



EAAC GRANTS FUNDING RECOMMENDATION WORKSHOP

**PARCS, RECREATION, AND ARTS COMMISSION MEETING
MAY 20, 2024**



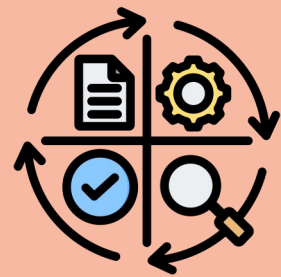


WORKSHOP PRESENTATION

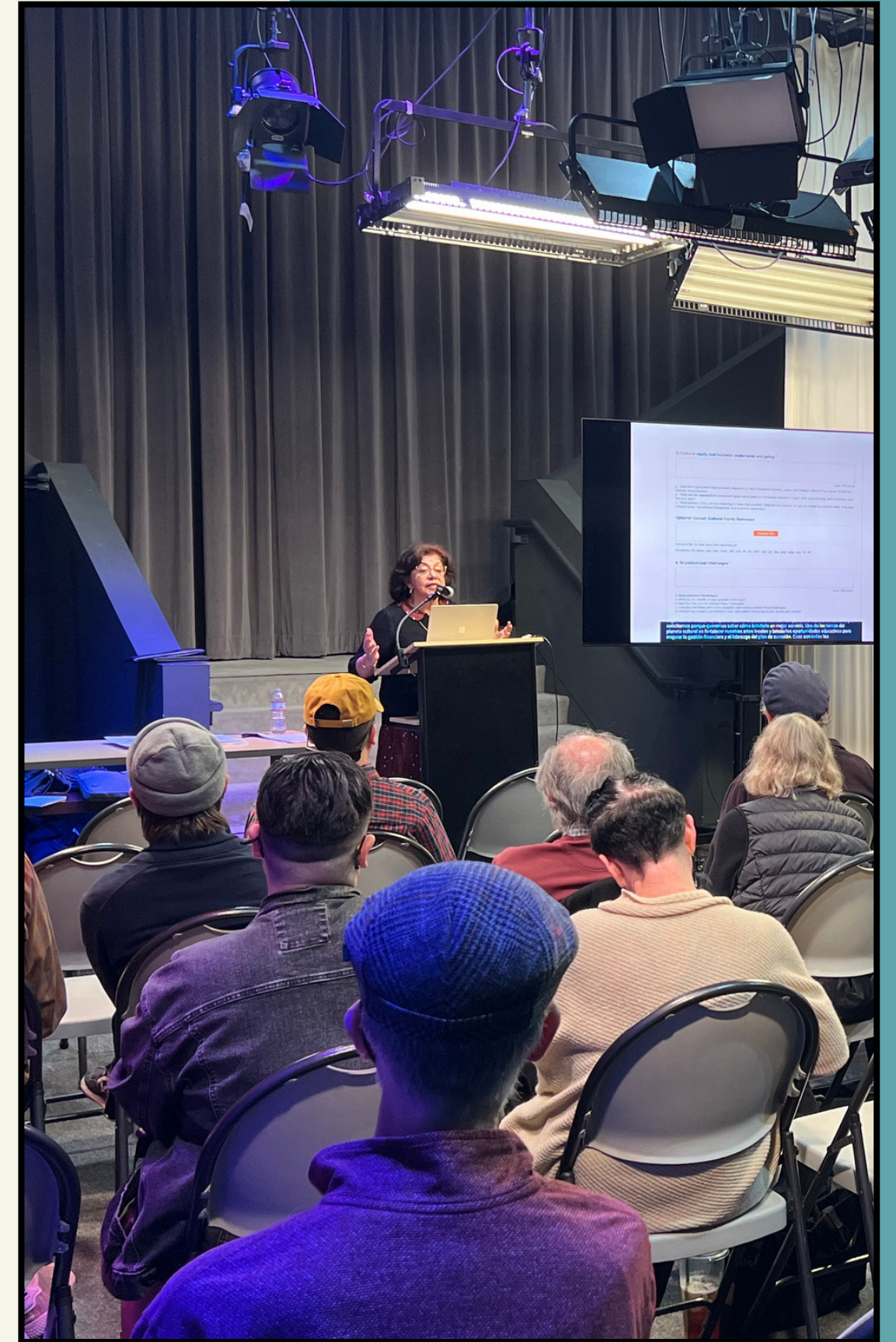
- EAAC PROCESS SUMMARY/TIMELINE
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- EAAC FUNDING RECOMMENDATIONS:
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EAAC PROCESS SUMMARY



Since August 2023, Fresno Arts Council has completed the Cultural Plan, solicited community feedback to develop grant guidelines, distributed the resulting RFP through a robust outreach and engagement process, and provided application support and technical assistance in a variety of formats through the RFP deadline. A diverse group of panelists, screened for conflicts, served as adjudicators for the EAAC's competitive grant review process. Recommendations for grant funding conclude this presentation.





EAAC TIMELINE



SUMMER
2023

CULTURAL PLAN

Revised and completed Cultural Plan with community & PRAC feedback. Approved by City Council 8.11.23. Layout and design completed by Jeffrey Scott Agency. FAC posted, printed and distributed to panelists.

FALL
2023

GUIDELINES DEVELOPMENT

FAC hosted two community meetings at CMAC in August 2023, then solicited guidelines draft comments from the community and stakeholders through October 4th

12.31.23-
3.25.24

REQUEST FOR PROPOSALS

EAAC RFP released December 31, 2023. The deadline for applications was March 25, 2024, allowing nearly 3 months for development and assistance.

JAN-
MARCH
2024

OUTREACH & APPLICATION SUPPORT

2 grant writing workshops, 3 FAC community information sessions, individual appointments, phone & email assistance, web resources, including session recordings. EAAC information & reminders were shared through several methods and media channels

APRIL-
MAY
2024

PANEL ADJUDICATION

46 community members applied as adjudicators. 25 panelists received review training and carefully scored applications according to grant guidelines. Applicants with a conflict, or who did not attend training/dropped out/had scheduling conflict were not selected to review. Full list of applicants presented to PRAC subcommittee 4.5.24

EAAC ELECTRONIC OUTREACH AND ENGAGEMENT

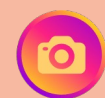


Regular EAAC emails to 3,230
FAC e-blast subscribers with
updates, workshop
announcements, and
opportunities for assistance.
42.62% EAAC open rate since
August, 2023

E-BLASTS



17,825 impressions



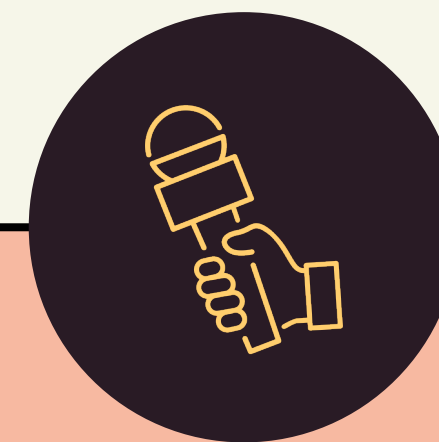
24,298 impressions



3,086 impressions

*EAAC posts since August 2023

SOCIAL MEDIA



- Press Releases/Newsletters
- Media Appearances (Great Day, Despierta Valle Central, yourcentralvalley.com)
- PSAs (One Putt)
- Media Coverage (The Munro Review, KVPR, Fresnoland, Fresno Bee, GV Wire, etc.)

PRESS

APPLICATION SUPPORT



- 2 Grant Writing Workshops w/ Fresno City College
- 3 FAC EAAC Information Sessions
- 3 Info Sessions by external orgs
- 250+ community members attended sessions

WORKSHOPS



5,114 EAAC webpage views:
[fresnoartscouncil.org/
artsandculturegrants](https://fresnoartscouncil.org/artsandculturegrants)

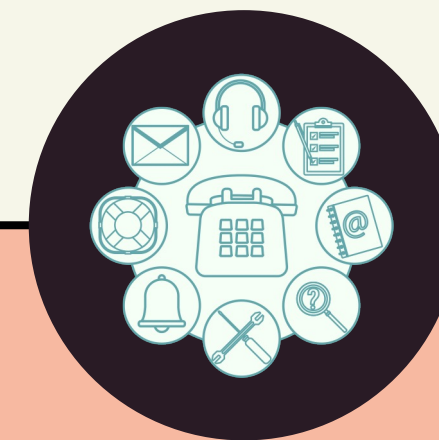


Workshop and Information
Session Recordings: 114 views



Fresno's Cultural Plan:
completed, printed & distributed
to all panelists

RESOURCES



- 30+ hours of individual assistance with FAC Staff

TECHNICAL ASSISTANCE

EAAC PANELIST APPLICANTS

Full list of applicants presented to
PRAC Cultural Arts Subcommittee April 5, 2024

Jeanie McKelvey

*Lynn Baldwin

Joseph Rios

Loan Le

*Sally Ramage

Alan Pierrot

Julia Copeland

Scout Jaech

*Elizabeth Looney

Ana Zarco

*Jesus Sepulveda

Julie Dana

*Mariah Bosch

*Caleb Duarte

Yer Vang

*Paul Garcia

*Dante Erlang

Varoujan Der Simonian

Stephanie Bradshaw

*Sharron Alexander

Joachim Schirmacher

Linda Ravenswood

*Maggie Courtis

*Danielle Mayer

*Corrinne Hales

Tom Laury

*Robert Boro

*Maymanah Farhat

Song Vue

Pedro Urena

Amy Kitchener

*Juan Karlo Muro

Cristina Velazquez

Matt Cunningham

*Chandelle Arambula

*Diana Gaspar-Peña

*Ruth Soderlund

*Laura Silberman

*Lorena Moreno

*Amy Lawrence

*Nwachukwu Oputa

*Stephen Gamboa

*Linda Coleman

Candace Eros Díaz

*Judith Peracchi

Kristin Goehring

***indicates those
who served as
EAAC panelist**



ADJUDICATION

EAAC SCORING GUIDELINES



Adjudication of applications is based on 6 weighted questions using the following rubric.
Emerging Organizations and Projects only answer questions 1, 4, 5, and 6

RANK	RANK DESCRIPTION
6—Exemplary	Overwhelmingly achieves the purpose of the program. Meets all the review criteria and project requirements to the highest degree.
5—Strong	Strongly achieves the purpose of the program. Meets all the review criteria and project requirements to a significant degree.
4—Good	Sufficiently achieves the purpose of the program. Meets all the review criteria and project requirements to some degree.
3—Fair	Moderately achieves the purpose of the program. Meets most of the review criteria and project requirements.
2—Marginal	Minimally achieves the purpose of the program. Meets some of the review criteria and project requirements.
1—Weak	Does not achieve the purpose of the program; proposals that are not appropriate for this grant category. Inadequately meets the review criteria or project requirement

Weighted Narrative Questions

Established Organizations/Projects

1. Organization/Project Description (10%)
2. Programming (30%)
3. Cultural Equity & Inclusion (20%)
4. Organizational Challenges (10%)
5. Proposed Impact & Outcomes (organizational and community) (20%)
6. Governance & Administrative Structure (10%)

Emerging Organizations/Projects

1. Organization/Project Description (30%)
4. Organizational Challenges (30%)
5. Proposed Impact & Outcomes (organizational and community) (20%)
6. Governance & Administrative Structure (20%)

EAAC APPLICATIONS

137 Applications

Total Funding Requested:

\$15,584,431.00

EMERGING ORGANIZATION GENERAL OPERATING SUPPORT

Funds: 5 & above @100%; 4 & above @ 90%; 3.5 & above @ 80% = \$325,998.29

Submission	Avg. Score	Applicant Request \$	Eligible \$	Funding Recommendation	% of Requested Funding
JazzFresno	5.08	\$ 22,814.00	\$ 22,814.00	\$ 22,814.00	100%
California Opera Guild	5.00	\$ 49,895.00	\$ 49,895.00	\$ 49,895.00	
*Shinzen Friendship Garden	5	\$ 95,738.00	\$ 37,514.64	\$ 37,514.64	
The LAByrinth Art Collective	4.88	\$ 30,750.00	\$ 31,552.06	\$ 28,396.85	90%
United Khmer Cultural Preservation	4.83	\$ 48,400.00	\$ 48,560.00	\$ 43,704.00	
Tower District Preservation Fund	4.83	\$ 12,450.00	\$ 103.00	\$ 92.70	
Teatro de la Tierra	4.70	\$ 45,000.00	\$ 45,207.00	\$ 40,686.30	
The Munro Review	4.60	\$ 26,780.00	\$ 29,133.99	\$ 26,220.59	
Bloom Artistry	4.57	\$ 50,000.00	\$ 3,600.00	\$ 3,240.00	
*Chinatown Fresno Foundation	4.46	\$ 195,495.00	\$ 21,719.00	\$ 19,547.10	
Dulce Upfront Labs	4.33	\$ 43,235.00	\$ 43,235.00	\$ 38,911.50	
Limitless Abilities	4.15	\$ 50,000.00	\$ 284.00	\$ 255.60	
Valley Music Hall of Fame	3.93	\$ 18,400.00	\$ 30,000.00	\$ 14,720.00	80%

*indicates submission was recommended to be moved to the appropriate category

EMERGING PROJECT SPECIFIC SUPPORT

Funds: 5 & above @100%; 4 & above @ 90%; 3.5 & above @ 80% = \$731,928.70

Submission	Avg. Score	Applicant Request \$	Funding Recommendation	% of Requested Funding
LitHop Fresno	5.76	\$ 18,606.00	\$ 18,606.00	100%
Court Appointed Special Advocates (CASA) of Fresno and Madera Counties	5.75	\$ 20,000.00	\$ 20,000.00	
Tower District Preservation Fund	5.31	\$ 10,797.00	\$ 10,797.00	
JazzFresno	5.28	\$ 49,862.00	\$ 49,862.00	
The LAByrinth Art Collective	5.18	\$ 49,984.00	\$ 49,984.00	
Chinese American Museum Project	5.18	\$ 49,995.00	\$ 49,995.00	
Revived Organization	5.08	\$ 48,510.00	\$ 48,510.00	
Chanticleer Shakespeare Co – Inaugural Production	4.94	\$ 50,000.00	\$ 45,000.00	90%
Tony Imperatrice	4.89	\$ 39,270.00	\$ 35,343.00	
Chicanismo in Color	4.70	\$ 50,000.00	\$ 45,000.00	
We Got the Beat	4.70	\$ 24,173.00	\$ 21,755.70	
Peace Rocks Foundation	4.68	\$ 27,000.00	\$ 24,300.00	
Valley Music Hall of Fame	4.66	\$ 6,930.00	\$ 6,237.00	
B–Side Collective	4.53	\$ 48,246.00	\$ 43,421.40	
Christine Rose Brown	4.49	\$ 50,000.00	\$ 45,000.00	
Womxn 2 Womxn	4.34	\$ 48,280.00	\$ 43,452.00	
*Integral Community Solutions Institute	4	\$ 50,000.00	\$ 45,000.00	
El Dorado Park Community Development Corporation (EDP CDC)	3.86	\$ 48,576.00	\$ 38,860.80	80%
Byron Russell	3.80	\$ 50,000.00	\$ 40,000.00	
Cen Cal Cinema	3.60	\$ 47,113.00	\$ 37,690.40	
*Neighborhood Woodshop	3.58	\$ 16,393.00	\$ 13,114.40	

*indicates submission was recommended to be moved to the appropriate category

GENERAL OPERATING SUPPORT

Funds: 5 & above @ 90% ; 4 & above @ 80%; 3.5 & above @75%= \$3,798,381.04

Submission	Avg. Score	Applicant Request \$	Eligible \$	Funding Recommendation	% of Requested Funding
Arte Américas	5.64	\$ 298,927.00	\$ 232,991.35	\$ 209,692.22	90%
Youth Orchestras of Fresno	5.58	\$ 174,000.00	\$ 174,539.10	\$ 156,600.00	
Stage View Performing Arts Foundation	5.4	\$ 80,500.00	\$ 80,549.70	\$ 72,450.00	
Fresno Community Chorus, Inc.	5.38	\$ 61,000.00	\$ 64,780.80	\$ 54,900.00	
Community Media Access Collaborative	5.36	\$ 300,000.00	\$ 632,007.90	\$ 270,000.00	
Fresno Art Museum	5.22	\$ 300,000.00	\$ 434,520.00	\$ 270,000.00	
Los Niños de Aztlán Dance Studio Inc	5.22	\$ 39,158.00	\$ 39,158.00	\$ 35,242.20	
Spectrum Art Gallery	5.16	\$ 40,000.00	\$ 37,298.80	\$ 33,442.20	
Fresno Philharmonic Association	5.16	\$ 300,000.00	\$ 433,932.00	\$ 270,000.00	
Fresno Ideaworks	4.92	\$ 74,500.00	\$ 71,526.70	\$ 57,221.36	80%
Jakara Movement	4.84	\$ 250,000.00	\$ 177,623.17	\$ 142,098.54	
Fresno Metro Black Chamber Foundation	4.76	\$ 300,000.00	\$ 88,900.00	\$ 71,120.00	
Fresno City & County Historical Society	4.68	\$ 299,579.00	\$ 327,050.70	\$ 239,663.20	
COMMUNITY CENTER FOR THE ARTS AND TECHNOLOGY (CCAT)	4.62	\$ 192,008.00	\$ 76,244.00	\$ 60,995.20	
KFCF FM / Fresno Free College Foundation	4.58	\$ 146,300.00	\$ 146,300.00	\$ 117,040.00	
Armenian Heritage Museum A Calif Nonprofit Pub Ben Corp (dba: Armenian Museum of Fresno)	4.52	\$ 150,000.00	\$ 150,925.60	\$ 120,000.00	
The African American Historical and Cultural Museum	4.26	\$ 118,360.00	\$ 118,537.30	\$ 94,688.00	
Warnors Center for the Performing Arts	4.24	\$ 300,000.00	\$ 373,886.51	\$ 240,000.00	
A HOPEFUL ENCOUNTER	4.18	\$ 120,000.00	\$ 120,000.00	\$ 96,000.00	75%
Children's Musical Theatreworks	4.08	\$ 62,500.00	\$ 85,267.50	\$ 50,000.00	
Valley Public Television, Inc.	3.92	\$ 300,000.00	\$ 1,033,373.10	\$ 225,000.00	
Lively Arts Foundation	3.92	\$ 132,821.00	\$ 133,700.00	\$ 99,615.75	
Fresno Athletic Hall of Fame	3.9	\$ 164,000.00	\$ 163,659.30	\$ 122,744.48	
KOFP Radio The Voice, manage by the H.O.P.E. Organization	3.86	\$ 300,000.00	\$ 570,000.00	\$ 225,000.00	
Laotian–American Community of Fresno	3.72	\$ 300,000.00	\$ 434,520.00	\$ 225,000.00	
Big Brothers Big Sisters of Central California	3.6	\$ 142,468.00	\$ 156,470.86	\$ 106,851.00	
San Joaquin Valley Town Hall, Inc	3.6	\$ 95,000.00	\$ 146,310.00	\$ 71,250.00	
Break the Barriers Inc,	3.58	\$ 289,400.00	\$ 82,355.87	\$ 61,766.90	

PROJECT SPECIFIC SUPPORT

Funds: 5 & above @90%; 4 & above @ 80%; 3.5 & above @ 75% = \$4,009,087.85

Submission	Avg. Score	Applicant Request \$	Funding Recommendation	% of Requested Funding
Advocates for Indigenous California Language Survival	5.60	\$ 71,324.00	\$ 64,191.60	90%
Stage View Performing Arts Foundation	5.58	\$ 200,000.00	\$ 180,000.00	
Youth Orchestras of Fresno	5.47	\$ 200,000.00	\$ 180,000.00	
Fresno Philharmonic Association	5.45	\$ 45,000.00	\$ 40,500.00	
Downtown Fresno Partnerhsip	5.40	\$ 84,986.00	\$ 76,487.40	
West of West Center for the Narrative History of the Central Valley, Inc.	5.38	\$ 50,000.00	\$ 45,000.00	
Arte Américas	5.37	\$ 199,931.00	\$ 179,937.90	
Helping Others Pursue Excellence [H.O.P.E]- KOFP Radio "The Voice"	5.35	\$ 200,000.00	\$ 180,000.00	
Fresno Ideaworks	5.30	\$ 68,585.00	\$ 61,726.50	
Fresno City & County Historical Society	5.27	\$ 196,240.00	\$ 176,616.00	
Emerge Arts Projects, Inc (DBA Shine! Theatre)	5.25	\$ 176,000.00	\$ 158,400.00	
Community Media Access Collaboraitve	5.25	\$ 175,995.00	\$ 158,395.50	
Chinatown Fresno Foundation	5.20	\$ 199,456.00	\$ 179,510.40	
League of Women Voters of Fresno	5.20	\$ 15,000.00	\$ 13,500.00	
KFCF FM / Fresno Free College Foundation	5.18	\$ 58,295.00	\$ 52,465.50	
Centro Binacional para el Desarrollo Indígena Oaxaqueño	5.16	\$ 62,740.00	\$ 56,466.00	
Alliance for California Traditional Arts	5.14	\$ 200,000.00	\$ 180,000.00	
Youth Leadership Institute	5.13	\$ 174,000.00	\$ 156,600.00	
Fresno Storyland	5.10	\$ 200,000.00	\$ 180,000.00	
F.I.G.L.E.A.F. EDUCATIONAL FESTIVALS dba Fresno Reel Pride LGBTQ+ Film Festival	5.03	\$ 200,000.00	\$ 180,000.00	
Armenian Heritage Museum A California Nonprofit Public Benefit Corporation (dba: Armenian Museum of Fresno)	5.03	\$ 200,000.00	\$ 180,000.00	
San Joaquin Valley Media Alliance	5.03	\$ 62,800.00	\$ 56,520.00	

PROJECT SPECIFIC SUPPORT, CONTINUED

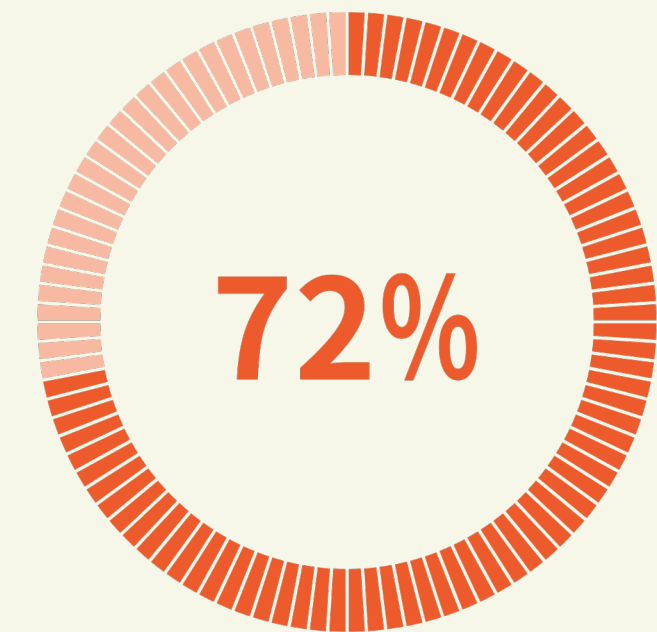
Funds: 5 & above @90%; 4 & above @ 80%; 3.5 & above @ 75% = \$4,009,087.85

Submission	Avg. Score	Applicant Request \$	Funding Recommendation	% of Requested Funding
Dulce Upfront Labs	4.96	\$ 50,000.00	\$ 40,000.00	80%
Warnors Center for the Performing Arts	4.90	\$ 77,625.00	\$ 62,100.00	
California Opera Guild	4.90	\$ 81,400.00	\$ 65,120.00	
Fresno Art Museum	4.80	\$ 90,330.00	\$ 72,264.00	
BreakBox Thought Collective	4.73	\$ 199,921.00	\$ 159,936.80	
South Tower Community Land Trust	4.56	\$ 40,000.00	\$ 32,000.00	
Hella Fresno 20112	4.55	\$ 102,889.00	\$ 82,311.20	
Shinzen Friendship Garden	4.13	\$ 150,179.00	\$ 120,143.20	
Deri Lasher	4.03	\$ 28,888.00	\$ 23,110.40	
Saints Rest Community Economic Development Corporation	3.95	\$ 199,923.00	\$ 149,942.25	75%
*El Dorado Park Community Development Corporation (EDP CDC)	3.86	\$ 48,576.00	\$ 36,432.00	
Danger Aware	3.85	\$ 12,000.00	\$ 9,600.00	
*Byron Russell	3.80	\$ 50,000.00	\$ 37,500.00	
Arts Enrichment For All	3.80	\$ 200,000.00	\$ 150,000.00	
Central Valley Scholars	3.58	\$ 102,889.00	\$ 82,311.20	
Good Dirt Collective	3.57	\$ 200,000.00	\$ 150,000.00	

*indicates submission was recommended to be moved to the appropriate category

EAAC FUNDING RECOMMENDATIONS

Emerging General Operating Support	\$325,998.29
Emerging Project Specific Support	\$731,928.70
General Operating Support	\$3,798,381.04
Project Specific Support	\$3,935,155.85
Total Recommended Funding	\$8,791,463.88



OF APPLICATIONS
RECOMENDED FOR
FUNDING

CHALLENGES

APPLICATION

- too many categories led to confusing process (will be adjusted in future RFPs)
- applicant workshops were not mandatory (in the future they will be)
- applications in wrong category
- requests did not align with guidelines



KNOWLEDGE

- community organizations not aware of all state requirements
- Orgs not well-versed in grant writing
- demonstrated challenge in budget development



RESOURCES

- State does not update documents regularly
- No direct program costs were allocated to support technical assistance, outreach, marketing, materials/printing, translation
- Time: development, outreach, training, review



THANK YOU

