



Office of the City Manager

## **REVISED AGENDA MATERIAL for Supplemental Packet 2**

**Meeting Date:** January 29, 2019

**Item Number:** 22

**Item Description:** Referral Response: Establishment of a Festival Grants Program

**Submitted by:** Jordan Klein, Economic Development Manager

The report has been revised to include the Civic Arts Commission's vote on the guidelines from their January 23, 2019 meeting.



Office of the City Manager

## INFORMATION CALENDAR

January 29, 2019

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Jordan Klein, Economic Development Manager  
Subject: Referral Response: Establishment of a Festival Grants Program

### INTRODUCTION

This report responds to a referral adopted by City Council on March 13, 2018 to establish a 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.<sup>1</sup> Staff worked with the Civic Arts Commission, festival producers and stakeholders, artists, arts organizations, and community members to develop program guidelines for the Festival Grants Program (Attachment 1), and to revise the Civic Arts Grants Program Guidelines for Arts Organizations (Attachment 2) and Individual Artist Projects (Attachment 3).

### CURRENT SITUATION AND ITS EFFECTS

Currently there is no formal process for the awarding of festival grants. There are 17 festivals which have been receiving funding through the City's annual budgeting process. The amounts awarded are not correlated to specific criteria and therefore vary considerably from festival to festival. Although the City of Berkeley supports several high quality and beneficial festivals, the lack of a formal grant program has created an uneven playing field. Funding for new festivals has been inaccessible and currently funded festivals have continued to receive funding without an evaluation of their impact.

From October 2018 through January 2019, Civic Arts Program staff conducted outreach and consultation with a broad set of community stakeholders to inform the development of the Festival Grants Program Guidelines and make corresponding revisions to the Civic Arts Grant Guidelines for Arts Organizations and Individual Artist Projects to ensure that all grant programs managed by the Civic Arts Program are aligned and reflect a unified overarching grants strategy. The grant application period will open in February 2019.

[The Civic Arts Commission approved the Festival Grants Program Guidelines and the revised Civic Arts Program Grants Guidelines for Arts Organizations and Individual](#)

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<sup>1</sup> [Festival Grants Program](#), Item 10, Berkeley City Council Meeting, March 13, 2018.

Artists at its January 23, 2019 meeting (M/S: Bullwinkel/Anno; Yes: Anno, Blecher, Bullwinkel, Covarrubias, Ozol, Passmore, Ross, Slattery; No: none; Absent: Tamano).

### BACKGROUND

On March 13, 2018, City Council referred 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 an annual process, for implementation beginning in the FY2020 budget year. The objective of creating this program is to distribute funding for festivals and special events equitably and transparently through a grant process managed by the Civic Arts Program.

The Festival Grants Program Guidelines establish definitions, eligibility, evaluation criteria, application review process, and other program standards. For the FY2020 budget cycle, Cultural Equity Impact has been incorporated into the evaluation criteria for each of the grant programs.

### ENVIRONMENTAL SUSTAINABILITY

There are no environmental impacts related to the development of a grants program.

### POSSIBLE FUTURE ACTION

Council will allocate funding for the Festival Grants Program through adoption of the FY2020 & 2021 budget in June 2019.

### FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

The FY 2019 budget allocated \$158,317 for grants for street events and festivals. Staff will likely recommend a similar allocation for the FY 2020 & 2021 budget cycle.

The administration of the Festival Grants Program requires the annual commitment of staff time. To minimize the impact, staff has incorporated the Festival Grants Program into the workflow of the annual Civic Arts Grants Program.

### CONTACT PERSON

Jordan Klein, Economic Development Manager, (510) 981-7534.  
Jennifer Lovvorn, Civic Arts Coordinator, (510) 981-7533.

### Attachments:

- 1: Guidelines for the Festival Grants Program
- 2: Civic Arts Grants Program Guidelines for Arts Organizations
- 3: Civic Arts Grants Program Guidelines for Individual Artist Projects
- 4: Festival and Civic Arts Grants Guidelines Review Process