



Cultural Arts Commission

Funding Application Proposed Revisions

Plano City Council Meeting
January 8, 2024

A black and white photograph of several water buffaloes in a pond. One buffalo is in the foreground, partially submerged, with its head and back visible. Another buffalo is behind it, and a third is further back near some trees. The water is calm, and the background shows some foliage and a fence.

Sub-Committee Background & Goals

Sub-Committee Background

- Cultural Arts Commission appointed sub-committee in July, 2023
- Objective to assess the grant application questions and scoring process and recommend revisions

Sub-Committee Stakeholders & Members

Stakeholders

- City Council
- City Executive Team
- Budget Department
- Legal
- Cultural Arts Grants Administrator/CAC Liaison
- Cultural Arts Commission
- Grant Recipients

Members

- Rita Cosgrove, Commissioner
- Peter Wynne, Commissioner
- Diane Goebel, CAC Chair



Sub-Committee Goals

- Develop application question and scoring recommendations
- Ensure alignment with:
 - HOT requirements
 - City and Commission goals
 - Grant guidelines
- Gain Commission and Stakeholder approval
- Implement for 2024-2025 grant application cycle



HOT

Funded through the City's Convention & Tourism Fund, collected HOT receipts

Texas Tax Code states:

- revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry
- and outlines the 7 specific uses of HOT receipts, which includes the encouragement, promotion, improvement, and application of the arts



City Funding Guidelines

The City has established that awarded funds can only be used for the direct or indirect endeavors which support arts and events activity within the City of Plano through the production of programs and events within the City, and which bring people into the City.



Commission Mission & Goals

The Commission's established mission is...

- *To support arts and culture within the City of Plano by encouraging innovation in diverse programming, education, and community outreach.*

The primary Goals set forth by the Commission which directly support this mission include:

- Encourage recognition of Plano as an arts destination
- Encourage awareness of the arts in underserved communities
- Encourage art initiatives and events that enrich Plano's multicultural communities
- Encourage community outreach and education and participation in the arts





Assessment Process

Process

Research

- Best practices
- HOT guidelines
- City goals
- Grant Manual
- Stakeholders

Review & Revise

- Review existing questions and revise, eliminate, add
- Determine appropriate response type
- Assess scoring and weighting

Provide Updates

- Provide monthly updates to the Commission
- Gather input
- Revise as needed

Gain Approval

- **Present recommendations**
- **Gain Commission approval**
- **Grant Administrator meets with City Stakeholders for approval**
- **Present to City Council**

Implement

- Enter revisions into Zoomgrants
- Coincide with opening of 2024-2025 grant application



--- Where we are now

Assessment Opportunities

Evaluation

- Are we evaluating the right things?
- Are the current questions still relevant?
- Are we asking what we really need to know?

Questions

- Can we reduce the number of questions?
- Some are vague and redundant
- Should both Arts and Events be asked the same questions?

Scoring

- How should the application be scored?
- How can we score supporting documents, quarterly reporting, attendance?
- Is every question scorable?
- Should all questions carry the same weight?



Assessment Results - Evaluation

<i>Assessment Opportunities</i>	<i>Results</i>
Are we evaluating the right things? Are the current questions still relevant?	Revised to align closer with City funding guidelines and HOT requirements
Are we asking what we really need to know?	Revised to evaluate the information needed to award grant funding

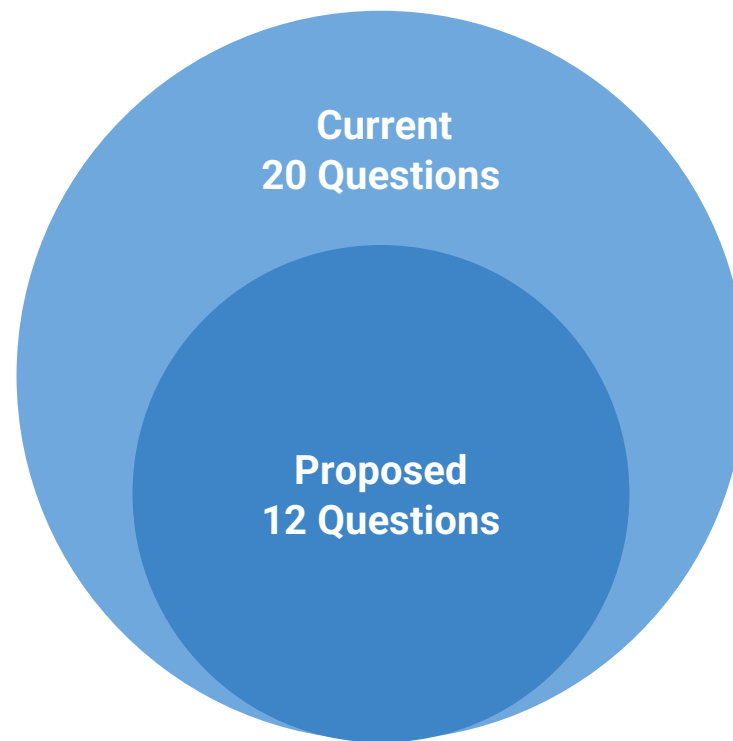
Assessment Results - Questions

<i>Assessment Opportunities</i>	<i>Results</i>
Can we reduce the number of questions?	Fewer questions - eliminated those that are redundant or not relevant
Some questions are vague	Questions are clearer, making it easier for applicants to answer and for Commissioners to evaluate
Should both Arts and Events be asked the same questions?	Major Arts, Small Arts, and Events can be evaluated with the same questions

Assessment Results - Scoring

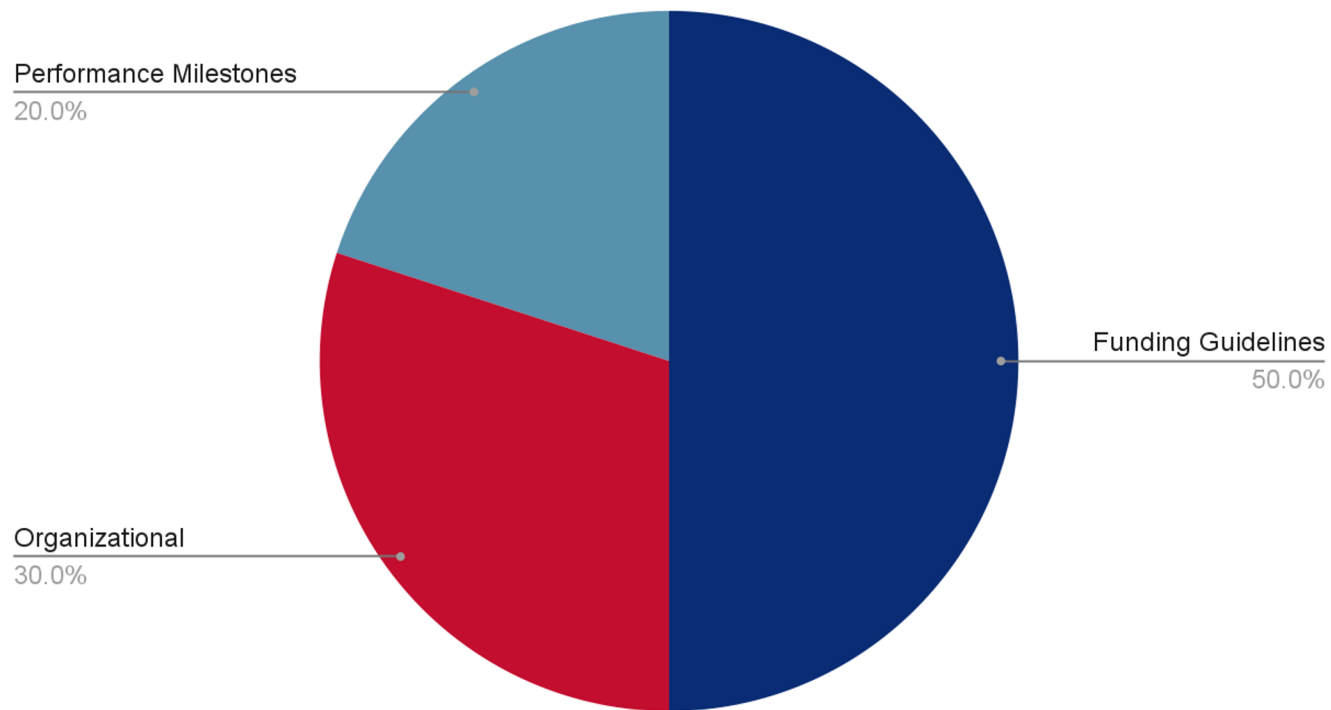
<i>Assessment Opportunities</i>	<i>Results</i>
How should the application be scored? Is every question scorable? Should all questions carry the same weight?	Questions are assigned a score that is weighted based on significance to stated City goals and funding guidelines 2-4 informational questions that are not scored
How can we score supporting documents, quarterly reporting, attendance?	Questions have been developed to incorporate these performance milestones into score

Current vs Proposed Questions



Question Scoring

Scoring = 100 Points





Recommended Revisions

Funding Guideline Questions

- Supports art and culture within the City of Plano, which brings people to the City
- 7 questions = 50 points
- 50% of total score



Organizational Questions

- Operational and financial stability
- 5 questions = 30 points
- 30% of total score



Performance Milestones Questions

- Evaluate based on requirements stated in the Grant Manual and Contract
- 8 questions = 20 points
- 20 % of total score
- Answered by Cultural Arts Grants Administrator
- Auto scored based on Yes/No response



General Questions

- Informational
- 2 questions for Small & Major Arts
- 4 questions for Events
- Not scored

Recommendation Summary

- Questions refined, more relevant
- Fewer questions
 - Applicants - 12 scorable questions
 - Grants Administrator - 8 scorable questions
- The same scorable questions for Events, Major Arts, and Small Arts applications
- Incorporates Documents section and other grant requirements
- Questions have been clarified, making it easier for applicants to understand
- Better information for Commissioners to evaluate grant applications
- Scores weighted based on significance to stated City goals and funding guidelines
- Closer alignment with grant requirements





Thank you

Diane Goebel, Chair
Cultural Arts Commission
