

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
June 29, 2020

STAFF REPORT: APPROVAL OF GUIDELINES FOR THE CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT MUSEUM GRANT PROGRAM, ROUND 1 FUNDED WITH PROCEEDS FROM SPECIAL INTEREST LICENSE PLATE.

SUMMARY

This report summarizes the California Cultural and Historical Endowment (CCHE) Museum Grant Program. It also summarizes next steps, including estimated timeline.

RECOMMENDED ACTION

Approve the 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 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).

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Program guidelines for this first round of the MGP funded with the Snoopy plate proceeds were developed to incorporate the provisions of Section 20092 and were released for public comment in February 2020. Two public hearings were held in March 2020.

SB 74 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.

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.

In total, between \$500,000 and \$1.0M will be available for awards during Fiscal Year 20/21 and 21/22. In response to COVID-19 and public comments to make the funding available as quickly as possible, it is anticipated projects will be awarded in two waves – March 2021 and again in July 2021.

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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- Minimum/Maximum Awards – \$20,000 to \$40,000

KEY DATES/ESTIMATED TIMELINE

Upon Board approval, the Museum Program Guidelines will be released, and solicitation period opened.

2020

Aug 3	Release Guidelines for solicitation
Aug – Sep	Conduct technical assistance workshops
Sep 18	Project proposal due date
Sep – Dec	Review proposals and select most competitive projects for virtual meetings

2021

Mar (tbd)	Submit recommendations to CCHE Board for approval
Mar	Announce awards