



CIVIC ARTS COMMISSION REGULAR MEETING AGENDA

Monday, March 3, 2025
7:00 PM

City Council Chamber
200 Old Bernal Avenue
Pleasanton, CA 94566

The meeting will be held in-person and will be streamed at <https://www.youtube.com/user/TheCityofPleasanton>.

Public participation: It is requested that members of the public wishing to address the Commission submit a speaker card. When public comment is opened on an agenda item, individuals may speak once per agenda item.

In Person:

- Submit a physical speaker card at the meeting. When your name is called, please provide comment at the podium.
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CALL TO ORDER

- Pledge of Allegiance
- Roll Call

AGENDA AMENDMENTS

CONSENT CALENDAR

Items listed on the consent calendar are considered routine in nature and may be enacted by one motion. If discussion is required, that particular item will be removed from the consent calendar and will be considered separately.

1. Approve the regular meeting minutes of January 6, 2025

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment regarding items not listed on the agenda – Speakers are limited to 3 minutes.

MATTERS FOR THE COMMISSION'S REVIEW/ACTION/INFORMATION

4. Recommend City Council Introduce an Ordinance Adding a New Chapter 13.20 to Title 13 of the Pleasanton Municipal Code Establishing a Public Art Contribution Requirement for Development and Adopt a Resolution Amending the City's Master Fee Schedule to Add a Public Art Contribution In-lieu Fee

5. Review Fiscal Year 2024/25 Civic Arts Community Grant Midterm Reports
6. Receive Status Report Update for March and April 2025

COMMISSION REPORTS

7. Teen Poet Laureate Subcommittee Report
8. Ad Hoc Public Art Plaque Subcommittee Report
9. Other brief reports on any meetings, conferences, and/or seminars attended by the commission members

MATTERS INITIATED

FUTURE AGENDA ITEMS

- *Public Art Map*

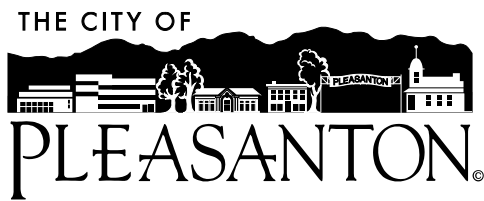
ADJOURNMENT

Notice

Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet will be available for public inspection at the Library and Recreation department located at 400 Old Bernal Ave., Pleasanton, CA 94566.

Accessible Public Meetings

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To make a request for a disability-related modification or accommodation (e.g., an assistive listening device), please contact the Library and Recreation department located at 400 Old Bernal Ave., or (925) 931-5340 at the earliest possible time. If you need sign language assistance, please provide at least two working days' notice prior to the meeting date.



Civic Arts Commission Meeting Minutes

January 6, 2025 – 7:00 p.m.

CALL TO ORDER

Chair Coleman-Knight called to order the regular meeting of the Civic Arts Commission at 7:00 p.m. from the City Council Chamber – 200 Old Bernal Ave.

Commissioner Song led the Pledge of Allegiance.

Roll Call

Present: Commissioners Fry, Giancola, Lam, Simmons, Song, Yee, and Chair Coleman-Knight
Absent: Commissioner Baiocchi

AGENDA AMENDMENTS

None

MINUTES

1. Approve regular meeting minutes of November 4, 2024

Request from Chair Coleman-Knight on Item 5: Add details of the funding criteria that the commission approved. For Item 6: Request to add the schedule that was approved in the minutes.

MOTION: It was m/s by Simmons/Yee to approve the regular meeting minutes of November 4, 2024. The motion was passed by the following vote:

Ayes: Commissioners Fry, Giancola, Lam, Simmons, Yee and Chair Coleman-Knight
Noes: None
Abstain: Song
Absent: Commissioner Baiocchi

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations

None

3. Public Comment from the audience regarding items not listed on the agenda.

None

MATTERS FOR THE COMMISSION'S REVIEW / ACTION / INFORMATION

4. Select Commission Chairperson for 2025

MOTION: It was m/s by Giancola/ Coleman-Knight to select Commissioner Song as Chairperson for 2025. The motion was passed by the following vote:

Ayes: Commissioners Fry, Giancola, Lam, Simmons, Song, Yee and Chair Coleman-Knight

Noes: None

Absent: Commissioner Baiocchi

5. Receive Civic Arts Project Status Report

Rachel Prater, Recreation Manager, presented and answered questions from commissioners.

COMMISSION REPORTS

6. Ad Hoc Teen Poet Laureate subcommittee report

Commissioner Yee provided a report. Commissioner Giancola, Simmons, and Song, asked questions. Commissioner Yee and Recreation Manager Prater answered questions.

7. PASS subcommittee report

Commissioner Fry and Recreation Manager Prater provided a report and answered questions from the commission. Chair Coleman-Knight provided comments. Commission Yee and Giancola asked questions.

8. Ad Hoc Public Art Plaque Replacement subcommittee report

Commissioner Lam provided a report. Chair Coleman-Knight provided comments. Commissioner Song, Giancola, and Yee asked questions.

9. Other brief reports on any meetings, conferences, and/or seminars attended by the commission members.

Commissioners Fry, Giancola, and Song provided reports.

MATTERS INITIATED

FUTURE AGENDA ITEMS

- Percent for Art
- Receive Updates on Public Art Map

ADJOURNMENT

Chair Coleman-Knight adjourned the meeting at 7:46 pm.

NEXT MEETING

March 3, 2025, 7:00 p.m.

March 3, 2025
Library and Recreation

TITLE: RECOMMEND CITY COUNCIL INTRODUCE AN ORDINANCE ADDING A NEW CHAPTER 13.20 TO TITLE 13 OF THE PLEASANTON MUNICIPAL CODE ESTABLISHING A PUBLIC ART CONTRIBUTION REQUIREMENT FOR DEVELOPMENT AND ADOPT A RESOLUTION AMENDING THE CITY'S MASTER FEE SCHEDULE TO ADD A PUBLIC ART CONTRIBUTION IN-LIEU FEE

SUMMARY

The City of Pleasanton recognizes the important role of public art in fostering civic pride and encouraging a sense of place. In August 2024, the City Council affirmed its interest in establishing a public art contribution and alternative in-lieu fee to provide a sustainable source of funds to acquire and maintain public art, and encourage provision of public art in new private development projects. Unique or significant public art pieces can become landmarks people associate with a community. With the support of generous benefactors, the City's public art collection has expanded over many years. Notably, these donations are specifically allocated for the purchase of art and do not cover installation or maintenance of the artwork. By implementing a public art contribution with an in-lieu fee alternative, the City could bolster its public art collection by creating a continuous source of new art and an alternative funding source for installing and maintaining public art, alongside the existing donor-advised funds, which are projected to grow over time. Staff recommends the City Council adopt a resolution introducing an ordinance adding a new chapter 13.20 to the Pleasanton Municipal Code (PMC) and establishing a public art contribution with an in-lieu fee alternative.

RECOMMENDATION

Recommend City Council introduce an ordinance adding a new chapter 13.20 to Title 13 of the PMC establishing a public art contribution requirement for development and adopt a resolution amending the Master Fee Schedule to add a public art contribution in-lieu fee.

BACKGROUND

PMC Chapter 13.16 describes the purpose of Art in Public Places "to promote the acquisition, construction, and installment of works of public art in Pleasanton that will foster creativity, engender civic pride, encourage a sense of community, and enrich the lives of our citizens."

The City has 46 permanent public art pieces, 19 utility box paintings, and three temporary public art pieces. These works are located in City parks and facilities, as well as on public streets and sidewalks, including areas around the Firehouse Arts Center, Alviso Adobe Community Park, Pioneer Cemetery, and along Main Street. One public art piece is at Kaiser Permanente Medical Facility on Stoneridge Drive.

Historically, the City's public art has been funded by the General Fund, an Internal Service Fund, and a donor-advised fund, "Another H.A.P.P.Y." (Another Harrington Art Partnership

Piece for You), as follows:

- \$40,000 annually from the General Fund for conservation and maintenance (provided as part of the Library and Recreation Department budget)
- \$20,000 annually from an Internal Service Fund — the Public Art Acquisition and Maintenance Fund (provided as part of the Public Works Department budget) — \$10,000 for art installations, which includes lighting, concrete bases, and plaques, and \$10,000 for art acquisition
- Another H.A.P.P.Y. is a donor-advised fund established by George Gary Harrington and Nancy R. Harrington and held by the City. The Pleasanton Cultural Arts Council has been assigned the Harringtons' limited control over the fund. As of July 2024, the balance of the H.A.P.P.Y. fund was \$121,511.87. These funds can only be used for public art acquisition, not maintenance.

Two existing, though dated, City plans identify public art priorities: the 2014 Cultural Plan and the 2007 Downtown Public Art Master Plan. Of the many goals outlined in these plans, evolving the City's "public art program to better serve the needs of the entire community, match the aesthetic standard of the City, and enhance its artistic reach and scope" remains relevant today.

On [August 20, 2024](#), City Council provided direction to staff to further explore a public art contribution and alternative in-lieu fee for the City of Pleasanton.

DISCUSSION

Public art amplifies the cultural landscape of a community, offering residents and visitors access to artistic expressions that reflect local values, history, and identity and offer notable community benefits. It contributes to the visual appeal of a city, transforming ordinary spaces into visually engaging, shared spaces where people can interact. Public art can also boost local businesses by drawing tourists and encouraging people to spend more time in the area. It can serve as an educational tool, offering opportunities for learning about different artistic styles, cultural histories, and social issues. Engaging with art can positively impact mental well-being, providing inspiration, relaxation, and a sense of connection to something greater.

Based on interest from the Civic Arts Commission and the City Council, staff have researched "percent for art" programs in Dublin, Livermore, and San Ramon as a tool to fund and expand public art in Pleasanton. The information gathered is presented below, along with the staff's recommendation for adopting a similar program in Pleasanton.

While any public art contribution will ideally be structured in a manner that is financially feasible for projects to implement, per guidance from economic and financial consulting firm Economic and Planning Systems (EPS), there is no nexus study requirement for a public art contribution or related in-lieu fee, and the contribution can be adopted by ordinance, with In-Lieu fees adopted through a resolution to update the City's Master Fee Schedule.

Review of Comparison Cities

In conversations with staff from the Cities of Dublin, Livermore, and San Ramon, all three spoke positively about their programs. Though each City structures and runs its program slightly differently, common elements include the collection of an in-lieu fee for public art based on a

percentage of construction valuation; the option to provide on-site public art, subject to specified criteria, to meet the program's requirements; and exemptions for certain types of projects.

City	Dublin	Livermore	San Ramon
Fee Equivalent	• 0.5% of the construction value for non-residential buildings over 50,000 sq feet and residential of more than 20 units • 0.45% for non-residential buildings less than 50,000 sq feet.	• Not less than the program allocation amount for the acquisition and installation of public art in the private development project. The amount is determined by the Building Official.	• 0.1% of the construction valuation, as determined by the Building Official, for new residential and commercial development • 0.5% of the construction valuation, as determined by the Building Official for new residential and commercial development additions/alterations to existing residential and commercial development.
Exemptions	• Low-income housing facilities that serve non-profits • Residential projects of less than 20 units.	• Remodeling, repairing, or reconstructing structures damaged by fire, flood, etc. • Below market rate housing units.	• Residential development of less than 10 units • Additions/alternations.

Recommendations

Public art projects and programs are complex efforts that involve many stakeholders and staff to create a program that works best for the community. Developing clear expectations, ordinances, and guidelines around the scope and purpose of the program is important, as is developing guidance for program administration, criteria for what qualifies as a bona fide public art installation on private property, and allowable use/purpose of funds collected. With this in mind and based on feedback from other local jurisdictions, staff recommends:

- Adopting an ordinance adding a new chapter 13.20 to Title 13 of the PMC establishing a public art contribution requirement for development
- Updating the City's Master Fee Schedule to add a public art contribution in-lieu fee.

Development Projects Subject to Public Art Contribution:

- All new non-residential development equal to or greater than 5,000 sq. ft.
- All new residential development projects in excess of 20 residential units
- Non-residential building additions/expansions equal to or greater than 5,000 sq. ft.
- A project, other than a single-family home, involving expansion, remodeling, repair, or reconstruction of an existing structure or structures where the value of the construction would exceed \$1,000,000.

Development Projects Not Subject to Public Art Contribution:

- Single family residences
- Residential development projects consisting of 20 units or less
- Tenant improvement projects
- Non-residential building additions less than 5,000 sq. ft.
- A project involving expansion, remodeling, repair or reconstruction of an existing single-family home, or of a multifamily residential or commercial property where the value of construction would be \$1,000,000 or less.
- Housing projects consisting entirely of deed restricted affordable units
- Child Care Facilities as defined in PMC 17.38.020
- Buildings and facilities used exclusively by nonprofit agencies and institutions exempt under Section 501(c)(3) of the Internal Revenue Code of 1986 to provide social services to the general public
- Buildings and facilities used exclusively for religious purposes as defined in the California Revenue and Taxation Code Section 207
- Condominium conversion projects.

Public Art Contribution:

- *On-Site Public Art.* The developer shall acquire and install a public art project on or in the vicinity of the development site. The value of the public art project shall equal or exceed one half percent (0.5%) of the development project's permit valuation amount (exclusive of land). As these pieces will be on private property and the owner will be responsible for ongoing maintenance. Approval of art pieces will include a recommendation from the Civic Arts Commission to the final approving body.

Monetary Contribution In-Lieu of Public Art:

- *Non-Residential Buildings Equal to or More Than 50,000 Square Feet.* In-lieu of acquiring and installing a public art project, the developer of a non-residential development project of more than 50,000 square feet may make a monetary contribution to the City equal to one half percent (0.5%) of the development project's permit valuation (exclusive of land). Any developer choosing the public art in-lieu contribution shall reserve a site and provide a public art easement and an access easement for the site within the development project, if the City deems such site necessary.

- **Non-Residential Buildings Less Than 50,000 Square Feet.** In-lieu of acquiring and installing a public art project, the developer of a non-residential development project of less than 50,000 square feet may make a monetary contribution to the City equal to forty-five one-hundredths percent (0.45%) of the development project's permit valuation (exclusive of land). Any developer choosing the public art in-lieu contribution shall reserve a site and provide a public art easement and an access easement for the site within the development project, if the City deems such site necessary.
- **Residential Projects with More Than 20 Units.** In-lieu of acquiring and installing a public art project, the developer of a residential development project of more than 20 units may make a monetary contribution to the City equal to one-half percent (0.5%) of the development project's permit valuation (exclusive of land). Any developer choosing the public art in-lieu contribution shall reserve a site and provide a public art easement and an access easement for the site within the development project, if the City deems such site necessary.

**Note: The in-lieu fee shall be paid at building permit issuance, using the permit valuation number as calculated or verified by the Chief Building Official to determine costs.*

Use of Public Art Contribution In-Lieu Fee

Monies from the public art contribution in-lieu fee would fund the following portions of public art:

- Purchase
- Installation
- Maintenance
- Education/Programming
- No more than 10% for administration of the public art program

Having a broad range of uses for the funding, related to public art, will complement the Another H.A.P.P.Y. fund. One of the largest challenges to using the Another H.A.P.P.Y. fund has been identifying funding sources for installation and the long-term maintenance of new art pieces.

Next Steps

- Take Civic Arts Commission recommendations to City Council for consideration and approval
- Implement a public art plan, with the assistance of the Civic Arts Commission, to guide the expansion and management of public art throughout the City
- Update PMC 13.16 to clarify the public art process and responsibilities.

EQUITY AND SUSTAINABILITY

Not applicable, as this item is an administrative matter of City business.

OUTREACH

On August 21, 2023, The Civic Arts Commission held a special meeting to approve a letter requesting the City Council adopt a public art contribution program. A Special Workshop of the City Council was held on August 20, 2024.

STRATEGIC PLAN ALIGNMENT

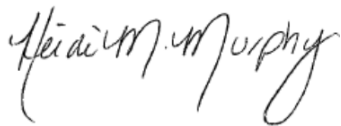
The proposed amendments to the PMC and the updates to the City's Master Fee Schedule advance the ONE Pleasanton Goals:

- Goal A: Funding our Future to support financial health and sound fiscal policies through long-term planning, cost recovery, and cost containment
- Goal C: Investing in Our Environment – Strategy 7 to continue to invest in parks, bicycle and pedestrian infrastructure, and public art to improve traffic safety, promote climate resilience, and increase access to cultural and recreational opportunities.

FINANCIAL STATEMENT

The financial impact will depend upon the level of development within the City and the number of developments that opt to install public art versus paying the alternative in-lieu fee. The overall impact is expected to be positive.

Prepared by:

A handwritten signature in black ink, reading "Heidi Murphy". The signature is written in a cursive, flowing style.

Heidi Murphy, Director of Library and Recreation

Attachments:

1. Public Art Contribution Presentation

Public Art Contribution/ Alternative In-Lieu Fee

Why Develop Public Art Contribution or Alternative In-Lieu Fee?

Generate funding/resources through financial and in-kind contributions to:

- Enhance the City's Public Art Program
- Protect the City's Public Art Collection
- Meet the City's vision, mission, values, and goals as outlined in the City's ONE Pleasanton strategic plan.

Current Funding

Existing Public Art Funding:

- \$40,000 General Fund – Conservation & Maintenance (annual)
- \$20,000 Internal Service Fund – Installation & Acquisition (annual)
- \$120,000 Donor Advised Fund - Acquisition

Current Public Art Collection

- 46 Permanent Pieces
- 19 Painted Utility Boxes
- 3 Temporary Art Pieces

Public Art Contribution/ Alternative In-Lieu Fee Key Factors

- Based upon a percentage of construction or permit valuation
- Onsite Public Art Contribution (Subject to Specific Criteria)
- Option to provide in-lieu fee
- Exemptions for Certain Types of Projects

Development Projects Subject to Public Art Contribution:

- New non-residential >5,000 sq. ft.
- New residential developments >20 units
- Non-residential additions/expansions >5,000 sq. ft.
- Expansion/Addition/Repair/Remodel/Reconstruction >\$1,000,000

Public Art Contribution Exceptions:

- Single Family Residences
- Residential Developments <20 Units
- Tenant Improvement Projects
- Non-residential Building Additions <5,000 sq. ft.
- Existing SFH or MFR or commercial renovation <\$1,000,000
- Affordable Housing Sites
- Childcare Facilities
- Non-profit Facilities
- Religious Facilities
- Condominium Conversions

Public Art Contribution

- Acquire and Install on or in Vicinity of Development Site
- Shall Equal or Exceed 0.5% of Permit Value

In-Lieu Monetary Contribution

- Non-residential >50,000 sq. ft. = 0.5% of Permit Valuation
- Non-residential <50,000 sq. ft. = 0.45% of Permit Valuation
- Residential Projects >20 Units = 0.5% of Permit Valuation

Use of In-Lieu Contribution

- Purchase
- Installation
- Maintenance
- Education/Programming
- Not to Exceed 10% for Administration of Public Art Program

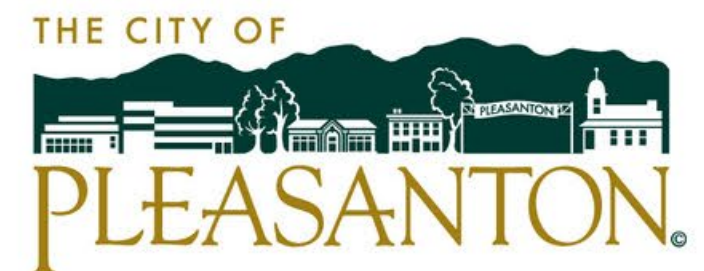
Next Steps

- Seek City Council Approval
- Develop a Public Art Plan
- Update Pleasanton Municipal Code to Clarify Public Art Process

Questions, Comments & Feedback

Recommendation:

Recommend City Council introduce an ordinance adding a new chapter 13.20 to Title 13 of the PMC establishing a public art contribution requirement for development and adopt a resolution amending the Master Fee Schedule to add a public art contribution in-lieu fee.



March 3, 2025
Library and Recreation

TITLE: REVIEW FISCAL YEAR 2024/25 CIVIC ARTS COMMUNITY GRANT MIDTERM REPORTS

SUMMARY

As required by the Community Grant Program compliance protocols, each agency must meet certain requirements including submitting a midterm report and final report for each funded project. The midterm reports were to be completed in Zoomgrants by November 15, 2024.

In the Civic Arts category, eight agencies received funding for eleven different projects. The midterm report serves as an update to Commissioners on the status of the eleven projects.

RECOMMENDATION

Review Fiscal Year 2024/25 Civic Arts Community Grant Midterm Reports.

BACKGROUND

In May 2024, the City Council approved the Civic Arts Commission's funding recommendations for the Fiscal Year (FY) 2024/25 Community Grant program. Eight agencies received funding for eleven projects for a total of \$40,000.

Community Grant Program award recipients were required to submit a midterm report for each funded project by November 15, 2024.

DISCUSSION

The Civic Arts Commission's Grant Summary Report provides details on expenditures by the agency and remaining funds for the FY 2024/25 grant cycle. Also noted in the report is the date midterm reports were submitted. The midterm report serves as a mechanism for the agencies to provide a brief update on their projects including the status of their goals, potential challenges, number of clients served, and amount of funding expended to date.

Attached for the commission's review are the Civic Arts Grant Midterm Summary Report (Attachment 1) and the detailed agency midterm reports as submitted in ZoomGrants (Attachment 2).

EQUITY AND SUSTAINABILITY

Not applicable, as this item is an administrative matter of City business.

OUTREACH

Staff sent an email communication to all agencies as a reminder of the midterm report requirement.

STRATEGIC PLAN ALIGNMENT

This action advances the following Citywide goals and strategies:

ONE Pleasanton Citywide Strategic Plan

- Building a Community Where Everyone Belongs, Strategy 1 – Apply strategies from the City’s Diversity, Equity, and Inclusion (DEI) Action Plan to increase equitable access to City programs and services for the community
- Building a Community Where Everyone Belongs, Strategy 3 – Implement high-priority items from the Library and Recreation Strategic Plan to continue to deliver activities and programs that meet the needs and interests of the community.
 1. Library and Recreation Strategic Plan (Attachment 4)
- Goal A: Programs, Plans and Services – Deliver exceptional programs and services that meet the needs and interests of the community.

FINANCIAL STATEMENT

The Civic Arts Commission recommended grant funding to eight agencies in the amount of \$40,000. To date, \$1,731.54 has been expended.

Prepared by:



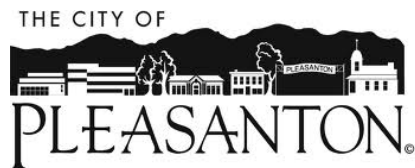
Rachel Prater, Recreation Manager

Attachments:

1. Community Grant Midterm Summary Report
2. Community Grant Midterm Reports from ZoomGrants

Community Grant Midterm Summary Report Civic Arts FY 2024/25

AGENCY	PROJECT	AMOUNT OF GRANT	INVOICES AMOUNT	BALANCE	MIDTERM REPORT
	GRANT TOTALS	\$40,000.00	\$1,731.54	\$38,268.46	Due 11/15/2024
Alliance for Visual Arts	Open Studios TVAST	\$3,800.00			1/26/2025
Amador Livermore Valley Historical Society (Museum on Main)	An Afternoon or Evening with....Series	\$7,500.00			1/27/2025
Cheza Nami Foundation	Black Excellence Project	\$4,000.00			2/3/2025
East Bay Musical Society	EBMS - 2024/2025 Season	\$2,700.00			1/23/2025
Livermore Valley Performing Arts Center	East Bay Jazz Community Concert	\$3,000.00			1/23/2025
Pacific Chamber Orchestra	Clinics for middle and high school string students	\$2,000.00			1/5/2025
Pacific Chamber Orchestra	Discovery Music Elementary In-School Assembly Program	\$4,000.00			1/5/2025
Pacific Chamber Orchestra	Pacific Chamber School Day Orchestra Matinee Concert	\$4,000.00			1/5/2025
Pleasanton Community Concert Band	Music Library Storage	\$3,000.00			1/5/2025
Pleasanton Cultural Arts Council	City Stories	\$3,000.00	\$1,731.54		1/23/2025
Pleasanton Cultural Arts Council	Newsletter Creation and Associated Outreach	\$3,000.00			12/26/2024



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Alliance for the Visual Arts Open Studios TVAST

Requested Amount

\$ 5,000.00

Official Amount

\$ 3,800.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

The fourth annual Tri-Valley Artist Studio Tour (TVAST) is a showcase for the Tri-Valley's creativity, and a key platform for 100+ visual artists to learn how to exhibit well, interact with the public, develop a following, and make sales, all of which are important for increased professionalism and growth. For the anticipated 3,000+ Pleasanton residents attending this free event, it provides access to visual arts in the artists' studios over one weekend in May, inspiring attendees to create their own art, offering art demonstrations, making direct connections with local artists, and giving art purchase opportunities. In addition to providing locations to drive to studios, TVAST will again produce a bike tour option encouraging bike enthusiasts and families to participate.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

There are limited visual arts exhibition venues in the Tri Valley, especially ones that allow artists and the community to interact. This lack holds artists back and prevents audiences of all ages and types from experiencing art, which is detrimental to community cultural health.

The East Bay Open Studios event has succeeded in the bayside communities for 40 years, but does not serve Tri-Valley artists well due to the challenges of geography. Plus, the growth of the Tri-Valley visual artist population makes a Tri-Valley-based event preferable. The U.S. Bureau of Labor Statistics indicates there were 2.6 million artists in the workforce in 2020, or 1.6% of all workers. Of 76,000 Pleasanton residents, 1.6% means there are 1,000 - 1,200 artists among them. TVAST reaches out to artists, giving them the opportunity to exhibit their work and interact with attendees. The 2023 event included 65 artists, and 2024 (with registration currently happening) is growing substantially. Conservatively, 2025 will include at least 100 artists.

Most residents are unaware of the tremendous amount of creative artwork and art opportunities available to them. TVAST builds awareness of art, artists and artistic experiences. The 2023, grant from Pleasanton Civic Arts Commission helped increase the event's reach; we seek to build momentum each year in order to provide the Pleasanton community and its artists the valuable arts experiences they seek and deserve.

TVAST relates to many aspects of the cultural plan; specifically we provide enhanced arts and cultural programming to residents and expanded arts learning opportunities for all ages. The event targets developing organizational capacity of arts organizations and artists. The event improves arts marketing and visibility, and also makes information about arts offerings more available to residents, workers and visitors. These are all part of AVA's mission as well, and drivers for this event.

Describe your agency and provide its mission or purpose statement.

Alliance for the Visual Arts (AVA) is a nonprofit organization with the mission of improving the presence of the visual arts in the region, strengthening the bonds amongst Tri-Valley visual arts organizations, and increasing the Tri-Valley community's participation and engagement in visual arts appreciation, activities, and exploration by making visual arts accessible for community members of all ages, incomes and backgrounds.

We believe, and research confirms, that creativity and community are critically important for public health. Our organization provides artists and the community the following:

We provide artists from high school and beyond with their own page on our website to showcase their work.

We create opportunities for individual, student, and emerging artists to exhibit in local businesses.

We host a visual arts calendar for group shows.

We offer information on art instruction, obtaining supplies, connecting to professional development, and accessing mentoring.

We host a list of all visual arts groups and associations.

We produce the annual Tri-Valley Artist Studio Tour (TVAST). In 2025, we will offer our fourth open studios.

Please describe how you plan to market this project.

TVAST will be widely marketed using many print, on-line, social media, and in-person strategies. These include the following:

We will use street banners, printed promotional materials (postcards, flyers, posters), direct mail to past attendees, newspaper inserts in East Bay Times, targeted emails to local residents through BANG, social media promotions, and ads in local papers and online (Pleasanton Weekly, The Independent).

We will leverage the invaluable networks of participating artists and collaborating arts organizations.

We will promote the event at local farmers markets, with artists staffing tables and interacting with community members. Several artists will paint plein air in public areas and distribute promo materials.

The calls to artist participation will be publicized in art association newsletters and appropriate event calendars.

Bike tour information and the event will be entered into event calendars throughout the East Bay. Bike shops and Cycling groups will be reached out to in order to help spread the word about "artcycling" in social media posts, newsletters and flyers.

We will distribute media releases both around the event and around the bike tour which is an innovative, green way to experience TVAST. We will seek an article in Diablo magazine and east bay newspapers about the event and the "artcycling" angle.

During the event, all studio stops will have street signs to guide attendees, maps showing all participating studios, and other pertinent informational flyers.

Explain how this project will be implemented and include a brief timeline for implementation.

Implementation of the project is the responsibility of staff members, the board of directors, and volunteers, most of whom are artists themselves. TVAST is the largest event of our organization and the project requires ongoing planning and preparation. With three years experience, the team has developed checklists and materials that are now proven. Although we work from a more detailed task spreadsheet by committee, a sample brief timeline for implementation is:

2025 TVAST Event Timeline

2024:

October - November

Revise website and artist signup documents

Locate Local Grants and submit grants

Locate Regional Grants and Other Funding Sources, make appropriate submissions

2025:

December - January

Launch Calls to Artists

Revise graphics
Media Release for Bike Tour
Look for event space as needed
Reserve banner spaces in public areas
Start coordinating school exhibits

February - March
Launch Bike Tour promo
Print promo materials
Launch Direct Mailer
Order Banners
Finalize Artists on Website
Create tour maps
Publicity - media releases

April - May
Hang banners
Book all ads
Send out print media with distribution committee
Distribute event signage

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

Dublin Art Collective
Livermore Art Association
Pleasanton Art League
Livermore Valley Arts (Bothwell Arts Center - Arts and Education)

Please choose a common indicator that your agency will use to measure participation.

- ☐ Audience (performance)
- ☐ Spectators (event)
- ☒ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We estimate that we can reach one-third of Pleasanton residents with our marketing efforts and expect at least 4,000 unduplicated residents to attend.

We anticipate having 100 artists participate overall, with at least 30 being Pleasanton residents.

For example, in the early months of 2023, we saw a marked increase in unique visitors to

our website. During the height of activity for TVAST, we saw over 15,000 unique visitors from April to May. We would expect that since Livermore and Pleasanton hosted the most artists on the tour that at minimum at least 4,000 were Pleasanton residents who have, at the least, learned about the arts around them by visiting the website.

With the increased marketing this commission has helped us with from the 2024 event and the ensuing increase in awareness of this annual event, we feel strongly that this number will continue to grow.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

TVAST seeks to make art accessible to all, with specific focus on students and emerging artists. Underserved youth who are disinterested in other activities, such as sports and clubs, often connect with art in unexpected and rewarding ways. Special attention is given to reaching these students, through the schools and appropriate agencies.

Serving Pleasanton artists is foremost in the concept of TVAST. The artists benefit from this event by showcasing their work and developing new contacts.

Most event participants are those already interested in visual arts, and many bring their families and friends, which expands the number of people engaging with visual arts. The promotion of the bike tour will expand the event's reach to community members looking for a fun experience to add to a biking excursion.

TVAST is free to everyone and a unique, fun opportunity for families, seniors, bikers, teens, college students and anyone else to see inside the private studios of working artists and have an engaging experience with artists about their artwork and creative process.

Open studios are particularly beneficial in inspiring attendees to begin to create. Art making is known to nurture creative problem solving, and augments learning that can be missed in today's STEM culture.

Open studios provides an excellent outing for youth, who may never have known a working artist and to see what that entails.

Please describe in detail what the community grant funds will be specifically used for.

The grant funds will be used to rent The Firehouse Arts Center, as it has for past TVAST events, to serve as the premier Pleasanton art site. The Firehouse is the local icon for art and culture and is essential as the anchor for the tour. This first-rate venue sets the tone for the event and brings together the cultural aspects already present in Pleasanton with the visual artists who reside here. Utilizing the Firehouse space with a high-quality exhibition enhances the event and serves the City of Pleasanton well.

Funds (\$1,000) will be used to engage the Firehouse and for spaces for artists who either do not have studios or cannot open their homes/studio to the public.

Funds (\$4,000) will be used for marketing and promotional material, as outlined above in question 4.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The event is highly cost-effective given the number of artists (100 overall, 33 Pleasanton) and Pleasanton residents (3,000) it serves. TVAST has become another touchstone of pride as one of the many positive cultural opportunities in the Pleasanton community, adding to the overall living values of the Tri-Valley.

The \$5,000 request is less than one-third of the overall project budget (\$18,000). Many of the services and needs for the event are donated, so that all funds can be used wisely. Alliance for the Visual Arts (AVA) has a very experienced board and staff which oversees all project costs. All of the grant funds will be used directly for the TVAST event.

If the grant request is not funded, we will have less ability to market TVAST and may need to adjust some of our exhibit venues. We feel the \$5,000 request is in alignment with the Pleasanton's Cultural Arts Plan and will be dollars well-spent in serving artists and residents.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

2023-24
Tri Valley Artist Studio Tour (TVAST)
\$5000 (in process)

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☒ Yes
☐ No

Please indicate your City of Pleasanton Business License No.

1021218

Please confirm that you have uploaded the following in the “Documents” tab:

- ☒ Current annual budget for the entire agency, including revenue
☒ Agency organization chart
☒ List of Board of Directors/Governing Board

- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1
Dennis Baker

Title:

Report 1
President, Alliance for the Visual Arts

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1
We are in the middle of signing up artists to participate. We have been receiving entry fees from new artists since Jan 11. Our planning committees are actively engaged in promoting the event on social media and email. Our publicity committee is actively notifying art organizations in the area and asking them to help get the word out to their membership. Our website committee is beginning to collate the website gallery and catalog information for the event. Leadership continues to meet with all committee chairs and the event planning is going very smoothly.

Describe any significant actions taken during the reporting period.

Report 1
Beginning in October and lasting through November, 2024 we searched for a new top leadership team for the event. This leadership team was cemented in late November and the broad leadership team for committee chair positions was reconfirmed about the same time. Surveys were sent out in August and October to the artists in the Tri-valley and we determined the breakdown of registration fees that would be acceptable and built our estimated overall budget on those new numbers and the estimate of artists that might be participating. In December we redesigned the JotForm registration website. In early January we opened the website to artists and began to accept entry fees and participation

information. We began a program of advertising for artists to participate and we are pushing that hard across social media and email platforms.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

We have spent very little money on the program so far and will wait until we have more invoices before submitting. There are no changes to the project goals or timelines.

Were any costs incurred for this project (from any source) during this reporting period?

1

- ☒ Yes
☐ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

The only Pleasanton Grant funds that have been expended were the \$70 required to reserve the publicity banner over downtown Pleasanton. We will wait until later in February before submitting more invoices for advertising, etc.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☐ Audience (performance)
☐ Spectators (events)
☒ Participants
☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

4000 4,000.00

A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):

0 0.00

B) Total number of people served by THIS PROJECT:

4,000.00 4,000.00

TOTAL

What method do you use to track your participant data for this project?

1

- ☐ Database
- ☐ Ticket sales
- ☐ Sign-in sheet
- ☒ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

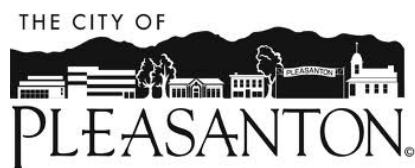
Report 1

It is difficult to track participant data for a project of this type. This is a free event and the public may travel to many of the different venues so it's difficult to know how many are non-duplicated participants. However, we will ask for the public to sign up at each venue, to receive more information about this and future events and the overall organization when they attend. We will monitor the number of people who come to the website and specifically to the information page for the event. We will be able to track the growth of the event over the last few years based on an estimate of the number of people who visiting the website and who are showing up, as many of the participating artists have been working with the event for the last several years. We'll have a good sense as to whether the event is receiving an increase in the number of public attendees.

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

We are excited to have this event for the fourth year and we hope to have more activities for the public to actively engage in, to include: more talks and demonstrations at each venue as well as the public participating in completing works of art that have been started by local artists, allowing the public to obtain a sense of the active creative process and to engage with their own curiosity. We hope we can persuade more of the public to take an active role in the local art organizations.



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Amador Livermore Valley Historical Society (Museum on Main) An Afternoon or Evening with... Series

Requested Amount

\$ 7,500.00

Official Amount

\$ 7,500.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

The Ed Kinney "An Afternoon & Evening With . . ." Series is a monthly theatrical program in which Chautauqua scholars portray historical characters at the Firehouse Arts Center in downtown Pleasanton. Guests, from elementary school children to senior citizens, spend an afternoon or evening with historical characters, such as Steve Jobs, Coretta Scott King, Junko Tabai, Edith Galt Wilson, Kasturba Gandhi, and General Benjamin O. Davis Jr. The program's diverse characters share their stories about a wide variety of topics including history, theater, science, art, literature, music, and politics, while the program's unscripted question and answer portion allow the audience to be active participants in the theater and learning experience.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

The summary of the 2014 Cultural Arts Plan stated that many "Pleasanton residents often leave the city for other arts and cultural activities, indicating the need for additional programming in the local community." In addition, the study found that many community members desired more arts and cultural programs with a communal aspect particularly calling for live theater, enhanced quality, sophistication and variety of activity. They also called for "improved downtown activities."

The goals and strategies that the plan recommends the City address to build upon the current offerings were:

1. Enhance arts and cultural programming available to Pleasanton's residents, workers and visitors.
2. Celebrate cultural diversity and enhance connections among disparate populations in Pleasanton, including diverse racial/ethnic groups, national origin/heritage and age/generation.

This project helps address those needs. The Ed Kinney Series brings in high quality, knowledgeable performers from around the country who portray a variety of historical characters. We are deliberate in choosing characters to introduce our audiences to a wide range of diverse topics and histories. Each year we carefully look at available characters and strive for racial/ethnic diversity and gender balance. We are also careful to select performers who will represent the entire perspective of a historical figure, not just their praiseworthy qualities. We have gained a national reputation for being a first-class venue and program among our performers and other Chautauqua venues in the United States. In fact, we are the only venue on the West Coast offering this type of program on a sustained basis. As a result, we have been able to bring in many of the most talented Chautauquans from around the United States to enhance the cultural offerings available to Pleasanton's residents, workers, and visitors in the downtown district.

Describe your agency and provide its mission or purpose statement.

The mission of the Amador Livermore Valley Historical Society's Museum on Main is, "Enriching Community Life Through Education and Preservation." The Museum on Main tells the fascinating stories of those who came before -- illustrating characters, places, and events that have shaped our community. These tales capture the hearts of people in our community, enabling them to connect with our rich heritage and consider how they are shaping tomorrow's history today.

Founded in 1963, the Amador Livermore Valley Historical Society (ALVHS) currently carries out its mission through the following: permanent and temporary exhibits in the Museum on Main; guest lecturers; Chautauqua performances; special tours for school groups, scout troops, and other youth and adult organizations; community organization partnerships; e-newsletters; outreach efforts to newcomers seeking links to this community; programs to encourage lifelong learning and interest in local history for all residents and visitors; special fundraising events; interviews with significant individuals for the oral history collection; acquisition, archiving and care of historic artifacts, documents and photographs that enhance the role of the Museum on Main as a vital cultural and community resource.

Please describe how you plan to market this project.

This year we plan to continue our current marketing efforts while focusing on better utilizing social media. We will continue to send press releases to local media outlets to cover the series and individual performances. We expect to continue to get good press coverage from the Pleasanton Weekly, Livermore Independent, Pleasanton Patch, and Your Town Monthly. We will also continue to share the series with our membership and contacts through our e-newsletter, which goes out to over 900 people every month. For the 2023 series, we reached out to every history, theater, and literature high school

teacher in the Pleasanton, Livermore, and Dublin school districts to encourage their support and their students' attendance at the series. This outreach will be repeated for the 2024 season, but we will also reach out to the middle school teachers. We hope in 2024 to expand and strengthen relationships with our educators to promote the series. We will also again reach out to activity directors at care homes in the area to encourage their residents to participate in either the live or virtual performances.

For the 2024 series we hope to improve our social media presence. We will continue to share on our social media outlets, including Facebook and Instagram, pictures of recent performances and information of how those interested can buy tickets. What we will be adding is a social media commercial promoting the event that can be shared and pinned to our social media sites and website. We will also focus on making more short videos and reels each month to gain more interest and traction from a wide variety of demographics on social media.

Explain how this project will be implemented and include a brief timeline for implementation.

The Museum has been producing the Ed Kinney Lecture Series in some capacity for 25 years. Implementation of the series has been honed with experience and is now a practiced and routine part of our programming calendar. Since our fiscal year is a calendar fiscal year, this grant will cover part of this year's series and part of the next series in 2025. The 2024 Series is set with both in-person matinee and evening performances for each month of the program (March through November) as well as a virtual option.

The 2023 series was reviewed and evaluated by staff and the museum board in October and plans for the 2024 season, put in place earlier in the year, were finalized at that time. The 2024 series was marketed to members in December with ticket sales open to them starting in late January. Tickets will be marketed and sold to the public in February. Ticket sales are all processed in-house through our web site, over-the-counter sales or through phone orders. For each show, the Director of Education will manage the performers, videographer, sound check, ushers, program timing, Q&A and act as house manager when needed. After the performance, she will work with the videographer to make final edits to the recording, upload the video to our webinar platform, register the virtual participants, and help those who need technical assistance during the 24-hour viewing period.

It will take our Director of Education about six months to finalize the 2025 season. Dates are initially booked with the city in January and finalized in June. In July, we reach out to performers to negotiate characters, dates, and fees. These negotiations will be concluded by November with signed contracts and hotel rooms booked. In December, we create the tickets and marketing materials. The 2025 season will follow a similar timeline as the 2024 season (March-November), with tickets being marketed to members in December, sold to members in January and marketed and sold to the public in February.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

Please choose a common indicator that your agency will use to measure participation.

- ☒ Audience (performance)
- ☐ Spectators (event)
- ☐ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We would estimate that about 65% of the live audience have tickets for the entire series. Each month we can sell up to 442 tickets for the live performances. That would mean that we have about 287 attendees who come to multiple shows making our estimated additional audience for the entire season 1,395 individuals. In total, we would estimate we serve 1,682 unique attendees for the live shows. Some of our audience does come from other Tri-Valley cities (Dublin, San Ramon and Livermore) now that the program has gained a prominent reputation. We estimate that 70% of attendees are Pleasanton residents or 1,177 unduplicated participants.

The virtual numbers are much harder to estimate because we sell tickets to the virtual shows by screen not by individual watching. We know on average we had 80 screens for the virtual shows each month in 2023. Many of these were duplicate screens and represented viewers in Pleasanton, Livermore, San Ramon, San Jose, Sacramento, Colorado, New York, Idaho, and Arizona. For those who watched in Pleasanton, it could be one person watching, a family, a watch party, or a large viewing event at the local senior care facilities. Our very loose estimate would be an additional 150 unduplicated Pleasanton resident participants.

Total: 1327

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Our audiences run the full gamut from elementary school to high school students, teachers, military personnel, and working people to a significant number of retired people. While the socio-economic and cultural demographics of our audiences does represent the Pleasanton community, the balance does lean towards white retired individuals. Each year we work hard to find characters that represent diverse stories that will appeal to a wide variety of ages and cultural demographics. We are proud to share the 2024 season as one of our most diverse line ups and hope the audience that attends will be a better reflect the diversity of the Pleasanton community. We remain committed to keeping ticket prices affordable to a wide range of income and economic levels.

The program's longevity and number of participants who attend multiple performances is proof that those who attend believe the series adds value to their lives. The Chautauqua style performances combine history, literature, politics, and theater to provide attendees with an immersive opportunity to learn new things, be inspired by the stories of those who came before us, and connect with their own memories and history. The Q&A section of the

program allows attendees the opportunity to feel ownership over their theater and learning experience. The mental and emotional stimulation participants get from attending our series can benefit both their mental and brain health. There has been an unexpected, but welcomed, social benefit to the program as many use the series as a monthly opportunity to gather with friends and family for a shared experience. We have found that many of our patrons gather in the restaurants and coffee shops after the program to further discuss and connect over what they learned and what it made them remember and contemplate. Not only does this social stimulation benefit our audience, but it has economic benefits for our downtown businesses.

Please describe in detail what the community grant funds will be specifically used for.

The Community Grant funds will be used to help pay the performers' fees for our shows. There are a limited number of individuals who excel at this art form and each of them have a limited number of characters they portray. That fact alone makes booking only known and local talent year after year challenging, but our desire to present seasons with diverse stories and perspectives further complicates the task. We have found that we need to go further afield to provide quality new characters for our audience to meet and engage with each season. Luckily, our program has gained a lot of acclaim in Chautauqua circles and more scholars are reaching out to us every year, eager to perform on the Pleasanton stage. Now, most of the headliners from the country's biggest Chautauqua festivals are contacting us to perform in Pleasanton. The 2024 season includes Chautauqua headliners who hail from Colorado, Ohio, Illinois, Nevada, West Virginia and Southern California. These grant funds have allowed and will continue to allow us to explore more of these farther afield options when booking future seasons.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

Over the years we have worked hard to keep the costs down for this program so we can keep ticket costs affordable for our audiences. Performers often give us a discount because we are a non-profit organization so their fees tend to be reasonable. Compared to other performers' requirements, we are getting an excellent product at less than the market rate. We have negotiated deals with local hotels for rooms for our performers so that we are not paying standard rates. This is no small feat in a community where hotel demand is high during the week because of local business and a thriving outlet mall. The Museum staff and volunteers carry out much of the administrative, marketing and public relations materials in-house, thus keeping our direct costs to a minimum. However, with what amounts to three performances for each show, the cost of the program has increased significantly post-Covid.

If we get back to full sellout, the program will be more financially balanced, but we are not back to full sell-outs yet. In 2022 we found about 30% of our "sell-out pre-pandemic audience" did not come back to our live shows or our virtual alternative. In 2023 that number decreased to 20%. Our audience is growing, but we still need to invest in building back our core audience. To help decrease costs as we invest in growing our audience, we cancelled our least attended shows in January and February, added a show in November around Veteran's Day, and networked with our performers to book a few "up and coming"

Chautauqua scholars who are presenting unique and compelling characters at an affordable price.

If we do not receive funding, it may impact the breadth and depth of who we can add/engage as a performer in the 2025 series. It may also impact our ability to offer a virtual option as part of our program for those who can no longer attend live theater. It could also impact ticket cost and therefore accessibility.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

\$2,363 - From Civic Arts for "An Evening With . . . " Series 2017-18
\$2,800 - From Civic Arts for " An Afternoon/Evening With . . . " 2018-19
\$3,000 - From Civic Arts for " An Afternoon/Evening With . . . " 2019-20
\$4,860 - From Civic Arts for "An Afternoon/Evening With . . . " 2020-21
\$7,286 - From Civic Arts for "An Afternoon/Evening With . . . " 2021-22
\$6,327 - From Civic Arts for "An Afternoon/Evening With . . . " 2022-23
\$7,500 - From Civic Arts for "An Afternoon/Evening With . . . " 2023-24

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☒ Yes
☐ No

Please indicate your City of Pleasanton Business License No.

200473

Please confirm that you have uploaded the following in the “Documents” tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Tony Cruz

Title:

Report 1

Executive Director

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

The Museum on Main successfully completed its 2024 Ed Kinney Presents season, offering two in-person shows and one virtual program per month. Across all viewing options, we welcomed 3,472 viewers—an increase from 3,424 attendees in 2023.

To build on this growth, we focused heavily on marketing the program. We listed all series dates on local digital calendars, distributed monthly press releases to local media, and enhanced our social media efforts. These efforts paid off significantly:

- Facebook reach increased from 30k to 47k.
- Instagram reach grew from 849 to 6k.
- Newsletter engagement saw a notable boost, with 11k opens in 2024 compared to 7,732 in 2023.

In 2024, we conducted a strategic evaluation of program costs and structure. This analysis revealed that, including the 2023 Civic Arts grant, the Ed Kinney Series incurred a financial loss of \$24,138.92. However, through increased ticket sales, a comprehensive membership overhaul, and cost reduction efforts, we achieved a positive turnaround. By year-end, the Ed Kinney Series generated a modest surplus of \$1,691.98.

This financial improvement positions the Museum on Main to better serve the community, providing broader access to our programs—especially for underserved populations who have traditionally lacked such opportunities.

(Reach: This metric accounts for the organic or paid distribution of our Instagram content, including posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution.)

Describe any significant actions taken during the reporting period.

Report 1

So far for fiscal year 2024 we had 5 performances. This includes an evening, afternoon, and virtual showing for each performance.

Month Portrayal Total Attendees

July Pan Am Betty 477

August Ernest Shackleton 463

September Edith Galt Wilson 373

October Kasturba Ganhdi 325

November Benjamin O.Davis Jr 453

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

N/A

Were any costs incurred for this project (from any source) during this reporting period?

1

☒ Yes

☐ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

We will be submitting invoices for our March and April lectures.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☒ Audience (performance)
- ☐ Spectators (events)
- ☐ Participants
- ☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

1327	1,327.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
800	800.00	B) Total number of people served by THIS PROJECT:
2,127.00	2,127.00	TOTAL

What method do you use to track your participant data for this project?

1

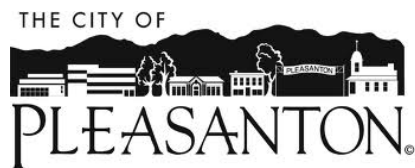
- ☐ Database
- ☒ Ticket sales
- ☐ Sign-in sheet
- ☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Report 1
N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1
N/A



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

**Cheza Nami Foundation, Inc
Black Excellence Project**

Requested Amount

\$ 7,500.00

Official Amount

\$ 4,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Cheza Nami Foundation seeks \$7500 to \$15000 to continue the Black Excellence Program implemented in collaboration with Pleasanton Unified School District. The objectives of this monthly program are to create a space for students to affirm their racial and cultural identities, build upon their sense of personal and academic self-worth, and ground them in the Pleasanton Unified Black community through bolstering children's connection to the various cultures of the African diaspora, creating an affinity space for Black children to connect with one another across school and age level, connecting with positive role models, and accessing academic support. Cheza Nami and PUSD began this program as a pilot during the summer of 2023 and continued it through the 2023-2024 school year.

The Pleasanton Black Excellence Program addresses opportunity gaps in Pleasanton Unified school district by providing affinity space, Afrocentric identity development, academic support, and intentional familial community building.

The Black Excellence Program also addresses multiple goals of the City's Cultural Plan in a targeted, equitable way. First, it accomplishes goals 2.3 and 2.4, expanding arts programming partnership with PUSD. Second, the Black Excellence Program fits squarely within goal 3, celebrating diversity and connecting diverse racial/ethnic groups by celebrating the culture and heritage of the Black residents of Pleasanton, embracing an intergenerational approach so that residents of all ages get to participate. Finally, by supporting the collaboration between Pleasanton-based Cheza Nami and PUSD, the City is facilitating the development of a local arts organization to contribute to the residents of

Pleasanton, addressing goal 6.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

Black students are brilliant. Whether they be readers, writers, artists, mathematicians, scientists, or leaders, they have the potential for excellence in their chosen fields. Nevertheless, myriad systemic barriers lead to disproportionately negative outcomes for Black students. In PUSD, African-American students exhibit higher rates of chronic absenteeism, face a greater likelihood of suspension compared to any other racial/ethnic group, rank as the lowest-performing group academically, and report feeling less connected to their school community than their counterparts from other racial/ethnic backgrounds. We have an urgent need and moral imperative to act pragmatically and in a culturally conscious way to pay the “education debt” for our Black children and their families.

Describe your agency and provide its mission or purpose statement.

Cheza Nami, a California-based nonprofit organization, incorporates policies/programming that utilize the arts as a tool to transform and express culture. Our mission is to promote cultural education, diversity awareness, and a congenial relationship among community members. We strive to encourage the appreciation of African culture by inspiring and educating the American public about its unique attributes, regardless of their heritage.

With over 12 years of successful programming, we employ a play-based, experiential approach to education, teaching African culture through dance, play, and movement. Our cultural activities include dance, drumming, imaginative play, and song, providing interactive and educational experiences. Please see a list of recent workshops, festivals, and educational programs implemented by Cheza Nami:

11th Annual Taste of Africa Festival - Livermore, CA

7th Annual Hâ Mbongui Drumming and Dance Conference - Santa Cruz, CA

Black Excellence Program - Pleasanton, CA

Moving Together Workshop Series - Santa Cruz, San Francisco, Livermore and Dublin, CA

Cultural Art and Learning Assemblies - Pleasanton, Dublin, Santa Cruz, Monterey, Seaside, and Hayward, CA

The Essence Show - Livermore, San Francisco, Dublin and Santa Cruz, CA

Our approach has been refined over the years through fieldwork, participant feedback, engagement with educators and community leaders, and the success of our programs. Cheza Nami was born out of the need to fill programming gaps for immigrant communities and their families, providing a much-needed service that speaks to minorities, by minorities, and for minorities, particularly those members of the African Diaspora in all of their forms and identities. Collectively, our programs have impacted the lives of over 40,000 community members in the Bay Area.

Please describe how you plan to market this project.

Cheza Nami and Pleasanton Unified will collaborate to co-promote, market and recruit families for the Black Excellence Program. Cheza Nami will create the print and digital media used to promote the program, while PUSD staff will use that media to promote the program. Pleasanton Unified is responsible for identifying priority participants and the registration/enrollment process.

Explain how this project will be implemented and include a brief timeline for implementation.

Planning for the Black Excellence program will begin in the summer of 2024 and the monthly sessions will begin in September of 2024. Please see our implementation timeline below:

July 2024-August 2024: In collaboration with PUSD staff, Cheza Nami will review the Black Excellence Program sessions of the 23-24 school year and analyze family feedback. We will develop updated goals for the 24-25 school year. During this time, Cheza Nami will create print and digital promotional materials for the program and begin to book presenters for the first school semester (September-December), and PUSD will reserve facilities and identify our priority families.

September 2024- December 2024: PUSD will register and enroll families. Our bi-weekly sessions will start in September. Cheza Nami will solicit feedback from families after each session and adjust programming to meet the needs of the children and their parents/guardians.

January 2025 - May 2025: Sessions will continue, with Cheza Nami and PUSD collaborating on adjustments as needed based on family feedback and programmatic considerations.

May 2025 - July 2025: Cheza Nami and PUSD will debrief the program, collect and analyze qualitative and quantitative feedback data and identify funding sources (if any) for the following school year.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

We will collaborate with Pleasanton Unified School District to implement the Black Excellence Program.

Please choose a common indicator that your agency will use to measure participation.

- ☐ Audience (performance)
- ☐ Spectators (event)
- ☒ Participants

☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

For the 2023-2024 school year, 15 children and their families regularly attended the Black Excellence Program for an average of 30 participants per session.

For the 2024-2025 school year, we anticipate this number to grow to 25 children and 20 family members, for an average of 45 total participants per session.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

The Black Excellence Program is open to all students of PUSD and their families, but we anticipate serving primarily African and African-American PUSD children and their families. Black students make up approximately 1.9% of the total student population in PUSD, making it likely that each student is one of a small number of Black students on each school site. Additionally, the Census indicates that only 1.7% of Pleasanton residents as a whole are African-American. For the children in particular, safe affinity spaces where they can celebrate their cultural and racial/ethnic heritage are exceedingly important. For all participants, children and adults alike, the building of a supportive community of culturally similar families is an opportunity that Pleasanton's African-American families do not typically have access to. Additionally, exposing our PUSD children to incredible Bay Area African and African-American provides them with positive role models and teaches them the best about Black culture.

Please describe in detail what the community grant funds will be specifically used for.

Cheza Nami is asking for \$15,000 dollars to implement the Black Excellence Program.

\$1500 will be used for Program Coordination. Coordination will include contacting speakers, creating parent feedback forms, scheduling and staffing the monthly sessions, and creating arts enrichment activities to supplement the speakers.

\$500 is budgeted for graphic design of print and digital promotional materials.

\$13,000--the majority of the funds--will be used to pay the various speakers and presenters that will work with the families in each session of the Black Excellence Program. We have budgeted between \$300 to \$1000 for each speaker or presenter. Some speakers required a higher honorarium for their time.

Facilities use fees and school related expenses will be borne by Pleasanton Unified.

Please note that we are applying for both the Civic Arts and Youth grants. We aim to offer 14, bi-weekly sessions for families in the 24-25 school year. If Cheza Nami is awarded only one of the grants, then we will offer 7, monthly sessions over the course of the school year.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The Black Excellence Program is a cost effective, equitable use of funds. Beyond the fact that Pleasanton USD is offering use of its facilities and supporting the program through extant staff, a year-long partnership between a local non-profit and PUSD to support Black students is an innovative and culturally relevant way to address educational disparities that affect Pleasanton children and their families. These are our children, and they don't always feel supported by the Pleasanton community as a whole. The Black Excellence Program gives them a space to feel seen, heard, and unequivocally embraced by the adults around them. We are bringing community members who embody "black excellence" to the students and families, meeting them where they are. Typically, families and students in Pleasanton have to go seek this expertise outside of their school and outside of the city. We are making possibilities real for our families and communities by making these subject matter experts accessible right here.

\$7500 to \$15000 is a reasonable sum to spend on facilitating the creation of a community of families that will support each other while raising their children in the City of Pleasanton. If this grant is not approved, PUSD will not have the budget to be able to continue this program in the 2024-2025 school year, and we will not be able to implement it for Pleasanton children.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

N/A

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☒ Yes
☐ No

Please indicate your City of Pleasanton Business License No.

1022685

Please confirm that you have uploaded the following in the "Documents" tab:

- ☒ Current annual budget for the entire agency, including revenue
☒ Agency organization chart

- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Catherine Ndungu-Case

Title:

Report 1

CEO

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

Planning

Describe any significant actions taken during the reporting period.

Report 1

We are in the Planning stages of the project, which is anticipated to kick off in the spring

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

None

Were any costs incurred for this project (from any source) during this reporting period?

1

- ☐ Yes
☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

None - Funds will be expended once we initiated the execution phase of the project. Funds are to be used to cover the cost of artists/teachers

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☒ Audience (performance)
☐ Spectators (events)
☐ Participants
☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

25	25.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
25.00	25.00	TOTAL

What method do you use to track your participant data for this project?

1

- ☐ Database
☐ Ticket sales

☒ Sign-in sheet

☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

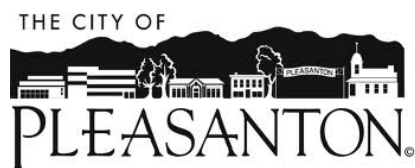
Report 1

N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

N/A



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

East Bay Musical Society EBMS - 2024/2025 Season

Requested Amount

\$ 4,000.00

Official Amount

\$ 2,700.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

East Bay Musical Society (EBMS) re-emerged when the previous Tri Valley Repertory Theatre - Broadway Chorus (associated with the FireHouse Arts Center) was previously disbanded. In 2019, former members of the Tri-Valley Repertory Theatre - Broadway Chorus took it upon themselves to serve their community through their volunteer efforts (including time, money, and enthusiasm) to bring music education and musical enjoyment back to the Tri-Valley area. EBMS strives to not only be a place where singers of ALL skill levels and ages are welcomed and appreciated, but to be a beacon of the community bringing together people interested in learning new music, engaging with other members of the community, all while providing an uplifting activity in which members can express their joy for singing and music!

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

Music education may not always be available within the school system for our local youth and many of the adult education courses do not offer an outlet for those interested in music and singing to express themselves, especially mature adults aged 55 or older. EBMS provides a fun and inclusive atmosphere, while also teaching new music.

EBMS entire existence coincides with the Cultural Plan purpose "to promote appreciation of

the arts, provide facilities for arts activities, and create an environment where residents can pursue and enjoy a wide range of cultural opportunities". EBMS strives to provide an outlet for both young and mature adults to: 1) learn & enjoy new musical repertoire that may not be available within the public school systems or adult education courses offered by the city 2) provide music education to those enrolled by teaching musical site reading, along with social skills of working with others and providing a social outlet for members of the community 3) provide scholarships within EBMS for those that may not have the financial means to join extra-curricular activities.

While EBMS is still within its infancy, there has been very strong ties to the Tri - Valley. Rehearsals, music education, and performances have taken place at : Bothwell Arts Center (Livermore), Saint Bartholomews Episcopal Church (Livermore), and Asbury United Methodist Church (Livermore).

We have members that are a part of Harmony Fusion Chorus and other local church choirs within the Tri - Valley including Lynnewood United Methodist Church (Chancel Choir) in Pleasanton. To keep EBMS as a community non-profit, goals within the future would be to partner with the Bankhead Theatre or even the Firehouse Arts Center.

Describe your agency and provide its mission or purpose statement.

East Bay Musical Society (the Broadway Chorus) is a non-auditioned choir seeking to enrich the Tri-Valley community (and beyond) through music education and music enrichment. Regardless of age, if you enjoy singing and music, we encourage you to join our group and delve into the world of Broadway musicals!

Please describe how you plan to market this project.

Marketing has always been difficult for EBMS, but we are constantly learning and improving.

Last season, we began marketing with Pleasanton Weekly, Livermore Vine and PeachJar. The previous grant from the City of Pleasanton provided EBMS the opportunity to advertise to residents of the Tri-Valley and notify them of the Broadway Chorus.

For 2024/2025, we will continue to market through PeachJar to local youth in the Tri-Valley as well as reach out to the Choir/Music Directors in person to cast a wider marketing initiative for our youth choir.

For the General Choir (adults of all ages), we plan on implementing several different marketing strategies.

- (1) - Referral Discount - For our next registration, we are providing a referral discount to members that bring in NEW (persons that have not previous sang with the Broadway Chorus) singers.
- (2) Merchandise - We have long anticipated to develop merchandise not only to promote the Broadway Chorus, but to garner cohesivity, longevity, and goodwill for the members, staff, Board of Directors, and future Broadway Chorus participants. T-Shirts, Binders, music paraphernalia with the EBMS logo.
- (3) Flyers / Cards - We will make better use of digital/paper flyers as well as business cards

to promote the Broadway Chorus to any interested persons. The Board has several volunteers who will distribute materials once they are available.

Explain how this project will be implemented and include a brief timeline for implementation.

EBMS has been in existence for 5 years (with a 1.5 year hiatus due to COVID-19). The Board of Directors along with the musical director have successfully put on 6 performances during this 5 year tenure.

All Board Members are involved with assisting the musical director for the vision and progression of each musical season. The Board of Directors have the responsibilities below (this is NOT an exhaustive list). All Board of Directors are NON-PAID positions.

President - Responsible for Booking Space, Oversee each musical season and manage Social Media, keep non-profit abiding by government agency rules. Identify new opportunities and synergies for EBMS. Funding and Budget along with Treasurer.

Vice President - Assist President with duties, act as liaison between Board and choir members/students. Oversee Social Media and Marketing efforts.

Secretary - Minutes during Board meetings. Oversee the Creative Processes during the season including Decor and Music Transcription.

Treasurer - Accounting for non-profit, assists with administrative duties, files tax returns, keep non-profit on budget. Assist with Funding and other financial related items.

Music Director - Teach music for both beginner students/members AND advanced students/members, creative director for seasonal performance. (Paid Position)

Volunteers - Volunteers (members or non-members of the choir) have given their time to help with: Music Transcription, Administrative Support, Website & Graphic Design, & Marketing.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

Please choose a common indicator that your agency will use to measure participation.

- ☐ Audience (performance)
- ☐ Spectators (event)
- ☒ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

Directly - 35 - 50 members
Indirectly - Hundreds (hopefully)

EBMS Broadway Chorus has about 50% of the members coming from the City of Livermore and about 50% of the members coming from Pleasanton.

With increased funding, we anticipate that additional members from Pleasanton (and Livermore) will also benefit from the grant.

More than 50% of the adult Broadway Chorus are members ages 55 and up. Recently, EBMS began offering "scholarships" to assist any member that wishes to join the Broadway Chorus, but needs financial assistance.

Our youth chorus is for those ages 14 or under and we offer family discounts when parents and children join together.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

With funds from the City of Pleasanton, the funds will benefit all members of the Tri-Valley Society. Additional funding allows additional persons of all ages to join (youth to mature adults) considering EBMS offers scholarship funding for registration.

While this is a direct impact of funding, there are many indirect benefits as well.

Our Youth Choir is beginning to pick up speed after many youth have strayed away from extra curricular activities due to COVID. A current grant (and the previous grant) allowed EBMS to stay afloat and we anticipate that parents/children will rejoin the Broadway Chorus in Spring 2024 and onwards.

Adults/Mature Adults can benefit from additional registration scholarships. With funding from our previous grant, we were able to sustain and offer scholarships to several participants whom otherwise would not have been able to join the choir due to financial constraints.

For any person needing accommodations under ADA, EBMS Broadway Chorus has always made reasonable efforts to provide accommodations (financial/physical/socio-economical/mental). A few examples would be:

- 1) Physical Assistance - Chairs provided for persons that are unable to stand for extended periods of time
- 2) Financial - Scholarships
- 3) Technology Constraints - Providing in person assistance and other items to facilitate rehearsals (ie. physical CD's for practice tracks, additional music, additional musical tracks to assist with at home practice)

With additional funding, EBMS has been able to attract more members that want to

participate, thus creating a stronger demand for additional performances. These additional performances will bring the community together, along with allowing the Tri-Valley and other local vendors to thrive. EMBS would be able to book more local performance venues (ie. FireHouse Arts Center / Amador Theatre).

Please describe in detail what the community grant funds will be specifically used for.

With additional funding through the City of Pleasanton, EBMS will be able to expand the current offerings for each session, increased salaries for employees, increased access to adequate spaces.

1) Wages/Salary - Through the City of Pleasanton 2023-2024 Grant the Music Director Salary was able to be increased for Fall 2023. Due to rising minimum wage and the high inflation (not only in California, but nationally), we have increased the salary for the Music Director and will use the grant to directly pay for this increase.

2) Rehearsals/Venue - For rehearsals and education, EBMS has been fortunate to have rental spaces that offered small discounts for non-profits as well as take donations for use of their space. As EBMS grows, so does the need for new venues that can accommodate new needs and necessities.

3) Equipment/Rentals - For performances, local agencies (ie. high schools, churches, etc.) have provided risers and performance venue at a discounted price for the non-profit. As the Broadway Chorus grows, additional resources will be necessary. Board Members have had to use our own equipment (ie keyboards, speakers, laptops), and thus additional funding would be able to provide equipment dedicated to EBMS.

EBMS currently is looking at new venue spaces, which may create a need for rental equipment that these spaces may/may not provide.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

This budget would assist EBMS with ONE (1) entire season of musical education/enrichment/singing. As shown with the budget, each season WAS costing the organization about \$12k in expenses and the non-profit is lucky to break even with \$12k of income (ie. revenue) through registration fees and generous donations from local other non-profits or direct member donations. With salary increase and inflation, we anticipate that each season will cost about \$15k in expenses.

The anticipated use of the \$4000 grant is as follows:

\$2000 - increase in wages to musical director (\$1000 each musical season)

\$1000 - venue rentals (increase in price due to inflation or new venue selection)

\$1000 - rentals of risers/choir performance equipment

Without City of Pleasanton Grant for 2024-2025, the financial stability of EBMS is always uncertain. Given this additional funding, EBMS would have enough funds to sustain one entire year (2 sessions). This is also due in part to the previous grant awarded by the city, which helped immensely for 2023-2024 EMBS performance year.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

East Bay Musical Society - Broadway Chorus
City of Pleasanton Community Grant Program - 2023/2024 (Civic Arts)
\$6500 Grant Awarded

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☐ Yes
- ☒ No

Please indicate your City of Pleasanton Business License No.

1021187

Please confirm that you have uploaded the following in the "Documents" tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☐ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1
Natalie Yee

Title:

Report 1
President

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

EBMS is currently in the Spring 2025 session and is going well. Our enrolled members has increased 33% from the previous session and we are gaining more traction with new members.

Marketing still proves to be a challenge, but the new year should provide new opportunities.

EBMS continues to strive and grow with each session.

Describe any significant actions taken during the reporting period.

Report 1

Between Fall 2024 and going into Spring 2025, EBMS is looking at synergy partnerships to grow its Tri-Valley presence along with contacting other musical endeavors for further outreach.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1
N/A

Were any costs incurred for this project (from any source) during this reporting period?

1

- ☒ Yes
☐ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

Fall 2025

Venue - Circa \$1500

Rehearsal Space - Circa \$1000

Employees - Circa \$6500

Supplies - Circa \$250

Invoices forthcoming.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☐ Audience (performance)
☐ Spectators (events)
☒ Participants
☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

15	15.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
30	30.00	B) Total number of people served by THIS PROJECT:
45.00	45.00	TOTAL

What method do you use to track your participant data for this project?

1

- ☒ Database
☐ Ticket sales
☐ Sign-in sheet

☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

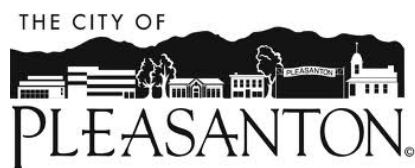
Report 1

N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

EBMS was invited to be in the City of Pleasanton parade but was unable to participate for the 2024 Holiday Parade. We are hopeful to be able to participate for 2025.



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Livermore Valley Performing Arts Center East Bay Jazz Community Concert

Requested Amount

\$ 4,225.00

Official Amount

\$ 3,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Livermore Valley Arts requests \$4,225 to produce a public Community Concert featuring the East Bay Jazz High School All-Stars Band.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

- a. Pleasanton values cultural diversity and places emphasis on the need to foster greater connection among Pleasanton's disparate population groups through culturally diverse programming. In the City's Cultural Plan, 65% of survey respondents believe the City should fully support and expand, or play a major role in developing arts and culture and entertainment programs in Pleasanton. The Cultural Plan also states: "the City's priorities should be to help ensure arts education for all students, support amateur arts and cultural activities by all residents, and celebrate cultural diversity of the community." (pg. 22)
- b. The East Bay Jazz Community Concert supports amateur high school-aged musicians in sharpening their skills and attain performance experience in their own hometown community. The Community Concert will expose high school students to real-world performance experience in a public setting and expose Pleasanton residents to a diverse repertoire of jazz music. East Bay Jazz will introduce the young musicians to opportunities to perform, to learn from professional musicians in master clinic workshops, and to improve their ability to improvise and sight-read music.

c. A free Community Concert from the East Bay Jazz Band composed of Pleasanton high school students and other Tri-Valley residents would demonstrate Pleasanton's focus on cultural diversity programming and using partnerships to expand arts learning opportunities (as stated in the Cultural Plan). It also supports Strategy 4.3 and 5.1 in the Youth Master Plan to give youth the opportunity to "gather, recreate, and be creative" and "Promote events, activities, and facilities that accommodate multiple generations, and families and persons of all physical abilities." The Community Concert would be free and open to the public either at the Firehouse Arts Center or a public park or downtown location.

Describe your agency and provide its mission or purpose statement.

Livermore Valley Art's mission is to offer a broad range of arts experiences and opportunities to engage our diverse community. Managed by the non-profit LVPAC, the Bankhead Theater and the Bothwell Arts Center are at the heart of a thriving arts community in Livermore and across the Tri-valley. We offer access to the arts for audiences of all ages from the Tri-Valley and beyond, and provide a home for ten resident performing arts companies, as well as dozens of studio artists and cultural arts instructors. LVA Presents at the Bankhead Theater offers a diverse range of exceptional music, dance and theatrical performances on the main stage and, with the Livermore Cultural Arts Council, co-sponsors free live music concerts on the Shea Homes Stage outside the theater during the summer months. The Bothwell Arts Center serves as an arts incubator, offering affordable classroom, rehearsal, performance and studio rental space for cultural arts organizations and individual visual artists. A list of upcoming performances at the Bankhead Theater, as well as activities at the Bothwell Arts Center, is available online at www.livermorearts.org.

Please describe how you plan to market this project.

Here is a list of marketing strategies we use to market the East Bay Jazz performances.

- Create brochures, posters, and flyers that spotlight East Bay Jazz performances.
- Share engaging content on social media such as videos of past performances and testimonials from parents.
- Use the LVA website for the latest information and updates on East Bay Jazz performances.
- Distribute information on performances to the LVA email database.
- Contact local media with information about East Bay Jazz performances.
- Encourage word of mouth about performances among parents and student peers.
- Participate in Community Events to spread the word about East Bay Jazz performances.

Explain how this project will be implemented and include a brief timeline for implementation.

The goals of this project are to increase awareness and understanding among Pleasanton high school students about the cultural and performing arts and the uniqueness of jazz music. East Bay Jazz is a program modeled after similar programs in San Jose and San Francisco that enhance the opportunities available to students through their existing high school programs. The East Bay Jazz High School All Stars Band is designed to provide real

world performance experience, while broadening community interest and appreciation for jazz music.

Since February 2016, 38 students were selected at auditions to participate in the big band. There are no other similar jazz programs at the high school level within a 30-mile radius. Auditions for 2024-2025 East Bay Jazz All-Stars will be completed this month (January) and weekly rehearsals will begin under the direction of Band Director Spencer Sussman. LVA will handle project operations and administration; providing marketing and fund development support, project follow-up and grant funding reports with City of Pleasanton. In its upcoming season, East Bay Jazz provides students with more performance opportunities throughout the school year and summer. Due to their successful festival performances at the San Jose Jazz Summer Fest, the EBJ High School All-Stars have been invited back. Both ensembles have also received inquiries for future performances at the Bankhead Theater, the Bothwell Arts Center, and various EAST BAY JAZZ public functions in the Tri-Valley Area.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A

Please choose a common indicator that your agency will use to measure participation.

- ☒ Audience (performance)
- ☐ Spectators (event)
- ☐ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

The ultimate goal of the Community Concert is to reach about 200 Pleasanton residents at a cost of \$6,615 total. This grant would enable LVPAC to provide mentorship, skill development, and a unique performance opportunity for the East Bay Jazz musicians. This program would not continue further if funding were not made available to fulfill this project.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Diverse high school students in the East Bay Jazz Band will benefit from receiving real-world performance experience and mentorship from professional musicians. Through the East Bay Jazz Band, high school students will emerge with the following skills and benefits:

- Enhanced knowledge of musicianship.
- Enhanced music ability and performance experience.
- Increased skill in improvisation and sight-reading of music.

- A heightened desire to engage in the arts.
- Better overall health and wellness/well-being through movement and creative expression.
- Develop awareness and appreciation for jazz music.

Please describe in detail what the community grant funds will be specifically used for.

The Community Grant funds will be used toward direct project expenses related to the Community Concert. Personnel Costs include: Band Director's Fees for directorial duties, payment to up to ten alternate musicians if students are unavailable or sick, professional fees for mentorship/clinic workshops with professional musicians, rental/permit fees for the performance space, and supplies costs related to music charts.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

LVA's expertise highlights cost consciousness and effectiveness with school and public outreach programs. Marketing and administration costs have been reduced by using LVA's staff and in-house print production.

With project support LVA can continue to fund East Bay Jazz and expand with more performance and educational opportunities for the students. Grant funds will help offset the costs of sheet music, rehearsal space, directorial/managerial duties, promotional materials, and web presence. Furthermore, the grant funds can allow LVA to hire well-respected musicians as guest artists to mentor the students. A personal connection with a "master" professional and a hometown audience can be an inspiring and unforgettable experience.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

Pleasanton FY 2012/2013 \$500 Community Grant Program - Livermore Amador Symphony concerts at Pleasanton library on 5/5/2013
 Pleasanton FY 2014/15 \$7,500 Community Grant Program - Civic Arts for Arts in the Schools program with Cheza Nami
 Pleasanton FY 2014/15 \$3,850 Community Grant Program – Youth for Arts in the Schools program with Cheza Nami
 Pleasanton FY 2015/16 \$5,326 Community Grant Program - Civic Arts for Arts in the Schools program with Cheza Nami
 Pleasanton FY 2015/16 \$3,978 Community Grant Program – Youth for Arts in the Schools program with Cheza Nami
 Pleasanton FY 2016/17 \$2,000 Community Grant Program - Youth for Arts in the Schools program with Cheza Nami
 Pleasanton FY 2016/17 \$5,413 Community Grant Program - Civic Arts for Arts in the Schools program with Cheza Nami
 Pleasanton FY 2016/17 \$395.09 Community Grant Program - Youth for Arts in the Schools program with Livermore Amador Symphony

Pleasanton FY 2016/17 \$2,800 Community Grant Program - Civic Arts for Arts in the Schools with Livermore Amador Symphony
Pleasanton FY 2017/18 \$2915 Community Grant Program - Civic Arts for Arts in the Schools with Livermore Amador Symphony
Pleasanton FY 2017/18 \$4800 Community Grant Program - Civic Arts for Arts in the Schools with Cheza Nami
Pleasanton FY 2017/18 \$3,239 Community Grant Program - Civic Arts for East Bay Jazz Community Concert

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☒ Yes
☐ No

Please indicate your City of Pleasanton Business License No.

1007117

Please confirm that you have uploaded the following in the "Documents" tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1
Arthur Barinque

Title:

Report 1
Grant Writer

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

We are still in the planning and preparing stage of this project. The East Bay Jazz program is currently holding auditions for entry into the program.

Describe any significant actions taken during the reporting period.

Report 1

The East Bay Jazz Program completed their 2024 season which saw these highlights:

- 3 day residency and joint performance with JazzReach, an amazing quintet out of NYC
- Performances and clinics with Grammy award winning musicians, culminating with a salsa concert at Chabot College
- Guest artist performance with local musician and composer Kyle Athayde

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

No modifications have been made to the project, goals, timelines, etc.

Were any costs incurred for this project (from any source) during this reporting period?

1

☐ Yes

☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

No Pleasanton grant funds were expended during this reporting period because the East Bay Jazz Community Concert date is on April 27th, 2025.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☒ Audience (performance)
- ☐ Spectators (events)
- ☐ Participants
- ☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

200	200.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
200.00	200.00	TOTAL

What method do you use to track your participant data for this project?

1

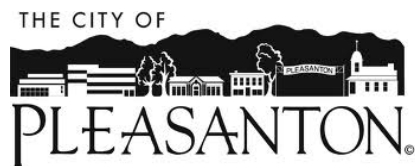
- ☐ Database
- ☒ Ticket sales
- ☐ Sign-in sheet
- ☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Report 1
N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1
Looking forward to serving the community on April 27th, 2025 at the Firehouse Arts Center with the East Bay Jazz Community Concert.



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Pacific Chamber Orchestra

Clinics for middle and high school string students

Requested Amount

\$ 2,500.00

Official Amount

\$ 2,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Pacific Chamber Orchestra will provide classroom clinics by PCO's master musician for middle and high school music students who play string instruments in their school orchestras. These clinics delve into specific techniques to achieve improved results that the music teachers request.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

The problem that Middle and High School Music teachers have is to bring the string students as an ensemble up to their highest skill levels for fine school and community performances. Like school sports, coaches are needed with specialized knowledge. Pacific Chamber Orchestra with the finest professional musicians is able to fill this service gap in coaching the string students through clinics designed to increase the technical proficiency of all the string ensemble members by providing students and teachers with specific exercises for the techniques covered and augmenting classroom teachers' presentations of technique with live examples of professional performance, instruction, and mentoring.

In this way, Pacific Chamber Orchestra's clinics address Goal 2 of the City's Cultural Plan, which calls for Pleasanton to "Expand arts learning opportunities to match the needs of residents of all ages," and also relate to Goal 1 of the City's Cultural

Plan, which calls for Pleasanton to "Enhance arts and cultural programming . . ." teachers with specific exercises for the techniques covered.

Describe your agency and provide its mission or purpose statement.

Pacific Chamber Orchestra (PCO), now in its 34th season, is a regional professional ensemble dedicated to sustaining and extending the rich heritage of classical music for chamber orchestra for 8 to 40 musicians through inspiring performances and engaging educational programs that enrich life in our local communities. PCO offers a wide range of programming. This flexibility allows for the commission of new works and the performance of undiscovered gems. Conductor Lawrence Kohl's concert programs are uniquely designed to illuminate common musical threads that bind together works being presented and to engage the audience through fostering a deeper appreciation of the music. PCO musicians perform with the San Francisco Symphony, Opera, Ballet and Theater orchestras and in movie soundtracks recorded at Skywalker Ranch. PCO members tour and solo internationally. PCO has had a Tri-Valley and, specifically, a Pleasanton presence for over three decades. The Livermore Independent enthused, "the Pacific Chamber [Orchestra] is indeed the best you can hear . . . a treasure beyond price." PCO's educational program has brought classical music to over 300,000 children through full-orchestra matinee concerts, clinics for middle and high school music students, and introductions to musical concepts in the elementary school assembly program.

Please describe how you plan to market this project.

PCO maintains contact with the middle and high school music teachers and coordinates the schedule for the clinics with them.

Explain how this project will be implemented and include a brief timeline for implementation.

The Music Director will coordinate with participating middle and high school music instructors to set up the string clinics. The dates and times will be scheduled with the music teachers after the school year begins. Depending upon the teachers' needs the clinics may be held in either late fall or spring as the teachers need time in working with their students to identify some of the most pressing needs for the clinicians to address. The Music Director and music teachers will collaborate to identify goals, discuss student profiles, and develop clinics that meet students' needs to further the instructors' music programs. Clinician teams of 2-4 members (violinist, violist, cellist, bassist) will combine performance and demonstration with critiquing of student performances and instruction. In addition to helping students improve upon a mastery of their instruments, these musician/instructors serve as mentors, providing examples of the fruits of dedication and devoted practice; and, above all, they are inspirational musical forces. At the end of the clinics, music instructors and students will provide feedback to the Music Director and this feedback will be used in developing future clinics. Students will receive tickets to attend a PCO concert in groups with their music teacher in order to provide reinforce the techniques these students learned and motivate them to strive towards emulating these seasoned professionals.,

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not

applicable.

PCO collaborates with the Pleasanton Unified School District.

Please choose a common indicator that your agency will use to measure participation.

- ☐ Audience (performance)
- ☐ Spectators (event)
- ☒ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

200 - 300 students estimated.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

The clinics serve a population of middle and high school string music students. PCO clinics are designed to improve upon the technical and musical proficiency of the entire class ensembles.

Please describe in detail what the community grant funds will be specifically used for.

The community grant funds will be used to pay for the clinicians/musicians and Music Director.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The Community Grant Funds will be used to pay for the clinician/musicians and the music director. The estimated cost is about \$10 per music student, which is extremely cost effective!

The experience of participating in these clinics and observing professionals perform is invaluable and has a long-lasting impact. Students who may not be able to afford instruction from outstanding professional musicians have the opportunity to work with master teachers.

By bringing these clinics into the classroom, travel expenses are saved, and loss of other school time is avoided. A clinic during regular class time also maximizes involvement for those students who cannot participate in such clinics after school hours.

If this project is not funded, we would not be able to offer this service to the teachers and students.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

2023-2024 \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$6,400 Pacific Chamber Orchestra Matinee Concert; \$3,000 Clinics for middle and high school music students.

2022-2023 \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$4,960 .33 Pacific Chamber Orchestra Matinee Concert; \$5,000 Pacific Chamber Orchestra Holiday Concert

2021-2022 \$14,276 consisting of \$6,283 Assembly Program for PUSD Elementary Schools; \$6,357 Pacific Chamber Orchestra Matinee Concert; \$1,636 Middle/High School Instrumental Clinics

2020-2021 \$13,924 consisting of \$6,106 Assembly Program for PUSD Elementary Schools; \$5,981 Pacific Chamber Orchestra Matinee Concert; \$1,837 Middle/High School Instrumental Clinics

2018-2019 \$10,929.61 consisting of \$4,000 Assembly Program for PUSD Elementary Schools, \$4,076.61 Pacific Chamber Orchestra Matinee Concert, \$2,853 Middle/High School Instrumental Clinics

New Applicants only: Did you watch the Community Grant Application Workshop Video?

☐ Yes

☒ No

Please indicate your City of Pleasanton Business License No.

200469

Please confirm that you have uploaded the following in the “Documents” tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return

☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1
Lawrence Kohl

Title:

Report 1
Music Director

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1
planning stage. Teachers will be contacted in January to setup the clinics.

Describe any significant actions taken during the reporting period.

Report 1
N/A

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1
N/A

Were any costs incurred for this project (from any source) during this reporting period?

1

☐ Yes

☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

No

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☐ Audience (performance)
☐ Spectators (events)
☒ Participants
☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

200	200.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
200.00	200.00	TOTAL

What method do you use to track your participant data for this project?

1

- ☐ Database
☐ Ticket sales
☒ Sign-in sheet
☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

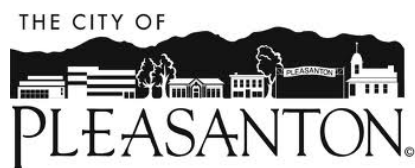
Report 1

N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

N/A



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Pacific Chamber Orchestra Discover Music Elementary In-School Assembly Program

Requested Amount

\$ 7,500.00

Official Amount

\$ 4,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Pacific Chamber Orchestra's "Discover Music" elementary school assembly program qualifies for the Californian School instructional minutes by introducing and teaching music fundamentals utilizing a mixed quintet consisting of flute, clarinet, trumpet, violin, and cello performing the music of diverse countries, cultures, styles and time periods.

The assembly program demonstrates in detail, in an entertaining and engaging manner, a different music fundamental theme each year (i.e. acoustics, rhythm, melody, scales, harmony, form) which helps students to distinguish musical elements and guides them through a cumulative process of understanding basic concepts though successive years of programs. The instructional packet of materials provided to the teachers in advance of the assemblies contains useful explanations and classroom activities designed to augment the concepts being covered.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

This In-School Assembly Program aligns with several City of Pleasanton Cultural Plan Goals:
Goal 2 of the Cultural Plan urges Pleasanton to "Expand arts learning opportunities to

match needs of residents of all ages." The PCO assembly program for elementary students addresses the music education needs of Pleasanton's elementary school students, by deepening the understanding of music fundamentals while at the same time, providing supplementary resources to elementary school teachers that are not readily available in the standard music curriculum. The educational packet of materials provided to teachers is created to expand upon the assembly concepts and enhance classroom instruction. Furthermore, PCO's assembly program hopefully encourages students to play an instrument and participate in their school music program.

Goal 1 of the Cultural Plan addresses the need for Pleasanton to "Enhance arts and cultural programming . . . " The primary objective of Pacific Chamber Orchestra's educational programs are to support cultural enrichment through motivating students to participate in their school music programs and to incorporate music into their lives and families.

Goal 3 of the Cultural Plan calls for Pleasanton to "Celebrate cultural diversity and enhance connections . . . including diverse racial/ethnic groups, national origin/heritage, and age/generation." PCO's "Discover Music" assembly program consists of a quintet performing selected music from diverse countries, cultures, and time periods. Quintet members also represent a broad range of ages, cultural heritages and ethnicities, demonstrating that musicians can come from a variety of backgrounds and can still perform at different stages in their lives.

Describe your agency and provide its mission or purpose statement.

Pacific Chamber Orchestra (PCO), now in its 34th season, is a regional professional ensemble dedicated to sustaining and extending the rich heritage of classical music for chamber orchestra for 8 to 40 musicians through inspiring performances and engaging educational programs that enrich life in our local communities. PCO offers a wide range of programming. This flexibility allows for the commission of new works and the performance of undiscovered gems. Conductor Lawrence Kohl's concert programs are uniquely designed to illuminate common musical threads that bind together works being presented and to engage the audience through fostering a deeper appreciation of the music. PCO musicians perform with the San Francisco Symphony, Opera, Ballet and Theater orchestras and in movie soundtracks recorded at Skywalker Ranch. PCO members tour and solo internationally. PCO has had a Tri-Valley and, specifically, a Pleasanton presence for over three decades. The Livermore Independent enthused, "the Pacific Chamber [Orchestra] is indeed the best you can hear . . . a treasure beyond price." PCO's educational program has brought classical music to over 300,000 children through full-orchestra matinee concerts, clinics for middle and high school music students, and introductions to musical concepts in the elementary school assembly program.

Please describe how you plan to market this project.

In early fall the list of all the elementary principals, administrative assistants, music teachers and PTA reps is updated. A descriptive announcement encouraging principals, music teachers and assembly coordinators to sign-up their schools is emailed to all elementary schools. Priority is given to schools that PCO did not visit the previous year. Follow-up phone calls are made to be sure that the appropriate person who schedules the assemblies for their school receives the announcement.

More schools are now requesting assemblies than are currently funded. We urge the commission to increase funding over past levels so that we can go to more schools.

Explain how this project will be implemented and include a brief timeline for implementation.

Since typically schools do not plan their calendars in advance from one school year to the next, PCO must wait for the school year to begin and then reach out to schools as soon after in order to coordinate assembly dates and times that also fit with the musicians' schedules. Some schools prefer fall dates while other prefer spring dates. After coordinating the assembly dates with the musicians and the schools for assemblies, "Discover Music" performances may take place throughout the school year. The curriculum and theme will be determined by the Music Director in coordination with the school district. Music will be composed (as necessary) for the quintet, and the teacher instructional packets will be created. Communication and follow up with the schools will be ongoing. Instructional materials will be delivered approximately two weeks before the assembly performances to enable teachers to introduce music concepts to their students prior to the assembly. In the meantime, musicians will rehearse the music and develop presentations. The assemblies are interactive, and students will be asked to identify concepts, show understanding, and participate. On the day of the assembly, musicians will arrive early enough to ensure that set up is complete. Following the assemblies, the Music Director will contact each school to follow up and collect the completed Teacher Feedback Survey forms. Teachers are always encouraged to email specific questions they may have to the Music Director. Classes often send letters and/or drawings to PCO that capture their assembly experience. This activity helps solidify the concepts that were presented to students while ensuring that they will retain what students have learned. This evaluation process also assists PCO in gathering valuable input that will be reviewed for continuous program refinement and future development.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

PCO collaborates with the Pleasanton Unified School District.

Please choose a common indicator that your agency will use to measure participation.

- ☒ Audience (performance)
- ☐ Spectators (event)
- ☐ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

Approximately 2,000 elementary school students with assemblies at four elementary schools.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Pleasanton elementary school students will benefit from participating in a program created specifically for them, which will in turn convey an important message that these students are taken seriously as a valued audience attending a high quality orchestra concert performance. This exposure to classical music provides an opportunity for students to expand their musical literacy. This concert experience may also lead to sparking student interest in playing a musical instrument, an activity that offers many advantages beyond simply learning an instrument. Music provides cultural inclusions and enrichment for young students promoting academic success and social skill development.

Please describe in detail what the community grant funds will be specifically used for.

The community grant funds will be used to pay for

1. Musicians, narrator and Music Director
2. Music composer/arranger.
3. Development of the educational materials.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The cost to the City of Pleasanton is about \$3.50 per child for the school assemblies, based on 2,000 students served. Compared with the extreme time, effort and expense of transporting students across the Bay to San Francisco, PCO's program cost is modest. Nevertheless, the quality of PCO's program is of the highest professional caliber. The musicians have performed programs hundreds of times and bring over 30 years of top-notch professional experience to these programs, which offer excitement and inspiration to the students.

Students and teachers appreciate the in-school customized experience, the 40-45 minute assembly length and the interactive format. The program is also time effective because it is presented in the schools. Students do not have to miss classroom time, as they would if they were traveling on a field trip. The assembly program also provides the tremendous cognitive, cultural, and artistic opportunities described in questions 2. and 9.

If this project does not receive funding, we would not be able to provide this opportunity to the students. In fact, this program is so much demand that we urge the commission to increase funding over past levels so that we can go to more schools.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not

applicable).

2023-2024 \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$6,400 Pacific Chamber Orchestra Matinee Concert; \$3,000 Clinics for middle and high school music students.

2022-2023 \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$4,960 .33 Pacific Chamber Orchestra Matinee Concert; \$5,000 Pacific Chamber Orchestra Holiday Concert

2021-2022 \$14,276 consisting of \$6,283 Assembly Program for PUSD Elementary Schools; \$6,357 Pacific Chamber Orchestra Matinee Concert; \$1,636 Middle/High School Instrumental Clinics

2020-2021 \$13,924 consisting of \$6,106 Assembly Program for PUSD Elementary Schools; \$5,981 Pacific Chamber Orchestra Matinee Concert; \$1,837 Middle/High School Instrumental Clinics

2018-2019 \$10,929.61 consisting of \$4,000 Assembly Program for PUSD Elementary Schools, \$4,076.61 Pacific Chamber Orchestra Matinee Concert, \$2,853 Middle/High School Instrumental Clinics

New Applicants only: Did you watch the Community Grant Application Workshop Video?

☐ Yes

☒ No

Please indicate your City of Pleasanton Business License No.

200469

Please confirm that you have uploaded the following in the “Documents” tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Lawrence Kohl

Title:

Report 1

Music Director

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

Assemblies for two schools have been determined: Lydiksen for January 28th and Mohr for February 21st.

Describe any significant actions taken during the reporting period.

Report 1

The theme this year is Melody. The educational materials have been developed, and two schools have been booked.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

PCO was able to partner with some Pleasanton Unified School District elementary schools to add in some Prop 28 Funds. Thus PCO, instead of going to two schools as per the approved grant, will now be able to go to at least four schools! The dates for Valley View and Alisal will be set-up after the holidays for 2nd semester performances.

Were any costs incurred for this project (from any source) during this reporting period?

1

- ☐ Yes
☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1
No

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☒ Audience (performance)
☐ Spectators (events)
☐ Participants
☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

1000	1,000.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
1,000.00	1,000.00	TOTAL

What method do you use to track your participant data for this project?

1

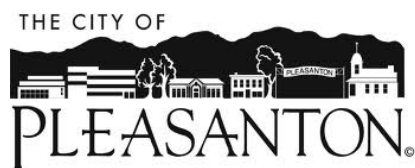
- ☐ Database
☐ Ticket sales
☒ Sign-in sheet
☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Report 1
N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1
N/A



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Pacific Chamber Orchestra

Pacific Chamber School Day Orchestra Matinee Concert

Requested Amount

\$ 7,500.00

Official Amount

\$ 4,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

The Pacific Chamber Orchestra will present a free orchestra concert for Pleasanton elementary and middle school students as a one-hour morning field trip matinee held at Pleasanton Middle School. Matinee concerts are a perfect way to introduce students to the joys of the hearing a full orchestra perform. Teachers receive educational materials and activities to help students further enhance their experience and understanding.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

Pleasanton School elementary students have little opportunity to benefit from attending a live classical full-orchestra concert. Pacific Chamber Orchestra thus uniquely provides for Pleasanton elementary school students to come together and share a profound musical experience. Students are inspired when they see that they are so valued that the greatest and most beautiful music is brought to them live by outstanding professionals. The program is educational and gives the students extra joy to be in school and to do well. This free matinee concert closely aligns with Goal 4 of the City of Pleasanton's Cultural Plan, which calls for Pleasanton to: "Evolve the public art program to . . . enhance its artistic reach and scope." By performing a concert of the classical genre,

Describe your agency and provide its mission or purpose statement.

Pacific Chamber Orchestra (PCO), now in its 34th season, is a regional professional ensemble dedicated to sustaining and extending the rich heritage of classical music for chamber orchestra for 8 to 40 musicians through inspiring performances and engaging educational programs that enrich life in our local communities. PCO offers a wide range of programming. This flexibility allows for the commission of new works and the performance of undiscovered gems. Conductor Lawrence Kohl's concert programs are uniquely designed to illuminate common musical threads that bind together works being presented and to engage the audience through fostering a deeper appreciation of the music. PCO musicians perform with the San Francisco Symphony, Opera, Ballet and Theater orchestras and in movie soundtracks recorded at Skywalker Ranch. PCO members tour and solo internationally. PCO has had a Tri-Valley and, specifically, a Pleasanton presence for over three decades. The Livermore Independent enthused, "the Pacific Chamber [Orchestra] is indeed the best you can hear . . . a treasure beyond price." PCO's educational program has brought classical music to over 300,000 children through full-orchestra matinee concerts, clinics for middle and high school music students, and introductions to musical concepts in the elementary school assembly program.

Please describe how you plan to market this project.

In fall-winter the list of all the elementary school classroom and music teachers is updated. After the date has been arranged with the Pleasanton Middle School, a descriptive announcement encouraging teachers to sign up their classes is emailed to each elementary school classroom teacher. As teachers sign up their class, inquiries are made to be sure that the other teachers in that school and the same grade level are aware of the program. Typically, the hall fills up quickly and a waiting list is then created so that if a class drops out (which seldom happens), then there is a class that can take its place.

Explain how this project will be implemented and include a brief timeline for implementation.

The Music Director, with the assistance the Education Manager, reserves the with the District and Pleasanton Middle School at the beginning of the school year. The announcement is sent out after winter break for teacher and class signups. The Music Director and Education Manager develop the educational materials that will then be emailed one to two weeks before the concert. The Education Manager coordinates all details with the elementary school teacher. Logistical arrangements are made through the PMS music teacher. On the day of the concert, PCO volunteers will serve as ushers to welcome them to the performance, and at the end of the performance, to thank all for coming to the concert and to get instant feedback., Back in their classrooms, teachers will seek out student impressions of the concert experience which can be shared through letters and drawings and sent back to PCO's Music Director.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

PCO collaborates with the Pleasanton Unified School District.

Please choose a common indicator that your agency will use to measure participation.

- ☒ Audience (performance)
- ☐ Spectators (event)
- ☐ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

375 elementary and middle school students

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

Two populations will be served with these funds, namely Pleasanton elementary and middle school music students. For these students, participating in a program created specifically for them will convey an important message that these students are taken seriously as a valued audience attending a high quality orchestra concert performance. This exposure to classical music provides an opportunity for the students to experience a different musical genre, thus expanding their musical literacy. This concert experience may also lead to sparking student interest in playing a musical instrument, an activity that offers many advantages beyond simply learning an instrument. For those already studying an instrument seeing the professional performance brought to them will inspire them towards greater improvement, Music provides cultural inclusion and enrichment for young students of all populations that can also promote academic success and social skills.

Please describe in detail what the community grant funds will be specifically used for.

The community grant funds will be used to pay for

1. the musicians, violin soloist and Music Director
2. development of the educational materials

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The Pacific Chamber Orchestra one-hour school-day matinee is free for elementary and middle students along with their teacher and parent chaperones. Schools save the cost of travel and the loss of nearly an entire school day that would be involved in traveling to San Francisco to attend a concert. Depending upon the number of students who attend the concert, the cost to the City of Pleasanton is about \$12 per person, a truly a modest expense for the opportunity to hear a top-notch professional group of orchestra musicians perform in their own city. Without City funding, PCO would not be able to offer this unique opportunity.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

2023-2024 \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$6,400 Pacific Chamber Orchestra Matinee Concert; \$3,000 Clinics for middle and high school music students.

2022-2023 \$13,960.33 consisting of \$4,000 Assembly Program for PUSD Elementary Schools; \$4,960 .33 Pacific Chamber Orchestra Matinee Concert; \$5,000 Pacific Chamber Orchestra Holiday Concert

2021-2022 \$14,276 consisting of \$6,283 Assembly Program for PUSD Elementary Schools; \$6,357 Pacific Chamber Orchestra Matinee Concert; \$1,636 Middle/High School Instrumental Clinics

2020-2021 \$13,924 consisting of \$6,106 Assembly Program for PUSD Elementary Schools; \$5,981 Pacific Chamber Orchestra Matinee Concert; \$1,837 Middle/High School Instrumental Clinics

2018-2019 \$10,929.61 consisting of \$4,000 Assembly Program for PUSD Elementary Schools, \$4,076.61 Pacific Chamber Orchestra Matinee Concert, \$2,853 Middle/High School Instrumental Clinics

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☐ Yes
☒ No

Please indicate your City of Pleasanton Business License No.

200469

Please confirm that you have uploaded the following in the “Documents” tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Lawrence Kohl

Title:

Report 1

Music Director

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

The program planning is complete, and marketing will soon begin. In January the teachers will be contacted for classes to sign-up.

Describe any significant actions taken during the reporting period.

Report 1

The date of Friday April 25th has been determined with the performances to be held at Pleasanton Middle School (same location as last year). The concert theme Mozart Rocks for an all-Mozart concert, repertoire and soloists have been determined. The program will include the Overture to Cosi Fan Tutti, Shawnette Sulker will sing arias from his operas, principal flutist Leslie Chin will perform the 1st movement of his Flute Concerto, Lawrence Kohl will do the 2nd movement of the Clarinet concerto, and we will also do movements from Mozart's final symphony "Jupiter."

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

N/A

Were any costs incurred for this project (from any source) during this reporting period?

1

- ☐ Yes
☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

No

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☒ Audience (performance)
☐ Spectators (events)
☐ Participants
☐ Clients

Please complete the following table regarding **NUMBER OF CLIENTS SERVED** during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

375	375.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
375.00	375.00	TOTAL

What method do you use to track your participant data for this project?

1

- ☐ Database
☐ Ticket sales
☒ Sign-in sheet
☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

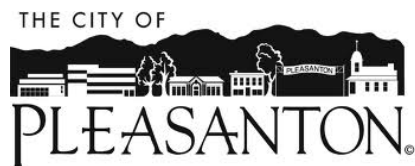
Report 1

N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

N/A



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Pleasanton Community Concert Band Music Library Storage

Requested Amount

\$ 6,200.00

Official Amount

\$ 3,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

This project is critical for the Pleasanton Community Concert Band due to our longtime Band Director, Bob Williams, retiring after more than 40 years with the group. PCCB has been very fortunate in that our vast music library, including over 1500 musical compositions, has been stored at Bob's home, utilizing almost his entire garage. Having a storage container, properly outfitted, will provide adequate square footage to store our music library safely and with easy accessibility..

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

a. For this year's grant, the "problems, needs, issues" are not directly related to any specific community events, but is a general need that allows PCCB to bring our continuously diverse, musical presentations, including our formal concerts as well as the music that we perform as part of the Pleasanton Civic events. These events are Memorial Day, Veterans Day, July Fourth, and other City events when asked to do so. Our Music Library covers many genres, many thematic arrangements, many diverse/cross cultural compositions, and a few unique commissioned pieces such as "Alisal Suites" which was presented last year at

the Firehouse Arts Center, in collaboration with Museum on Main and Pleasanton Cultural Arts Council.

b. The "service gap" might only be that any activities that helps assure that we protect the library we have, and that allows us to add new compositions to that library, assures that PCCB can continue to bring more and better performances to our community, to provide optimal musical programing for civic events, and to generally enrich music experiences for both audiences and our band members.

How this relates to the Cultural Plan; As stated above: It all contributes to PCCB's ability to provide the best programing to our Pleasanton and Tri-Valley communities.

Describe your agency and provide its mission or purpose statement.

The charter of the Pleasanton Community Concert Bands states our mission as:

1. To give public performances of concert band music to encourage interest in music and cultural activities in the local area
2. To provide an outlet for musical performance for local residents
3. To provide an opportunity for developing the talents of participating members
4. To provide an educational opportunity for appreciation of concert band music by the general public
5. To support the performing arts and the community generally by performance in, promotion of, and participation in community events

Please describe how you plan to market this project.

This specific project will not involve any marketing other than to acknowledge our donors and the City in support of this project.

Explain how this project will be implemented and include a brief timeline for implementation.

With over 45 tears of successful non-profit existence, and with members who have diverse skill sets, PCCB's Board and volunteers have more than enough expertise to manage this project.

Two years ago PCCB received a Pleasanton City Grant to cover the cost of a container to store our equipment which had been stored in rental units costing PCCB over \$4000 per year. Thank you.

With that experience, we know exactly what the best path is for procuring a container at a competitive price, and to arrange for the transport and positioning of the container. We will update our insurance policy to assure that all of our library is insured in its new location. We have preliminarily arranged to have the container located at a local business park at close to zero cost.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

N/A, We do not have a specific project that is a true partnership, but PCCB will be collaborating with other local non-profit arts groups to some extent during the 2024/2025 cycle. This may include the Valley Concert Choral, Pleasanton Community Arts Council, the Museum on Main, Rotary, and our Pleasanton High Schools, and the City's cultural arts events.

Please choose a common indicator that your agency will use to measure participation.

- ☒ Audience (performance)
- ☐ Spectators (event)
- ☐ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

To some extent every Pleasanton audience member at every performance or event, along with every Pleasanton musician participant would be served. Our best estimate is between 2000 and 5000 which includes "casual" audience at Farmers Markets

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

To some extent every Pleasanton resident is a target audience member or potential member if they are a musician. Grant funding allows us to provide our 3 formal concerts to the community at no charge.

Also our band is open to any resident who has at least high school playing ability. We have a very broad and diverse membership: Young, old, immigrants from many countries, and otherwise diverse in any ways.

Please describe in detail what the community grant funds will be specifically used for.

The funds will be used for:

- > Purchasing a used container.
- > Delivering the container to its designated location
- > Purchasing additional shelving as needed
- > Purchasing 12 volt lighting and installation
- > Moving costs to transport the library from current location to the container.
- > Costs for building a ramp from ground level to the container doors.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this

project?

The project will be implemented using standard business practices of procurement: The Board of Directors will approve all substantial purchases prior to execution. Warranty documents will be maintained by our equipment manager and be covered under adequate property insurance. Our Librarian and Musical Director will be responsible for music cataloging and maintenance. The PCCB is very cost conscious and always solicits multiple bids for products and/or services.

If PCCB does not receive funding from the City, we would need to draw down our reserves, and/or continue a search for alternative storage space. (Which has been pursued diligently with no truly effective and/or efficient result).

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

2019 \$5300.00 Commissioned Composition; "Alisal Suite"
2020 \$5181.00 Program Enhancement/Audience growth
2021 \$6663.00 Marketing and Participant Safety & other Covid related costs
2022 \$4238.00 Storage Cost Reduction
2023 \$5000.00 Program Enrichment

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☐ Yes
☒ No

Please indicate your City of Pleasanton Business License No.

94-3008838

Please confirm that you have uploaded the following in the "Documents" tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☐ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Les Duman

Title:

Report 1

President and Grant Manager

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

1. We have negotiated with a local business for a location where the container will be placed. The location will be available on or before February 1, 2025
- 2, We have plotted out the interior layout for the library cabinets as well as space and tables for the filing and extraction of repertoires as each concert is scheduled.
3. We have spurred a supplier for shelving and other misc. purchases.
4. We have sourced a supplier for the container

Describe any significant actions taken during the reporting period.

Report 1

Per above:

1. We have negotiated with a local business for a location where the container will be placed. The location will be available on or before February 1, 2025
- 2, We have plotted out the interior layout for the library cabinets as well as space and tables for the filing and extraction of repertoires as each concert is scheduled.
3. We have spurred a supplier for shelving and other misc. purchases.
4. We have sourced a supplier for the container

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

No modifications other than the extended date to place the container

Were any costs incurred for this project (from any source) during this reporting period?

1

- ☐ Yes
- ☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

No expenditures to date. All planning work was completed by PCCB members.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☒ Audience (performance)
- ☐ Spectators (events)
- ☐ Participants
- ☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

5000+	5,000.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
5000+	5,000.00	B) Total number of people served by THIS PROJECT:
10,000.00	10,000.00	TOTAL

What method do you use to track your participant data for this project?

1

- ☐ Database
- ☐ Ticket sales

☐ Sign-in sheet

☒ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Report 1

Since this project is strictly for facilitating the storage and use of our library, there is no direct audience involvement.

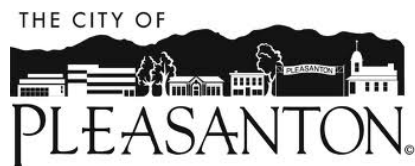
Any "Participants" will be the Library Committee.

All of our audiences will benefit by PCCB having a library set so that we can be more efficient and effective ongoing.

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

None t this time



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Pleasanton Cultural Arts Council City Stories

Requested Amount

\$ 3,600.00

Official Amount

\$ 3,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

Pleasanton's Public Art embodies the values and stories of our city yet there is no current celebration focused on public art and how it expresses what it means to be an American small city with a rich heritage. In addition, various cultural groups seeking identification can be celebrated as they become a recognizable part of Pleasanton. Pleasanton Cultural Arts Council (PCAC) is seeking funding to engage in marketing and promoting local Pleasanton Public Art and assist organizations in celebrating various cultural events by providing arts activities related to the cultural groups.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

a. There is no current activity or celebration focused on Pleasanton's Public Art. The stories associated with public art are being lost. The collective memory is depreciating. In addition, various cultural groups seek to become a recognizable part of the American experience. In both cases raising the awareness of the community is a herculean task requiring the use of digital resources, social media and engaging active volunteers.

b. The Charles Huff Free Walking Tours at the Museum on Main are a welcomed history tour of the historic people of Pleasanton and buildings. What is missing is the inclusion of comments on Public Art to highlight Pleasanton's bronze artworks and murals on the tour routes. By inserting Public Art stops on the existing MOM routes and offering a script for

each of the Public Art pieces, participants will experience a rich tapestry of history, art and the people /buildings that are the legacy of Pleasanton. What is needed is an iPad large enough and powerful enough to handle an array of images. Currently, the MOM 6lb. binder carried on the walk is cumbersome. It is best replaced with a lightweight iPad to house extensive visual images and information of the Huff Walking Tour plus related images and information related to Public Art encountered on the walk. This approach allows the compiling of selected visual images. The editing is important because the current process makes it impossible. PCAC proposes to own an iPad with large enough capacity to assist in information sharing for the Walking Tours and various cultural events. This purchase would allow an assistant to move among the attendees and show the image while the script is read on another smaller MOM iPad.

c. 2014 Cultural Arts Plan Goals and Strategies pg. 3, recommends 8 goals

- Enhance arts and cultural programming available to Pleasanton's residents, workers, and visitors.
- Celebrate cultural diversity and enhance connections
- Improve marketing and visibility of the arts

Describe your agency and provide its mission or purpose statement.

The Pleasanton Cultural Arts Council (PCAC) is an all-volunteer 501 (c) (3) organization that has been in existence since 1979. PCAC's vision is to advocate for all of the arts, provide leadership, educate and provide youth grants to promote quality programming.

Mission Statement:

"Pleasanton Cultural Arts Council is a non-profit committed to encouraging, supporting and promoting the Arts in the Pleasanton community and schools to reflect our cultural diversity and inspire all."

Please describe how you plan to market this project.

Marketing and Promotional materials is \$1,400. includes contracting with a high level skilled person or persons to recommend and execute a successful marketing plan and raise the arts visibility. This will include digital, social media, limited print and digital news sources, and the purchase/ fee use of various applications.

The City of Pleasanton markets cultural events and PCAC has partnered in 2023 to create and support art activities at the events. We intend to continue this partnership.

The MOM produces a digital newsletter. PCAC is actively contemplating a digital campaign to raise arts visibility and community engagement.

Marketing requires current knowledge of trends, active knowledge of the community's interests and a high degree of savvy as to what works. Money can be wasted with good intentions but poor results. For that reason we would search for professional expertise.

Explain how this project will be implemented and include a brief timeline for implementation.

Goal is to advertise and promote the inclusion of Public Art on the 2024 Summer/Fall identified Tour dates through Social media, print and MOM newsletter to public
PCAC confirms Board member to focus on Volunteer engagement DONE Nov. 2023
Pre-Work:

Attend two MOM Walking Tours -Done 2023

Meetings with MOM to explore the possibility of including Public Art in MOM Free Walking Tours -Done Nov.2023, Dec. 2023 and Jan. 2024

List of stops on MOM Walking Tours with suggestions for Public Art inclusion; follow up meetings at MOM-Done (suggestions accepted). Limited BETA testing completed 2023

Meeting on logistics and materials for Walking Tours- DONE, January 2024

Identify visuals and materials to be transferred (flash drive) Spring, 2024 (April/May)

TO BE DONE:

- Purchase one 11 inch iPad to house visual images so the tour assistant can show participants, to use an existing MOM iPad from the gallery to house the script for each stop which can be read by the Tour Leader. July, 2024

- Purchase iPad accessories, hard carry case, warranty and lightening cords. Need to transfer images and data for use on iPad creating an edit base of images.(flash drive)

Seek volunteers to assist MOM Walking Tours- January, 2024 - Make A Difference Day

Goal is to support CULTURAL GROUPS with arts activities

Meet with City staff to determine cultural celebrations dates and planning, 2023-2024

Contact culturally diverse organizations associated with cultural celebrations; -DONE 2023

Seek current leadership names, determine organizational structure and establish collegial partnerships.STARTED, Oct/Nov., 2023 ONGOING

Define the expectations of each cultural group and define appropriate arts-related activities to support the group. ONGOING 2023-2024

- Download/ create cultural materials to place on a digital apparatus to utilize during the events.

- Research and order presentation/ art materials for art activities and consider incorporating appropriate music

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

Amador Livermore Valley Historical Society (Museum on Main)

Museum on Main, Pleasanton is our partner agency specifically to enhance the visibility of Public Art in the Free Walking Tours.

Please choose a common indicator that your agency will use to measure participation.

- ☒ Audience (performance)
- ☐ Spectators (event)
- ☐ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

Combining the audience of the various cultural events, i.e. Hispanic, AAPI, Indigenous, Diwali, Juneteenth, and the audience of the multiple MOM Walking Tours it is reasonable to consider 3,000 as a conservative number.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

There are no fees associated with MOM Free Walking Tours or various cultural celebrations. These events are open to residents of Pleasanton and surrounding areas. We invite audiences of all ages, income levels and abilities to come and enjoy Pleasanton's Public Art and cultural events. We expect a greater appreciation for cultural diversity and a strong recognition on how Public Art, history and people tell the story of Pleasanton

Please describe in detail what the community grant funds will be specifically used for.

It is critical to purchase an robust iPad to meet multiple functionalities in various venues. A large enough iPad screen to adequately view images is essential. MOM will donate the use of their older, smaller and less capacity iPad. (Word storage is less demanding).

Apple iPad Pro 11-inch (4th Generation): with M2 chip, Liquid Retina Display, 256GB, Wi-Fi 6E, 12MP front/12MP and 10MP Back Cameras, Face ID, All-Day Battery Life \$899 + Apple Pencil (\$72) and Apple Magic Keyboard and keyboard case (\$269)+ tax \$126.56
=\$1,234.76 Current price on Amazon

Considering art and presentation materials at \$150 per cultural event and six cultural events to support, the Cost is \$900.

Marketing and Promotional materials is \$1,400. includes contracting with a high level skilled person or persons to recommend and execute a successful marketing plan and raise the arts visibility. This will include digital, social media, limited print and digital news sources, and the purchase/ fee use of various applications.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The purchase of one iPad is an investment in securing images and content for at least 5 years. An 11 inch screen will ensure the viewing of images large enough for its intended purpose. A Smaller screen and less operating memory will render a purchase insufficient and a waste of money for the Walking Tours and cultural events. This purchase is cost-effective for those reasons. The MOM is using there small older iPad so there is no cost to the grant

Presentation/art materials are consumables. The audience is often invited to take their art project home as a continued appreciation of the event. Personalized art is a great reminder of a cultural event and invites further participation in cultural events. The cost of art materials has increased but the benefit of engaging people in art outweighs the costs.

If not fully funded, the number of cultural events will be reduced as will the funds spent on marketing and promotion will be reduced. The high capacity iPad is essential to the success of this grant.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

2018-19 Treasurers of Japan: Sumie, Bonsai, Haiku \$6,208
2018-19 PCAC Community and Opportunities Awareness \$2,817
2020-21 Native Art: Past and Present Voices \$5,981(extended to June 2022)-
2020/2021Program Enhancement and Audience/Community Outreach \$3582 (extended to June 2022)
2021/2022 Marketing and Community Outreach In a Covid and Post-Covid World \$4494
2021-22 Rebuilding Community Through Art \$6189.-
2023/24 Marketing Support and Program Advertising \$5,800

New Applicants only: Did you watch the Community Grant Application Workshop Video?

- ☒ Yes
☐ No

Please indicate your City of Pleasanton Business License No.

200412

Please confirm that you have uploaded the following in the “Documents” tab:

- ☒ Current annual budget for the entire agency, including revenue
☒ Agency organization chart

- ✓ List of Board of Directors/Governing Board
- ✓ Board of Directors' authorization to request funding
- ✓ Community of Character Declaration
- ✓ Collaboration Agency Form
- ✓ Most Recent Agency Audit or Tax Return
- ✓ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Janice Coleman-Knight

Title:

Report 1

PCAC Board of Director

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

Extensive pre-planning and collaboration with the Museum on Main allowed PCAC's "City Stories" project implementation on July 1, 2024. An iPad and necessary supporting materials (amplifier and carry case) were immediately purchased on July 1, 2024. Rachel Brickwell, MOM, Education Director, edited and loaded images and word documents and the first joint PCAC-MOM History Art Walk was accomplished on June 10, 2024 with another on June 25, 2024. It was then decided that a separate Art Walk would be best to not compromise the History Walk and allow sufficient time for the Art Walk. Now named the Free Harrington Art Walk, Jan Coleman-Knight conducted five more Art Walks. Two night Art Walks and three early morning (9am) were promoted by the MOM, PCAC and one newspaper article (August 14 – Sept. 28, 2024). Also, small cards were printed announcing the Harrington Art Walks and passed out to people attending the Art Walk, people on the street and others at gatherings. PCAC also supported the Pleasanton City Cultural events with art activities and volunteer participation.

Describe any significant actions taken during the reporting period.

Report 1

The creation of the Free Harrington Art Walks was published in the MOM newsletter and the PCAC website. Reduced funding of this project affected marketing, promotion and attendance. The Harrington Art Walk centered on the 10 artworks outside the Firehouse, two inside and the three in front of the MOM.

Attendance was poor even though adjustments for different days times and evenings were considered.

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

The original grant request envisioned hiring a professional to execute a successful marketing plan. Based on the lackluster attendance, a second thought came forward to place Public Art writings and pictures on the PCAC website linked to the City's Public Art clickable map. Jan Coleman-Knight would create the writings and take the photographs (converting HEIC to jpeg) A person would be hired to create the code to match the City map number, with the writing and pictures so it would be seamlessly clickable. The thought was to bring forward the opportunity for eventually include all of the Public Art, Painted Utility boxes and Temporary Artworks. Jan Coleman-Knight's accepted this workload would be burdensome.

Were any costs incurred for this project (from any source) during this reporting period?

1

☐ Yes

☒ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

ZoomGrants Invoices and receipts totaling \$1,731.54 have been submitted.

There are more expected invoices, probably around \$800-\$1,000 for the digital coder, with additional costs for Harrington Walk announcement in Spring 2025.

This project is waiting for receipts for art activities related to the cultural events.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

- ☐ Audience (performance)
- ☐ Spectators (events)
- ☒ Participants
- ☐ Clients

Please complete the following table regarding NUMBER OF CLIENTS SERVED during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

46	46.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
46	46.00	B) Total number of people served by THIS PROJECT:
92.00	92.00	TOTAL

What method do you use to track your participant data for this project?

1

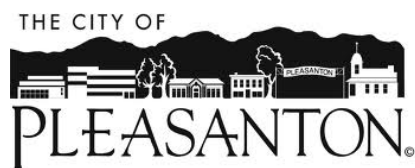
- ☐ Database
- ☐ Ticket sales
- ☒ Sign-in sheet
- ☐ Other

If you answered "other" to the preceding question please explain. Enter "N/A" if not applicable.

Report 1
N/A

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1
City Stories included building awareness and appreciation of Pleasanton's Public Art and the City Cultural Events. This project has morphed to focus on Public Art with minimal financial support of the cultural events. The grant was written for the amount needed to accomplish the described tasks. It is underfunded. The community simply does not know and therefore does not consider attending.



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City of Pleasanton

FY 2024/2025 Community Grant Program - Civic Arts

Pleasanton Cultural Arts Council Newsletter Creation and Associated Outreach

Requested Amount

\$ 5,700.00

Official Amount

\$ 3,000.00

Provide a brief summary of the project for which your agency is seeking funding for (no more than 3 sentences; this text will be used widely during the review and implementation process to describe your project.)

This project focuses on creating a quarterly newsletter, developed by PCAC in conjunction with professional assistance. The newsletter will be distributed via conventional mail, social media, and be parsed so that excerpts can be used for targeted communications to specific demographic groups in the Pleasanton community, both individuals and other organizations. It will be used as a collaborative resource wherein we will include articles about other arts groups as well as cultural arts programs in our schools. The expectation is that the newsletter will help generate new members, new donors, and paid advertisers.

Describe the following: a. The problem(s), need(s), issue(s) or service gaps to support the need for this project in Pleasanton. b. How your project relates to the problem, need, issue or service gap. c. How this relates to the Cultural Plan.

- a. There is a need in Pleasanton to connect with our citizens, broadly and diversely, to help assure that they are aware of the arts programs in our city. For many organizations, including PCAC, we are doing many good works in Pleasanton; some small, and some more far-reaching. While most of us like to consider Pleasanton as being a close-knit community, the fact is that many in our community are not aware of what the arts organizations in our community are doing. If it is not "big news" it tends to be invisible.
- b. This project relates to the problem because it will provide a regular quarterly broadcast to the community announcing the many cultural and artistic events available by all local organizations; not only PCAC. It also supports our local artists including young artists and

introduces opportunities for everyone to be involved with the arts in Pleasanton, whether as an artist, a supporter, or an audience member.

c. This relates to the Cultural and Youth Plans in that it provides opportunities for individual artists of any age, and provides opportunities for all Pleasanton residents to either participate or witness the arts in our city. If one looks at PCAC history, the diversity of our programs and the diversity of the participants in our programs is impressive. We want to help Pleasanton become a destination for Arts and Cultural experiences.

Describe your agency and provide its mission or purpose statement.

The Pleasanton Cultural Arts Council (PCAC) is an all volunteer 501 (c)(3) organization which has been in existence for over thirty-five years. PCAC has supported the visual, literary and performing arts and art facilities in Pleasanton. PCAC was incorporated in 1974 as a 501 (c)(3) non-profit organization dedicated to encourage and promoting an interest in and appreciation for all forms of art. At first facilities-oriented, PCAC rallied community support for the construction of the Cultural Arts Building on Black Avenue to house arts activities. The building is now owned and operated by the City of Pleasanton.

During the 1980's PCAC worked with the City of Pleasanton and the Pleasanton Unified School District to help raise over \$800,000 in order to renovate the then closed Amador Theater. The Pleasanton Cultural Arts Council played an integral role in bringing the new Firehouse Arts Center to Pleasanton.

Mission Statement

"Pleasanton Cultural Arts Council is a non-profit committed to encouraging, supporting and promoting the Arts in the Pleasanton community and schools to reflect our cultural diversity and inspire all."

Our mission is to ADVOCATE for all the arts, PROVIDE LEADERSHIP, EDUCATE, and PROVIDE GRANTS and QUALITY PROGRAMMING to Pleasanton to ensure that present and future generations have access to the arts. We believe that the wonder and magic of the arts lift the human spirit and illuminate our world. The Pleasanton Cultural Arts Council (PCAC) is an all-volunteer 501 (c) (3) organization which has been in existence since 1979. PCAC's vision is to advocate for all of the arts, provide leadership, educate and provide youth grants to promote quality programming.

Please describe how you plan to market this project.

Our Board members and other non-board volunteers have the professional expertise and experience to carry out this project. This expertise includes the domains of business management, accounting, art installation management, and many non-profit operational disciplines.

A majority of our board members have been instrumental in producing a number of arts events. We are also open to enlisting the services of outside professionals, if needed.

Explain how this project will be implemented and include a brief timeline for implementation.

The project will be implemented, administered and operated by creating a baseline list of goals and objectives which will be communicated to the committee responsible for the newsletter and further to the professional assistants we will contract with. This will also include tasks and initiatives that will be executed by current PCAC Board members and community volunteers. It will include co-marketing/collaborating with other Pleasanton nonprofits to assure that each entities "brand" is properly presented. Administration of the project will be facilitated by our Board and member volunteers as well as help from any collaborating entities. We expect the research, development and publication of the first issued newsletter will take 3-6 months.

Identify the organization(s) that your agency will partner with on this project. (A Collaboration Agency Form is required for each collaborating agency.) Enter N/A if not applicable.

For this project there will not be a "formal" collaboration, but the intent is that it will be an ongoing collaborative, as we will be continuously requesting and receiving information from any community arts groups who are interested in having PCAC include their notifications within the structure of our newsletter. Organization may include: Museum on Main, Pleasanton Community Concert Band, Pleasanton Art League, City of Pleasanton's Cultural Events, Quest Innovation Fair, an PUSD student arts and culture events. PCAC already supports these groups with marketing and involvement.

Please choose a common indicator that your agency will use to measure participation.

- ☐ Audience (performance)
- ☐ Spectators (event)
- ☒ Participants
- ☐ Clients

Estimate the total number of unduplicated Pleasanton residents to be served by this project.

We hope to touch every household in Pleasanton. If we base our estimate on how many residents actually receive and read through our newsletters or components thereof that are disseminated elsewhere, we can conservatively estimate 20,000 individuals. We could assume that 50% of those people would tke it as a "call to action" by attending or otherwise being involved in an activity.

In reference to question number 4, please note that our unduplicated residents include participants, audience, and spectators.

Describe the specific population your agency anticipates serving with these funds and how they will benefit from the implementation of this project. (e.g. low income, youth, disabled, etc.)

The population we anticipate serving is any resident of Pleasanton and surrounding communities. Since the majority of our programs are provided at zero cost, we open opportunities for all citizens regardless of income. In addition, we execute programs,

including our Youth Excellence in the Arts awards, which encourage and promote participation in musical arts, fine arts, and spoken word/literary arts by Pleasanton students. PCAC has presented or co-presented events focused on Native American art and culture, Japanese art and culture, Mexican art and culture, and East Indian Art and culture.

Please describe in detail what the community grant funds will be specifically used for.

The Community Grant funds will be used to cover the costs for professional services with expertise in non-profit community outreach and non-profit fund raising in the domain of cultural and fine arts, as well as peripheral costs associated with analogue and digital publication of a quarterly newsletter. Funds will also be used for social media advertising connecting with our newsletter, the referenced family of Pleasanton cultural arts organizations, school. programs, and City cultural events.

Describe how this project is cost effective and whether the budget is reasonable for the anticipated result. If this project does not receive funding, what will be the effect on this project?

The project is cost effective because:

1. PCAC board members solicit multiple bids for contracting for products or services.
2. We plan based on where resources are best invested to assure we can achieve optimal attendance and/or participation.
3. We do our best to invest in utilitarian and reusable programs and products.
4. Some of our board members have excellent connections in the business community who we can reach out to for products and services at a discount or as a 'donation in kind'.

If your agency received funding from the City of Pleasanton in the past five years, please include project name, funding level and the year funding was received (enter N/A if not applicable).

2020-21 Native Art: Past and Present Voices \$5,981(extended to June 2022)-Development of educational materials centered on art panel released from the State Indian Museum released to this project inclusive of activities for 3rd grade Pleasanton students

2020/2021: Project #CA-2029 was \$3582 for "Program Enhancement and Audience/Community Outreach

2021/2022: Project #CA-2106 was \$4494 for "Marketing and Community Outreach In a Covid and Post-Covid World"

2021-22 Rebuilding Community Through Art \$6,189.- Design two public art murals and engage in an interactive community building dialogue to celebrate diversity and mutual respect.

2022-2023: Arts Gatherings and Project Support \$4933.33

2023-2024; Marketing support and program advertising \$5800

New Applicants only: Did you watch the Community Grant Application Workshop Video?

☐ Yes

☒ No

Please indicate your City of Pleasanton Business License No.

200412

Please confirm that you have uploaded the following in the "Documents" tab:

- ☒ Current annual budget for the entire agency, including revenue
- ☒ Agency organization chart
- ☒ List of Board of Directors/Governing Board
- ☒ Board of Directors' authorization to request funding
- ☒ Community of Character Declaration
- ☒ Collaboration Agency Form
- ☒ Most Recent Agency Audit or Tax Return
- ☒ Articles of Incorporation/Bylaws

Annual goal for the number of Pleasanton clients to be served by this project.

-no answer-

Name of person completing report:

Report 1

Les Duman

Title:

Report 1

VP and Grant Manager

Describe the current status of your project (e.g. planning, pre-development, activity underway, marketing, etc.) and the current focus of any activity.

Report 1

We have completed the planning for formatting and distribution of our newsletter both digitally and hard-copy.

Describe any significant actions taken during the reporting period.

Report 1

We have had many organizational meetings as well as engagement with outside service providers for graphics, templating, and coordinating with social media entities. We have been accumulating and archiving subject matter for newsletters which should begin publishing by March of 2025

If applicable, describe any modifications to the project goals, timelines, etc., and reason(s) for change. If you have not submitted invoices due to project delays, please provide details here.

Report 1

We have not yet submitted any invoices due to the fact that our expenses to date have been minimal. We plan on submitting an initial invoice prior to Feb 15.

Were any costs incurred for this project (from any source) during this reporting period?

1

☒ Yes

☐ No

Were any Pleasanton grant funds expended for this project during this reporting period? If yes, have you submitted invoices yet and if so in what amount? If no, please explain why no funds have been expended to date.

Report 1

We have not yet submitted any invoices due to the fact that our expenses to date have been minimal. We plan on submitting an initial invoice prior to Feb 15. Additional invoice(s) will be submitted closer to June.

Please indicate how participant data are reported for this project (please keep consistent for question 11 and with your original application):

1

☐ Audience (performance)

☐ Spectators (events)

☒ Participants

☐ Clients

Please complete the following table regarding **NUMBER OF CLIENTS SERVED** during this reporting period using the indicator chosen above (Audience, Spectators, Participants OR Clients):

20,000	20,000.00	A) Numeric GOAL stated in your application for the number of Pleasanton residents to be served by THIS PROJECT (unduplicated):
0	0.00	B) Total number of people served by THIS PROJECT:
20,000.00	20,000.00	TOTAL

What method do you use to track your participant data for this project?

1

☐ Database

☐ Ticket sales

☐ Sign-in sheet

☒ Other

If you answered **“other”** to the preceding question please explain. Enter **“N/A”** if not applicable.

Report 1

Feedback from social media entities, emailing list totals, and estimated "looks" in local published media (The Weekly, The Independent)

Please include any additional comments or clarifications here about your grant that you feel the Commission will benefit from:

Report 1

The bulk of expenditures will be for the actual creation and finished structure of the newsletter. Ongoing costs after the initial publication will be easily absorbed by our current cash flow.

Civic Arts Project Status Report



REPORT DATE	PROJECT NAME	PREPARED BY
March/April 2025	Civic Arts Project Status Update	Rachel Prater, Recreation Manager
Category	Project	Status
Public Art		
	• Temporary Pieces = 3 • Permanent Pieces = 46 • Traffic Boxes = 19	
Upcoming Performances at the Firehouse Arts Center	• The Modern Gentlemen March 7 7:30pm • Moving Parts March 8 8pm • Tempest March 15 7pm • Johnny Orenberg presents "Remember" an Andy Williams Musical Tribute March 21 7:30pm • High School Music Collaborations Originality 2025 March 22 7pm • Mustache Harbor March 28 7:30pm • Lauryn Marie March 29 2pm • Tom Rigney and Flambeau April 4 7:30pm • High School Music Collaborative Be Our Guest April 19 7pm • Creatures of Impulse Tri Valley High the Musical April 24, 25 @ 7pm and April 26 @ 2pm and 7pm	
	More performances at www.firehousearts.org	
Harrington Gallery	• Flora in Focus January 11 to March 8 • Fresh Works XIII March 29 to May 17 ◦ Open call for submissions ends March 7	
Pleasanton Art League (PAL) Wall	• Jessica Copeman January 16 to March 8 • Rhonda Chase March 14 to May 3	
FAC Lobby Walls	• Daniel San Souci March 9 to April 26 • Don Hersham May 3 to June 21	
Cultural Plan	9 Goals	1 Goal Completed
	36 Strategies	• 11 Strategies Completed • 15 Strategies In- Progress

To receive the Firehouse Arts Center newsletter, visit: www.firehousearts.org, scroll to the bottom of the home page, and "Join Our Mailing List" by entering your email address and clicking "submit."