

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
March 20, 2024

STAFF REPORT: PRESENTATION OF UPDATES TO MUSEUM GRANT PROGRAM GUIDELINES FOR ROUND 2 FUNDED WITH GENERAL FUNDS 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 program implementation timeline.

RECOMMENDED ACTION

Approve the draft Round 2 California Museum Grant Program Guidelines for release to the public and open the solicitation period.

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. The grant program was initially funded by voter-approved Proposition 40, under which the CCHE awarded 183 grant projects totaling \$122 million over four funding rounds.

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 this program is generated through sale proceeds from the Snoopy Special Interest License Plate with the image of Snoopy, courtesy of Jean Schulz and Peanuts Worldwide LLC.

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

The Budget Act of 2020 directed the Museum Grant Program 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 the first round of Snoopy-license plate funding to 25 projects totaling \$926,211, all proposed by museums that were severely affected by COVID-19 and that serve historically underserved communities and/or students subject to Title I.

The Budget Act of 2021 appropriated \$50 million in General Fund dollars for the Museum Grant Program. \$47.5 million was earmarked for awards to be made over multiple rounds (depending on the competitive pool) and \$2.5 million for grant administration and monitoring. The appropriation included a provision to continue prioritizing 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.

On September 13, 2022, SB 963 amended the Museum Grant Program's 20-year-old statutes to reflect the state's evolving priorities.

On February 24, 2023, the CCHE awarded Round 1 of the Museum Grant Program funded by General Funds. 63 projects totaling \$19,716,318 were approved.

The draft guidelines for Round 2 of the Museum Grant Program, incorporating SB 963 priority updates, were released for public comment on Dec 13, 2023, on the Museum Grant Program webpage and through a govDelivery email blast to 1,847 subscribers. In addition, public comment hearings were held on January 23, 2024 and January 25, 2024, with a combined total of 75 attendees. Targeted outreach to Native American Tribes located within California was conducted to solicit comments and offer formal consultation. Additional outreach was conducted to non-traditional museums and cultural organizations. The public comment period closed on February 1, 2024.

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 that operate a museum, own a museum, or partner with a museum located in the State of California.
- Eligible Projects – Include capital projects, exhibits, educational programs, outreach programs, public programs, curriculum, publications, marketing, and collections care projects.
- 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

Updates to the Museum Grant Program Round 1 guidelines include administrative edits and content changes initiated by comments from the public. Key updates to the guidelines are as follows:

- **How to Submit:** The system for submitting proposals electronically is converting from the System for Online Application Review (SOAR) to the California Natural Resources Agency's Project Tracking and Reporting system (RAPTR).
- **Available Funding:** Revised from 47.5 million to 27.7 million based on available funding after Round 1 awards.
- **Minimum/Maximum Grant Request Amounts:** Updated grant proposal request amounts by project type. Grant proposal requests for program projects must be between \$50,000 and \$500,000 and requests for capital projects must be between \$100,000 to 1 million.
- **Eligible Applicants:** Expanded upon "Public Agency" definition by stating that Federally recognized Native American Tribes, or non-federally recognized Native American Tribes within the State of California are eligible as public agencies.
- **Eligible Projects:**
 - Eliminated Combination project type.
 - Addition of Publications project category.

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Legislative Priorities: Revised enacting legislation's (AB 716) priority categories from 2002 to updated SB 963 legislative priorities.

- AB 716 priorities:
 - a) Enhancing opportunities for superior museum and cultural program services.
 - b) Encouraging museums and cultural programs to provide services to school pupils, including any of the following:
 1. Curriculum development.
 2. Schoolsite presentations or workshops.
 3. Teacher training.
 4. Reduced price or free admission of pupils to museums.
 - c) Collaborative projects and technical assistance to coordinate the work of eligible museums and cultural programs and to enhance the ability of museums and cultural programs to serve the public. Priority shall be given to any project that does any of the following:
 1. Assists an eligible museum or cultural program in serving an historically underserved population.
 2. Aids a museum or cultural program in diversifying or expanding its audience.
 3. Aids a museum or cultural program in raising its professional standards in order to better serve the public.
 - d) Projects that increase accessibility to museums' and cultural programs' collections and services.
- SB 963 priorities:
 - a) Serving pupils and teachers at schools eligible to be served under Part A of Title I of the federal Elementary and Secondary Education Act (20 U.S.C. Sec. 6301 et seq), as amended by the federal Every Student Succeeds Act (Public Law 114-95).
 - b) Serving children in low-income communities.
 - c) Supporting museums in engaging or collaborating with underserved communities, including, but not limited to, people with disabilities and low-income families.
 - d) Advancing preservation of at-risk cultural and natural collections and historic buildings. For purposes of this subdivision, "at-risk" refers to the potential for loss or deterioration due to forces, including, but not limited to, fires, harmful temperatures, humidity, earthquakes, improper handling,

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neglect, theft, vandalism, or exposure to water, pests, contaminants, light, or radiation.

- e) Improving access, including, but not limited to, accommodating the access needs of people with disabilities, to historic buildings, cultural sites, or museums.
 - f) Supporting the ethical stewardship of culturally sensitive art and artifacts, including, but not limited to, engaging in consultations with California Indian tribes or repatriation.
 - g) Educating the public about critical issues affecting Californians.
- **Selection Process:** Refined the evaluation process from a three-step evaluation process to a two-step evaluation process by eliminating virtual field visits.
 - **Proposal Scoring Criteria:** Updated scoring rubric by decreasing the *Project Need* category value by 5 points and increasing the *Organization Capacity* category by 5 points.
 - **Project Proposal Questions:**
 - Increased number of questions from 32 to 40:
 - Added Q.6 Number of days and hours of museum.
 - Added Q.13 regarding future engagement and outreach.
 - Added question Q.14 regarding intended outcomes.
 - Added Q.26, Q.30 and Q.31 regarding roles and responsibilities and applicant processes, under Organization Capacity section.
 - Added Q.36, Q.37 and Q.39 regarding project cost estimate and project sustainability under Project Readiness section.
 - Eliminated repetitive questions regarding outreach and engaging historically underserved communities and Title I students.
 - Updated Q.21 with SB 963 legislative priorities.
Expanded Q.40 Additional Characteristics to include how proposed project addresses additional legislative and CCHE objectives.
 - **Appendices:**
 - Inclusion of Appendix B Proposal Signature Page Form.
 - Updated Appendix J Site Control/Land Tenure Requirements terms for capital projects to at least 10 years for grant awards of up to \$500,000 and at least 15 years for grant awards over \$500,000.
 - Inclusion of Appendix N Grant Fund Advance Policy.
 - Inclusion of Appendix P California museum Grant Program Final Report.

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- **Definitions:**
 - Eliminated definition of “superior museum”.
 - Inclusion of definitions for:
 - At-risk
 - Ethical stewardship
 - Low-income community

KEY DATES/ESTIMATED TIMELINE

2024

April 8	Release solicitation under revised and approved guidelines
April	Conduct technical assistance workshops
May 22	Proposals due
Sept.-Nov.	Review of proposals (Step 1 of evaluation)
November	Select proposals invited to submit supporting documentation (Step 2 of evaluation)

2024

March	Present recommendations to CCHE Board for approval
March	Upon Board approval, announce awards