



Civic Arts Commission

CONSENT CALENDAR

March 13, 2018

To: Honorable Mayor and Members of the City Council  
 From: Civic Arts Commission  
 Submitted by: Kim Anno, Chairperson, Civic Arts Commission  
 Subject: Festival Grants Program

RECOMMENDATION

Refer to the City Manager the establishment of the City of Berkeley Festival Grants Program to allocate General Fund grants for special events and festivals via a regular and transparent process, for implementation beginning in the FY2020 budget year.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the Festival Grants Program would be drawn from the existing General Fund budget for special events and festivals, and there is no impact of new funding currently. Over time a process for allowing new festivals is required as some festivals are extinct, and some are newly developing.

Some additional staff time will be required in order to implement the grant process. The Commission recommends that the Festival Grants Program be conducted concurrently with the existing Civic Arts Grants Program, in order to minimize the need for additional staff time.

CURRENT SITUATION AND ITS EFFECTS

There currently exists no centralized or formal grant allotment program available to festival producers, resulting in unequal and nontransparent distribution of festival funding. Although the City of Berkeley supports several high quality and beneficial festivals, the lack of a formal grants program creates an uneven playing field. Funding is inaccessible to new organizers and results in obstacles to the longevity of festivals. Furthermore, the nebulous funding streams into the cities' various festivals prevents the City from conducting thorough analysis of the total festival funding.

The Civic Arts Commission worked in consultation with the Berkeley Cultural Trust and Lisa Bullwinkel to develop draft Guidelines for a Festival Grants Program. The draft guidelines identify policy goals, criteria for funding, and a clear review process. The guidelines are consistent with the City's arts and cultural goals and will promote festival candidates that offer responsible budgets, experienced management, and high-quality programming.

The goal of the Festival Grants Program is to distribute funding for festivals and special events more equitably and transparently. The Civic Arts Commission will seek to work with City staff and other stakeholders to finalize the selection criteria, through a public process that is open to community feedback, prior to implementation of the program.

#### BACKGROUND

A festival is defined as a temporary cultural celebration open to the public at a venue (or venues, indoor or outdoor). The City of Berkeley has historically appropriated funds to festival producers through City Council contacts and relationships (see Attachment 2). Producers find the Council people in the district where the festivals will be held and approach Council with their aspirations. Those festival producers that are not as savvy about the asking process do not receive equal attention. Although many wonderful festivals are produced, there is not an overview of the festival landscape of spending and geography. The City website also lacks information instructing organizers on how to obtain festival funding.

#### ENVIRONMENTAL SUSTAINABILITY

The Festival Grants Program will encourage all festivals to be environmentally sustainable per City permits.

#### RATIONALE FOR RECOMMENDATION

Adoption of the Berkeley Civic Arts Commission's recommended Festival policy will address and correct the current inequitable distribution of and lack of transparency around festival funding. The implementation of a transparent process will allow all applicants to have a chance to receive grants and permits based on the merits of their proposal. Scoring criteria that consider location, size of applying organization and communities served by the festival will result in a more equitable festival schedule.

Putting the process to acquire grants and permits on the City's website will enable a broad response from festival producers.

#### ALTERNATIVE ACTIONS CONSIDERED

None.

#### CITY MANAGER

The City Manager concurs with the content and recommendations of the Commission's Report.

#### CONTACT PERSON

Mary Ann Merker, Secretary, Civic Arts Commission, (510) 981-7533

#### Attachments:

- 1: Draft Festival Grants Guidelines
- 2: City of Berkeley Festival Budgets

Attachment 1: Draft Festival Grants Guidelines

**Draft**

**CITY OF BERKELEY FESTIVAL GRANTS GUIDELINES**

**What is a festival?**

A temporary cultural celebration open to the public.

**Eligibility:** 501c3 or 501 c6 non-profit organization, or a festival group operating under a fiscal agent. All festivals must take place in the City of Berkeley. Organizations headquartered outside of Berkeley may apply for Berkeley festival funding, however, priority is given to Berkeley-based organizations.

1. Select one of these categories:

- A. Large festivals - Festivals with a budget of \$30,000 or more.
- B. Mid-Small Festivals - Festivals with a budget of less than \$29,000.

2. Other Conditions:

- A. All festival activity for which the grant is used, must take place within the City of Berkeley;
- B. You may apply each year for a grant for the same festival.
- C. Grants may be used for any or all of the following:
  - A. Event planning and organization
  - B. Evaluation efforts
  - C. Diversity building (planning group, audience, participants)
  - D. Administrative costs
  - E. Performer, cultural, or artist fees
  - G. Marketing, promotion or publicity
  - H. Arts and Culture program/project expenses
  - F. Other

3. Please answer the following questions in your application:

1. What is the name of your festival?
2. What are the dates and times of the festival?
3. What is the name and email of your event producer?
4. What 501c3/ 501 c6 organization is sponsoring you? (Contact info)
5. What is the Berkeley district where your festival will take place?
6. How many people are expected to attend?
7. What is the focus of your festival (literature, food, crafts, music from a specific genre, dance, etc.)?
8. Is there a gate fee for festival attendees or is it free admission (full public access at no cost)?

## Attachment 1: Draft Festival Grants Guidelines

9. How are cultural groups affected by, included in, or otherwise engaged in your festival? (I.e.; *ethnic and racial minorities, deaf or other disability cultures, seniors, youth, etc.*)
10. What evaluation measures will you employ? or How will you evaluate the success of your festival?
11. How does the festival boost commercial activity for local merchants?
12. What will you use the funding for? Including a list of most recent previous performers in your last event?

### **CIVIC ARTS COMMISSION'S MISSION**

The Civic Arts Commission was established by Ordinance 5253-NS and amended by Ordinance 5631-NS to advise the City Council on all matters affecting the beauty and culture of the City, as well as to:

- Encourage programs for the cultural enrichment of the city and help make city resources available to cultural groups.
- Provide assistance to groups and individuals wishing to sponsor neighborhood events.
- Coordinate and strengthen existing organizations in the arts and develop cooperation with regional organizations.

### **CIVIC ARTS COMMISSION POLICY STATEMENT**

The City of Berkeley is committed to:

- *the growth and stabilization of Berkeley's arts community;*
- *the support of organizations and artists that represent diverse cultures including ethnic and racial minorities, deaf and disability cultures, seniors, youth, gays, lesbians and feminists;*
- *the empowerment and equal representation of cultural perspectives that have been traditionally/historically underrepresented via access to funding projects;*
- *encouraging collaboration among organizations, artists, and the communities in which applicants reside;*
- *support of activities that contribute to the development and enhancement of the Berkeley community or specific neighborhoods or particular*

## Attachment 1: Draft Festival Grants Guidelines

### APPLICATION PROCEDURE

In an effort to provide you with detailed information regarding arts funding, a free festival grant application workshop will be held. **This workshop is strongly recommended for all applicants.** Workshops provide previous and new festival grant applicants an opportunity to ask questions and receive clarification on how to complete the application. If you decide not to attend the workshop and submit your application, it may impact how thoroughly you complete the application.

How to get help: **Workshop Date, March XX, 2019**

The workshop will begin at 6:30 p.m. at the North Berkeley Senior Center, 1901 Hearst Street, 1s Floor. Applicants should make a reservation to attend the workshop by calling (510) 981-7533 so staff can estimate attendance. Returning applicants are also encouraged to attend the grant workshop.

Civic Arts Program staff is available to answer questions. If you have questions that were not answered in the Guidelines and Workshop, before submitting a full proposal, **applicants are strongly encouraged to contact City staff at (510) 981-7533** for an initial assessment of a proposal's compliance with the Civic Arts Program's Grant Guidelines. **Staff's e-mail address is special events coordinator for City of Berkeley.**

***An expression of interest by staff or the Commission should not be construed as an indication of forthcoming grant approval.***

### SUBMISSION DEADLINE FOR FESTIVAL GRANTS APPLICATION

Completed applications must be **postmarked no later than XXXXXX (tba) by 5 p.m.; meter settings are not acceptable.** Postage "return receipt requested" is not required, but a "proof of mailing" receipt is recommended if the applicant wants proof of meeting the submission deadline. **Please note that "return receipt requested" may delay the mail delivery.** Please send applications to:

City of Berkeley  
Attn: **Civic Arts Department**  
2180 Milvia Street, 5<sup>th</sup> Floor  
Berkeley, CA 94704

### **Sample Criteria for Grant Selection:**

Programs that encourage cultural enrichment of the city.  
Programs can be culturally specific celebrations.  
Programs that bring together neighborhoods for intellectual and creative engagement.  
Programs that offer new ideas for sustainable living in Berkeley.

## Attachment 1: Draft Festival Grants Guidelines

Programs that support under represented populations in Berkeley Programs that are first time festivals.

Programs that celebration cultural expressions in Berkeley.

**Festival** Program Support grants are designed to strengthen the following types of projects:

**1. Festival Artist Performance fees:** A single festival program or annual series of festival programs. The civic arts commission prioritizes artist performance fees in the festival funding category. Writers, dancers, directors, musicians, actors, choirs, orchestras, folk-dancers, video and sound artists, childrens' art festival programming. Please name the artists or groups of artists participating in your festival.

**2. Community Festivals Programs by Berkeley-based Social services** organizations sponsoring cultural arts programming.

**NOTE:** Organizations and agencies that are not based in Berkeley may only apply for Program Support and only for programming that takes place within the City of Berkeley. Organizations that are not primarily arts or cultural providers are eligible **only** if they are committed to the development of an ongoing, substantial, and integral arts program within their organization.

The applicant is required to fill out the budget template, and indicate notes for details.

## Attachment 2: City of Berkeley Festival Budgets

### Street Events and Festivals Adopted FY 2016 And FY 2017 Funding

<b>EVENT NAME</b>	<b>Adopted FY 2015</b>	<b>Adopted FY 2016</b>	<b>Adopted FY 2017</b>	<b>Proposed FY 2018</b>	<b>Proposed FY 2019</b>
<b>Recurring Cash Grants</b>					
Berkeley Arts Festival	10,000	10,000	10,000	10,000	10,000
Berkeley Book Festival			50,000	50,000	50,000
Black History Month	4,250	4,250	4,250	4,250	4,250
Cesar Chavez Commemoration	4,500	4,500	4,500	4,500	4,500
Cinco de Mayo	4,000	4,000	4,000	4,000	4,000
Earth Day	4,050	4,050	4,050	4,050	4,050
Elmwood Festival	2,700	2,700	2,700	2,700	2,700
How Berkeley Can You Be?	-	-	-	-	-
Indigenous Peoples' Day	4,050	4,050	4,050	4,050	4,050
Juneteenth Festival	4,050	4,050	4,050	4,050	4,050
Poetry Festival	3,240	3,240	3,240	3,240	3,240
Solano Stroll	5,000	5,000	5,000	5,000	5,000
Stonewall Festival	5,000	5,000	5,000	5,000	5,000
Sundays on Telegraph	15,000	5,000	15,000	15,000	15,000
Sunday Streets	30,000	30,000	30,000	30,000	30,000
TAA World Music Festival	9,000	9,000	9,000	9,000	9,000
Telegraph Avenue Holiday Fair	2,025	2,025	2,025	2,026	2,027
SF Mime Troupe	1,450	1,450	1,450	1,450	1,450
Miscellaneous/Unallocated					
Subtotal:	108,315	98,315	158,315	158,316	158,317
<b>Recurring Expenses</b>					
Personnel Overtime	23,314	23,314	23,314	23,314	23,314
Portable Toilets	11,500	11,500	11,500	11,500	11,500
Insurance	14,000	14,000	14,000	14,000	14,000
Subtotal:	48,814	48,814	48,814	48,814	48,814
<b>Total Costs</b>	<b>157,129</b>	<b>147,129</b>	<b>207,129</b>	<b>207,131</b>	<b>207,133</b>

