

## AGENDA ITEM 6

California Cultural and Historical Endowment Board Meeting  
November 2, 2021

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

### 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.

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

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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.

### 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.

### 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.

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### GUIDELINE UPDATES

- New funding source: \$47.5 million in General Fund.
- Increase in minimum/maximum awards to \$50,000/\$500,000.
- The *Eligibility and Project Need* section of the project questions in 2019 guidelines is now two stand-alone sections, *Eligibility* and *Project Need*.
- Five questions added to *Eligibility* section to provide additional clarity to applicant eligibility.
- Two questions added to *Project Need* section to further articulate need and provide museum data regarding number of days open, visitor attendance, operating expenses, revenue, and operating reserves.
- One additional program example included: Reduced price or free admission programs for pupils.
- Revised timelines in Cost Estimate and Workplan Appendices.
- Updated Site Control Appendix from “up to 10 years” from 2019 Guidelines to “10 years for projects up to \$100,000, and 15 years for projects over \$100,000” in 2022 Guidelines.

### KEY DATES/ESTIMATED TIMELINE

#### 2021

Oct 12 – Nov 12

Public comment period for draft Guidelines

Dec

Presentation of final draft Guidelines for Board approval

#### 2022

Jan

Release Final Guidelines for solicitation and conduct technical assistance workshops

Feb

Project proposal due date

Apr-May

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