

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
January 24, 2022

STAFF REPORT: PRESENTATION OF UPDATES TO MUSEUM GRANT PROGRAM DRAFT GUIDELINES FOR ROUND 1 FUNDED WITH GENERAL FUND APPROPRIATED IN THE BUDGET ACT OF 2021, FOR DISCUSSION AND APPROVAL BY THE CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT BOARD.

SUMMARY

This report summarizes the California Cultural and Historical Endowment (CCHE) Museum Grant Program, highlights updates to the program guidelines and includes an estimated timeline.

RECOMMENDED ACTION

Approve the draft Museum Program Guidelines for release to the public and open the solicitation period.

BACKGROUND

The CCHE was established in 2002 within the California State Library. CCHE's funding came from voter-approved Proposition 40, the California Clean Water, Clean Air, Safe Neighborhood Parks, and Coastal Protection Act of 2002. CCHE's share (\$122 million) was distributed competitively to government entities, non-profit organizations, and tribal organizations for the acquisition, restoration, preservation, and interpretation of historical and cultural resources. The CCHE awarded 183 projects via four rounds of funding.

In 2013, AB 482 transferred the CCHE to the California Natural Resources Agency and authorized the creation of a competitive grant program to support small capital projects in museums. The CCHE awarded approximately \$3.4 million in residual Proposition 40 funding to 35 projects under 2 rounds of the Museum Grant Program (MGP).

AB 482 also authorized the CCHE to sponsor jointly with the California Association of Museums (CAM), a new Special Interest License Plate. The image of Snoopy has been licensed by Jean Schulz and Peanuts Worldwide to the **California Association of Museums** (CAM), which entered into an agreement with Agency. Proceeds from sales of these specialized plates provide the continued funding for the MGP.

In 2018, SB 1493 expanded the MGP to include exhibits, educational, outreach, and public programs, curriculum, marketing and collections care in museums, in addition to small capital projects (Cal. Educ. Code §20092). The Budget Act of 2020 includes a provision to prioritize funding for museums severely affected by

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COVID-19 and that serve historically underserved communities and/or students subject to Title I of the federal Elementary and Secondary Education Act.

On June 1, 2021, the CCHE awarded \$926,211 to 25 projects under the Museum Grant Program with funding generated through the sale of the Special Interest License Plate featuring the image of Snoopy. 100% of the funding went to museums severely affected by COVID-19 and serve historically underserved communities and/or students subject to Title 1. Additionally, 81% was awarded to museums located in or within ½ mile of a disadvantaged community.

The Budget Act of 2021 appropriated \$50 million for the Museum Grant Program (\$47.5 million for awards that may be made over multiple rounds depending on the competitive pool and \$2.5 million for grant administration and monitoring) and includes a provision to continue to prioritize funding for museums severely affected by COVID-19 and that serve historically underserved communities or students subject to Title I of the federal Elementary and Secondary Education Act.

The draft guidelines for Round 1 of the Museum Grant Program, funded by General Funds appropriated by the Budget Act of 2021, were released for public comment on October 12, 2021, via a public posting on the Museum Grant Program webpage and through a listserv email blast. In addition, a CCHE board meeting was held on November 2, 2021, to solicit comments from the board and the public. The public comment period closed on November 12, 2021.

Targeted outreach to Native American Tribes located within California to solicit comments and offer formal consultation regarding the Museum Grant Program began on November 10, 2021 and closed on December 10, 2021.

MUSEUM GRANT PROGRAM

The purpose of the Museum Grant Program is to assist and enhance the services of California's museums, and other groups and institutions, which undertake cultural projects deeply rooted in and reflective of previously underserved communities. (Cal. Educ. Code §20091).

The program is intended to solicit projects that assist CCHE in supporting and enhancing museum services that recognize the importance of making art, science, history and culture available to the residents of California, with an emphasis on previously underserved communities.

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PROGRAM HIGHLIGHTS

- Eligible Applicants – Public agencies and nonprofit organizations, including museums, located in the State of California.
- Eligible Projects – Projects can include exhibits, educational programs, outreach programs, public programs, curriculum, marketing, collections care and small capital projects or a combination of a program and capital project.
- Matching Funds – Nonprofit organizations are not required to provide a match. Matching funds are required for public agencies in an amount not less than 5% of the requested grant amount. However, public agencies directly serving an underserved community and with compelling circumstances, may ask the State to consider approving a lower match.

GUIDELINE UPDATES

The draft guidelines include administrative edits and the following changes based on public comments: updates initiated by comments from the public have been made to the draft guidelines:

- In **Eligibility** section:
 - Under the *Eligible Applicant* subsection:
 - Added definitions for “public agencies”, “nonprofit organizations” and “museum” in this subsection for clarity
 - Included examples of museum categories and expanded categories to include art centers, cultural centers and historic houses/sites
 - Elaborated on the number of days open and minimum number of years established for clarity
 - Under the *Eligible Projects* subsection:
 - Added a new capital project example: Improvements/renovations to interiors of mobile museum vehicles
- In **Step 1: Project Proposal** section:
 - Reduced the number of questions from 37 to 32 by eliminating the following questions:
 - Is the museum at risk of permanent closure? Explain response.
 - Describe the museum’s outreach and engagement methods to historically underserved communities. (Duplicate)
 - If awarded funding, describe the immediate next steps to be taken for the project.

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- Describe any of the project characteristics not previously discussed that would contribute to the evaluation of the project proposal.
- Question #3: added additional discipline categories
- Question #7: removed percentage sub questions and updated the date for 2021 data sub questions
- **Appendices updates:**
 - *Appendix O: Definitions:*
 - updated “Museum” definition to mirror definition provided enacting legislation AB 716 California Cultural and Historical Endowment
 - Provided link to Core Standards for Museum under “Superior Museum” definition
 - Expanded definition of “Underserved Community” by providing examples

KEY DATES/ESTIMATED TIMELINE

2022

Jan 28	Release Final Guidelines for solicitation
Feb 9, 10, 15, 16 & 17	Conduct technical assistance workshops
March 11	Project proposal due date
May-June	Review of proposals
Jun-Aug	Field inspections for most competitive projects
Sep	Invite to Step 3 of evaluation process
Nov	Present recommendations to Board for approval
Nov	Upon board approval, announce awards