to change the scoring criteria to resolve the concern of non-arts and culture organizations applying for grant funding for arts-related projects. After that discussion the Committee voted unanimously to re-affirm its intent to allow grant funding only for arts and culture organizations. Based upon that vote, it was determined that this application needed to be withdrawn on the grounds that the applicant organization is not an arts and culture organization as indicated by its mission statement. Accordingly, the Committee reviewed and scored a total of thirteen (13) applications for this round of funding.

The thirteen applications reviewed and scored by the Committee included:

- 1) Robert Louis Stevenson Museum – requested \$5,000 to create a new website;
- 2) Napa Valley Museum – requested \$10,000 to develop membership and volunteer programs;
- 3) Napa Valley Museum – requested \$10,000 for a network upgrade;
- 4) Napa Valley Opera House – requested \$10,000 for organizational rebranding;
- 5) Music in the Vineyards – requested \$7,140.19 to repair/replace grand piano and lighting;
- 6) White Barn – requested \$4,200 to hire PR consultant;
- 7) Calistoga Art Center – requested \$5,000 to coordinate tourism packages combining lodging and arts events;
- 8) St. Helena Public Library Foundation – requested \$8,000 for strategic planning;
- 9) Suscol Intertribal Council – requested \$7,200 for a Powwow;
- 10) American Canyon Arts Foundation – requested \$5,000 for a business plan and enhanced website;
- 11) Cinema Napa Valley (Napa Valley Film Festival) – requested \$10,000 to fund a Volunteer Director;
- 12) Napa County Historical Society – requested \$10,000 for a Volunteer Internship program;
- 13) Napa County Landmarks – requested \$10,000 for a comprehensive inventory of the County’s cultural and historic resources.

The scoring system selected by the Committee at its January 28, 2013 meeting and used for this round of scoring is a one-hundred (100) point system with the following grant application evaluation criteria: good community access (0 – 5 points); relation to mission statement (0 – 10

points); grant proposal content (0 – 15 points); management readiness (0 – 5 points); organizational planning (0 – 5 points); community impact (0 – 20 points); track record (0 – 5 points); scope (0 – 5 points); grant guidelines (0 – 15 points); accountability (0 – 10 points) and timeline of project (0 – 5 points).

The Committee utilized Common Grant Software, which is a cloud-based grant xxx for scoring. Committee members are not able to see the scoring of other committee members so there is no potential for Brown Act violations.

Staff has accessed the scores of the Committee members and reports the following weighted average score totals:

- 1) Robert Louis Stevenson Museum – 87.1 points;
- 2) Napa Valley Museum (develop membership and volunteer programs) 93.26 points – ;
- 3) Napa Valley Museum – (network upgrade) 89.7 points ;
- 4) Napa Valley Opera House – 93.9 points;
- 5) Music in the Vineyards – 92.3 points;
- 6) White Barn – 88.1 points;
- 7) Calistoga Art Center – 78.7 points;
- 8) St. Helena Public Library Foundation – 88 points;
- 9) Suscol Intertribal Council – 86.8 points;
- 10) American Canyon Arts Foundation – 88.34 (one committee member abstained from voting);
- 11) Cinema Napa Valley (Napa Valley Film Festival) – 85.9 points;
- 12) Napa County Historical Society – 89.8 points;
- 13) Napa County Landmarks – 90.5 points.