

**Napa County Arts and Culture Advisory Committee  
Regular Meeting - April 22, 2013**

**Staff Report**

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

**Recommendation**

The Director of Housing and Intergovernmental Affairs (“the Director”) seeks direction from the Committee as to whether to proceed with the current grant process or to review and revise the procedures previously established and re-open the grant process.

**Executive Summary**

A total of \$ 222,316.85 is available for this round of funding for FY 2012 - 13 and FY 2013 - 14. Twenty-one (21) applications were submitted by the 5 p.m. April 1, 2013 deadline for a total \$188,540.19 in requests. Of those 21 applications, seven (7) were incomplete or missing required information leaving a potential of fourteen (14) eligible applications requesting a total grant amount of \$111,540.19. Because the amount of funds available greatly exceeds the amount of eligible grant applications, the Director is seeking the Committee’s direction as to how to proceed.

**Background and Discussion**

On June 19, 2012 the Board of Supervisors adopted Resolution # 2012-81 formed the Napa County Arts and Culture Advisory Committee (“Committee”). The purpose of the committee is to make recommendations to the Director of Housing and Intergovernmental Affairs regarding grant awards to be made to art and cultural organizations in Napa County. Seventy-five percent (75%) of the Arts and Culture portion of the Special Projects Fund, approximately 10% of all of the special projects funds allocated each year, was be utilized to fund grants to arts and culture organizations. The remaining 25% of the funds were to be allocated to the Arts Council Napa Valley, for projects proposed by the ACNV and approved by the Board of Supervisors.

The Board of Supervisors approved revised bylaws on October 16, 2012 which state the purpose of the Committee as follows:

The purpose of the Advisory Committee is to conduct and oversee a capacity building grant program and make recommendations to the Director of Housing and Intergovernmental Affairs regarding grant awards to be made to non-profit and cultural organizations in Napa County. The Advisory Committee shall develop: grant eligibility criteria, an application process, application forms, and appropriately advertise and call for grant proposals, hold grant training workshops as needed, develop scoring criteria and guidelines for evaluating grant applications and make recommendations to the Director of Housing and Intergovernmental Affairs regarding grant awards to non-profit art and cultural organizations in Napa County on an annual or as needed basis.

The Committee held its first meeting on October 22, 2012 at which time the following sub-committees were formed: a) Grant Application , tasked with developing grant eligibility criteria, an application process, application forms and RFQ calling for grant proposals; b) Grant Workshop, tasked with developing materials, agenda and a presentation for an informational grant workshop; and c) Grant Selection, tasked with developing scoring criteria and guidelines for evaluating grant applications to make award recommendations to the Director. These sub-committees were directed to meet and report back to the entire Committee at its next meeting.

At the Committee's second meeting on January 28, 2013, the Committee crafted and approved the following documents: Guidelines for the grants program and application process; information on capacity building; glossary of terms; post-grant report form; the application form and scoring criteria based upon a one-hundred point scale for Committee members to follow while scoring applications. All of these documents were posted to the County website at: <http://www.countyofnapa.org/ceo/arts/> The Committee also decided to hold one grant workshop.

On February 8, 2013 the County issued a press release announcing a request for proposals from Napa County arts and culture non-profit organizations interested in receiving grant funds. The press release also announced the date for the grant workshop on Wednesday, March 6, at 5 p.m. at the Napa Valley Community Foundation, 3299 Claremont Way, Suite 2 in Napa. The press release further stated: "Only registered 501(c)(3) organizations working in Napa County's arts and culture

sector are eligible to apply. Applications may be submitted for amounts ranging from \$1,000 to \$10,000.”

In addition, the Napa Valley Arts Council issued an e-mail blast to 1,500 individuals and organizations on their e-mail list regarding the request for proposals. They also posted the notification on their website and Facebook page. Also, individual committee members attended the St. Helena City Council meeting to notify city council members and city residents regarding the request for proposals. In addition, a Committee member dropped off flyers at the St. Helena Library and the Coffee Roasting Co. in St. Helena. Another Committee member personally notified the Napa County Fairgrounds, the Tucker Farm Center Board, the Napa Valley Writer’s Conference, the Calistoga Art Center, the Sharpsteen Museum, and the Tucker Farm Center Board of the request for grant proposals. Another Committee member announced the request for proposals to: American Canyon Live [www.AmCanLive.com](http://www.AmCanLive.com), Napa Valley TV [www.napavalleytv.org](http://www.napavalleytv.org), the American Canyon Arts Foundation, the American Canyon City Council, wrote an article that was published in the American Canyon Eagle, and gave flyers to Boys and Girls Clubs of American Canyon.

The sign-in sheet for the grant workshop indicates that twenty-six (26) individuals from twenty-one (21) organizations attended. A power point presentation was given by workshop sub-committee members regarding the application form, supporting documents necessary, eligibility for applying and the scoring criteria to be used by the Committee to make their recommendations. At the end of the presentation a question and answer session was held. Questions and answers were recorded by Staff Liaison JoAnn Melgar and compiled into a word document that was posted to the County website.

A total of twenty-one (21) grant applications were received in a timely manner for a total funding request of \$188,540.19.

The Grant Selection sub-committee met and reviewed all of the applications and supporting documents filed. They reported to County staff that seven (7) of the applications were missing supporting documents. The Grant Program Guidelines clearly state: "Only complete applications that fully meet all of the grant criteria will be considered for evaluation." In addition, at the top of the Application form in red is the following warning: "Incomplete forms or forms without the required attachments will be rejected and not reviewed by the committee."

The Grant Selection sub-committee also reported that one application, while complete, was from an applicant with a mission statement that “did not meet the arts and culture sector criteria” and could be rejected outright although the application is for an arts-related project. However, the Grant Application Evaluation criteria indicates that “Relation to Mission Statement (0 – 10)” is one of the criteria upon which an application is to be evaluated and therefore it is unclear whether such an application should be rejected outright. An additional concern is that several non-arts and culture organizations that attended the March 6, 2013 grant workshop did not apply for funding, leading staff to believe that they did not apply because they believed they were not eligible to apply.

Staff is seeking direction from the Committee regarding how to proceed with this round of grant applications. Staff respectfully suggests the following options for the Committee to consider:

- 1) Reject outright the seven applications that are incomplete and/or missing supporting documents and proceed and score the remaining applications;
- 2) Proceed and score the fourteen eligible applications and re-open the application process to the seven organizations that filed incomplete applications and open to other applicants as well;
- 3) Start the grant process over as if no applications have been filed;
- 4) Possibly change the scoring criteria to resolve the concern of non-arts and culture organizations applying for grant funding for arts-related projects;
- 5) Possibly increase the \$10,000 limit on grant awards;
- 6) Consider holding an additional grant workshop;
- 7) Possibly use a letter of intent for initial application program evaluation;
- 8) Provide an opportunity for applicants to give a public “pitch” of their program to the Committee;
- 9) Discuss whether non-profit partners may apply for grants or whether grant applications should be limited to individual non-profits for single projects.