



THE CITY OF SAN DIEGO
COMMISSION FOR ARTS AND CULTURE

STAFF REPORT

DATE ISSUED: April 16, 2010

ATTENTION: Commissioners

SUBJECT: FY11 Funding Recommendations

ATTACHMENTS:

- 1) FY11 Budget Recommendations Summary
- 2) FY11 Project Funding Allocation to the Museum of Man
- 3) FY11 Organizational Support Program Funding Recommendations and Report
- 4) FY11 Creative Communities San Diego Funding Recommendations and Report

STAFF CONTACT: Victoria L. Hamilton, Executive Director

REQUESTED ACTION:

Accept the draft recommendations of the Funding Committee and approve the following FY11 funding recommendations:

1. Overall Budget Distribution (Attachment 1)
2. Project Funding Allocation to the Museum of Man (Attachment 2)
3. Organizational Support Program (OSP) funding (Attachment 3)
4. Creative Communities San Diego (CCSD) funding (Attachment 4)

STAFF RECOMMENDATION:

Approve all draft budget recommendations and distribution pending approval from the Mayor's Office.

Administration

The Commission's FY11 overall budget shows a net reduction of \$707,601 which reflects the loss of \$30,000 to the public art fund, non-personnel reductions, and a reduction of \$674,298 to the allocations programs.

Although the Commission's Operating Budget shows only a slight decrease of .04% from FY2010 to FY2011, this is deceiving. Due to budgetary policy changes, there will be an increase to the Commission's personnel budget in the next year, tied to our actual rates of pay rather than a citywide average, as previously practiced.

However, the Commission will have to absorb a \$51,700 decrease to our non personnel budget which includes no contribution to the public art fund, and significant reductions to our supplies, independent contracting, travel, printing/mailing, and technology. When considering only the non-personnel budget, the Commission is facing a 19% reduction.

Allocations

Funding for the Commission's two allocations programs is reduced by nearly 10%. Of this amount, the Funding Committee is recommending \$5,816,582 be distributed to 75 OSP groups and \$383,418 be distributed to 38 CCSD groups.

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 the 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 (Acting Executive Director, Dr. Ned A. Smith, Board Chairman, Honorable Richard D. Huffman, Board Treasurer, Mr. Gordon Kovtun, and a staff member responsible for collections management, Ms. Erin Harm.) The Committee passed a motion 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.

Attachment 3 includes the distribution of recommended OSP allocations and a summary of the OSP review process. Attachment 4 includes the distribution of recommended CCSD allocations and a summary of the CCSD review process.

Public Art Fund

No FY11 funding is recommended.

Mayor/City Council Allocations

No changes to this category have been budgeted. The budget calls for each of the eight Councilmembers to receive \$25,000 and the Mayor will receive \$20,000.

PREVIOUS COMMISSION and/or COMMITTEE ACTION:

- December 2, 2009: OSP Levels I and II panel recommended ranks for the applications it reviewed.
- December 9, 2009: OSP Level III panel recommended ranks for the applications it reviewed.
- February 10, 2010: CCSD panel recommended ranks for the applications it reviewed.
- March 10, 2010: Funding Committee met to adopt a process to review applications not reviewed by panels
- March 19, 2010: Appeals Hearing as part of regular Commission Meeting. The Commission granted the appeal from The PGK Project and raised the rank for this organization from a 3 to a 3+.
- March 24, 2009: Funding Committee 1) met with representatives of the San Diego Museum of Man; 2) recommended a rank of 4- for the Linda Vista Multi-Cultural Fair and Parade; 3) recommended a rank of 3 for the Rancho de los Penasquitos Town Council; 4) recommended a rank of 3 for Prophet World Beat Productions and provided comments on the application; and 5) recommended a rank of 2- (no funding) for Centro Cultural de la Raza and offered to meet with representatives to discuss the application.
- April 5, 2010: Funding Committee met to recommend funding scenarios for OSP and CCSD and recommended funding the Museum of Man at \$100,000 to support the salaries of three staff positions assigned to a project that would stabilize and improve the care of the Museum's collection.

COMMUNITY PARTICIPATION and PUBLIC OUTREACH EFFORTS:

All public meetings were noticed as required by law. In addition, subsequent to each panel meeting, panel comments were sent to each of the applicants by mail with instructions as to the Appeals Process.

KEY STAKEHOLDERS and PROJECTED IMPACTS:

Key stakeholders for the Commission include the 113 nonprofit organizations that will receive funding through the OSP and CCSD programs. Millions of citizens and tourists will be impacted through the funded arts and culture programs and services provided by these organizations in theaters, museums, schools, community organizations, parks, beaches, streets and other community settings in every City Council District.

Victoria L. Hamilton
Executive Director
Commission for Arts and Culture

Attachment 1

City of San Diego Commission for Arts and Culture
Fiscal Year 2011
Overall Budget

FY11 Overall Distribution Budget Recommendation:

Program	FY10 Actual	FY11 Recommendation
Allocations		
• Organizational Support Program (OSP)	\$6,449,183	\$5,816,582
• Creative Communities San Diego (CCSD)	\$425,115	\$383,418
Public Art Fund	\$30,000	\$0
Administration	\$836,326	\$833,023
Mayor/Council Allocations	\$220,000	\$220,000
Total Proposed Budget	\$7,960,624	\$7,253,023

Attachment 2

City of San Diego Commission for Arts and Culture
Fiscal Year 2011
Project Funding for the San Diego Museum of Man

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.

Attachment 3

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

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. A major component of the review criteria is an organization's ability to demonstrate return on investment through economic indicators such as ability to attract cultural tourists, number of jobs supported, and investments in local businesses. Other criteria include the quality of programs and services provided, effective, ethical and transparent governance, quality of human resources, quality of financial management and financial health, attention to diversity issues, and history of successful management of City contracts.

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.

Panels were convened on December 2 (Levels I and II) and 9 (Level III), 2009 to review and rank applications. The nine member review panel consisted of four members of the Commission as well as five 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	Percentage Equivalent
4	100%
4-	94%
3+	88%
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

Organizations that did not re-apply

- Actors Alliance of San Diego
- New Works/Vantage Theatre
- San Diego Civic Light Opera
- San Diego Men’s Chorus
- San Diego New Music
- San Diego Theatre Scene

New organizations or organizations that were not included in the application pool in FY10

- Gaslamp Quarter Historical foundation (not funded in FY10)
- San Diego Civic Youth Ballet (not funded in FY10)
- Chronos Theatre Group (new)
- La Jolla Historical Society (new)
- San Diego Writers Ink (new)
- Scripps Ranch Theatre (new)
- The PGK Project (moving from CCSD to OSP)

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.

FY11 Organizational Support Program Totals and Level I Recommendations

FY11 Recommended Funding
for Ranks of 3 and Above

Organizational Support Program

City of San Diego Commission for Arts and Culture

Rank	AVOIDED	Requested	AVOIDED	Requested
3	150,520,717	150,520,717	150,520,717	150,520,717
4	26,241,450	26,241,450	26,241,450	26,241,450
5	9,811,515	9,811,515	9,811,515	9,811,515
6	180,673,682	180,673,682	180,673,682	180,673,682
All Levels	367,247,364	367,247,364	367,247,364	367,247,364

Rank	AVOIDED	Requested	AVOIDED	Requested
3	150,520,717	150,520,717	150,520,717	150,520,717
4	26,241,450	26,241,450	26,241,450	26,241,450
5	9,811,515	9,811,515	9,811,515	9,811,515
6	180,673,682	180,673,682	180,673,682	180,673,682
All Levels	367,247,364	367,247,364	367,247,364	367,247,364

Rank	AVOIDED	Requested	AVOIDED	Requested
3	150,520,717	150,520,717	150,520,717	150,520,717
4	26,241,450	26,241,450	26,241,450	26,241,450
5	9,811,515	9,811,515	9,811,515	9,811,515
6	180,673,682	180,673,682	180,673,682	180,673,682
All Levels	367,247,364	367,247,364	367,247,364	367,247,364

Adjustments from Computed Allocations to Recommended Funding
 max increase on the rank
 max decrease on the rank
 max increase on the rank
 max decrease on the rank

Rank	AVOIDED	Requested	AVOIDED	Requested
3	150,520,717	150,520,717	150,520,717	150,520,717
4	26,241,450	26,241,450	26,241,450	26,241,450
5	9,811,515	9,811,515	9,811,515	9,811,515
6	180,673,682	180,673,682	180,673,682	180,673,682
All Levels	367,247,364	367,247,364	367,247,364	367,247,364

Rank	AVOIDED	Requested	AVOIDED	Requested
3	150,520,717	150,520,717	150,520,717	150,520,717
4	26,241,450	26,241,450	26,241,450	26,241,450
5	9,811,515	9,811,515	9,811,515	9,811,515
6	180,673,682	180,673,682	180,673,682	180,673,682
All Levels	367,247,364	367,247,364	367,247,364	367,247,364

Rank	AVOIDED	Requested	AVOIDED	Requested
3	150,520,717	150,520,717	150,520,717	150,520,717
4	26,241,450	26,241,450	26,241,450	26,241,450
5	9,811,515	9,811,515	9,811,515	9,811,515
6	180,673,682	180,673,682	180,673,682	180,673,682
All Levels	367,247,364	367,247,364	367,247,364	367,247,364

Summary by Level	Actual Operating Income '08	Proposed Funding	% AOCI	Requested Funding 2010	Rank 2010	Rank Foot	Annual Operating Income '09	Proposed Allocation	Percent of Funding	% AOCI % Fundo
Level 1	150,520,717	150,520,717	2.9%	150,520,717	3,000	3%	150,520,717	150,520,717	4.0%	2.9%
Level 2	26,241,450	26,241,450	0.0%	26,241,450	200	0%	26,241,450	26,241,450	0.0%	0.0%
Level 3	9,811,515	9,811,515	0.0%	9,811,515	100	0%	9,811,515	9,811,515	0.0%	0.0%
All Levels	186,573,682	186,573,682	3.0%	186,573,682	3,300	3%	186,573,682	186,573,682	5.0%	3.0%

Total Recommended Funding **3,816,252**

FY11 Organizational Support Program Totals and 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	Organization	Rank 2010	Equip Rank	Annual Operating Income 00	FY2010 Funding	% AOI	Requested Funding 2011	Rank 2011	Rank Factor	Annual Operating Income 09	Computed Allocation	Recommended Funding	% AOI
1	Old Globe Theatre	4.00	100%	23,511,823	436,351	1.8%	1,148,108	4.00	100%	19,058,518	387,455	387,455	2.0%
2	SD Opera	4.00	100%	17,803,749	416,106	2.3%	528,438	3.67	94%	16,880,700	354,622	354,622	2.1%
3	SD Symphony	4.00	100%	15,573,663	406,163	2.6%	602,496	4.00	100%	16,128,103	374,415	374,415	2.3%
4	La Jolla Playhouse	3.67	94%	14,902,942	376,700	2.5%	536,640	4.00	100%	16,020,890	364,704	364,704	2.4%
5	SD Society of Natural History	4.00	100%	2,884,102	432,316	15.0%	678,680	4.00	100%	12,230,796	340,087	340,087	2.8%
6	Museum of Contemporary Art	4.00	100%	12,360,024	374,101	3.0%	670,000	4.00	100%	12,132,406	300,301	300,301	2.7%
7	SD Maritime Museum	4.00	100%	10,900,396	363,800	3.3%	540,280	3.67	94%	9,996,100	290,000	290,000	2.7%
8	SD House and Science Foundation	3.67	94%	6,900,641	256,000	3.7%	584,714	4.00	100%	6,996,100	200,000	200,000	2.9%
9	SD Art & Science Museum	3.00	82%	4,367,621	177,280	4.0%	2,03,780	3.33	80%	6,000,271	228,000	228,000	3.2%
10	SD Maritime Museum	4.00	100%	5,890,757	171,498	2.9%	481,628	3.67	94%	5,101,410	153,528	153,528	2.6%
11	Maritime Museum of San Diego	4.00	100%	5,811,074	261,113	4.5%	473,670	3.67	94%	5,327,484	153,543	153,543	2.6%
12	Mingqi International Museum	3.67	94%	3,102,205	131,000	4.2%	441,577	3.67	94%	3,258,306	181,114	181,114	5.9%
13	San Diego Museum of Art	4.00	100%	1,112,888	141,251	12.7%	194,211	4.00	100%	4,598,116	124,810	124,810	2.7%
14	SD Palomar Theatre	3.67	94%	3,101,425	152,118	4.9%	277,672	3.33	88%	2,817,351	123,851	123,851	4.3%
15	SD Museum of Man	3.67	94%	2,807,690	138,363	4.9%	304,067	FO		2,644,261	100,000	100,000	3.6%
16	Lyric Opera San Diego	3.33	88%	1,982,617	111,634	5.6%	232,349	3.33	88%	2,020,377	100,610	100,610	5.1%
17	Museum of Photographic Arts	3.67	94%	1,450,861	112,380	7.8%	240,281	3.67	94%	2,010,206	100,440	100,440	6.9%
17	Total for Level I										161,109,719	4,488,141	2.8%
17	Total for Level I										148,317,206	4,140,769	2.8%

FY11 Organizational Support Program Level II Recommendations

City of San Diego Commission for Arts and Culture Organizational Support Program FY11 Recommended Funding for Ranks of 3 and Above

Level II	Organization	Rank 2010	Equity Rank Factor	Annual Operating Income 00	FY2010 Funding	% AOCI	Requested Funding FY11	Rank 2011	Rank Factor	Annual Operating Income #2	Computed Allocation	Recommended Funding	% AOCI
1	SD Center for Jewish Culture	3.67	0.4%	1,126,067	97,672	6.2%	208,660	3.67	0.4%	1,814,438	101,200	54,705	6.9%
2	Opera Theater	4.00	100%	124,420	28,292	0.2%	102,260	4.00	100%	1,510,300	94,705	54,705	0.2%
3	Modern Museum	3.67	94%	1,355,440	52,152	0.2%	78,651	3.67	94%	1,453,210	67,736	27,156	0.2%
4	California Ballet	3.33	91%	1,270,057	65,200	0.2%	62,321	3.33	91%	1,402,269	61,341	21,941	0.2%
5	Autonomous Music & Arts Library	3.67	91%	1,344,950	97,007	0.2%	134,262	3.67	91%	1,456,251	86,218	36,818	0.2%
6	SD Junior Theater	3.67	94%	1,407,470	90,741	0.6%	160,997	3.67	94%	1,870,070	78,607	78,607	6.1%
7	SD Chamber Orchestra	3.33	88%	1,102,057	72,328	0.6%	160,220	4.00	100%	1,166,511	77,368	77,368	6.7%
8	State Bar of California Organization	3.33	90%	103,500	25,000	7.4%	118,324	3.33	90%	800,240	21,200	21,200	0.4%
9	Japanese Performing Center	5.55	80%	646,537	59,145	7.1%	112,180	5.55	80%	713,013	50,001	50,001	6.5%
10	SD Historical Society	5.55	80%	1,041,610	136,470	4.1%	104,000	5.00	80%	1,507,079	65,000	65,000	6.1%
11	SD Youth Symphony	3.67	94%	765,810	58,547	7.8%	108,032	4.00	100%	745,248	55,300	55,300	7.4%
12	City Coller	3.33	90%	678,092	49,900	7.2%	100,770	3.33	90%	694,710	46,104	46,104	6.0%
13	SD Model Railroad Museum	3.33	90%	553,102	44,969	7.0%	57,044	3.33	90%	609,209	44,701	44,701	6.7%
14	SD Educational Museum	3.33	80%	737,436	53,152	7.4%	98,702	3.33	80%	664,502	64,541	64,541	8.7%
15	Opera Arts Center	3.67	91%	927,737	52,969	7.9%	97,651	4.00	100%	939,013	99,021	99,021	7.7%
16	Malibu Park Center and Co	3.33	88%	176,502	55,311	7.1%	95,000	3.33	88%	630,207	73,212	73,212	6.8%
17	Young Audubon of San Diego	3.67	94%	635,457	60,671	8.0%	26,104	3.67	94%	634,208	45,862	45,862	7.0%
18	SD Art Institute	3.33	90%	754,104	62,450	7.2%	68,229	3.33	90%	607,742	30,207	30,207	7.0%
19	DeSoto Art Institute	3.67	94%	559,561	45,137	6.3%	36,171	3.67	94%	561,563	49,362	49,362	7.4%
20	Corona Center Historic Film	7.55	60%	451,114	41,114	11.1%	41,366	5.00	60%	477,440	38,255	38,255	4.2%
21	SD Hooper	4.67	94%	471,244	37,764	6.1%	64,648	5.00	94%	419,246	37,376	37,376	7.0%
22	San Marcos District	3.67	94%	460,021	30,092	6.8%	67,480	3.67	94%	305,543	31,513	31,513	8.0%
23	La Jolla Symphony & Chorus	3.33	90%	302,710	25,024	0.4%	01,132	3.33	90%	371,302	20,300	20,300	7.0%
24	Corona Dance Theatre	3.33	90%	455,030	30,154	0.2%	01,324	3.67	94%	301,300	29,345	29,345	0.1%
25	Becker Cultural Center	3.33	80%	242,621	24,262	9.2%	53,630	3.33	80%	316,697	24,699	24,699	7.0%
26	SD Anthropology Center	4.00	100%	165,161	10,052	0.1%	63,043	3.67	94%	314,135	26,167	26,167	6.3%
27	SD Dance Theater	3.67	94%	302,140	27,971	9.2%	53,342	3.67	94%	313,779	26,113	26,113	8.3%
27	Totals for Level II	60.21	0.21	20,256,735	1,571,740	0.7%	2,944,960			21,220,310	1,901,797	1,500,171	6.0%

FY11 Organizational Support Program Level III Recommendations

FY11 Recommendations Funding for Ranks of 3 and Above

Organizational Support Program

City of San Diego Commission for Arts and Culture

Level III	Organization	Rank 2010	Salary Foot	Annual Operating Income 08	FY2010 Funding	% Adj	Request Funding FY11	Rank 2011	Rank Foot	Annual Operating Income 08	Computed Allocation	Recommended Funding	% 08
1	Chula Vista Arts	3.67	54%	367,024	33,748	9.2%	53,371	3.67	54%	367,024	24,776	24,118	6.6%
2	Project World Beat Center	2.67	54%	182,700	10,060	10.0%	49,636	3.33	88%	175,199	21,003	21,003	9.0%
3	AUS-LAOS	4.55	88%	262,456	25,529	9.7%	41,428	5.22	88%	262,456	21,615	21,615	8.0%
4	200 Cultural Arts Center	3.07	54%	242,815	20,002	8.0%	47,425	3.07	54%	223,770	22,528	22,528	10.0%
5	CC Ohio Youth Ballet	2.67	88%	124,173	10,000	8.0%	46,516	3.33	88%	152,868	20,502	14,366	9.7%
6	United Women's Center	4.61	88%	278,714	29,000	10.4%	45,711	5.61	88%	284,811	21,775	21,775	7.8%
7	San Diego Asian Arts Society	3.33	50%	266,774	16,458	6.2%	46,000	3.07	54%	224,470	15,000	15,000	5.7%
8	Patricia Pison Donor Collective	2.33	88%	347,874	20,004	5.8%	41,000	3.33	88%	291,663	15,376	16,376	5.3%
9	La Jolla Historical Society	3.33	88%	354,134	16,770	4.7%	41,000	3.33	88%	217,269	15,122	9,201	4.2%
10	Form Street Community Arts	2.33	88%	175,211	16,770	9.6%	37,666	3.33	88%	135,834	15,570	16,570	9.6%
11	San Diego Performing Arts	4.00	100%	311,758	14,852	10.5%	35,000	4.00	100%	276,758	14,750	14,750	5.0%
12	Modern Performing Arts	4.00	100%	200,000	21,852	10.9%	35,000	4.00	100%	165,000	10,000	10,000	9.9%
13	San Diego Cultural Center	2.67	54%	282,080	26,316	9.4%	32,662	3.67	54%	193,410	16,250	16,250	7.4%
14	San Diego Cultural Center	2.67	54%	144,811	14,270	10.0%	31,568	3.67	54%	113,240	14,857	14,857	10.0%
15	Center for World Music	3.33	50%	152,317	18,852	10.0%	30,852	3.33	50%	121,465	17,300	17,300	10.0%
16	CC Chicoreo Historical Society	2.67	54%	147,028	16,454	10.0%	29,383	3.67	54%	117,645	13,589	13,589	9.6%
17	United City of San Diego Gaymen's Union	4.55	88%	311,476	15,876	5.0%	27,851	5.22	88%	183,625	12,555	12,555	6.0%
18	Westwood Center	3.33	50%	300,332	15,307	5.0%	24,500	3.33	50%	175,832	10,750	10,750	6.0%
19	CC Young Artists Symphony	2.33	88%	102,041	10,251	10.0%	20,782	3.33	88%	113,186	10,518	10,518	9.3%
20	CC Young Artists Music Institute	2.33	88%	112,000	11,000	9.8%	21,000	3.33	88%	134,000	10,000	5,130	3.7%
21	CC Young Artists Music Institute	2.67	50%	125,337	14,435	10.0%	19,760	3.00	85%	105,577	7,788	6,436	6.0%
22	San Diego Music Institute	4.55	88%	262,000	26,200	10.0%	19,000	5.22	88%	243,000	9,000	9,000	3.4%
23	CC Music Center	3.33	88%	111,000	9,475	10.0%	18,316	3.33	88%	92,684	6,000	6,000	6.5%
24	Conto Culture de la Raza	3.33	50%	132,000	7,111	5.3%	18,411	3.33	50%	113,589	6,350	6,350	5.6%
25	San Diego World Music	3.33	50%	71,444	16,000	22.5%	16,000	3.33	50%	55,444	7,000	4,701	8.5%
26	Women's Library Institute	3.33	50%	62,748	7,111	11.3%	16,000	3.33	50%	46,748	6,000	6,000	12.8%
27	Campana	2.67	88%	62,251	8,161	11.0%	16,540	3.33	88%	45,711	7,157	7,356	13.2%
28	Common Ground Theater	3.33	50%	71,426	8,000	10.0%	15,000	3.33	50%	56,426	5,000	5,000	7.0%
29	CC Cultural Center	3.33	50%	67,043	6,243	9.3%	16,150	3.00	82%	50,893	5,444	6,444	9.7%
30	CC Cultural Center	2.67	54%	84,515	9,466	11.1%	14,051	3.67	54%	69,464	6,004	6,004	7.0%
31	CC Cultural Center	2.67	54%	22,500	1,150	5.1%	11,000	3.33	88%	11,500	5,000	5,000	43.0%
32	Chicoreo Theater Group	2.33	88%	5,000	2,000	40.0%	2,000	3.33	88%	3,000	1,500	1,500	50.0%
33	Totals for Level III	3.15	67.0%	3,962,219	418,218	10.6%	301,900	3.33	88%	4,762,207	421,262	360,630	7.6%

TOTAL RECOMMENDATION: 10,500,400

Attachment 4

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

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 accomplish one or more of the CCSD outcomes which include increasing participation in quality arts and culture especially among groups of people who have not traditionally been able to access arts and culture; making quality arts and culture activities more available and accessible in City of San Diego neighborhoods; increasing opportunities for diverse populations to share their heritages and cultures; contributing to the strengthening of communities by promoting neighborhood pride and/or facilitating cooperation among individuals, groups and businesses; providing opportunities to increase hotel tax revenue, i.e. the City's Transient Occupancy Tax (TOT), reinvest in communities and otherwise advance San Diego's economy; and providing opportunities to improve San Diego's reputation as a desirable place to live, visit and do business.

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.

A panel was convened on February 10, 2010 to review and rank applications. Panelists consisted of four members of the Commission as well as five 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 applicants request, the applicant may be awarded:

Rank	Percentage Equivalent
4	100%
4-	94%
3+	88%
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 the available 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

Organizations that did not re-apply

- Access
- Aguinaldo Foundation
- Centre City Development Corporation
- Moxie Theatre
- Musicians for Education
- New Americans Museum
- San Diego Women Film Foundation
- San Diego Youth & Community Services
- Sherman Heights Community Center
- Southern Sudanese Community Center of San Diego

New organizations or organizations that did not apply in FY10

- Children Having Children / Fiscal Agent for Teye Sa Thiosanne African Drum and Dance Company
- Historic Old Town Community Foundation
- Italian American Arts and Culture Association
- Mira Mesa Theatre Guild
- NTC Foundation
- San Diego Music Foundation
- Triple Threat Ballers

Frequently Asked Questions

1. How do I know what the Recommended Funding is for a particular organization?
 - Organizations are listed by FY11 total project expenses in descending order.
 - 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 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 adjustments for 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 OCSD Total Project Expenses	FY11 Rank	FY11 Amount Requested	Recommended Funding
San Diego Asian Film Foundation	4	\$ 29,681	\$ 403,500	4	\$ 100,875	\$ 20,537
Bon Temps Social Club of San Diego	4	\$ 29,681	\$ 370,000	3.67	\$ 94,000	\$ 20,537
San Diego Armed Services YMCA	3.67	\$ 28,500	\$ 240,000	3.67	\$ 60,000	\$ 20,537
Christian Community Theatre	3.33	\$ 17,319	\$ 202,900	1.67	\$ 50,725	\$ -
Al C Cleveland 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	\$ 191,955	3.67	\$ 47,999	\$ 20,537
Torrey Pines Kiwanis Foundation	3.67	\$ 6,529	\$ 172,310	1.67	\$ 15,000	\$ -
Adams Avenue Rhythmic Association	4	\$ 19,681	\$ 147,800	3.67	\$ 42,500	\$ 18,548
San Diego Performing Arts League	3.33	\$ 28,926	\$ 141,310	2.33	\$ 30,378	\$ -
Little Italy Association	4	\$ 21,577	\$ 140,000	4	\$ 35,000	\$ 18,787
San Diego Earth Day	4	\$ 24,639	\$ 137,400	3.67	\$ 34,350	\$ 17,331
Historic Old Town			\$ 133,200	3	\$ 45,000	\$ 14,657
San Diego Audubon Society	3	\$ 22,484	\$ 130,000	3.33	\$ 32,500	\$ 15,351
Salvation Army	3.67	\$ 22,188	\$ 127,202	3.67	\$ 30,381	\$ 15,793
Balboa Park Cultural Partnership	3.67	\$ 23,287	\$ 115,625	2	\$ 28,125	\$ -
Judicial Overcoming Boundaries	3.33	\$ 16,300	\$ 112,000	3.33	\$ 35,000	\$ 13,226
Sanctor Center	3.33	\$ 17,319	\$ 110,850	4	\$ 27,713	\$ 14,875
Ocean Beach Merchants Association	4	\$ 22,125	\$ 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
Hilical Judicial Improvement	3.33	\$ 8,150	\$ 84,500	3.67	\$ 28,000	\$ 10,659
Kalunguan Community Services	3.67	\$ 7,926	\$ 80,000	3.33	\$ 20,000	\$ 9,447
Pacific Southwest Wildlife Arts	3.33	\$ 7,926	\$ 79,800	3.33	\$ 24,000	\$ 8,833
College Area Economic Development	3.33	\$ 6,622	\$ 61,800	3.33	\$ 15,750	\$ 7,298
San Diego City College Foundation	4	\$ 8,104	\$ 60,000	4	\$ 15,000	\$ 8,051

FY11 Creative Communities San Diego Recommendations, page 2

Organization	FY10 Commission Funding	FY11 Rank	FY11 Commission Funding	FY11 CCSO Initial Project Expenses	FY11 Rank	FY11 Amount Requested	Recommended Funding
Point Loma Association	\$ 6,000	3.67	\$ 6,000	\$ 14,000	3.67	\$ 14,000	\$ 7,177
San Diego Chinese Center	\$ 6,000	3.33	\$ 6,000	\$ 14,000	3.33	\$ 14,000	\$ 6,377
Italian American Arts and Culture	\$ 6,640	4	\$ 6,640	\$ 40,550	4	\$ 12,308	\$ 6,640
Undivided Multi-Cultural Fair and Parade	\$ 6,161	3.67	\$ 6,161	\$ 40,200	3.67	\$ 12,250	\$ 6,161
North Park Organization of Businesses	\$ 5,004	3.67	\$ 5,004	\$ 48,200	3.67	\$ 12,200	\$ 6,060
Triola Tread Ballers	\$ 3,709	3.33	\$ 3,709	\$ 30,650	3.33	\$ 5,000	\$ -
Rancho de los Penquitos Town Council	\$ 2,926	3	\$ 2,926	\$ 30,700	3	\$ 5,175	\$ 4,088
Mir-Way Ball D.	\$ 4,257	3	\$ 4,257	\$ 30,890	3.33	\$ 5,068	\$ 4,257
CHR / FS for Teye Sa Thissane	\$ -	3	\$ -	\$ 30,000	2.67	\$ 10,000	\$ -
Aden Story Theater	\$ 4,075	3.33	\$ 4,075	\$ 30,000	3.33	\$ 10,000	\$ 4,724
CCOBC / FS for SF African Horn Strings	\$ 4,075	3.33	\$ 4,075	\$ 30,000	3.33	\$ 10,000	\$ 4,724
Los Bilingual Writers	\$ 3,757	3	\$ 3,757	\$ 30,000	3.67	\$ 10,000	\$ 3,046
Interculturalize	\$ 4,075	3.33	\$ 4,075	\$ 30,000	3.67	\$ 10,000	\$ 3,046
NIC Foundation	\$ 3,224	3	\$ 3,224	\$ 29,200	4	\$ 9,000	\$ 3,224
Villa Musica	\$ 4,088	3	\$ 4,088	\$ 27,894	3	\$ 9,250	\$ 4,088
San Diego Shakespeare Society	\$ 4,575	3.67	\$ 4,575	\$ 27,200	3.67	\$ 9,067	\$ 4,575
Mira Mesa Theatre Guild	\$ -	3.67	\$ -	\$ 25,255	2.67	\$ 10,000	\$ -
Cabrillo Festival (7th annual)	\$ 2,523	3.67	\$ 3,017	\$ 15,000	3.67	\$ 5,000	\$ 2,523
Frederico Community Council	\$ 3,050	4	\$ 1,005	\$ 17,320	4	\$ 5,767	\$ 3,050
Kiwanis Club of Terrasanta	\$ 2,320	3.67	\$ 2,320	\$ 15,100	3.33	\$ 5,060	\$ 2,320
San Diego Music Foundation	\$ -	2.33	\$ -	\$ 10,000	2.33	\$ 20,000	\$ -
Total	\$ 397,756		\$ 4,048,613	\$ 1,2714,711		\$ 3,085,418	

FY11 Creative Communities San Diego Recommendations, page 3

Amount Available FY10				\$	425,118
Amount Available FY11				\$	383,418
Adjust to Available Funds					54%
# of Organizations that Applied	47				
# Recommended for Funding	38				