



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: May 10, 2010 Report No. 10-070

ATTENTION: Budget and Finance Committee
Agenda of May 6, 2010

SUBJECT: Fiscal Year 2011 Arts and Culture Organizations
Funding Recommendations

REQUESTED ACTIONS

This is an information report for the Fiscal Year 2011 budget hearings.

SUMMARY:

Annually the City of San Diego Commission for Arts and Culture (Commission) makes funding recommendations to the Mayor, and in turn the City Council, for allocating Transient Occupancy Tax (TOT) monies to non-profit arts and culture organizations. The funding is budgeted as a lump sum within the Special Promotional Programs budget under the category of Arts, Culture and Community Festivals in the Mayor's FY 2011 Proposed Budget. This report outlines the process and recommended distribution of funds to contract for services with the non-profit arts and culture organizations.

BACKGROUND

The Commission was established in 1988 to develop a process for evaluating applications and recommending funding for arts and culture organizations to the Mayor and City Council. While the Commission's role has expanded to include a leadership role in promoting the stability, development and vitality of the City's arts and culture community, the Commission still fulfills its original mission as part of the annual budget process.

Transient Occupancy Tax (TOT) funds are allocated annually to various arts and culture organizations and included within the Special Promotional Programs budget. The category of Arts, Culture and Community Festivals is one of five funding categories included within the Special Promotional Programs budget. The Commission focuses its efforts on that category and utilizes a process of review as outlined in Council Policy 100-03. Applications are made available to arts and culture organizations by Commission staff in the summer for the following fiscal year's budget. The deadline for filing is in the fall, and the Commission Advisory Panels and the full Commission review the applications throughout the winter and spring. All meetings

related to the allocations process are conducted in public in compliance with the Brown Act. Prior to the City Council budget hearings, this report is issued outlining the Commission's specific recommendations for funding as approved by the Mayor.

DISCUSSION

A summary of the Commission's recommendations for FY 2011 funding allocations are reflected in the chart below. Each of the sub-categories is described more fully following this chart:

Program	FY10 Actual	FY11 Recommendation
Allocations		
• Organizational Support Program (OSP)	\$6,449,183	\$5,816,582
• Creative Communities San Diego (CCSD)	425,118	383,418
Public Art Fund	30,000	
Administration	866,326	833,023
Mayor/Council Allocations	220,000	220,000
Total Proposed Budget	\$7,990,627	\$7,253,023

Within the Special Promotional Programs category of Arts, Culture and Community Festivals, funding for non-profit arts and culture organizations is broken into two sub-categories – Organizational Support Program (OSP) and Creative Communities San Diego Program (CCSD). The remainder of the Arts, Culture and Community Festivals funding is administrative in nature, in support of the organizations, the Public Art Program, and Commission programs including cultural tourism and the Survive and Thrive Initiative.

Organizational Support Program (OSP)

The purpose of the OSP is to provide core support or general operating support for eligible non-profit arts and culture organizations. These organizations foster the stabilization and diversification of San Diego's cultural base, enhance the quality of life in the City's neighborhoods and pursue the vision of San Diego as an international cultural tourism destination. Funding supports the vitality and stability of the City's prominent and established arts organizations and cultural institutions, promotes an environment that attracts and nurtures emerging arts and cultural organizations and expands the availability of arts and cultural activities throughout the social, ethnic and economic sectors of the City to foster, promote and expand cultural diversity.

This year, the Commission received 76 OSP applications with a total funding request of \$13,293,480. The Commission Advisory Panels (CAP) reviewed them, following an evaluation by staff for completeness and compliance. Two CAPs, comprised of Commissioners and community members with expertise in nonprofit management and in the fields of arts and culture, reviewed and ranked the proposals according to the published criteria. Applicants were ranked in a two-step process: 1) each panel member ranked each application individually and 2) the ranks were averaged, with the resultant scores determining the applicant's ranking within its OSP level. Organizations received a notice of their rank and the panels' comments and had an opportunity to appeal the rank in a formal hearing.

The summary recommendation is to allocate funding in the amount of \$5,816,582 for FY 2011 Arts and Culture Organizational Support Program contracts to 75 arts and cultural organizations; this funding level is reduced by about 10% from FY 2010. Attachment 1 includes an overview of the OSP funding process and the distribution of recommended OSP allocations.

The application from the San Diego Museum of Man was pulled from the panel review process by staff due to the fact that leadership at the Museum had changed since the application was submitted and staff was unsure that new leadership supported the goals and objectives set forth in the application as submitted. The application was reviewed instead by the Commission's Funding Committee which also interviewed representatives from the Museum and decided to recommend the following:

Whereas the collections of the San Diego Museum of Man include over 150,000 ethnographic objects and photographs from throughout the world; and whereas the quality of care of these objects is critical due to the wealth of information they hold and convey, the City of San Diego Commission for Arts and Culture recommends allocating \$100,000 from the FY11 OSP fund to support the salaries of the following three positions: 1) acting curator of collections, 2) digital registrar, and 3) collections manager for the specific purpose of stabilizing and improving the care of the museum's collection.

Creative Communities San Diego (CCSD)

The Commission received 47 CCSD applications, with a total funding request of \$1,214,711. Beginning with FY 2007, the Commission merged two of its allocations programs, Festivals and Celebrations and Neighborhood Arts Program, into the Creative Communities San Diego Program. This program provides project-based financial support for festivals, street fairs, parades and other civic events that enhance neighborhood pride, identity and unity and for projects that make arts and culture activities accessible to the community, increasing participation in arts and culture and making arts and culture more central to people's lives. The process for reviewing CCSD applications for funding is the same as the OSP review.

The summary recommendation is to allocate funding in the amount of \$383,418 for FY 2011 Creative Communities San Diego contracts to 38 nonprofit organizations; this funding level is reduced by about 10% from FY 2010. Attachment 2 includes an overview of the CCSD funding process and the distribution of recommended CCSD allocations.

Administration

The Administration budget provides for staff support of Commission for Arts and Culture's overall goals and objectives. In addition to making funding recommendations as described within this report, the Commission is also responsible for advising on projects and programs designed to promote public art throughout the neighborhoods of the City, to develop policies that involve artists in selected capital improvement projects, and to encourage the private sector to include public art in private development. The Commission's FY 2011 Administrative budget shows a net reduction of \$33,303 which reflects reductions in supplies, contracting, travel, printing and technology as well as the contribution to the Public Art Fund.

It is recommended that \$833,023 be allocated to the Arts and Culture Department's Administrative budget.

Mayor/City Council Allocations


No change to this category has been budgeted. The Proposed Budget provides for each of the eight Councilmembers to receive \$25,000 and for the Mayor to receive \$20,000 to allocate funds to non-profit organizations.

In an effort to anticipate situations that may arise from a reorganization of how the Mayor and Council allocations are awarded and(or) revisions to the budget, at a special meeting on April 21, 2010 the Commission 1) approved the FY 2011 distribution of arts and culture funding as stated in the staff report including the \$220,000 for Mayor/Council allocations; provided, however, that, to the extent any Mayor/Council discretionary funds are returned to the overall arts and culture budget without specific direction by the Mayor and(or) Councilmember(s), those funds will be placed in the allocation budget and distributed pro rata to the Organizational Support Program and Creative Communities San Diego Program or, in the alternative, if any Mayor/Council allocation funds are returned with specific direction by the Mayor and(or) Councilmember(s), those funds will be placed or allocated in accordance with the direction given by the Mayor and(or) Councilmember(s); and 2) approved the FY 2011 Organizational Support Program and Creative Communities San Diego Program funding recommendations as set forth in the staff report; provided, however, that, if the budgeted amounts for OSP and(or) CCSD change, the awarded amounts to each funded organization would change in accordance with the established methodology that is used in the staff report, with the San Diego Museum of Man staying as a fixed amount.

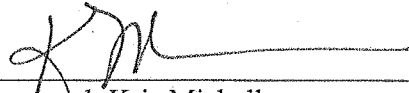
It is recommended that \$220,000 be allocated to the Mayor/City Council Allocations.

FISCAL CONSIDERATIONS:

The administrative budget was reduced by \$33,303; funding to the Public Art Fund was not recommended, the OSP and CCSD allocations were reduced by about 10%; and the Mayor/City Council Allocations remain unchanged. These funding recommendations and the OSP and CCSD allocations will be included in the final budget document.



Victoria L. Hamilton
Executive Director
Commission for Arts and Culture



Approved: Kris Michell
Chief of Staff
Office of Mayor Jerry Sanders

Attachments:

- 1) FY 2011 Organizational Support Program Overview and Funding Recommendations
- 2) FY 2011 Creative Communities San Diego Overview and Funding Recommendations

Attachment 1

City of San Diego Commission for Arts and Culture
Fiscal Year 2011
Organizational Support Program (OSP)

Methodology

Each year the Commission reviews the application review criteria and guidelines and makes improvements as necessary based upon feedback from contractors, panels and staff. Major components of the review criteria include an organization's capacity to plan, implement and evaluate high quality arts and culture programming and services, an organization's capacity to meet the city's contract management requirements and to serve all of San Diego's diverse communities, including youth, and an organization's governance and fiscal health.

All applicants were required to submit an application by the deadline of October 22, 2009. Application guidelines and forms were made available to the public beginning August 16, 2009. Workshops were held on September 9 (Council District 1) and September 10 (Council District 6) 2009. Individual technical assistance in person, by phone or email was provided throughout the year.

The Commission administers two versions of the OSP application – a Long Form and a Short Form. The Long Form is the standard version which all new organizations and many returning organizations must complete. Each year, approximately 25% of returning applicants are eligible to submit an abbreviated form of the application (Short Form) based on their demonstrated excellence in providing the highest quality products and services and in managing their contracts.

To be eligible to use the Short Form, the applicant must demonstrate that it has satisfactorily completed City contracts over a three year period, it must hold a rank of 3+ or higher, its executive artistic and/or administrative staff has not changed during the past year, its venue has not changed in the past year, its average annual operating fund deficit for the two most recently completed fiscal years is not greater than 5%, there have been no significant changes in program objectives as stated in the current year contract, objectives have been met as outlined in the contract, and the contractor has successfully met all of its current and prior year obligations, including Final Report Packets.

Short Form criteria include goals and objectives for the coming year, California Cultural Data Project comprehensive financial and human resources data, response to diversity commitment, description of challenges and progress, response to panel comments (if the applicant submitted a Long Form the prior year), and budget implications of new programs and services and detailed budget notes. Organizations are allowed to submit Short Forms for a maximum of three years before being required to submit the Long Form again.

Long Forms are reviewed by Commission Advisory Panels (CAP) as described elsewhere in this Report. These panels review all aspects of the application, and to each application they assign a rank. Short Forms are reviewed by a staff committee for technical compliance only, and applications that pass the staff review maintain the rank they received from the last time they were reviewed by a CAP.

Panels were convened on December 2 and December 9, 2009 to review and rank Long Form applications. Panelists consisted of members of the Commission as well as community members selected for their expertise in the areas of arts or cultural programming, education, diversity, community development, cultural tourism, and business. Panels were open to the public and conducted in accordance with the Brown Act.

An Appeals Hearing was held as part of a regular Commission meeting on March 19, 2010 at which time one appeal was heard from The PGK Project. The appeal was granted (rank was changed from a 3 to a 3+).

How to Navigate the Spreadsheet

The following systems are used in the ranking of applications:

1. Applications are ranked as follows with the corresponding percentages used as multipliers when calculating the maximum percentage of each applicants request, the applicant may be awarded:

Rank	Numerical Equivalent	Percentage Equivalent
4	4	100%
4-	3.67	94%
3+	3.33	88%
3	3	82%

2. Applicants receiving a rank lower than a "3" were not recommended for funding.
3. Awards are calculated according to a formula that takes into account two curves, the ranks awarded by the panel, and the amount of available funds.
4. New organizations receive 50% of their calculated award.
5. No organization may receive more than 10% of the total available funds.
6. No organization will be funded over its requested amount.

Funding Recommendations Overview

	Number of Applicants	Number of Applicants Funded	Funding
FY10 (actual)	76	72	\$6,449,183
FY11 (recommended)	76	75	\$5,816,582

Frequently Asked Questions

1. How do I know what the Recommended Funding is for a particular organization?
 - Organizations are listed first by Level (I, II or III) and then in descending order by FY09 Annual Operating Income (AOI).
 - FY11 Recommended Funding is listed in the column to the far right with the heading “Recommended Funding.”

2. Why does funding for a given organization change from one year to the next?

There are several factors to consider:

- A change in the total funds available
 - A change in the total funds requested
 - A change in an organization’s AOI
 - A change in an organization’s rank
 - Changes to the AOI and/or ranks of other organizations
3. How is the Recommended Funding determined?
 - The Recommended Funding is determined by a formula that incorporates curve parameters, the organization’s rank and the total available funds.
 4. What do the “standard curve” and the “museum curve” have to do with funding?
 - One of the premises of the OSP allocation process is that organizations receive funding relative to the size of their budget (AOI). The curves ensure that organizations are funded equally with respect to their budget size. As an organization’s budget grows, the overall percentage of its funding decreases. For example, an organization with an AOI of \$25,000 may request a maximum allocation equal to 25% of its AOI, and an organization with a \$1 million AOI may request a maximum allocation of 13.5% of its AOI.
 - Only museums that are accredited by the American Association of Museums and have an AOI between \$1,500,000 and \$6,500,000 may use the Museum Curve. All other organizations use the Standard Curve.

City of San Diego Commission for Arts and Culture

Organizational Support Program

FY11 Recommended Funding
for Ranks of 3 and Above

Funds	
Available	\$5,816,582
Recommended	\$5,816,582
Difference	\$0

Adjustments from Computed Allocation to Recommended Funding	
cap to available funds	10%
max allocation %	25%
max new & returning	50%
min continuing	70%
max decrease	10%
max increase coming on the Curve	20%

Curve Parameters
Standard
Initial AOI
Initial % rate
AOI growth rate
decrement of %
Museum Curve
Initial % rate
decrement per \$1M
Both Curves
adjust to available funds

Rank Factors		differential	
25,000		5%	
25%	4.00	100%	
20%	3.57	94%	
0.25%	3.33	88%	
	3.00	82%	
14%	2.57	76%	
1%	2.33	70%	

0.522848100	
0.5228481	-46.7% FY11
0.5671	-42.2% FY10
0.6223	-35.5% FY09
0.6323	-35.5% FY08
0.6666	-31.6% FY07
0.6854	-30.1% FY06
0.7525	-22.2% FY05
0.8108	-17.3% FY04
0.839	-4.3% FY03
0.9505	-2.1% FY02
0.9808	FY01

Summary by Level		Annual Operating Income '08	FY2009 Funding	% AOI	Requested Funding 2010	Rank 2010	Rank Factor	Annual Operating Income '08	Computed Allocation	Recommended Funding	% AOI	% Funds
17	Level I	150,530,717	4,371,535	2.9%	9,417,391	0.00	0%	143,117,262	4,149,759	4,043,751	2.8%	70%
27	Level II	25,341,435	1,732,575	6.8%	2,944,105	0.00	0%	21,223,518	1,391,707	1,383,171	6.5%	24%
32	Level III	3,707,318	345,072	9.3%	934,980	0.00	0%	4,762,507	421,969	389,650	8.1%	7%
76	All Levels	180,579,521	6,449,183	3.6%	13,296,480	0.00	0%	169,128,391	5,954,435	5,816,582	3.4%	100.0%

76 Organizations Recommended for Funding:

Total Recommended Funding 5,816,582

FY11 Organizational Support Program
Summary by Level

FY11 Organizational Support Program Level I Recommendations

FY11 Recommended Funding
for Ranks of 3 and Above

Organizational Support Program

City of San Diego Commission for Arts and Culture

Level I	Organization	Rank 2010	Equiv Rank Fact	Annual Operating Income 08	FY2010 Funding	% AOI	Requested Funding 2011	Rank 2011	Rank Fact	Annual Operating Income 08	Computed Allocation	Recommended Funding	% AOI
1	Old Globe Theatre	4.00	100%	22,541,023	435,251	1.9%	1,045,108	4.00	100%	19,055,518	387,456	387,456	2.0%
2	SD Opera	4.00	100%	17,003,744	415,105	2.4%	925,435	3.67	94%	16,650,700	354,622	354,622	2.1%
3	SD Symphony	4.00	100%	15,573,553	406,163	2.6%	902,445	4.00	100%	15,403,103	374,445	374,445	2.3%
4	La Jolla Playhouse	3.67	94%	14,502,640	376,100	2.5%	825,049	4.00	100%	15,000,890	364,704	364,704	2.3%
5	SD Society of Natural History	4.00	100%	21,054,102	432,915	2.1%	675,689	4.00	100%	12,333,735	349,037	349,037	2.5%
6	SD Society of Contemporary Art	4.00	100%	12,303,624	374,167	3.0%	670,032	4.00	100%	12,162,406	333,351	333,351	2.6%
7	SD Museum of Art	4.00	100%	10,900,399	355,500	3.3%	553,256	3.67	94%	8,511,615	269,935	269,935	3.2%
8	SD Space and Science Foundation	3.67	94%	6,503,641	256,035	3.9%	534,714	4.00	100%	6,526,156	258,830	258,830	3.7%
9	SD Art & Science Museum	3.00	82%	4,367,521	177,250	4.0%	513,792	3.33	82%	6,650,571	225,155	225,155	3.3%
10	New Children's Museum	4.00	100%	6,050,257	117,523	2.3%	451,548	3.67	94%	6,020,802	223,526	223,526	2.1%
11	Maritime Museum of San Diego	4.00	100%	6,603,026	251,015	4.5%	473,757	3.67	94%	5,321,965	221,393	221,393	3.7%
12	Mingqi International Museum	3.67	94%	2,322,005	133,000	5.7%	441,517	4.00	100%	4,355,806	181,114	181,114	4.3%
13	La Jolla Music Society	4.00	100%	3,375,080	182,531	5.4%	319,210	4.00	100%	3,350,105	165,307	165,307	4.9%
14	SD Repertory Theatre	3.67	94%	3,101,425	182,161	5.2%	277,372	3.33	82%	2,647,354	123,651	123,651	4.7%
15	SD Museum of Man	3.67	94%	2,207,590	129,363	5.8%	304,067	FC		2,644,061	100,000	100,000	3.5%
16	Lyric Opera San Diego	3.33	85%	1,959,617	117,524	5.8%	232,343	3.33	88%	2,020,377	102,512	102,512	5.1%
17	Museum of Photographic Arts	3.67	94%	1,830,651	112,550	6.1%	240,281	3.67	94%	2,019,005	103,449	103,449	5.4%
17	Totals for Level I			151,105,710	4,435,141	2.9%	9,417,391			143,117,265	4,140,765	4,043,761	2.9%

FY11 Organizational Support Program Level II Recommendations

FY11 Recommended Funding for Ranks of 3 and Above

Organizational Support Program

City of San Diego Commission for Arts and Culture

Level II	Organization	Rank 2010	Equiv Rank Factor	Annual Operating Income 08	FY2010 Funding	% AOI	Requested Funding FY11	Rank 2011	Rank Factor	Annual Operating Income 09	Computed Allocation	Recommended Funding	% AOI
1	SD Center for Jewish Culture	3.67	94%	1,725,067	187,672	5.2%	205,950	3.67	94%	1,514,436	181,350	181,350	5.5%
2	Cyprus Theater	4.00	100%	724,450	59,553	5.2%	152,258	4.00	100%	1,513,903	94,755	94,755	6.2%
3	Marty Mozart	3.67	94%	1,395,447	92,155	6.6%	173,557	3.67	94%	1,488,810	87,793	87,793	5.9%
4	California Ballet	3.33	85%	1,376,057	55,356	5.3%	155,321	3.33	85%	1,483,669	81,241	81,241	5.5%
5	Alhambra Music & Arts Library	3.67	94%	1,594,654	181,657	5.4%	183,282	3.67	94%	1,455,457	85,818	85,818	5.9%
6	SD Junior Theatre	3.67	94%	1,407,470	92,751	6.6%	159,957	3.67	94%	1,279,979	78,507	78,507	6.1%
7	SD Chamber Orchestra	3.33	85%	1,102,097	72,328	6.6%	150,228	4.00	100%	1,155,611	77,358	77,358	6.7%
8	Japanese Friendship Garden	3.33	85%	763,650	54,626	7.2%	112,314	3.33	85%	602,240	31,550	31,550	6.4%
9	Save Our Heritage Organisation	3.33	85%	545,356	59,145	7.0%	112,100	3.33	85%	773,103	50,097	50,097	6.5%
10	Japanese Friendship Garden	3.33	85%	3,241,475	155,378	4.8%	105,280	3.00	82%	752,278	45,704	45,704	6.1%
11	SD Historical Society	3.67	94%	765,540	53,544	7.0%	105,635	4.00	100%	745,048	55,620	55,620	7.4%
12	SD Youth Symphony	3.67	94%	679,692	49,500	7.3%	100,733	3.33	85%	694,710	45,104	45,104	6.6%
13	SD Model Railroad Museum	3.33	85%	595,162	44,569	7.5%	97,844	3.33	85%	654,652	44,761	44,761	6.7%
14	SD Automotive Museum	3.33	85%	737,234	53,159	7.2%	92,702	3.33	85%	564,592	44,541	44,541	6.7%
15	Media Arts Center	3.67	94%	567,737	50,559	7.9%	97,457	4.00	100%	549,713	49,721	49,721	7.7%
16	Mazatlan Dance and Co	3.33	85%	775,500	55,341	7.1%	95,000	3.33	85%	539,557	43,242	43,242	5.6%
17	Young Audiences of San Diego	3.67	94%	635,467	50,571	8.0%	95,104	3.67	94%	534,036	45,852	45,852	7.3%
18	SD Art Theatre	3.33	85%	724,704	52,456	7.2%	89,239	3.33	85%	557,742	39,607	39,607	7.0%
19	Oversight Theatre	3.67	94%	535,651	44,197	8.3%	95,717	3.67	94%	541,853	40,525	40,525	7.6%
20	Gasparino Quarter Historical Fdn	3.33	70%	551,034	32,255	5.9%	70,165	3.00	82%	412,740	28,455	28,455	4.8%
21	SD Ballet	3.67	94%	351,368	32,255	9.2%	55,448	3.67	94%	403,695	32,425	32,425	7.9%
22	Playwrights Project	3.67	94%	459,021	39,099	8.5%	67,450	3.67	94%	395,945	31,613	31,613	6.9%
23	La Jolla Symphony & Chorus	3.33	85%	352,718	29,634	8.4%	61,132	3.33	85%	371,362	29,652	29,652	7.5%
24	Essex Dance Theatre	3.33	85%	405,625	33,154	8.2%	61,524	3.67	94%	361,905	29,345	29,345	8.1%
25	Parson Opera Center	3.33	85%	262,531	24,251	9.3%	53,338	3.33	85%	315,597	24,659	24,659	7.8%
26	SD Anthropology Center	4.00	100%	465,354	42,052	9.0%	53,843	3.67	94%	314,135	25,167	25,167	8.3%
27	SD Dance Theater	3.67	94%	302,142	27,911	9.2%	53,843	3.67	94%	313,775	25,143	25,143	8.3%
27	Totals for Level II	68.21	0.51	23,556,735	1,571,758	6.7%	2,944,105			21,228,616	1,331,707	1,331,771	6.5%

City of San Diego Commission for Arts and Culture

Organizational Support Program

FY11 Recommended Funding
for Ranks of 3 and AboveFY11 Organizational Support Program Level III
Recommendations

Level III	Organization	Rank 2010	Equity Rank Factor	Annual Operating Income 09	FY2010 Funding	% AOI	Requested Funding FY11	Rank 2011	Rank Factor	Annual Operating Income 09	Computed Allocation	Recommended Funding	% AOI
1	Classics for Kids	3.67	94%	362,624	33,748	8.8%	53,771	3.67	94%	298,726	25,118	25,118	8.4%
2	Prophet World Beat Center	3.67	94%	189,900	19,067	10.0%	49,535	3.33	88%	275,199	21,993	21,993	8.0%
3	AIA Project	3.33	88%	292,232	25,429	8.7%	47,875	3.33	88%	264,866	21,315	21,315	8.0%
4	SD Children's Choir	3.67	94%	242,519	23,352	9.6%	47,475	3.67	94%	263,770	22,682	22,682	8.6%
5	SD Civic Youth Ballet	2.67	88%	199,173		0.0%	45,515	3.33	88%	262,668	20,532	14,365	5.7%
6	Veterans Memorial Center	3.67	94%	315,749	29,003	9.2%	45,147	3.67	94%	250,814	21,775	21,775	8.7%
7	San Diego Water Color Society	3.33	88%	203,773	15,429	8.1%	42,550	3.67	94%	224,476	19,878	19,878	8.9%
8	Patricia Rincon Dance Collective	3.33	88%	347,874	29,294	8.4%	42,052	3.33	88%	221,063	18,375	18,375	8.3%
9	La Jolla Historical Society			395,134			41,300	3.33	88%	217,369	18,122	9,061	4.2%
10	Fern Street Community Arts	3.33	88%	175,211	15,779	9.6%	37,955	3.33	88%	195,034	15,570	15,570	8.9%
11	Spectrals Organ Society	3.67	92%	141,755	14,942	10.5%	35,079	3.00	82%	184,637	14,754	14,754	8.0%
12	Moralejo Performing Arts	4.00	100%	200,806	21,236	10.6%	32,036	4.00	100%	168,511	15,687	15,687	9.9%
13	Sushi	3.67	94%	269,090	25,316	9.4%	32,652	3.67	94%	163,410	15,282	15,282	9.4%
14	SD Master Chorale	3.67	94%	133,844	14,240	10.6%	31,595	3.67	94%	157,990	14,657	14,657	9.4%
15	Center for World Music	3.33	88%	129,317	12,952	10.0%	30,125	3.33	88%	150,625	13,366	13,366	9.9%
16	SD Chinese Historical Society	3.67	94%	147,926	15,494	10.6%	29,363	3.67	94%	145,915	13,953	13,953	9.5%
17	Finest City P.A. dea Gay Men's Chorus	3.33	88%	141,246	13,945	9.9%	27,951	3.33	88%	139,757	12,555	12,555	9.0%
18	Westwind Brass	3.33	88%	155,425	15,197	9.7%	24,335	3.33	88%	115,899	10,729	10,729	9.3%
19	SD Young Artists Symphony	3.33	88%	105,941	10,951	10.3%	23,769	3.33	88%	113,186	10,519	10,519	9.3%
20	Sotiros Ranch Theatre			112,555			23,078	3.33	88%	109,896	10,259	5,130	4.7%
21	SD Young Artists Music Academy	3.67	92%	136,037	14,435	10.6%	19,760	3.00	82%	98,802	8,739	9,436	9.5%
22	SD Early Music Society	3.33	94%	80,061	5,539	10.8%	16,925	3.67	94%	90,122	9,255	9,255	10.3%
23	SD Museum Council	3.33	88%	97,547	9,579	10.6%	19,314	3.33	88%	87,792	6,484	6,484	9.7%
24	Centro Cultural de la Raza			130,935			15,411	1.67	58%	63,666	5,369	0	0.0%
25	San Diego Writers Ink			71,430			15,195	3.33	88%	62,664	8,062	4,031	4.9%
26	Women's History Museum	3.33	88%	63,749	7,111	11.2%	15,158	3.33	88%	62,583	8,055	5,055	9.8%
27	Camaraderie	3.67	88%	69,231	8,151	11.8%	15,340	3.33	88%	72,000	7,167	7,335	10.2%
28	Samahani	3.33	88%	73,205	8,003	10.9%	15,231	3.33	88%	69,235	5,932	5,932	10.0%
29	Common Ground Theater	3.33	82%	57,843	5,543	11.3%	15,190	3.00	82%	63,545	5,444	5,444	9.3%
30	SD Guild of Puppetry	3.67	94%	52,515	9,555	11.5%	14,051	3.67	94%	64,606	6,924	6,924	10.5%
31	PGK Project		88%	22,870	1,150	5.0%	13,403	3.33	88%	58,275	5,981	3,140	5.4%
32	Chronos Theatre Group			5,048			2,300	3.33	88%		1,183	597	6.5%
32	Totals for Level III	83.15	0.90	5,168,516	410,516	7.9%	931,980			4,782,507	421,965	385,650	8.1%
79	TOTAL REQUESTS			13,230,480			169,128,391			5,954,435			5,815,582

Attachment 2

City of San Diego Commission for Arts and Culture
Fiscal Year 2011
Creative Communities San Diego Program (CCSD)

Methodology

Each year the Commission reviews the application review criteria and guidelines and makes improvements as necessary based upon feedback from contractors, panels and staff. Major components of the review criteria include an organization's capacity to plan, implement and evaluate high quality arts and culture programming and services, especially those designed to promote community development, an organization's capacity to meet the city's contract management requirements and to serve all of San Diego's diverse communities, including youth, and an organization's governance and fiscal health.

All applicants were required to submit an application by the deadline of November 20, 2009. Application guidelines and forms were made available to the public beginning September 17, 2009. Workshops were held on September 30 (Council District 6) and October 1 (Council District 4) 2009. Individual technical assistance in person, by phone or email was provided throughout the year.

The Commission administers two versions of the CCSD application – a Long Form and a Short Form. The Long Form is the standard version which all new organizations and many returning organizations must complete. Each year, approximately 25% of returning applicants are eligible to submit an abbreviated form of the application (Short Form) based on their demonstrated excellence in providing high quality programs and services and managing their contracts.

In order to be eligible to use the Short Form, the applicant must demonstrate that it has satisfactorily completed and is in the process of completing City contracts over the three (3) year period immediately prior to the application year, it holds a rank of 3+ or higher, it presented the same project for three consecutive years, at the same site, with the same key staff, and it has successfully met all of its current and prior year obligations, including Final Report Packets.

The Short Form criteria include project goals and objectives, attendance data, budgets (past, present and projected), annotated budget notes, board composition and policies including how conflicts of interest are handled and training for board members and staff, outcomes and project evaluation, and response to panel comments (if the applicant submitted a Long Form in the prior year). Organizations are allowed to submit Short Forms for a maximum of three years before being required to submit the Long Form again. Long Forms are reviewed by Commission Advisory Panels (CAP) as described elsewhere in this Report. These panels review all aspects of the application, and to each application they assign a rank. Short Forms are reviewed by a staff committee for technical compliance only, and applications that pass the staff review maintain the

rank they received from the last time they were reviewed by a CAP.

A panel was convened on February 10, 2010 to review and rank applications. Panelists consisted of members of the Commission as well as community members selected for their expertise in the areas of arts or cultural programming, education, diversity, community development, cultural tourism, and business. Panels were open to the public and conducted in accordance with the Brown Act.

An Appeals Hearing was held as part of a regular Commission meeting on March 19, 2010 at which time there were no CCSD appeals.

How to Navigate the Spreadsheet

The following systems are used in the ranking of applications:

1. Applications are ranked as follows with the corresponding percentages used as multipliers when calculating the maximum percentage of each applicant's request, the applicant may be awarded:

Rank	Numerical Equivalent	Percentage Equivalent
4	4	100%
4-	3.67	94%
3+	3.33	88%
3	3	82%

2. Applicants receiving a rank lower than a "3" were not recommended for funding.
3. Awards are calculated based upon the applicants ranks and an "across the board reduction" based upon available funds.
4. No organization may receive more than 10% of the total available funds.
5. No organization will be funded over its requested amount.

Funding Recommendations Overview

	Number of Applicants	Number of Applicants Funded	Funding
FY10 (actual)	51	48	\$425,118
FY11 (recommended)	47	38	\$383,418

Frequently Asked Questions

1. How do I know what the Recommended Funding is for a particular organization?
 - Organizations are listed first by FY11 total project expenses in descending order then by FY11 rank in descending order.
 - FY11 Recommended Funding is listed on the right side of the table in the column titles "Recommended Funding."

2. Why does funding for a given organization change from one year to the next?

There are several factors to consider:

- A change in the total funds available
 - A change in the total funds requested
 - A change in an organization's project budget (which affects the amount requested)
 - A change in an organization's rank
 - Changes to the project budgets and/or ranks of other organizations
3. How is the Recommended Funding determined?
 - The Recommended Funding is determined by a formula that includes a percentage equivalent for the rank and an across-the-board adjustment for the amount of available funds.

**FY11 Creative Communities San Diego
Recommendations, page 1**

Organization	FY10 Rank	FY10 Commission Funding	FY11 CCSD Total Project Expenses	FY11 Rank	FY11 Amount Requested	Recommended Funding
San Diego Asian Film Foundation	4	\$ 19,681	\$ 403,500	4	\$ 100,875	\$ 20,537
Bon Temps Social Club of San Diego	4	\$ 19,681	\$ 376,000	3.67	\$ 94,000	\$ 20,537
San Diego Armed Services YMCA	3.67	\$ 18,500	\$ 240,000	3.67	\$ 60,000	\$ 20,537
Christian Community Theatre	3.33	\$ 17,319	\$ 202,900	1.67	\$ 50,725	\$ -
AFC Dixieland Jazz Society	3.33	\$ 17,319	\$ 201,500	3.67	\$ 50,375	\$ 20,537
Gaslamp Quarter Association	3	\$ 16,138	\$ 200,000	2.67	\$ 50,000	\$ -
San Diego Film Foundation	3.67	\$ 18,500	\$ 191,995	3.67	\$ 47,999	\$ 20,537
Torrey Pines Kiwanis Foundation	3.67	\$ 6,529	\$ 172,310	1.67	\$ 15,000	\$ -
Adams Avenue Business Association	4	\$ 19,681	\$ 147,800	3.67	\$ 42,500	\$ 18,643
San Diego Performing Arts League	3.33	\$ 13,926	\$ 141,510	2.33	\$ 35,378	\$ -
Little Italy Association	4	\$ 11,577	\$ 140,000	4	\$ 35,000	\$ 18,787
San Diego Earth Day	4	\$ 14,639	\$ 137,400	3.67	\$ 34,350	\$ 17,331
Historic Old Town			\$ 133,200	3	\$ 45,000	\$ 14,657
San Diego Audubon Society	3	\$ 11,484	\$ 130,000	3.33	\$ 32,500	\$ 15,351
Salvation Army	3.67	\$ 12,188	\$ 125,202	3.67	\$ 30,381	\$ 15,793
Balboa Park Cultural Partnership	3.67	\$ 13,287	\$ 115,625	2	\$ 28,125	\$ -
Justice Overcoming Boundaries	3.33	\$ 16,300	\$ 112,000	3.33	\$ 35,000	\$ 13,226
Jacobs Center	3.33	\$ 17,319	\$ 110,850	4	\$ 27,713	\$ 14,875
Ocean Beach Merchants Association	4	\$ 11,125	\$ 109,300	3.67	\$ 27,325	\$ 13,787
San Diego Fleet Week Foundation	3	\$ 11,086	\$ 108,400	1.67	\$ 27,100	\$ -
Pacific Beach Community Development	4	\$ 11,577	\$ 100,000	3.33	\$ 32,000	\$ 11,809
Hillcrest Business Improvement	3.33	\$ 8,150	\$ 84,500	3.67	\$ 28,000	\$ 10,659
Kalusugan Community Services	3.67	\$ 7,944	\$ 80,000	3.33	\$ 20,000	\$ 9,447

**FY11 Creative Communities San Diego
Recommendations, page 2**

Organization	FY10 Rank	FY10 Commission Funding	FY11 CCSD Total Project Expenses	FY11 Rank	FY11 Amount Requested	Recommended Funding
Pacific Southwest Wildlife Arts	3.33	\$ 7,926	\$ 73,800	3.33	\$ 24,650	\$ 8,833
College Area Economic Development	3.33	\$ 6,622	\$ 61,800	3.33	\$ 15,450	\$ 7,298
San Diego City College Foundation	4	\$ 8,104	\$ 60,000	4	\$ 15,000	\$ 8,051
Point Loma Association	3.67	\$ 6,011	\$ 56,500	3.67	\$ 13,810	\$ 7,127
San Diego Chinese Center	3.33	\$ 5,909	\$ 54,000	3.33	\$ 13,500	\$ 6,377
Italian American Art and Culture			\$ 49,550	4	\$ 12,388	\$ 6,649
Linda Vista Multi-Cultural Fair and Parade	4	\$ 5,631	\$ 49,000	3.67	\$ 12,250	\$ 6,181
North Park Organization of Businesses	3.67	\$ 6,094	\$ 48,200	3.67	\$ 12,200	\$ 6,080
Triple Threat Ballers			\$ 39,650	1.67	\$ 5,000	\$ -
Rancho de los Penasquitos Town Council	3.33	\$ 3,749	\$ 36,700	3	\$ 9,175	\$ 4,038
Nu-Way BHILD	3	\$ 2,926	\$ 36,390	3.33	\$ 9,098	\$ 4,297
CHC / FS for Teye Sa Thiosanne			\$ 30,000	2.67	\$ 10,000	\$ -
Asian Story Theater	3.33	\$ 4,075	\$ 30,000	3.33	\$ 10,000	\$ 4,724
CCDRC / FS for SD Afterschool Strings	3.33	\$ 4,075	\$ 30,000	3.33	\$ 10,000	\$ 4,724
Los Bilingual Writers	3	\$ 3,797	\$ 30,000	3.67	\$ 10,000	\$ 5,046
Transcendance	3.33	\$ 4,075	\$ 30,000	3.67	\$ 10,000	\$ 5,046
NTC Foundation			\$ 29,200	4	\$ 9,700	\$ 5,224
Villa Musica	3	\$ 3,467	\$ 27,864	3	\$ 8,250	\$ 4,088
San Diego Shakespeare Society	3.67	\$ 4,154	\$ 27,200	3.67	\$ 9,067	\$ 4,575
Mira Mesa Theatre Guild			\$ 25,265	2.67	\$ 10,000	\$ -
Cabrillo Festival (47th annual)	3.67	\$ 3,047	\$ 15,000	3.67	\$ 5,000	\$ 2,521
Rolando Community Council	4	\$ 1,805	\$ 17,320	4	\$ 5,767	\$ 3,099
Kiwanis Club of Tierrasanta	3.67	\$ 2,379	\$ 15,180	3.33	\$ 5,060	\$ 2,390
San Diego Music Foundation			\$ 10,000	2.33	\$ 20,000	\$ -
Total		\$ 397,796	\$ 4,646,611		\$ 1,214,711	\$ 383,418