

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
June 1, 2021

STAFF REPORT: APPROVAL OF FUNDING RECOMMENDATIONS FOR THE CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT MUSEUM GRANT PROGRAM.

SUMMARY

This report summarizes the evaluation process for awarding California Cultural and Historical Endowment (CCHE) Museum Grant Program (MGP) projects and recommends approval of funding for projects.

RECOMMENDED ACTION

Approve recommended projects for funding (see Recommendations attachment).

BACKGROUND

The CCHE was established in 2002 within the California State Library for the purpose of acquiring, restoring, preserving and interpreting historical and cultural resources through a competitive grant process. Initially, CCHE's funding came from voter-approved Proposition 40, awarding \$122 million via four rounds of funding for 183 projects.

In 2013, AB 482 transferred the CCHE to the California Natural Resources Agency (CNRA) and authorized the creation of a competitive grant program to support and enhance small capital projects in museums that recognize the importance of making art, science, history and culture available to the residents of California, with an emphasis on previously underserved communities. The CCHE awarded approximately \$3.4 million in residual Proposition 40 funding to 35 projects under two rounds. On-going funding for the program is generated through the sale proceeds of the Snoopy Special Interest License Plate.

In 2018, SB 1493 expanded the MGP to include programming such as exhibits, educational, outreach, and public programs, curriculum, marketing and collections care in museums, in addition to small capital projects.

SB 74 Budget Act of 2020 included a provision to prioritize funding for museums severely affected by COVID-19 and that serve historically underserved communities and/or students subject to Title I of the Federal Elementary and Secondary Education Act.

In the summer of 2020, the CCHE board approved the MGP guidelines, which incorporated AB 482, SB 1493 and SB 74 priorities, and were released for solicitation. At the time of release, it was estimated between \$500,000 and \$1 million would be available for awards. 120 proposals were submitted, totaling \$4.3 million in funding requests.

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
June 1, 2021

MGP EVALUATION PROCESS

The evaluation process for the Museum Grant Program followed a three-step approach.

For the first step, applicants submitted their proposals electronically via an online application submission platform. Proposals were evaluated using a scoring rubric broken down into the following categories: *Eligibility and Project Need; Legislative and CCHE Priorities; Organizational Capacity and Collaboration; Project Readiness; and Additional Project Characteristics.*

A meeting was held where initial rankings and additional funding considerations were discussed for each proposal. A total of 27 out of 120 projects were selected to advance to Step 2, the Virtual Field Inspections.

Projects were visited virtually where the applicant, project partners, local community and CNRA staff participated in a conversation about the project. Discussions centered around the effects of COVID-19 on the museum; target population; outreach efforts; how the project addressed the Legislative and CCHE priorities; project costs and match contributions; and project timeline. 25 projects were advanced to Step 3.

For Step 3, applicants uploaded required documentation such as board resolutions, timelines, site control documents, and work plans. All 25 projects met the Step 3 requirements and are recommended for grant funding. All projects not recommended for funding have been notified.

PROJECTS RECOMMENDED FOR FUNDING

The recommendation list is divided into two sections: 22 projects totaling \$809,661.00 are recommended for immediate funding and 3 projects totaling \$116,550.00 are placed on a waitlist and recommended for funding when license plate sales revenue becomes available. See Recommendations attachment.

Geographic Distribution

Regionally, 50% of the recommended museums reside in the South, 27% in the Bay Area, 12% in the North, 7% in the Central Valley, and 4% in the Central Coast.

Disadvantaged Communities

81% of the funding is recommended for museums located in or within ½ mile of a disadvantaged community, per the Department of Parks and Recreation Community Fact Finder and Department of Water Resources Disadvantaged Communities Mapping demographic tools.

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
June 1, 2021

Legislative Priorities

56% of the projects recommended for funding selected the Services to School Pupils priority, 20% selected Services to the Public, 20% selected Increased Accessibility to Programs, and 4% selected Superior Museums.

All 25 applicants recommended for funding are museums that have been severely affected by COVID-19 and will serve historically underserved communities and/or students subject to Title 1.

Match Requirement

23 of the museums recommended for funding are not required to provide match dollars, as they are non-profit organizations. Two public entity-operated museums recommended for funding will be required to provide an in-kind and/or cash match contribution, equaling 5% of the grant award.

Project Type

21 of the recommended projects are program projects, 2 are capital projects, and 2 are a combination of both program and capital projects.