



Civic Arts Commission
Office of Economic Development

Agenda Civic Arts Commission - Grants Subcommittee

Wednesday, July 10, 2019 at 4:30 p.m.
2180 Milvia Street, 5th Floor, Pepperwood Room
Berkeley, CA 94704

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1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PUBLIC COMMENT**
4. **CHAIR'S REPORT**
5. **ACTION ITEMS**
6. **DISCUSSION ITEMS**
 - a. Civic Arts Commission Annual Work Plan for Grants Committee Work in FY20
 - b. Review Possible Changes to Grant Guidelines for FY21
 - c. Schedule for FY21 Grant Application Process
 - d. Grant Program Convening/Application Process Kickoff
7. **ADJOURNMENT**

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CHAPTER 4

Policy Improvements and Action Steps

This chapter outlines specific policy improvements and action steps for the City of Berkeley, the Civic Arts Commission, Berkeley Cultural Trust, other arts partners and the broader community to implement over the next ten years.

One of the most persistent themes of this cultural planning process is the pressure that artists and arts organizations are feeling as a result of increasing costs—of housing, performance and workspaces, and living—in the Bay Area. Goal 1 of this plan outlines a series of policies and actions designed to counter this trend by increasing stability and sustainability for Berkeley’s arts community.

Goals 2 through 4 relate to the three priority planning areas considered in the previous chapter: Civic Arts Grants, Arts Education, and Public Art.

It should also be noted that current staff capacity and administrative resources are limited, making it challenging to accomplish the numerous actions identified through this planning process. Currently, the City of Berkeley and its partners lack resources to implement many of the specific action steps identified through this community planning process. There is a clear need for additional staff capacity and continued collaboration among arts partners to support and implement the growing number of art-related programs, policies and desired actions in the City of Berkeley. Goal 5 of this Plan identifies strategies and specific action items to help expand the capacity of the Civic Arts Program staff.

The policies and action items laid out on the following pages represent an ambitious effort to build on and expand the existing work of the Civic Arts Program. For each action item, the matrix indicates whether funding or staffing resources are currently available to support implementation.

In addition, the matrix indicates the proposed lead and support roles, and lays out general timeframes for implementation. The timeframes include short-term (1-3 years), mid-term (3-6 years) and long-term (6-10 years). These timeframes should be re-evaluated as new funding streams and priorities emerge.

- Goal 1: Increase Access to Affordable Housing and Affordable Spaces for Artists and Arts Organizations
- Goal 2: Increase Investment in a Vibrant Arts Community
- Goal 3: Expand High Quality and Equitable Arts Education
- Goal 4: Produce More Public Art Throughout Berkeley
- Goal 5: Expand the City of Berkeley’s Organizational Capacity to Better Serve the Arts Community

GOAL 1: INCREASE ACCESS TO AFFORDABLE HOUSING AND AFFORDABLE SPACES FOR ARTISTS AND ARTS ORGANIZATIONS

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
Policy 1.1 Increase the availability of affordable performance and exhibition venues and studio spaces.	a. Facilitate partnerships and space sharing agreements among arts organizations and others.	Existing	Lead: Civic Arts staff Support: Berkeley Cultural Trust, Arts Organizations	Mid-term
	b. Support the creation of a centralized community arts center for performances, classes, art exhibitions and other activities.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff, Berkeley Cultural Trust, Public Works Department	Mid-term
	c. Facilitate the creation of artist workspaces through land use policy changes, such as encouraging use of ground-floor commercial spaces by individual artists and arts non-profits.	Not Identified	Lead: Berkeley City Council Support: Planning & Development Department, Planning Commission, Civic Arts Commission, Civic Arts Staff	Mid-term
Policy 1.2 Increase and protect permanently affordable housing for artists.	a. Conduct an inventory of existing housing for artists.	Not Identified	Lead: Not Identified Support: Civic Arts Staff, Civic Arts Commission, Housing Advisory Commission	Mid-term
	b. Identify vacant and underutilized buildings that could be converted for use as artist housing and workspaces.	Not Identified	Lead: Not Identified Support: Office of Economic Development, Planning & Development Department	Mid-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	c. Partner with housing advocates to explore and secure new funding sources for affordable artist housing.	Not Identified	Lead: Not Identified Support: Civic Arts Commission, Berkeley Cultural Trust, Housing Division, Affordable Housing Advocates, Rent Board	Mid-term
	d. Modify MULI, MUR Districts to incentivize development of affordable housing and live/work spaces for artists that are compatible with existing artisan and industrial uses.	Not Identified	Lead: Berkeley City Council Support: Planning & Development Department, Planning Commission, West Berkeley Artisans & Industrial Companies (WBAIC), Civic Arts Commission, Civic Arts Staff	Long-term
Policy 1.3 Enhance and support equity among artists and arts organizations in Berkeley, with a focus on race, gender, and socioeconomic conditions.	a. Map the demographics of Berkeley’s arts ecosystem to provide a basis for economic support for culturally and racially diverse organizations and artists.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust	Short-term
	b. Identify and evaluate the barriers that limit the ability of culturally and racially diverse artists and arts organizations to sustain and grow their creative activities in Berkeley.	Existing	Lead: Civic Arts Staff Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	c. Invest in arts programming and public art in underserved areas of Berkeley.	Existing	Lead: Civic Arts Commission Support: Civic Arts staff, Berkeley Cultural Trust, Berkeley City Council	Mid-term
	d. Develop a new generation of culturally and racially diverse leaders in the arts community.	Not Identified	Lead: Civic Arts staff and Berkeley Cultural Trust Support: Civic Arts Commission, Bay Area Service Organizations on Non-Profit Development	Mid-term

GOAL 2: INCREASE INVESTMENT IN A VIBRANT ARTS COMMUNITY

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
Policy 2.1 Expand the Civic Arts Grant program by increasing funding and technical assistance for grantees.	a. Evaluate and pursue new revenue streams, such as a Transient Occupancy Tax (TOT) increase, short-term rental tax, cannabis tax etc.	Existing	Lead: Civic Arts Commission Support: Berkeley City Council, Civic Arts staff, Berkeley Cultural Trust	Short-term
	b. Pursue corporate sponsorships and other fundraising strategies for community festivals and other arts and cultural programming and events.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Mid-term
	c. Explore the feasibility of a program that would allow residents to donate funds directly to the Civic Arts Program.	Existing	Lead: Civic Arts staff Support: Finance Department, Civic Arts Commission	Mid-term
	d. Identify and pursue local, state, and federal funds with projects aimed at promoting equitable access to the arts.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
Policy 2.2 Promote an equitable grant-making process and reduce application barriers.	a. Create a streamlined portal for arts and cultural grants to improve the efficiency and effectiveness of the grant-making process and reduce application barriers.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	b. Review and evaluate the annual results of the Civic Arts Grant Program to ensure an equitable grant-making process.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff	Short-term
	c. Prioritize investments in arts organizations and artists outside of Berkeley's downtown to ensure broad, citywide participation in funding opportunities.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff, Arts Community	Short-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	d. Develop a festival grants policy to increase the transparency and equitable distribution of festival funding.	Existing	Lead: Civic Arts Commission Support: Civic Arts staff, Office of Neighborhood Services	Short-term
Policy 2.3 Promote the Civic Arts Grant Program to offer funding opportunities to a wider array of arts organizations and artists.	a. Create a stand-alone Civic Arts webpage to increase the visibility of Civic Arts programs and to promote grant recipients.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission, IT Department	Mid-term
	b. Produce videos that promote the Grants Program, including examples of current projects.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission	Mid-term
	c. Create networking opportunities for grant awardees to market the Civic Arts Grants Program and provide additional incentives for artists to participate.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	d. Develop a mentorship program to support small arts organizations.	Not Identified	Lead: Berkeley Cultural Trust Support: Civic Arts Commission, Civic Arts Staff	Mid-term
Policy 2.4 Increase marketing of the arts among Berkeley residents, regional audiences and tourists.	a. Evaluate how to improve marketing of Berkeley's cultural offerings to residents and audiences regionally.	Existing	Lead: Berkeley Cultural Trust Support: Civic Arts Staff, Visit Berkeley, Downtown Berkeley Association	Short-term
	b. Conduct marketing efforts Citywide to raise public awareness of the diverse art community in Berkeley.	Not Identified	Lead: Not Identified Support: Civic Arts staff, Civic Arts Commission, Berkeley Cultural Trust, Visit Berkeley	Mid-term
	c. Increase audience diversity through meaningful engagement with young people, seniors, people with disabilities, low-income people, and people of color.	Not Identified	Lead: Not Identified Support: Civic Arts Commission, Civic Arts Staff, Berkeley Cultural Trust	Mid-term

GOAL 3: EXPAND HIGH QUALITY AND EQUITABLE ARTS EDUCATION

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
Policy 3.1 Advocate on local, state and national levels to further incorporate arts education into the curricular day and enhance equitable access to arts in extended learning programs.	a. Build coalition of stakeholders to advocate for change to California state law which dictates structural features in the BEARS program, creating barriers to integration with students in the LEARNS program.	Not Identified	Lead: BAESC Support: Civic Arts Commission	Long-term
	b. Support and strengthen the partnership between BAESC, BCAC, BUSD, and Berkeley Cultural Trust.	Not Identified	Lead: Civic Arts Commission Support: BAESC, Berkeley Cultural Trust, Berkeley Unified School District	Short-term
	c. Advocate to BUSD to provide theater, dance and visual arts education comparable to the district's successful music instruction program.	Existing	Lead: BAESC Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	d. Advocate for improved arts opportunities for populations such as low-income families, English learners, people with special needs/disabilities, disconnected transitional age youth, and early childhood (0-5) students.	Existing	Lead: Civic Arts Commission Support: Berkeley Cultural Trust, BAESC	Mid-term
Policy 3.2 Create innovative learning opportunities that connect students and young adults with career pathways in the arts.	a. Develop and/or deepen existing partnerships for college students to receive training and supervision to mentor youth in the visual and performing arts during the curricular day and/or in extended learning settings.	Not Identified	Lead: BAESC Support: UC Berkeley, Berkeley City College, Other academic institutions, Civic Arts Staff, Civic Arts Commission	Mid-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	b. Create fellowships, internships, professional mentorships, or other programs to train the next generation of arts educators and arts professionals.	Not Identified	Lead: BAESC, Berkeley Cultural Trust Support: Civic Arts Commission	Mid-term
Policy 3.3 Bolster arts education programming that complements the public school (K-12) context and lifelong education.	a. Raise funds to develop a pilot arts education program in the BEARS summer session.	Not Identified	Lead: Civic Arts Commission Support: BAESC, Berkeley Cultural Trust, Civic Arts Staff	Short-term
	b. Identify innovative strategies to improve outreach to special programming for teens and at-risk youth.	Not Identified	Lead: BAESC Support: Civic Arts staff, Civic Arts Commission, Berkeley Cultural Trust, Berkeley High	Long-term
	c. Explore changes to the Civic Arts Grants Program to increase grantee participation in afterschool arts programs.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff, Berkeley Cultural Trust	Short-term

GOAL 4: PRODUCE MORE PUBLIC ART THROUGHOUT BERKELEY

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
Policy 4.1 Enhance Berkeley's environment by placing temporary and permanent public art in public spaces throughout the city.	a. Conduct site/condition assessments of current public art collection	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	b. Activate the newly renovated Downtown Berkeley BART Plaza with public art in a variety of media and forms.	Existing	Lead: Downtown Berkeley Association, Civic Arts Commission Support: Civic Arts Staff	Short-term
	c. Dedicate funding for performing arts, interactive, and participatory public art installations.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff	Short-term
	d. Provide technical assistance for community-created art projects throughout the city.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	e. Fundraise for new public art throughout the city.	Existing	Lead: Civic Arts staff Support: Business Improvement Districts, Civic Arts Commission, City Council	Mid-term
Policy 4.2 Allocate City funds for public art citywide to ensure equity and access.	a. Identify priority locations for public art in communities with limited access to public art.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	b. Develop program practices that will encourage participation by Berkeley artists.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
	c. Dedicate 1.5 % of all future public construction bonds and capital projects to public art, in compliance with existing City policy	Existing	Lead: Berkeley City Council Support: City Manager's Office	Short-term
Policy 4.3 Implement the recently established Public Art on Private Development Ordinance and program.	a. Develop tools and implement outreach activities to increase awareness of the program, and celebrate its successes.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Planning & Development Department	Short-term
	b. Implement a transparent and regular public process (annually or as-needed) for allocating in-lieu funds.	Existing	Lead: Civic Arts Commission Support: Civic Arts Staff	Short-term
Policy 4.4 Promote the City's public art collection.	a. Showcase the existing collection of public art and identify public art pieces that need targeted promotion.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Historical Society	Long-term
	b. Utilize social media to promote the City's public art.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission, Visit Berkeley	Long-term

GOAL 5: EXPAND THE CITY OF BERKELEY’S ORGANIZATIONAL CAPACITY TO BETTER SERVE THE ARTS COMMUNITY

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
Policy 5.1 Increase the capacity of Civic Arts staff.	a. Identify resources to increase staff capacity to administer, publicize and provide accountability for the increased arts investments being made in the city.	Not Identified	Lead: Berkeley City Council Support: Civic Arts Staff and Civic Arts Commission	Mid-term
	b. Dedicate 20% of all new funding for the arts towards administrative needs for these programs.	Existing	Lead: Berkeley City Council Support: Office of Economic Development, Civic Arts Commission	Short-term
	c. Expand staff and data systems capacity support and analyze the Grants Program with on-the-ground technical assistance, data collection, and more robust administrative and logistical support.	Not Identified	Lead: Civic Arts staff Support: Civic Arts Commission	Mid-term
Policy 5.2 Evaluate the reach and impact of each Civic Arts Program.	a. Establish performance measures and a systematic data collection process.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission, Berkeley Cultural Trust	Mid-term
	b. Conduct an annual evaluation of progress of implementation of the Arts & Culture Plan.	Existing	Lead: Civic Arts staff Support: Office of Economic Development, Civic Arts Commission, Berkeley Cultural Trust	Short-term
Policy 5.3 Use data to inform policy and raise public awareness of the economic benefit of the arts sector.	a. Update the Economic Impact Report every 5 years to regularly evaluate the economic stimulus that the arts industry provides to Berkeley’s economy.	Not Identified	Lead: Civic Arts staff Support: Office of Economic Development	Mid-term
	b. Educate decision-makers on the art sector’s contribution to Berkeley’s economy.	Existing	Lead: Berkeley Cultural Trust, Civic Arts Commission Support: Civic Arts Staff	Short-term

Policy Statement	Action Items	Resources	Proposed Implementation Team	Timeframe
	c. Create an annual arts dashboard to educate and engage business owners and the general public about the benefits of having a thriving local art scene.	Existing	Lead: Civic Arts staff Support: Civic Arts Commission	Short-term
Policy 5.4 Promote collaboration among City Departments to better integrate arts into the City's operations.	a. Coordinate communication about City art programs across departments.	Existing	Lead: Civic Arts staff	Mid-term
	b. Integrate culture and the arts into Berkeley's citywide economic development strategies.	Existing	Lead: Office of Economic Development, Civic Arts staff	Mid-term

**City of Berkeley Arts Organizations and Arts Programs Grants Guidelines
FY20 Grant Cycle for Berkeley-based Arts Nonprofit Organizations and Arts Programs of Service
Nonprofits: July 1, 2019 — June 30, 2020**

1. PURPOSE, ELIGIBILITY, STANDARDS, GRANT AMOUNTS, USE RESTRICTIONS & FISCAL SPONSORS

1.1 Purpose

Recognizing that arts and culture are integral to the Berkeley's identity, history and desirability as a place to live and visit, the Berkeley Civic Arts Commission utilizes its grant making to foster a healthy civic arts ecosystem and to strengthen diverse cultural expressions in order to enrich the city as a whole. Civic Arts grant funds provide general operating support that is strategically targeted to: bolster the growth and stability of Berkeley's arts community; support a wide array of nonprofit arts organizations, and arts programs of service nonprofits throughout the City of Berkeley; and empower and promote equitable representation of cultural perspectives that have been historically marginalized.

1.2 Eligibility

Applications that are complete and submitted by the deadline will be accepted from ALL applicants that meet the following conditions:

- Organization (and its fiscal sponsor, if applicable) must be housed in the City of Berkeley with its corporate address in the City of Berkeley. Organization and fiscal sponsor address will be verified in GuideStar by City staff.
- Have a majority (at least 51%) of its arts activities in Berkeley for no less than two years.
- Demonstrated financial health for no less than two years as evidenced by:
 - Receiving diverse sources of funding and not being overly dependent on any one source of contributed income.
 - Managing a budget size and percentage of earned revenue appropriate to the programming or arts activity.
 - Not carrying an operating deficit unless it is strategically planned with reserves to cover the deficit.
- Applicant's grant funded operations, programs, or activities take place during July 1, 2019 – June 30, 2020.
- Applicant is in good standing on previous and/or current City of Berkeley grants and with other City departments. Note: Any previously awarded Civic Arts Grants programming must be completed and closed out and final report submitted before new grant funds will be disbursed.
- Demonstrate current nonprofit and tax-exempt status, as identified by Section 501(c)(3) of the Internal Revenue Code. The following additional documentation must be made available upon request: organizational by-laws, roster and meeting calendar for a functioning Board of Directors or advisory group, copies of meeting minutes and resolutions.
- Applicants WITHOUT tax-exempt 501(c)(3) status must acquire a nonprofit and tax-exempt 501(c)(3) fiscal sponsor based in Berkeley and must submit a letter of agreement between the applicant organization and fiscal sponsor.
- Applicant must be one of the following:
 - A nonprofit organization with a mission statement clearly focused on the

- development, production, and/or presentation of arts and culture.
- An ongoing program of a non-arts or service-based nonprofit organization that is focused on the development, production, and/or presentation of arts and culture. The applicant's organizational budget category will be based on the arts-program budget only.
- Organizations that are not primarily arts or cultural providers are eligible to apply **only** if they are committed to the development of an ongoing, substantial, and integral arts program within their organization.
- The organization must operate and offer its arts programs in a non-discriminatory manner and in compliance with all applicable laws, including, without limitation, anti-discrimination laws covering protected classes.

1.3 Standards of Practice

The following Standards of Practice provide practical benchmarks to guide and measure organizational grant applicants relative to professional practices in the field which support the overall well-being of the arts ecosystem. An organization's adherence to these standards is taken into consideration by the review panel as part of the grant application evaluation as described Section 3.1: Evaluation Criteria and Weighting.

Recommended Minimum Standards of Practice for All Applicant Organizations

- Artists who are participating in programming in a substantial way are compensated with at least an honorarium, except for:
 - Artists enrolled as students who are receiving course credit for their involvement with the organization.
 - Artists who are amateur participants in a community arts organization such as a community chorus or a community orchestra.
 - Artists who are amateur participants in a non-accredited arts and cultural training program, such as a school of theater or school of dance.

Additional Recommended Standards for Applicant Organizations with average annual budgets above \$500,000

- At least the equivalent of one full-time paid employee with duties including executive and/or artistic management.
- Current practice of Annual Reviewed Year-End Financial Reports.
- Healthy ratio of budget spent on administration and overhead to programs and artist fees.
- Artists and staff compensated at generally accepted professional standards for the field within the San Francisco Bay Area.
- Provide reasonable accommodations for people with disabilities to ensure access to offices, rehearsal spaces, training and other facilities necessary to prepare programs.

1.4 Grant Amounts

The Arts Organizations Grants operate on a one-year cycle based on the City of Berkeley's Fiscal Year (July 1 – June 30). Awards are contingent upon the allocation of funds from the City Council each year. The total amount allocated to each of the three grant categories (Arts Organizations, Festivals, and

Individual Artists) will be recommended by the Civic Arts Commission's Grants Committee after an evaluation of the review panel results and based upon the size of the applicant pools and the corresponding scores. The Grants Committee's recommendation will be forwarded to the full Civic Arts Commission for approval.

Arts Organizations Grants are awarded according to the following categories:

Small Organizations with a 2-year average budget of up to \$100,000	up to \$10,000
Mid-Size Organizations with a 2-year average budget between \$100,000 - \$1,000,000	up to \$14,000
Large Organizations with a 2-year average budget over \$1,000,000	up to \$17,000

Budget levels will be calculated based on cash income. In-kind donations and volunteer work may be listed but should be kept separately from the budget numbers used for calculating eligibility.

Important Note: Grants are awarded on a competitive basis. Past grant awards are no assurance of future awards.

1.5 Funding Use Restrictions

The following restrictions apply to **ALL applicants**:

- Applicant organization may not be an agency or department within the City of Berkeley.
- Applicant organizations may only apply for one Arts Organizations Grant.
- Any previously awarded Arts Organizations Grant programming must be completed and closed out and final report submitted before new grant funds will be disbursed.
- Public and private K-12 schools and school districts are not eligible for funding. Organizations may apply to work in after-school programs, but grant funded activities may not be part of the school day curriculum.
- The awarding of funds does not imply that the Civic Arts Program or any other City department will produce, exhibit, or present the art created. It is the responsibility of the applicant to secure a venue and any required permits for public activities.

The City of Berkeley DOES NOT fund the following:

- Organizations or activities that are part of the curriculum of colleges or universities (this does not apply to artistic presenting units of a university or college that are working on a program outside of the curriculum).
- For-profit organizations.
- Start-up costs/seed money for new organizations or businesses.
- Social service-oriented projects that are not primarily arts focused.
- Operating expenses for private commercial facilities.
- Programs taking place in school during the daily curriculum.
- Out-of-state travel.
- Programming or activities taking place outside of the grant window.
- Capital construction and/or acquisitions (except for ADA accessibility improvements).
- Equipment purchases.
- Events where fundraising is the primary purpose.

- Deficit or debt reduction.

1.6 Fiscal Sponsors

Definition of Fiscal Sponsor: Fiscal sponsor is a 501(c)(3) tax exempt and nonprofit organization that has been assigned the responsibility to process the funds of another organization. This can take the form of processing a single check or providing complex accounting services and project oversight and is unique to each circumstance.

Organizations applying for funding through a Fiscal Sponsor should take particular note of the following requirements that the Fiscal Sponsor must meet:

- Fiscal Sponsor shall be responsible for all fiscal obligations of the grantee's awarded funds.
- Fiscal sponsors must be based in Berkeley.
- A written contract or Letter of Agreement between the applicant and the Fiscal Sponsor specifying the conditions of the Fiscal Sponsor arrangement must accompany the Grant application. **(This agreement must be between the Fiscal Sponsor and the organization; a memorandum or letter to the Civic Arts Commission is not sufficient).**
- If the Fiscal Sponsor is also an applicant to the Arts Organizations Grants Program for their own organization, any funds awarded to the organizations that they fiscally sponsor will not be counted as part of the fiscal sponsor's application budget.
- Information submitted in the grant application, including all budget information, applies to the organization conducting the program, not the Fiscal Sponsor.

2. GRANT APPLICATION MATERIALS

In order to be considered for funding, applicants must submit fully completed grant applications and all required application materials. The Arts Organizations Grants Program application consists of the following components:

- General Application.
- Narrative Description.
- Program Calendar (last, current, and projected year).
- Staff and/or Project Personnel Bios (relevant to program focus).
- List of Board of Directors.
- 2 Year Budget Form, including budget notes.
- 501(c)(3) Federal Tax Exempt Status Letter (unless fiscally sponsored).
- **If fiscally sponsored:** Fiscal Sponsor Supplement including a letter of agreement between applicant and fiscal sponsor and the fiscal sponsor's Federal Tax Exempt Status Letter.
- Work Samples and Descriptions of Art Programs/Activities from within the last two years.

3. EVALUATION CRITERIA & SCORING SYSTEM

3.1 Evaluation Criteria and Weighting

Applications will be evaluated according to the following criteria which are described so that applicants may have an idea of how the panel will score each application:

Artistic Merit & Professional Quality _____ **25 percent**

- The applicant's art and cultural work demonstrates high quality and strong artistic merit or promise through its artistic history, accomplishments, and examples of previous work.

Quality of Identified Goals and Strategy _____ **25 percent**

- Applicant's programmatic and operational goals align with organization's mission and programmatic trajectory; processes to implement work are clear; and work demonstrates high quality and relevance to identified communities. Given its mission, the applicant's ability to define and achieve appropriate artistic goals, its commitment to creativity and quality and, if appropriate to its mission, the development of new work.

Capacity _____ **25 percent**

- Applicant demonstrates qualifications and capacity of staff and board relative to programming and operational goals; overall fiscal health of applicant is good and organization demonstrates ability to obtain necessary funding.
- Given the applicant's budget size and age, the general state of its governance and organizational development, management, and operational and financial soundness, ability to achieve appropriate audience and fundraising goals; extent of operational innovativeness and adaptability to external trends.
- Adherence to Standards of Practice outlined in Section 1.

Cultural Equity Impact _____ **15 percent**

- Demonstrated ability of the applicant to support Berkeley's diverse cultural traditions and values, including capacity to support and empower the City's underserved communities.
- Applicant clearly articulates how their program, project or artistic expression is rooted in and reflective of historically marginalized communities and geographically underserved areas of the city.
- Programming and other activities that reach out to economically disadvantaged communities and communities that lack conventional arts venues or formal arts programs.
- The organization demonstrates a commitment to cultural equity. For example, strategic board development to ensure that the board of directors includes members from historically marginalized communities.

Community Impact _____ **10 percent**

- Applicant clearly articulates programs and outreach appropriate to their identified audience(s); programs clearly and significantly support the communities, partners, and artists identified.
- The reach of the applicant's core programs and the extent to which they engage audiences and provide opportunities for participatory involvement in the arts, including targeted engagement and lifelong arts learning opportunities (i.e., youth, seniors, etc.); the effectiveness of its audience-development activities and its plans for reaching a diverse, broad-based audience and the contribution it makes to sustaining a local community of artists.

3.2 Rating System

When evaluating each criterion, panelists will use the following 10-point scale, which is then translated to the appropriate weight for each criterion:

- Exceptional (9 - 10 points)
- Somewhat Exceeds Expectations (8 – 8.9 points)
- Meeting Accepted Standards (7 – 7.9 points)
- Needs Improvement to Warrant Funding (6 – 6.9 points)
- Does Not Merit Funding (0 – 5.9 points)

An application must receive an overall score of at least 70 percent of total possible points in order for the panel to consider it for funding. However, achieving a score of at least 70 percent of total possible points does not guarantee that the panel will recommend an application for funding, as funds may not be sufficient to recommend a grant for all applicants that score above the minimum threshold. Prior success in receiving an Arts Organizations Grant is no assurance that an applicant will be awarded another grant.

4. APPLICATION REVIEW PROCESS

4.1 Eligibility Screening

Civic Arts Program staff will review for completeness and eligibility all applications that meet the deadline. Applications that pass this initial review will then be evaluated for their strengths by a separate Grant Review Panel, which will rely on the application and related materials submitted by applicants.

4.2 Grant Review Panel

Applications will be reviewed in categories differentiated into three categories (Small, Mid-Size Organizations, and Large Organizations) in order to make the competition among applications more equitable.

The Review Panel is comprised of individuals with substantial background in the arts and a demonstrated commitment to cultural equity, usually drawn from the ranks of experienced and skilled managers and board members of greater Bay Area arts organizations, professional practicing artists from visual and performing arts fields, and experienced arts grant-makers from the philanthropic and public sectors. An open call and application for potential review panelists will be advertised. Review panelists will be approved by the Civic Arts Commission.

Review panelists must not have any conflict of interest, which is defined as a situation in which a panelist has a competing professional, financial, or personal interest, which might make it difficult to fulfill his or her duties impartially and could impair an individual's ability to perform his or her duties and responsibilities objectively. A conflict of interest exists even if no unethical or improper act results. A conflict of interest can create an appearance of impropriety that can undermine confidence in the selection process, the Grants Program, the Civic Arts Commission and the City. If a panelist has a conflict of interest, they must recuse themselves and they must notify the City staff in advance of the panel (so that they're not assigned a lead reader role for those cases) and they must leave the room during any

panel discussions regarding the applicant with whom there is a conflict of interest so that the panelist does not influence the process.

The City may engage an experienced consultant to conduct an in-depth examination of aspects of selected applications, in which case the consultant's reports will also be provided to the Review Panel. In addition, the City may provide prior grant report information and other officially gathered information to the Review Panel.

Applicants are encouraged to attend the Grant Review Panel meeting which will be held during normal City business hours and will be publicly accessible. Staff will send the grant review schedule and meeting location to applicants before the Review Panel meeting.

Applicants are not permitted to address the Review Panel. Panel notes summarizing the Review Panel comments will be made available to applicants after the Grants Committee's review of the panel recommendations, but before the Civic Arts Commission's approval.

4.3 Civic Arts Commission Approval and City Council Review

After the Grant Review Panel has scored all applications, the Civic Arts Commission's Grants Committee meets to develop funding recommendations in alignment with the ranking of scores within each category and to align proposed grant awards with available funds and for consistency with granting policies and guidelines, before forwarding the recommendations to the full Civic Arts Commission.

The award amounts as recommended by the Grants Committee are made public at least five business days prior to the Civic Arts Commission approval. The Civic Arts Commission reviews the funding recommendations for approval and once approved sends the slate of selected grantees and grant amounts to City Council for review. Grant awards are subject to the City Council's adoption of the annual budget, which usually occurs in June.

5. SELECTED GRANTEE CONTRACTUAL REQUIREMENTS

5.1 Business License and Insurance Requirements

Successful grant applicants must have a current Berkeley Business License. This includes the organization and the fiscal sponsor if using one. In addition, successful grant applicants must submit a certificate of insurance satisfactory to City of Berkeley Risk Management in order for their grant awards to be processed.

5.2 Invoices

Grantees may invoice for up to 90% of the grant amount once they have entered into a grant agreement with the City of Berkeley. Grantees may invoice for remaining grant funds upon approval of the Final Report by Civic Arts staff.

5.3 Final Report

All Grantees must complete and submit the City's Final Report form for the grant no later than 60 days after the fiscal year end. Grantees must be current on filing required reports before they can receive

grant funding. Programs and projects must have been developed and presented in Berkeley with meaningful, accessible engagement of the public during the grant period.

5.4 Financial Penalty for Late Final Reports

If Final Reports are not submitted by the deadline, the City of Berkeley may assess a financial penalty of \$25 per day for each business day a submission is late beyond the submission requirements deadline. The penalty amount will be deducted from the final invoice payment. The penalty amount is capped at 10% of the total grant amount.

5.5 Acknowledging City Support

It is important that the Berkeley community know that their local tax dollars make it possible for them to enjoy the caliber of arts produced in Berkeley. All grantees should recognize Civic Arts Grants in the same manner in which it recognizes other contributors in terms of benefits, type size on publications, and frequency of acknowledgement. Failure to comply with this request may affect future grant opportunities.

Grant recipients must acknowledge the City's financial support in all appropriate materials and media. The acknowledgement should read, "Supported in part by a Civic Arts Grant for Arts Organizations from the City of Berkeley" or similar language, unless the City is a part of a list of supporters. In the latter case, the acknowledgement may say simply City of Berkeley. Grantees must display the City's logo whenever other sponsor logos are displayed, and in accordance with City logo use guidelines.

5.6 Project Notification

Grantees must provide a 30 day advance notice to their City Council Office and Civic Arts Program to invite representatives to the public presentation of the funded program.

City of Berkeley Festival Grant Guidelines

FY20 Grant Cycle for Festivals and Special Events Taking Place: July 1, 2019 — June 30, 2020

1. DEFINITION, PURPOSE, ELIGIBILITY, GRANT AMOUNTS, USE, RESTRICTIONS, & FISCAL SPONSORS

1.1 Definition

Festivals are defined as a wide variety of public events including arts festivals, celebrations of cultural heritage relevant to Berkeley residents, and other events that celebrate a community, a neighborhood or a shared cultural interest.

1.2 Purpose

The purpose of the Festival Grant Program is to support community festivals and special events that: celebrate and preserve a rich variety of cultural opportunities for Berkeley's residents; bolster the city's vitality; and increase Berkeley's visibility and reputation as a desirable destination for visitors. The Festival Grant Program supports a range of events throughout the City from small-scale and first-time events to large scale and established festivals. Festival Grant Program-funded events must be open to the entire public and have free admission, although these events may include fee-based access to some portion of the event.

Having received City of Berkeley funding in prior years is no assurance that an organization will be awarded a grant in any given year.

1.3 Eligibility

Applications that are complete and submitted by the deadline will be accepted from organizations that meet the following conditions:

- At least one of the applicant team members (applicant organization or event producer) must have produced at least two events at a comparable scale to the proposed grant-funded event.
- Designated as a not-for-profit corporation under Section 501(c)(3), 501(c)(4), or 501(c)(6) of the Internal Revenue Code. Organization/fiscal sponsor 501(c) status must be current and may be verified by City staff.
- Organization (and its fiscal sponsor, if applicable) must be housed in the City of Berkeley with its corporate address in the City of Berkeley. Organization and fiscal sponsor address will be verified by City staff.
- Organization's event takes place at some point during July 1, 2019 – June 30, 2020 in the City of Berkeley and is a discrete event or special project.
- Organization a) is not a division/department within the City of Berkeley; and b) is in good standing on previous and/or current City of Berkeley grants and with other City departments.
- Demonstrate financial health, evidenced by:
 - Receiving outside sources of funding.
 - Managing a budget size and percentage of earned revenue appropriate to the activity.
 - Not carrying an accumulated debt greater than 25% of the proposed festival budget.
 - For large and mid-size festivals: Having more than one source of funding for event. Small festivals may rely on only one source of contributed income.

- Demonstrate sound administration and fiscal management, evidenced by:
 - An active advisory board or working committee that takes responsibility for event.
 - A budget and staff appropriate to the scale of the activity.
 - A reasonable plan to retire debt—if applicable.
- Declared ability to meet City requirements for funded events:
 - Be able to meet the City of Berkeley's insurance, business license and special event permit requirements. See Section 5. "Selected Grantee Contractual Requirements" for details.
 - Projects must be developed and presented in Berkeley and culminate in a local event or festival with meaningful, accessible engagement of the public within the grant period.

1.4 Grant Amounts

The Festival Grant Program operates on a one-year cycle based on the City of Berkeley Fiscal Year (July 1-June 30). Awards will be contingent on the allocation of funds from the City Council each year. The total amount allocated to each of the three grant categories (Arts Organizations, Festivals, and Individual Artists) will be recommended by the Civic Arts Commission's Grants Committee after an evaluation of the review panel results and based upon the size of the applicant pools and the corresponding scores. The Grants Committee's recommendation will be forwarded to the full Civic Arts Commission for approval.

Festival Grants will be awarded accordingly:

Small Events with a proposed budget of up to \$5,000	Grants up to \$5,000
Mid-Size Events with a proposed budget between \$5,001 - \$50,000	Grants up to \$14,000
Large Events with a proposed budget over \$50,000	Grants up to \$17,000

Budget levels will be calculated based on cash income. In-kind donations may be listed but should be kept separately from the budget numbers used for calculating category eligibility.

1.5 Funding Use Restrictions

- Grant funds may not be used for:
 - Previous year's operating deficit.
 - Administrative costs or other organizational costs unrelated to production of the event.
 - Capital improvement projects.
 - Programs in the schools during school hours.
 - Ongoing and continuous programs.
- No part of the grant shall be used to promote or inhibit religion nor for any political advocacy.
- Applicant organization cannot submit more than one application for the Festival Grant Program category. (This does not apply to fiscal sponsors who are submitting applications on behalf of different fiscally sponsored projects or event producers who may be producing other festivals.)
- Activities not available to the general public.
- Activities taking place outside the City of Berkeley.
- Events where fundraising is the primary purpose.

1.6 Fiscal Sponsors

Definition of Fiscal Sponsor: Fiscal sponsor is a 501(c) tax exempt and nonprofit organization that has been assigned the responsibility to process the funds of another organization. It is the responsibility of the fiscal sponsor organization to consult with a tax professional to determine whether their particular tax exempt designation allows them to fiscally sponsor another organization. Fiscal sponsorship may take the form of processing a single check or providing complex accounting services and project oversight and is unique to each circumstance.

Organizations applying for funding through a Fiscal Sponsor should take particular note of the following requirements that the Fiscal Sponsor must meet:

- Fiscal Sponsor shall be responsible for all fiscal obligations of the grantee's awarded funds.
- Fiscal sponsor must be based in Berkeley.
- A written contract or Letter of Agreement between the applicant and the Fiscal Sponsor specifying the conditions of the Fiscal Sponsor arrangement must accompany the grant application. **(This agreement must be between the Fiscal Sponsor and the organization; a memorandum or letter to the Civic Arts Commission is not sufficient).**
- If the Fiscal Sponsor is also an applicant to the Festival Grant Program for their own organization's festival grant applications, any funds awarded to the organizations that they fiscally sponsor will not be counted as part of the fiscal sponsor's application budget.
- Information submitted in the grant application, including all budget information, applies to the organization conducting the festival, not the Fiscal Sponsor.

2. GRANT APPLICATION MATERIALS

In order to be considered for funding applicants must submit fully completed grant applications and all required application materials. The Festival Grant Program application consists of the following components:

- General Organization and Event Information.
- Event Narrative.
- Staff and/or Event Personnel Bios.
- Board of Directors or Working Group Roster, including occupation, city of residence and term of office.
- Event producer's Resume.
- Event Budget Form and Budget notes.
- Current 501(c) Letter.
- **If fiscally sponsored:** Fiscal Sponsor Supplement including a letter of agreement between applicant and fiscal sponsor and the fiscal sponsor's Federal Tax Exempt Status Letter.
- Supporting Materials: Maximum of three items total that reflect the applicant's event. Examples include PDF copy of the following: brochures, catalogues, programs or other collateral produced by the applicant and/or press reviews or articles from sources outside the organization.
- Declaration to meet City Special Event Requirements.

- Staff may request that the applicant provide the following updated documents prior to the Panel Review:
 - Current 501(c) determination letter from the Internal Revenue Service.
 - Certified Articles of Incorporation and organization By-Laws.

3. EVALUATION CRITERIA & SCORING SYSTEM

3.1 Evaluation Criteria and Weighting

Applications will be evaluated according to the following criteria which are described so that applicants may have an idea of how the panel will score each application:

Event narrative & significance & community impact _____ 25 percent

- Clarity of the event’s vision and how well the event relates to the applicant’s mission, purpose and goals.
- How well the event demonstrates celebration of cultural richness, historical significance and/or the significance of their neighborhood’s uniqueness.
- Evaluation of estimated attendance and participatory activities.
- Demonstrated community benefit through indicators such as: contribution to the City of Berkeley as a cultural destination, attraction of people and volume of activities in a specific location that result in the vibrancy of a geographic area, number of participating artists, and local organization participation.
- Extent of positive impact on neighborhood where event occurs. How well the event aligns with the culture of the neighborhood where event occurs. How well the event reaches the targeted audience.

Communications, marketing, and outreach _____ 20 percent

- Ability to build a greater community understanding of the event.
- Effectiveness of conducting outreach through public awareness campaigns (social media, press releases, flyers, posters, newspaper ads, speakers’ bureaus, etc.)

Financial and budgetary capabilities/leveraging of City funding _____ 20 percent

- Ability to produce a profitable or break-even event measured on a cash basis.
- Extent of diversified financial support and in-kind contributions and/or volunteer resources used to leverage the City’s grant funding.
- Evaluation of event’s dependence on City funds and City in-kind donations of services and City waiver of fees – Does the event receive simultaneous funds from multiple City of Berkeley funding sources including collaborators seeking funds from the City to work on different components of the same project? How much funding is being provided by City departments and individual Council members?

Ability to produce a quality, well-planned, safe event _____ 20 percent

- Organization/event producer demonstrates strong accomplishments, and provides examples of previous achievements that are relevant to the proposed event.
- Ability to acquire necessary permits in a timely fashion.

- Experience in producing and promoting well-planned, safe events.
- Depth of managerial and organizational capacity.

Cultural equity impact _____ 15 percent

- Demonstrated ability of the applicant to support Berkeley’s diverse cultural traditions and values, including capacity to support the City’s underserved communities.
- Applicant clearly articulates how their event is rooted in and reflective of historically marginalized communities and geographically underserved areas of the city.
- Event reaches out to economically disadvantaged communities and communities that lack conventional arts venues or formal arts programs.
- The applicant organization demonstrate a commitment to cultural equity. For example, strategic board development to ensure that the board of directors includes members from historically marginalized communities.

3.2 Rating System

When evaluating each criterion, panelists will use the following 10-point scale, which is then translated to the appropriate weight for each criterion:

- Exceptional (9 - 10 points)
- Somewhat Exceeds Expectations (8 – 8.9 points)
- Meeting Accepted Standards (7 – 7.9 points)
- Needs Improvement to Warrant Funding (6 – 6.9 points)
- Does Not Merit Funding (0 – 5.9 points)

An applications must receive an overall score of at least 70 percent of total possible points in order for the panel to consider it for funding. However, achieving a score of at least 70 percent of total possible points does not guarantee that the panel will recommend an application for funding, as funds may not be sufficient to recommend a grant for all applicants that score above the minimum threshold.

4. APPLICATION REVIEW PROCESS

4.1 Eligibility Screening

Civic Arts Program staff will review for completeness and eligibility all applications that meet the deadline. Applications that pass this initial review will then be evaluated for their strengths by a separate Grant Review Panel, which will review the applications and related materials submitted by applicants.

4.2 Grant Review Panel

Applications will be reviewed in three differentiated categories (Small, Medium and Large events) based upon proposed event budget in order to make the competition among applications more equitable.

The Review Panel will be comprised of individuals experienced in special event grant funding and City staff familiar with special events in Berkeley. An open call and application for potential review panelists will be advertised. Review panelists will be approved by the Civic Arts Commission.

Review Panelists must not have any conflict of interest, which is defined as a situation in which a panelist has a competing professional, financial, or personal interest, which might make it difficult to fulfill his or her duties impartially and could impair an individual's ability to perform his or her duties and responsibilities objectively. A conflict of interest exists even if no unethical or improper act results. A conflict of interest can create an appearance of impropriety that can undermine confidence in the selection process, the Grants Program, the Civic Arts Commission and the City. If a panelist has a conflict of interest, they must recuse themselves and they must notify the City staff in advance of the panel (so that they're not assigned a lead reader role for those cases) and they must leave the room during any panel discussions regarding the applicant with whom there is a conflict of interest so that the panelist does not influence the process.

Applicants are encouraged to attend the Grant Review Panel meeting which will be held during normal City business hours and will be publicly accessible. Staff will send the grant review schedule and meeting location to applicants before the Review Panel meeting.

Applicants are not permitted to address the Review Panel. Panel notes summarizing the Review Panel comments will be made available to applicants after the Grants Committee's review of the panel recommendations, but before the Civic Arts Commission's approval.

4.3 Civic Arts Commission Approval and City Council Review

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5. SELECTED GRANTEE CONTRACTUAL REQUIREMENTS

5.1 Business License and Insurance Requirements

All team members (fiscal sponsor, applicant organization and event producer) from the successful grant applicant team must have a current Berkeley Business License. In addition, successful grant applicants must comply with the City of Berkeley's insurance requirements demonstrating adequate insurance and liability coverage for their event.

5.2 Invoices

Grantees may invoice for 90% of the grant amount once they have submitted a complete Special Event Permit application with cursory approval by Special Event Permit staff. Grantee's invoice for remaining grant funds will be paid within 30 days of approval of the Final Report by Civic Arts staff.

5.3 Final Report

Festival grantees must submit a Final Report for the event on a City-provided form (to include a post-event evaluation, estimated attendance and final budget). While grantees may submit final reports as soon as the grant funded event has taken place, they must submit the final report no later than 60 days after the grant period ends at the latest. Grantees must be current on filing required reports before they can receive grant funding. Final report must demonstrate that the projects was developed and presented in Berkeley and culminated in a local event or festival with meaningful, accessible engagement of the public within the grant period.

5.4 Financial Penalty for Late Final Reports

If Final Reports are not submitted by the deadline, the City of Berkeley may assess a financial penalty of \$25 per day for each business day a submission is late beyond the submission requirements deadline. The penalty amount will be deducted from the final invoice payment. The penalty amount is capped at 10% of the total grant amount.

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Grant recipients must acknowledge the City's financial support in all appropriate materials and media. The acknowledgement should read, "Supported in part by a Civic Arts Grant for Festivals from the City of Berkeley" or similar language, unless the City is a part of a list of supporters. In the latter case, the acknowledgement may say simply City of Berkeley Festival Grant. Grantees must display the City's logo wherever other sponsor logos are displayed, and in accordance with City logo use guidelines.

5.6 Permits

The awarding of funds does not imply that the City of Berkeley's Civic Arts Program or any other City department will produce, exhibit, or present the event or art created for the event. It is the responsibility of the festival grantee to secure the event venue and obtain the necessary event permits from the appropriate City departments and governmental agencies. The awarding of a Festival Grant does not guarantee event permit approval from the City. Organizations planning to conduct an event on outdoor public property in the City of Berkeley must submit a Special Event Permit Application to the City of Berkeley and are responsible for all permit fees and costs.

5.7 Refund of City Funds if Event is not Permitted

If grantee is unable to obtain a Special Event Permit from the City, the grantee must refund any grant payments received from the City for the funded but not-permitted project.