

Public Comment received during  
meeting 11-16-2023  
Accepted by Presiding Officer  
Pursuant to Rule 11(c)  
\*Distributed\*

MEASURE P COMMENTS 11 1 23

**For Measure P vote at Fresno City Council on November 2, 2023**

**HUGO MORALES comments (3 minutes maximum)**

**Thank you** for this opportunity to weigh in again on the Measure P Guidelines. T

This is an extremely significant opportunity for the arts ecosystem in Fresno and it's important that we try our best to get it right from the beginning.

I have **three concerns** that can be easily addressed with simple changes to the guidelines (as indicated in my handout). These are:

- 1) The current guidelines don't emphasize the **central purpose of Measure P which is to increase access to arts and culture**. The narrative application fails to ask the applicant who is their audience is and how they plan to increase it. Without knowing who the current audience is how will we know if Measure P had any impact?

If you don't know where you are starting from (the baseline) how will we know if access has been expanded? And this expanded access is the heart and central purpose of Measure P. It's what the taxpayers voted for.

By putting emphasis in the application materials and in the review process, on the importance of increasing and expanding access, it focuses the applicant on the central mission of the program, and gathers needed evaluation data to demonstrate impact.

- 2) A second concern is around equity, specifically **are enough funds designated to allow for small budgeted organizations and start-ups to participate fully**. Happily the emerging organizations category has been added and I would suggest that these applicants be required to fill out the full application.
- 3) The third concern is that organizations are currently allowed to apply for both general operating support and specific project funds. This feels a bit like double dipping, since an organization's projects are a part of its overall budget. My issue here is that this double dipping will draw down the funds available for the smaller organizations not eligible for general operating support. **My request is that applicants must choose either general operating support or specific project funding.**

**Thank you for your attention to these concerns.**

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CITY OF FRESNO  
CITY CLERK'S OFFICE

## Memo

Date: November 1, 2023

To: Fresno City Council

From: Hugo Morales, Executive Director  
Radio Bilingüe, Inc.

RE: Recommended Changes to Measure P Guidelines for the  
"Expanded Access to Arts and Culture Fund"  
Up for approval on November 2, 2023

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I am herewith reiterating a request made in writing on October 3, 2023. This request asks that information about an applicant's current audience be included in order to create baseline data to measure whether its audience expanded and thus enable the Fresno Arts Council to track the impact of Measure P.

Included below is the current version of the narrative application followed by a version with the recommended changes highlighted in yellow (starting on page 3 below).

Two additional changes are recommended: 1) Emerging Organizations applicants should answer all questions on the application and 2) Applicants must choose between General Support Funding and Project Specific funding but should not be eligible for both.

### **CURRENT VERSION**

On pages 12 and 13 of the Guidelines (on General Operating Support Guidelines and Project Specific Grants) approved on October 16, 2023 it currently reads:

### **REQUIRED APPLICATION INFORMATION**

#### **NARRATIVE QUESTIONS**

All questions should provide the reviewer with information that helps them best understand your organization. Word count is to provide enough space for you to respond as completely as possible. If you can provide enough information with fewer words, that will not be held against you.

**Emerging Organizations should only answer questions 1, 4, 5, and 6**

## **1. Organization Description**

- a. What is your mission?
- b. How does your work align with the Cultural Plan?
- c. Describe how your organization evaluates the quality and success of your programs.
- d. How do you engage in planning (i.e., who is involved in planning, how far in advance do you plan your programming, do you have a strategic plan or a set of overarching goals)? If so, upload your most recent planning documents.
- e. How does your organization intend to make use of General Operating Support funds if awarded?

750 words

Upload:

## **2. Programming**

Share what the review panel should know about the organization's arts and cultural programs.

Consider the following questions to help shape your narrative:

- a. What are the primary activities of the organization? Describe the major programs open to the public.
- b. Describe key exhibitors/presenters, artists, and other collaborators.
- c. Identify how you include individual artists in your work. If you do not currently include individual artists, how will you include them in the future?
- d. Describe the process the organization employs to select or create artistic programming.
- e. If arts and culture are not the mission of the organization, describe your arts and cultural programming, and describe how it fits within your larger organizational work.

750 words

Upload the following:

- a. List of arts and cultural activities FY 2022-23 (1 page PDF)
- b. List of arts and cultural activities FY 2023-24 (1 page PDF)

## **3. Cultural equity and inclusion statements and policy**

- a. Does the organization have an equity statement or other formalized diversity, equity, and inclusion efforts? If so, please upload any relevant documentation.
- b. What are the organizations perceived needs and or plans for increasing diversity in board, staff, programming, and audiences over the next year?
- c. What barriers, if any, are you removing to make that possible?

750 words

Upload:

**4. Organizational Challenges**

- a. What do you identify as your greatest challenges?
- b. Describe how you will address these challenges.
- c. Describe how these grant funds would be used to help address these challenges.
- d. What do you perceive as barriers to your organization increasing access to arts and culture?

750 words

**5) Proposed Impact and Outcomes (organizational and community) Consider the following:**

- a. What work is the organization most proud of?
- b. What outcomes are you envisioning from this grant support?
- c. How will your organization measure the impact of this award?

750 Words

**6) Governance and Administrative Structure**

- a. Describe your governance structure, including board meeting frequency, and board committee structure. Upload a board roster, include members' names, occupation if known, and any other demographic information that you would like considered.
- b. Describe your administrative structure, including administrative, program, or cultural and/or artistic staff. List primary staff names, titles, and duties. Provide brief bios for key staff and include years with the organization.
- c. How are the board, staff, and programming reflective of Fresno's citywide demographics?

750 words

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**RECOMMENDED CHANGES**

**REQUIRED APPLICATION INFORMATION**

**NARRATIVE QUESTIONS**

All questions should provide the reviewer with information that helps them best understand your organization. Word count is to provide enough space for you to respond as completely as possible. If you can provide enough information with fewer words, that will not be held against you.

Eliminate: *“Emerging Organizations should only answer questions 1, 4, 5, and 6”*

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- d. How do you engage in planning (i.e., who is involved in planning, how far in advance do you plan your programming, do you have a strategic plan or a set of overarching goals)? If so, upload your most recent planning documents.
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Upload:

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Share what the review panel should know about the organization’s arts and cultural programs.

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- c. Identify how you include individual artists in your work. If you do not currently include individual artists, how will you include them in the future?
- d. Describe the process the organization employs to select or create artistic programming.
- e. If arts and culture are not the mission of the organization, describe your arts and cultural programming, and describe how it fits within your larger organizational work.

- f. For each program please describe the audience/participants/user group that is served. Elaborate on how you capture this data (age, ethnicity, income level, geography, etc.). These current audience levels are your baseline audience.
- g. Please describe how you intend to increase these audiences and diversify them with Measure P funding?
- h. Do you plan any changes to how you track and measure your audiences in the future? Please describe.

750 words

Upload the following:

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750 words

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- d. What do you perceive as barriers to your organization increasing access to arts and culture?

750 words

### **5) Proposed Impact and Outcomes (organizational and community) Consider the following:**

- d. What work is the organization most proud of?
- e. What outcomes are you envisioning from this grant support?
- f. How will your organization measure the impact of this award?

750 Words

## 6) Governance and Administrative Structure

- d. Describe your governance structure, including board meeting frequency, and board committee structure. Upload a board roster, include members' names, occupation if known, and any other demographic information that you would like considered.
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750 words

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From Page 8 - 9 of the Guidelines, with recommended changes in yellow.

## TYPES OF GRANTS GENERAL OPERATING SUPPORT

General Operating Support was called out in the Ordinance to support organizational stability for arts and cultural organizations that reflect the cultural, geographic, and demographic diversity of the City of Fresno; and reflect the proportion of each grantee's overall operations that serves residents within, or visitors to, the City of Fresno's sphere of influence. Grants shall prioritize organizations and programs that support and expand diverse public or youth engagement and equity.

Fresno Arts Council  
1245 Van Ness Ave. Fresno, CA 93721 (559)237-9734 <https://www.fresnoartscouncil.org>

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General Operating Support Grants are intended to provide core support to Cultural Arts Organizations to sustain and increase community access to a broad and diverse range of opportunities in the arts. The General Operating Support grant provides direct funding for ongoing operations. This grant contributes to a robust and diverse arts workforce and infrastructure. Funds may be used to support any eligible expenses associated with the general operations of Cultural Arts Organizations, including but not limited to rent, utilities, and staff salaries.

*Eliminate: "Applying for this grant does not restrict an organization from applying for other project-based grants". Change to: "General Support Grant recipients are not eligible for project specific grants."*

General Operating Support grants are intended to support the applicant organization in carrying out its mission. Funding is *not* intended to support a specific project. Emerging Arts and Culture Organization

Support Grants may be awarded to Operating Support Grant applicants who meet the following criteria: Applicants are limited to nonprofit arts and cultural organizations with annual revenue less than \$50,000, regardless of years of operation; such organizations may apply for support of up to 100% of their annual revenue. Emerging Arts and Culture Organizations are encouraged to apply for Operating Support Grants that build capacity and expand their ability to reach and serve residents and visitors in the City of Fresno. Emerging Arts and Culture Organization Support Grants prioritize investment reflective of the cultural, demographic, and geographic diversity of Fresno.