



Harini Krishnan, 1st District
Robin Rodricks, 2nd District
Laura McHugh, 3rd District
Edward P. Sweeney, 3rd District
Jeanne Heise, 4th District

Samaruddin Stewart, 5th District
Pauline Fong-Martinez, 5th District

County Manager's Office
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Redwood City, CA 94063
(650) 599-1005
www.smcgov.org/smcac



Special Closed Session of the Arts Commission
Wednesday, January 9, 2019 — 1:00 p.m. to 3:00 p.m.
Room 402, 4th Floor, County Office Building
1455 County Center Redwood City CA 94063

AGENDA

1. **Roll Call**
2. **Agenda Amendments**
3. **Strategic Cultural Plan**
 - A. Background – Robin Rodricks
 - B. Formation of ad hoc committee (3) to review and recommend a consultant to the Commission.
 - C. Outreach* -- initial thoughts:
 1. One public convening per district
 2. Heavy online survey
 3. Google drive document for recording initial thoughts to share with selected consultant as what Commissioners would like to explore/incorporate in the Strategic Cultural Plan – Amisha Motipara

**Outreach will be conducted with assistance from County Communications staff*
4. **Grant Guidelines—Annual Review** – Amisha Motipara

Next Arts Commission Meeting:
WEDNESDAY, FEBRUARY 20, 2019
1:00 – 3:30 pm
Location to be determined

General

- **Program Name:** Local Arts Grants: Project/Program Support
- **Program Process:** Application
- **Linked Program:** Local Arts Grants: Project/Program Support
- **Program Type:** Grant
- **Evaluation Process:** 1 step
- **Currency:** United States \$ (USD)
 - **Program Summary:**

Project/Program Support may be used to present free or low-cost performances, screenings, exhibitions, educational services, festivals, literary readings, workshops and seminars or other services; and to make diverse cultural arts.

Introduction - Project/Program Support

Eligibility

Project/Program Support may be used to present free or low-cost performances, screenings, exhibitions, educational services, festivals, literary readings, workshops and seminars or other services; and to make diverse cultural arts programs broadly accessible to residents of San Mateo County. In the case of human services organizations where their budget is based on grant-funding to specific programs, i.e. arts or arts education, the arts program budget shall be \$1 million or less.

Review Criteria

Highest priority will be given to proposals that will help maintain financial stability for the recipient organization and vibrant programs for audiences served.

Requests for both Project/Program Support or Organizational Support funds are reviewed based on evidence of:

- Organization-wide planning and decision-making
- Proposed project/program designed within the scope of the mission and vision of the organization
- Clear and articulated vision for implementation and success
- A high value for diversity in your organization's personnel and audiences served
- Strong financial management
- Continually updating plans and programs to reflect the current economy and community needs. Periodically review and update programs to reflect community needs.

Commented [B1]: Added this language for this year to ensure their programming fits within their mission

Commented [B2]: Programming should stay the same whether the economy improves/declines. Also, it is up to SMCAC as the grantor to change the scope of the grant, not the grantees. I would like to delete this language.

New language proposed: "Periodically..."

- Engaged boards that contribute financially
- Goals and appropriate evaluation methods
- Partnering with others for community benefit and organizational efficiency
- Audiences who demonstrate interest in its artistic programs

2018 San Mateo County Arts Commission grantees must submit a Mid-Term or Final Report prior to the application deadline.

Review Process

All grant applications are reviewed for completeness by Commission staff. Peer panels review and rank applications based on Review Criteria. Panels may recommend readiness or planning grants that provide management consulting or training, such as services of the Center for Nonprofits, proactively as it sees fit. Based on panel review, the Arts Commission makes a recommendation of grants to be awarded to the San Mateo County Board of Supervisors. Decisions of the Arts Commission and the San Mateo County Board of Supervisors are final.

San Mateo County Arts Commissioners who have professional or volunteer affiliations with any organizations that apply for grants from the Commission must excuse themselves from any panel review or deliberation concerning these grants.

Local Arts Grants: Project/Program Support

Application Available: February 14, 2019

Application Due: April 1, 2019

Grant Award Notification: May 20, 2019

Grant Information Workshop: February 13, 2019—time and location to be determined

Statement of Purpose

The San Mateo Arts Commission works to ensure that the arts are valued for their contributions to the County's quality of life, to children's education and for their reflection of the diversity of the County's residents and visitors.

The Arts Commission provides funds to assist arts organizations in building a strong presence in the community, growing audiences and expanding services and programs to the community and to children in grades K-12. Funds help to educate and expose county residents to a wide range of artistic and cultural expression.

The goals of the grants programs are to:

- Build greater managerial and fiscal capacity of county arts organizations.
- Encourage public participation by residents and visitors in events, programs and services offered by arts organizations in the County.
- Increase access to the benefits of arts learning for K-12 public school students and adult programs.

What We Fund

The Arts Commission provides funding to arts organizations located in San Mateo County to strengthen artistic product; strengthen overall organizational unity and effectiveness; increase, diversify and leverage revenue; improve communications systems; improve their connection and profile in the community; or increase staff efficiency. In particular the Arts Commission supports arts events, programs, outreach, engagement or services that create social vitality in neighborhoods, K-12 schools and with underserved constituencies. The Arts Commission encourages arts organizations who implement programs that are geared toward increasing cultural equity and social justice to apply. All services must take place within San Mateo County.

Please note: If funded, all applicants will be REQUIRED to send a letter to their District Supervisor and attend a Board of Supervisors meeting to provide comments during the Public Comment portion. In both occasions, applicants are to detail how the SMCAC Project/Program Grant has helped support your organizational programming.

What We Do Not Fund

Commented [B3]: As one of our grantees pointed out at CREATE CA convening, cannot simply focus on K-12 programming. Need to include adults as well. So if there is an arts program geared towards adults specifically, they should not receive the idea that we focus on k-12.

Commented [B4]: Added this language since it is something now that we will require in grants contracts.

- Individuals, individual artists, scholarships or fellowships
- Capital expenditures including construction projects; purchase of land and buildings, equipment, or debt repayment
- Trusts, endowment funds or investments
- Former grantee organizations not in compliance with SMCAC grant requirements (as stipulated in grant agreement)
- Expenses incurred before the starting or after the ending date of the grant
- Hospitality or food costs; social functions, parties, receptions and/or fundraising events
- Programs or services for private use, or for use restricted by membership
- Parent-teacher associations, student groups, clubs, recreational or social organizations
- Elementary or secondary schools and school districts, boards and associations
- Organizations or activities that are part of the curricula of a college, university or community college
- Activities with a political or religious purpose or lobbying activities

A Project/Program Budget is required for all applicants. Use template below.

An organizational budget is required. Project/Program Support applicants may choose to submit ONLY ONE of the following options:

- Organizational Budget PDF (use template below)
- Fiscal Sponsor Budget PDF (use template below)
- DataArts Funders Report (Getting Started video: <https://vimeo.com/180309446>)
- How to generate a Funder Report:
http://culturaldata.force.com/Resources/articles/Article/How-do-I-run-a-Funder-Report/?q=funder+report&l=en_US&fs=Search&pn=1

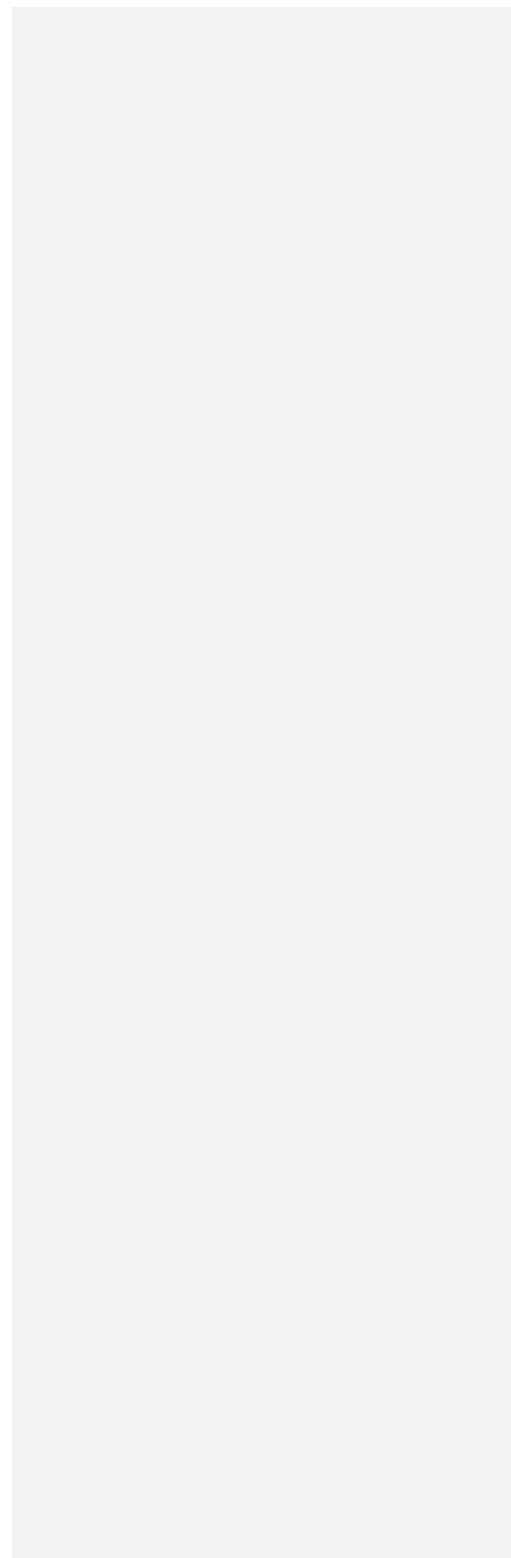
Cover Sheet

Primary Contact

- Name of Applicant/Organization*:
- Contact Person First Name*:
- Contact Person Last Name*:
- Contact Person Title*:
- Address 1*:
- Address 2:
- City*:
- State*:
- Zip Code*:
- Telephone (work)*:
- Telephone (cell)*:
- Email address*:

Web Addresses

- Organization's Website*:
- Social (Donate):
- Social (Google+):
- Social (Facebook):
- Social (LinkedIn):
- Social (Twitter):



- County District*:

To identify your district, click on the link below and enter your organization's address.
bos.smcgov.org

- Total Organizational Budget as reflected on Expenses Line of most recent 990*: \$

- Amount of Grant Request*:

Applicants may request up to \$7,500.

\$

- Project Summary*:

Briefly outline your proposal and indicate how grant funds would be used. This description will be used to introduce your proposal to the review panel. If funded, it will be used to describe your approved grant in public documents.

Please begin your summary with the following: With support from the San Mateo County Arts Commission..."

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Narrative

- Purpose of request*:

Describe your proposed project or program implementation and activities: what the activities will be, who will lead the project or program, and when and where the activities will take place. Also include:

- a. The objectives you will achieve

- b. How you will know if you achieved your objectives
- c. Your marketing plans for the project or program, if applicable



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- Organization history and background*:

Enter information on your organization’s history and background. Include any information relevant to the proposed use of the grant funds.



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- Benefits to your organization*:

Describe how the proposed project or program serves your organizational mission and purpose. Include how the grant funds will support the stated Purpose of Request.

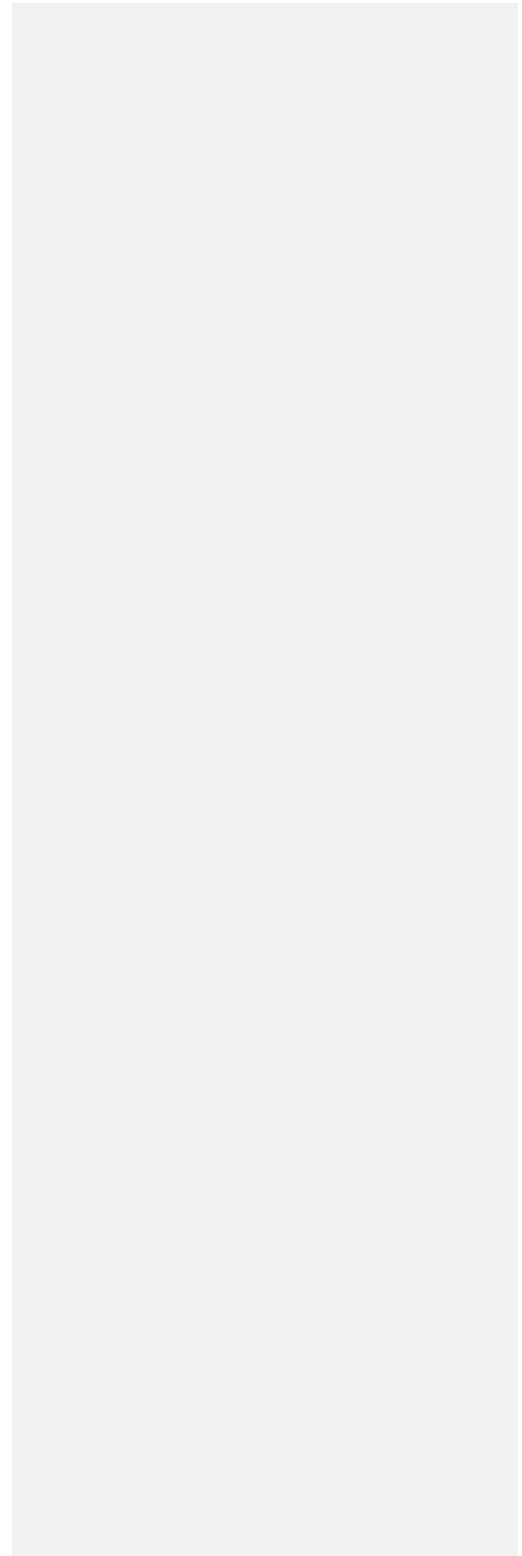


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- Benefits to your constituents/the community*:

Describe the benefits of the proposed project or program to your constituents/the community. Include:

- a. Who will be served
- b. Constituent demographics (For example, students, seniors, location, ethnicity, language group, etc.)
- c. How many people you expect to serve/attend



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Fiscal Sponsor

- Fiscal sponsor*:

This application has a Fiscal Sponsor

- Yes
- No

- Name of Fiscal Sponsor:

- First Name:

- Last Name:

- Title:

- Address 1:

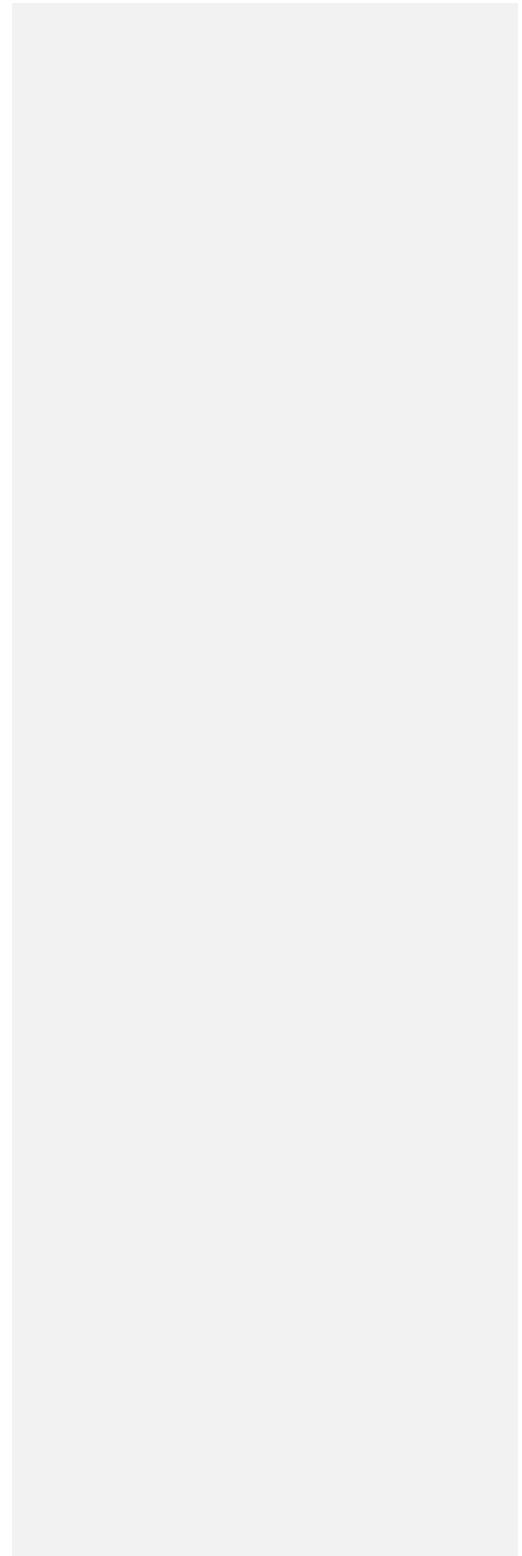
- Address 2:

- City:

- State:

- Zip Code:

- City:



- Telephone (work):
- Telephone (cell):
- Telephone (fax):
- Email address:

Documents

Upload Documents

1. 501(c)(3) (required)
2. Organization Budget Information

Applicants to the Local Arts Grants: Project/Program Support (or their Fiscal Sponsors) are required to either submit a DataArts (formerly Cultural Data Project) Report OR fill out the Organizational Budget.

All applicants must submit either a DataArts OR an organizational budget template. If using a fiscal sponsor, a fiscal sponsor budget template must also be submitted.

Note: The Arts Commission strongly encourages organizations to participate in DataArts. It is optional however for applicants to the Local Arts Grants: Project/Program Support.

To submit a DataArts Report download DataArts Funder Report for San Mateo County Arts Commission and submit as a PDF. In the "Notes" box, name your file: DataArts. Your report should include most recent 2 years of information.

OR

Organizational Budget PDF

OR

Fiscal Sponsor Budget PDF

3. Documentation of Organization's Artistic Work (required)

Submit one page PDF only with links to online photos or videos. Do not send any links that require a password.

4. Upload the completed Program/Project budget template from the Introduction page. (required)

5. If you are a 501(c)3 submit a list of Board Members with affiliations and terms (optional)

6. Support Documents 1 & 2 (optional)

Applicants may include up to two supporting documents, such as reviews, awards, letters of support related to the Purpose of Request, etc.

Type	Name	Size	Updated
501(c)3 or Fiscal Sponsor 501(c)3 *			
Notes			

DataArts or Org Budget or Fiscal Budget *			
Notes			

Organization's Artistic Work *			
Notes			

Program/Project Budget Template *			
Notes			

Board Members			
Notes			

Support Documents 1			
Notes			

Support Documents 2			
Notes			

General

Program Name: Local Arts Grants: Organizational Support

- **Program Process:** Application
- **Linked Program:** Local Arts Grants: Organizational Support
- **Program Type:** Grant
- **Evaluation Process:** 1 step
- **Currency:** United States \$ (USD)
 - **Program Summary:**

Organizational Support provides unrestricted funding to help support and maintain an organization as it pursues its mission. General operating support grants may be used to cover day-to-day activities or ongoing expenses such as administrative salaries, utilities, office supplies, technology maintenance, etc., as well as for project costs, , and professional development. This grant does not fund any capital expenditures that will extend beyond the grant period like technology purchases. Applicants are required to submit a written two-year organizational plan and a CDP report.

Commented [B1]: According to CAC guidelines, they do not fund capital expenditures. This means SMCAC cannot fund capital expenditures.

Introduction - Organizational Support

Eligibility

Organizational Support provides unrestricted funding to help support and maintain an organization as it pursues its mission. General operating support grants may be used to cover day-to-day activities or ongoing expenses such as administrative salaries, utilities, office supplies, technology maintenance, etc., as well as for project costs, and professional development. Applicants are required to submit a written two-year organizational plan and a DataArts report.

To apply for Organizational Support, the organization must have a current written strategic or business plan for the whole organization that covers at least 24 months including the organization's entire current fiscal year and the following:

1. Mission and vision statements
2. Evidence of an environmental scan (an assessment of stakeholder and community needs)
3. Stakeholder participation (staff, board, consumers/clients, volunteers, etc.)
4. Strategic plans or goals with measurable objectives and implementation
5. Quarterly, semi-annual or annual written assessment by staff and board to measure organizational progress towards goals

6. Preference will be given to strategic plans that include reference to resources (expenses and staff/board capacity) necessary to achieve goals and objectives

Applicants are also required to submit a DataArts (formerly Cultural Data Project) report. Download DataArts Funder Report for San Mateo County Arts Commission and submit as a PDF. In the "Notes" box, name your file: DataArts. Your report should include 2 years of information – Fiscal Years 2016 and 2017 OR 2017 and 2018.

Review Criteria

Highest priority will be given to proposals that will help maintain financial stability for the recipient organization and vibrant programs for audiences served.

Requests for Organizational Support funds are reviewed based on evidence of:

- Organization-wide planning and decision-making with clearly articulated vision from implementation and success
- Organization's plans to meet current community needs under the scope of their mission and vision
- A high value for diversity in all forms your organization's personnel and audiences served
- Strong financial management
- Continually updating plans and programs to reflect the current economy and community needs
- Engaged boards that contribute financially
- Goals and appropriate evaluation methods
- Partnering with others for community benefit and organizational efficiency
- Audiences who demonstrate interest in its artistic programs

Commented [B2]: Added this bullet as an alternative to the deleted bullet below.

Commented [B3]: "All forms" is vague. Not sure what it means.

Commented [B4]: Programming should stay the same whether the economy improves/declines. Also, it is up to SMCAC as the grantor to change the scope of the grant, not the grantees.

Review Process

All grant applications are reviewed for completeness by Commission staff. Peer panels review and rank applications based on Review Criteria. Panels may recommend readiness or planning

grants that provide management consulting or training, such as services of the Center for Nonprofits, proactively as it sees fit. Based on panel review, the Arts Commission makes a recommendation of grants to be awarded to the San Mateo County Board of Supervisors. Decisions of the Arts Commission and the San Mateo County Board of Supervisors are final.

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Local Arts Grants: Organizational Support

Application Available: February 14, 2019

Application Due: April 1, 2019

Grant Award Notification: May 20, 2019

Grant Information Workshop: February 13, 2019—time and location to be determined

Commented [B5]: All ready working on this. Contacted the San Mateo Library.

Statement of Purpose

The San Mateo Arts Commission works to ensure that the arts are valued for their contributions to the County's quality of life, to children's education and for their reflection of the diversity of the County's residents and visitors.

The Arts Commission provides funds to assist arts organizations in building a strong presence in the community, growing audiences and expanding services and programs to the community and to children in grades K-12. Funds help to educate and expose county residents to a wide range of artistic and cultural expression.

The goals of the grant programs is to:

- Build greater managerial and fiscal capacity of county arts organizations
- Encourage public participation by residents and visitors in events, programs and services offered by arts organizations in the County
- Increase access to the benefits of arts learning for K-12 public school students

What We Fund

The Arts Commission provides funding to arts organizations located in San Mateo County for the following purposes.

- Strengthen their artistic product; strengthen overall organizational unity and effectiveness; increase, diversify and leverage revenue; improve communications systems; or improve their connection and profile in the community.
- Grant funding may be also used increase staff efficiency. *NEW in 2019!* Staff efficiency includes but is not limited to: (a) employing an emerging arts leader of color with less than 5 years of professional experience, or (b) employing college interns from underrepresented populations to increase
- In particular the Arts Commission supports arts events, programs, outreach, engagement or services that create social vitality and cultural equity in neighborhoods, K-12 schools and with diverse and underserved constituencies. All services must take place within San Mateo County and be accessible to the public.

Please note: If funded, all applicants will be REQUIRED to send a letter to their District Supervisor and attend a Board of Supervisors meeting to provide comments during the Public Comment portion. In both occasions, applicants are to detail how the SMCAC Project/Program Grant has helped support your organizational programming.

Commented [B6]: This is a new guideline that I added for this year.

Commented [B7]: Again, added "cultural equity" and "diverse and underserved" to encourage grantees to think about best practices in terms of cultural equity

Commented [B8]: Added this language since we will now be including this in grants contracts.

What We Do NOT Fund

- Individuals, individual artists, scholarships or fellowships
- Capital expenditures including construction projects; purchase of land and buildings, equipment, or debt repayment
- Trusts, endowment funds or investments
- Former grantee organizations not in compliance with SMCAC grant requirements (as stipulated in grant agreement)
- Expenses incurred before the starting or after the ending date of the grant
- Hospitality or food costs; social functions, parties, receptions and/or fundraising events
- Programs or services for private use, or for use restricted by membership
- Parent-teacher associations, student groups, clubs, recreational or social organizations
- Elementary or secondary schools and school districts, boards and associations

Commented [B9]: Added the 2nd, 3rd, 4th, and 7th bullets to be specific.

- Organizations or activities that are part of the curricula of a college, university or community college
- Activities with a political or religious purpose or lobbying activities

Cover Sheet

Primary Contact

Name of Applicant/Organization*:

Contact Person First Name*:

Contact Person Last Name*:

Contact Person Title*:

Address 1*:

Address 2:

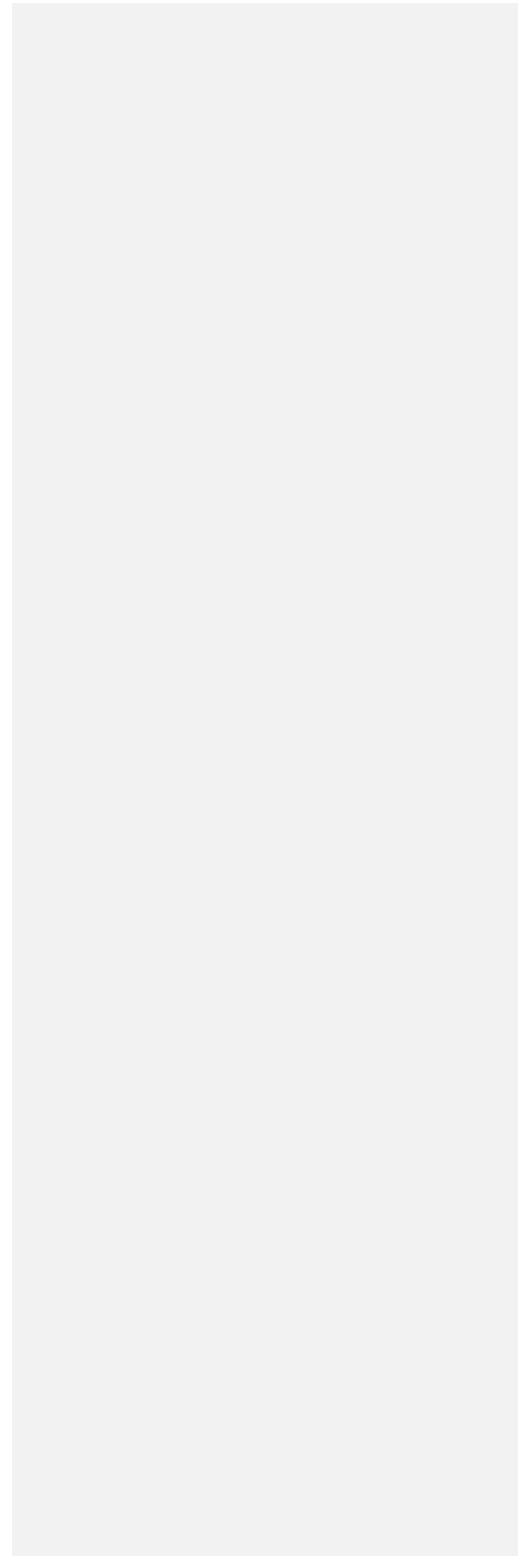
City*:

State*:

Zip Code*:

Telephone (work)*:

Telephone (cell)*:



Email address*:

Web Addresses

Organization's Website*:

Social (Donate):

Social (Google+):

Social (Facebook):

Social (LinkedIn):

Social (Twitter):

County District*:

To identify your district, click on the link below and enter your organization's address.

bos.smcgov.org

Total Organizational Budget as reflected on Expenses Line of most recent 990*:

\$

Amount of Grant Request*:

Applicants may request up to \$10,000 in support.

\$

Project Summary*:

Briefly outline your proposal and indicate how grant funds would be used. This description will be used to introduce your proposal to the review panel. If funded, it will be used to describe your approved grant in public documents.

Please begin your summary with the following: "With support from the San Mateo County Arts Commission..."

A rectangular text input field with a light gray border and a vertical scrollbar on the right side. The field is currently empty.


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Narrative

Purpose of request*:

Please describe:

- a. How the grant funds will support your organization's mission and goals
- b. How the grant funds will be used
- c. The objectives you will achieve
- d. How you will know if you achieved your objectives/evaluation methods

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Organization history and background*:

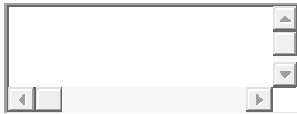
Enter information on your organization's history and background. Include any information relevant to the proposed use of the grant funds.

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Benefits to your organization*:

Describe the immediate and long-term benefits to your organization. Include how the grant funds will support the stated Purpose of Request. Begin with this section with your organization's mission statement.

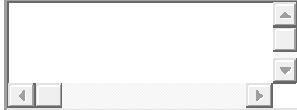


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Constituents/the Community*:

Describe the benefits to your constituents/the community. Include:

- a. Who will be served
- b. Constituent demographics (For example, students, seniors, location, ethnicity, language group, etc.)
- c. How many people you expect to serve/attend
- d. Evidence of community support and/or need



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Documents

Upload Documents

1. 501(c)(3) (required)

2. DataArts (required)

Applicants are required to submit a DataArts (formerly Cultural Data Project) report. Download DataArts Funder Report for San Mateo County Arts Commission and submit as a PDF. In the "Notes" box, name your file: DataArts. Your report should include most recent 2 years of information.

3. Strategic or Business Plan (required)

Copy of current written strategic or business plan for the whole organization that covers at

least 24 months including the organization's entire current fiscal year and the following:

- a. Mission and vision statements
- b. Evidence of an environmental scan (an assessment of stakeholder and community needs)
- c. Strategic goals and measurable objectives
- d. Implementation plan showing action steps, a timeline and assigned staff and board responsibilities
- e. Quarterly, semi-annual or annual written assessment by staff and board to measure organizational progress towards goals
Preference will be given to strategic plans that include reference to resources (expenses and staff/board capacity) necessary to achieve goals and objectives.
- f. List of Board Members with affiliations and terms

4. Documentation of Organization's Artistic Work (required)

Submit one-page PDF only with links to online photos or videos. Do not send any links that require a password.

5. Support Documents 1 & 2 (optional)

Applicants may include up to two supporting documents, such as reviews, awards, letters of support related to the Purpose of Request, etc.

Type	Name	Size	Updated	Actions
501(c)(3) or Fiscal Sponsor	501(c)(3) *			

Notes

DataArts *

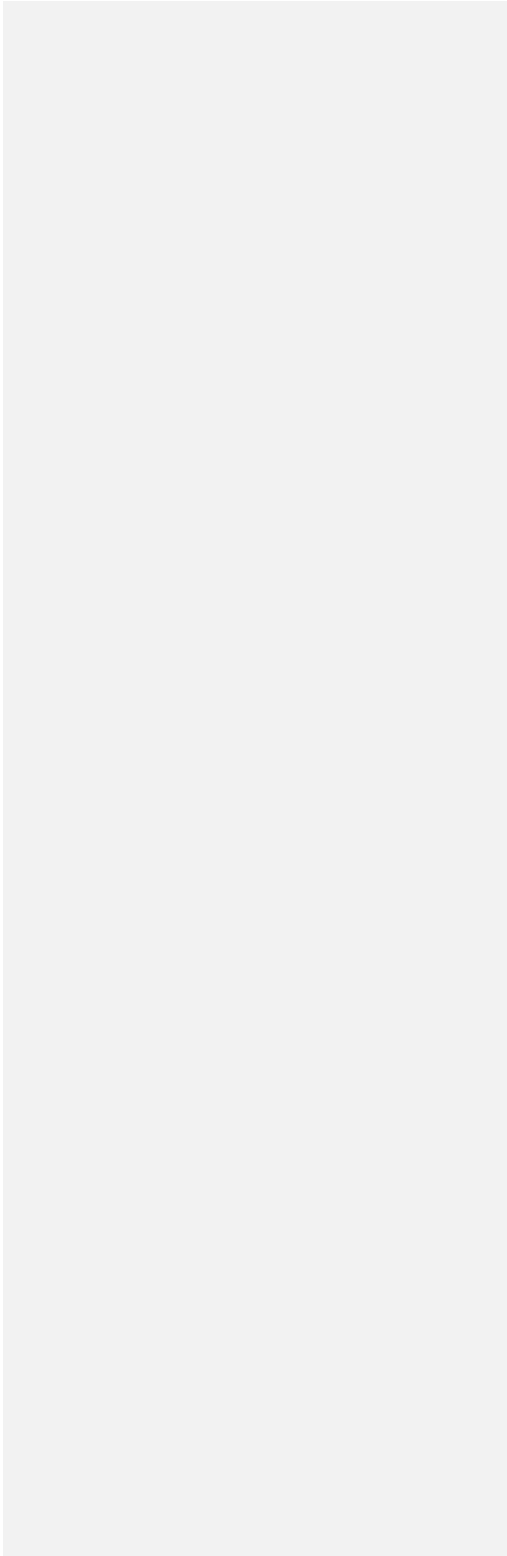
Notes

Strategic or Business Plan *

Notes

Organization's Artistic Work *

Notes



Support Documents 1

Notes

Support Documents 2

Notes

