



California Arts Council Fall 2016-17 Professional Development and Consulting (PDC) Grantees

The Professional Development and Consulting Grant program builds arts organizations' capacity for success through small grants to support professional development activities including professional growth and leadership training opportunities for individual staff members, artists, arts administrators or arts educators employed by the applying organization; or consulting services to enhance the programmatic, administrative, financial or technical capabilities of the organization.

Learn more at <http://arts.ca.gov/programs/pdc.php>

Number of Grants Awarded: 109 | Total Fall Investment: \$374,826

509 Cultural Center, San Francisco

With support from the California Arts Council, 509 Cultural Center will contract with strategic planning consultant Krista Smith. During the grant period, Krista Smith and the Co-Directors will assess 509's staffing, governance and fundraising approaches and will then formulate a plan outlining the organization's strategy and implementation from November 2017-October 2019. These planning services will enable 509 Cultural Center's Board and staff to move forward sustainably.

\$5,000

Abhinaya Dance Company, Santa Clara

With support from the California Arts Council, Abhinaya will contract with strategic planning Consultant Jeff Jones who will assist our Board and staff to develop a strategic plan covering fiscal years 2017-18, 18-19 and 19-20. The planning process will incorporate succession planning. Awarded CAC funds will underwrite the planning consultant's fee.

\$5,000

API Cultural Center, Inc., dba Oakland Asian Cultural Center, Alameda

With support from the California Arts Council, OACC will hire Anne Huang to help the board and staff strengthen its fundraising operations and to build board and staff capacity. Anne will guide the board and staff in setting financial goals and in developing an action plan to achieve those goals, as well support the transition of the new executive director in 2017. Additionally, Anne will provide guidance in recruiting up to 5 new board members and in building a fundraising board.

\$5,000

Arms Wide Open, San Diego County

With support from the CAC, Arms Wide Open will spend a year working with a non-profit consultant to develop a 5-year strategic plan that will include program, marketing, governance, and development goals, objectives, implementation activities, and evaluation strategies. Another important aspect of this planning will be board development. Grant funds will be used to contract with the consultant for monthly planning meetings, conduct strategic planning sessions, and create a strategic plan.

\$4,840

California Arts Council

Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Art Escape, Sonoma

With support from the California Arts Council, Art Escape will redesign its website in order to: make the site more mobile-friendly to reach community members who have smart phones and not computers; improve navigation; and add bilingual content. Most importantly, we need to highlight Art Escape's vision. This will increase awareness of our organization, the number of donations, number of volunteers and number of class registrations.

\$3,580

Art Without Limits, Santa Barbara

With support from the California Arts Council, Art Without Limits will contract a consultant to facilitate the development of a 3 year strategic plan, which will include a leadership succession plan, and offer board training to new and established board members. The strategic plan will build the framework for the lasting presence of the organization and thus ensure emerging artists have the resources to create a career in the arts and contribute the vibrant art culture of Santa Barbara.

\$5,000

Arts Benicia, Inc., Solano

With support from the California Arts Council, Arts Benicia will implement a new website design. Annually we support broad, collaborative regional arts engagement, provide world class exhibitions, arts programming for adults, teens, children, and opportunities for artists to develop their careers. In 2017 Arts Benicia enters its 30th year. To keep pace with the growing needs of our membership, to ensure our public voice and organizational face remain relevant, a website design is critical.

\$4,000

Arts Collaborative of Nevada County, Nevada

With support from the California Arts Council, Nevada County Arts Council (NCArts) will undergo a complete redesign of its website to better serve and reflect the richness of its arts community. Through driving up traffic we will better share the wealth of our arts, with a deeper and broader reach to more specific audiences. Funds will support functionality, site mapping, e-commerce, ease of maintenance, and - together with a content upgrade and new branding - achieve a much needed new look.

\$5,000

Arts Council of Mendocino County, Mendocino

With support from the California Arts Council, the Arts Council of Mendocino County will send its executive director to the 2017 Annual Conference of Americans for the Arts.

\$1,000

Arts Council Santa Cruz County, Santa Cruz

With support from the California Arts Council, the Executive Director and the Arts Education Manager of the Arts Council will use the funds to cover registration fees and travel costs to attend the Americans for the Arts 2017 Annual Convention in San Francisco, held Friday, June 16 – Sunday, June 18.

\$1,000



California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Arts Orange County, Orange

With support from the California Arts Council, Arts Orange County will improve its knowledge base of best practices in the field through attendance at the 2017 Americans for the Arts Convention in San Francisco.

\$1,000

BANDALOOP, Alameda

With support from the California Arts Council, Bandaloop will hire Sheri Nemeth of Blue Springs Associates to assist with creating the fiscal management part of the strategic plan for the period 2018-2022. Work will begin in the Spring of 2017.

\$5,000

Bayview Opera House, Inc., San Francisco

With support from the California Arts Council, Bayview Opera House will hire a software consultant to migrate our archaic email system to Google for Non-Profits, set up a collaborative work environment for our rapidly growing team, utilizing Google and other tools, and set up a Filemaker Pro database to create a central location for managing the information associated with our increased activities.

\$4,200

Blue Line Arts, Placer

With support from the California Arts Council, Blue Line Arts will work with an experienced consultant to develop strategic priorities to guide the work and direction of the organization for the next 5 years. This planning process will serve to increase capacity of the organization and put into place initiatives, policies, and practices to ensure organizational sustainability and success.

\$5,000

BODYART Dance Corporation, Los Angeles

With support from the California Arts Council, BODYART will engage Development Consultant, Natalie Marrero to identify and implement long term strategies for financial stability. After working within the dance community for the past decade, BODYART has seen an influx of opportunities and support in 2016. Now armed with their own 501c3, BODYART is excited to have direct guidance on best practices and infrastructure creation that will not only sustain current programs but create room for growth.

\$4,300

Bring Your Own Queer (BYOQ), San Francisco

Intersection for the Arts

This proposal requests \$5,000 to support workshops to inform BYOQ staff, board and artists in how best to build relationships with and create programming for marginalized communities facing racism, sexism, homophobia, transphobia, and other forms of oppression. CAC funding will support the consulting fees of Christopher White, Ph.D. to host a series of 3 diversity workshops that instill BYOQ leadership with the skills necessary to provide a safe platform for queer artists of all backgrounds.

\$4,400

California Arts Council Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Brockus Project Dance Company, Los angeles

With support from the California Arts Council, Brockus Project Dance Company's financial health will be greatly strengthened. Grant money will be used to transition our bookkeeping from Excel to Quickbooks by hiring the YH Advisors, an accounting firm that specializes in exempt organization accounting. They will format Quickbooks for our organization and train our staff to then manage the bookkeeping. This will greatly enhance our organizational growth.

\$2,000

Butterfield Stage Players, Riverside

With support from the California Arts Council, Temecula Valley Players (TVP) will send one Board member to attend a two-day WordPress Training class in San Diego, California on February 8 and 9, 2017.

Although TVP has an established website, the website designer/developer is currently unable to provide the training that the Board requires to be able to maintain and update the website:

<http://www.temeculavalleyplayers.com>. This training would allow TVP to maintain and update our own website.

\$895

Calaveras County Arts Council, Calaveras

With support from the California Arts Council, the Calaveras County Arts Council will receive consulting services from Penny West to add knowledge and provide expertise to the two new persons at the Administrative level of the agency. She will assist Executive Director and Admin Assistant in the transition and empower staff to guide the agency by enhancing their ability to manage day-to-day activities so they may lead with a strong vision of how to advance the organization's future direction.

\$5,000

Calidanza Dance Company, Sacramento

With support from the California Arts Council , Calidanza will redevelop our website to make it user friendly, offer marketing benefits for presenters, develop an outline of the organization for our community and communicate our programs to our community. The purpose of this project will be to offer a "one stop shop" for our community to learn about our programs and to offer opportunities to join in. Finally, we will offer professional video on our site to showcase the work of Calidanza.

\$4,200

California Indian Basketweavers Association, Yolo

With support from the California Arts Council, the California Indian Basketweavers Association (CIBA) will work with two consultants to create a Brand Guide to be utilized in future CIBA event outreach materials. This product will help to ensure that future CIBA Board Members have the ability to successfully manage these events.

\$3,500

California Lawyers for the Arts, San Francisco, Los Angeles, Sacramento, San Diego, Alameda

The proposed grant will be used to hire a public relations and media consulting firm to help expand our audience development and marketing by promoting our Arts in Corrections conference and the annual Artistic License Awards, as well as our core educational programs and services in Los Angeles. Working

California Arts Council

Fall 2016-17 Professional Development and Consulting (PDC) Grantees

with our LA staff, the consultant will evaluate our current marketing and media presence, create a detailed strategic marketing plan, and train staff for on-going implementation.
\$4,800

Cashion Cultural Legacy, Santa Clara

With support from the California Arts Council, the Cashion Cultural Legacy will send its Managing Director to the Americans for the Arts 2017 Annual Convention in San Francisco, June 16-18 which will provide him with opportunities to bring back information that will expand our organizations understanding of critical trends amongst arts groups including, but not limited to, diversity, community engagement, measured growth, capacity, arts education, and evaluation.
\$1,000

Center Stage Opera, Los Angeles

With support from the California Arts Council, Center Stage Opera (CSO) will work with Nick Cavarra, CEO of Social Punch Marketing to create a strategic marketing plan to maximize awareness of CSO's productions and programming in the community. The consultant will also provide in-depth training for CSO personnel in the application of the strategic marketing plan.
\$5,000

Cheza Nami Foundation, Alameda

With support from the California Arts Council, Cheza Nami Foundation will send its Arts Programming Specialist to a two-day Grant Writing for Professionals course through UC Berkeley Extension. Grant funds will be used to cover the course and textbook fee, as well as public transportation and parking costs to and from the San Francisco campus from Dublin/Pleasanton BART Station.
\$536

Chinese Culture Foundation of San Francisco, San Francisco

With support from the CAC, CCC will engage Judy Yang to review our current usage of Salesforce for donor and contact management, update our needs assessment for our Salesforce platform, upgrade our version and customization of the software, create new reporting templates per need assessment, and train our staff in the use of the upgraded package. In so doing, CCC will build its capabilities to better manage contacts, develop donor relationships, and, ultimately, increase donations.
\$5,000

CONTRA-TIEMPO, California

With support from the California Arts Council, CONTRA-TIEMPO will bring The People's Institute for Survival and Beyond to train our staff and Board to ensure equitable operations. This includes helping us better understand structural and internalized racism, and apply anti-racist frameworks to our work. This is integral to the external programmatic work we are doing, as well as our internal work of ensuring our organization is operating from a true equity lens.
\$5,000

California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

CRE Outreach Foundation, Inc., Los Angeles

With support from the California Arts Council, CRE Outreach will overhaul its website in order to improve its functionality such as the ability to buy tickets on our site; to boost our visibility, marketing, and branding; and to better highlight our programming and show off the excellent artistry of the communities we serve.

\$4,500

DOOR DOG MUSIC PRODUCTIONS, INC., San Francisco

With support from the California Arts Council, SF World Music will work with brand design consultant Martina Ng of TM Design to engage in a website re-branding project using Wix.com. The rebranding project is a critical component of our 2 years organizational transformation process that began in 2015, which will include the launching of a new organizational name and a new cohesive image for our 21 year old arts organization. This re-launch will enable us to scale our reach and social impact.

\$5,000

DSTL Arts, Los Angeles

With support from the California Arts Council, DSTL Arts will send 2 programming staff to Craftcation, a 4-day business and makers conference being held in late-April in Ventura, California, featuring creative industry professionals leading attendees in hands-on workshops, lectures, and panels on creative business practices. These funds will cover full registration fees for our staff to attend.

\$1,000

Eagle Rock Community Cultural Association, Los Angeles

With support from the California Arts Council, Center for the Arts Eagle Rock will hire a web development consultant to work with staff to plan for and execute a major strategic overhaul of its website.

\$5,000

El Sistema USA/Salinas, Inc, Monterey

be able to hire a consultant to support our need for an updated Strategic Plan as we move beyond the initial phase of our organization to more permanency. We will be concerned with Marketing and Development (finances and budgeting) , revitalizing Committee Work, good communication between staff and board, programs and governance. We would like to finish the process with a plan of action which all board members endorse and are engaged.

\$2,500

Emerging Arts Professionals/SFBA, San Francisco

With support from the California Arts Council, Emerging Arts Professionals SF/BA will provide staff development for the Co-Directors and key volunteers by working with Liberatory Consultant, ChE Ware; through which ChE will guide EAP leadership through trainings of Afro-Indigenous Liberatory Practice as a culturally responsive framework for equity organizing and recommend ways to integrate these holistic practices into EAP's public facing programming, Emergence, the Fellowship, and the blog.

\$5,000

Intersection for the Arts



California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Far West Heritage Association, Butte

With the support of the California Arts Council, Far West Heritage Association will be able to attend the California Association of Museums' 2017 Annual Conference in Sacramento, "Influence and Action." Financial assistance will ensure that our participant reaches Sacramento, can stay in a hotel for the duration of the conference, and will cover the registration fees. The participant will disseminate learned information to the Board of Far West Heritage Association and the Chico Museum.

\$733

Fern Street Community Arts, Inc., San Diego

With support from the California Arts Council Fern Street Community Arts will develop a marketing plan focusing on outdoor productions in public spaces in San Diego starting with the annual Neighborhood Tour in October 2017, and return to an extended run in Balboa Park in May 2018. Work will include a scan of marketing materials, capacity, and a database and implementable calendar and timeline to reach a wide range of contributed publicity.

\$5,000

Fresno Arts Council Inc., Fresno

With support from the California Arts Council FAC will rebuild our current website and obtain a WordPress training platform to support staff development for our Administrative Assistant for continued site management. FAC has built a partnership with Bitwise a local Tech Campus to increase and expand technology in the arts community. They will provide provide training for our Administrative Assistant who will then become an in house webmaster and also rebuild our website.

\$4,725

Fuse Theatre Inc., San Mateo County

With support from the California Arts Council, Fuse Theatre will send our artistic director, Stacey Ardelean, to attend Cornerstone Theatre 2DI (two-day intensive) in February. Cornerstone Theatre has a 20 year history of working with communities in the way that Fuse Theatre aspires to do in our community.

\$1,000

Girls Rock Santa Barbara, Santa Barbara

With support from the California Arts Council, Girls Rock SB will develop a three-year strategic plan to ensure continued growth and sustainability of our music education and mentorship programming for underserved youth.

\$4,465

Golden Thread Productions, San Francisco

With support from the California Arts Council, Golden Thread Productions will hire BuildingBlox Consulting (BBC) to conduct "Ambassador Training" for our Board of Trustees and staff in February 2017, and help increase the efficiency of our prospect tracking system. This project builds on our successful Board Development project with BBC in 2016. It will extend that knowledge and methodology to 2 new board members and 1 new staff member, and reinforce lessons for those who participated last year.

\$4,500

California Arts Council

Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Grand Vision Foundation, Los Angeles

With support from the California Arts Council, Grand Vision Foundation will engage with high-level technology consultants who will facilitate our transition to a modern cloud-based CRM platform. This implementation project from our recently developed strategic plan will integrate donor cultivation and stewardship, box office, marketing, and grant and project management. This streamlining of administrative and development activities will transform Grand Vision's organizational capacity.

\$5,000

Handful Players Inc., San Francisco

With support from the California Arts Council, Handful Players will hire a multi-talented website designer and developer to redesign our 10-year old site and update the platform to Wordpress, to create an engaging, user-friendly site to reach our multiple audiences across a variety of technology devices, including mobile devices. Our consultants will provide training for us to be self-sufficient to update the site as needed to promote our programs and performances to a broader community.

\$5,000

Higher Gliffs, Alameda

With support from the California Arts Council, the Community Rejuvenation Project will build out its public art policy platform, educational curriculum, and multimedia web platforms, with more prominent positioning on its organizational website. CRP will add the capacity to download position papers, policy recommendations, and arts and education curricula. CRP will update content offerings on its online platforms for increased engagement and enhanced user experience.

\$5,000

Ink People, Inc., Humboldt

With support from the California Arts Council, The Ink People will produce a collaborative development plan for the board of directors and key staff. The plan will first identify and reaffirm their programmatic and economic impact on the Humboldt community, and integrate the Ink People's 5-year program and facility needs with the new City of Eureka Strategic Arts Plan. Then a 3-5 year growth and succession plan for board and key staff will be produced based on identified impact and needs.

\$5,000

Intrepid Shakespeare Company, San Diego

With support from the California Arts Council, Intrepid will employ an audience engagement consultant in order to capitalize on our recent move to a new theatre space in downtown San Diego. Because of recent successes and rapid growth, Intrepid is taking an enterprising step in relocating to a bustling cultural neighborhood and seeks strategies to connect with this new community, deepen audience relationships and solidify our presence as one of San Diego's premiere theatre destinations.

\$5,000

Japanese Friendship Garden Society of San Diego, San Diego

With support from the California Arts Council, the Japanese Friendship Garden will be able to send two staff members to the California Association of Museum annual conference. The funds will be used to pay

California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

for the conference registration and workshops.
\$1,000

Kronos Performing Arts Association, San Francisco

With support from the California Arts Council, Kronos Performing Arts Association (KPAA) will work with a consultant to finish the implementation of a new database/CRM, which will enhance the effectiveness of fundraising and marketing efforts. The consultant will conduct a needs assessment, recommend software customization options, and integrate email marketing and online donation tools to interface directly with the database/CRM. The project will include training for relevant staff members.
\$5,000

Lamorinda Arts Council, Contra Costa County

With support from the California Arts Council, the Lamorinda Arts Council will be able to refocus the website to be a primary destination where the appreciating public and the arts community intersect. The website will become a platform for the creation of a unified brand for our family of hosted events, a directory for artists and arts related organizations, and a highly visible user-generated calendar of public arts events across the Lamorinda area, which doesn't currently exist.
\$2,500

Leap, San Francisco

With support from the California Arts Council, Leap will hire Peter Ogilvie, a consultant trained by Jewish Vocational Services (JVS) to implement Phase Two and update Phase One of a new Salesforce customer relations management (CRM) system currently in construction. The completion of the CRM will allow Leap to modernize its development and program activities and database. Leap anticipates the CRM will greatly improve its ability to provide high-quality arts education services.
\$4,000

Living Jazz, Alameda

With support from the California Arts Council, Living Jazz will engage Consultant Morrie Warshawski to work with the board and staff to create and begin to implement a strategic plan aimed specifically at succession planning. The consultancy will include design and oversight of an action plan for both board and staff that provides clarity on the next steps needed to move the organization toward the successful retirement of its founding ED.
\$5,000

Los Angeles Choreographers and Dancers Inc, Los Angeles

With support from the California Arts Council, Los Angeles Choreographers & Dancers will: Hire a consultant to develop a clear branding strategy incorporating our three areas: innovative and edgy dance works for general audiences, family works and arts education, with a small segment towards the annual San Pedro Festival of the Arts. This will enable us to create a plan to implement this rebranding in our communication by imagery, voice, writing, on our web pages and social media.
\$5,000

California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Machine Project, Los Angeles

With Support from the California Arts Council, Machine Project will retain strategic public relations consultant Meryl Cooper to work on a long term strategic plan for Machine's institutional marketing efforts.

\$5,000

Media Arts Santa Ana, Orange

Community Partners

With support from the California Arts Council, MASA will send our Director, Victor Payan, to attend the Americans for the Arts Conference in San Francisco, June 16-18, for critical professional development, in order strengthen his capacity to grow MASA's programs and to serve as a community arts leader in Orange County. To maximize this professional development opportunity vis a vis media arts, Victor will also meet with leaders at Zero Divide and the Bay Area Video Coalition during this trip.

\$1,000

Mendocino Music Festival Association, Mendocino

With support from the California Arts Council the Mendocino Music Festival will send Sharry England, our Executive Assistant, to a five-day emerging leader's training program offered by the Center for Volunteer & Nonprofit Leadership. We believe this program will serve Sharry well as she works towards her full capacity within our organization, and will further our effort to transition our board of directors away from often functioning as staff, and towards increased planning and fundraising.

\$1,000

Mission Cultural Center for Latino Arts, San Francisco

With support from the California Arts Council, MCCLA will work with consultant Ted Russell to conduct an organizational assessment and produce a summary document that will assure MCCLA maintains self-sufficiency and meets the changing needs of its community. In light of current events, MCCLA feels it is more important than ever to ensure that Bay Area communities are provided programming that represents the diverse experiences of Latino Americans and celebrates their cultural contributions.

\$5,000

Modesto Sound, Stanislaus County

With support from the California Arts Council Modesto Sound will receive computer training for the Executive Director, Janet Seay. This will increase her knowledge of software programs (namely Adobe InDesign and Microsoft Office), and enable her to carry out efficiently multiple daily administrative functions of our business including mail merge, budget development, graphic design, document management, and board meeting material preparation.

\$1,000

Muckenthaler Cultural Center, Orange

With support from the California Arts Council, the Muckenthaler Cultural Center will hire Lance Cox as an IT Consultant. We will hire Mr. Cox for a total of 77 hours of IT Consulting Services at \$59/hour. Lance will ensure the security, backup and training on our IT system. Mr. Cox understands the budget constraints of nonprofits as he has had many such clients; therefore, he is able to offer an affordable fee.

\$4,543

California Arts Council

Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Museum of Contemporary Art San Diego, San Diego

With support from the California Arts Council, the Museum of Contemporary Art San Diego (MCASD) will build capacity within in the MCASD education team to think evaluatively and conduct simple but effective assessments of its K-12 tour program. Consulting services will be provided by Patti Saraniero of Moxie Research.

\$3,300

Music in Schools Today, San Francisco

With support from the California Arts Council, Music in Schools Today (MUST) will engage Board Development Consultant Davida Hartman to help identify, solicit and orient potential supporters with deep community roots and expertise in Board stewardship. Ms. Hartman will take Board and staff through a critical transition, helping us to build institutional infrastructure and outreach as we are serving many more California toddlers, children and youth with programs rooted in best practices.

\$5,000

Musical Traditions, Inc., San Francisco

With support from the California Arts Council, Musical Traditions, Inc./Paul Dresher Ensemble proposes to hire consultant Nancy Otto, of Klein and Roth Consulting, to work with our Artistic Director, Executive Director, and 6 current Board Members between March 1 and June 30, 2017 to build a strong and engaged Board of at least 10 committed Directors for the Paul Dresher Ensemble. All CAC funds will be paid to Ms. Otto for her consulting services.

\$5,000

Napa Valley Musuem, Napa

The California Association of Museums (CAM) hosts its annual conference and meeting March 29-31, 2017 in Sacramento. The CAM conference is a fantastic networking and professional development. This year's theme is Influence and Action which are important for the growth of Napa Valley Museum. The conference includes workshops, educational sessions and tours of museum's in the state capital. Napa Valley Museum would like to send its curator Meagan Doud, to the conference.

\$1,000

New Music Works, Santa Cruz

With support from the California Arts Council, NMW will hire consultant Nancy Loshkajian to work with the board and staff to create a comprehensive three-year fund development plan, provide training for its implementation including strategies to strengthen and expand the board to more effectively implement the plan, and training in fundraising best practices.

\$5,000

New Musicals Inc., Los Angeles County

With support from the California Arts Council, New Musicals Inc. will work with a consultant to increase its reach and improve brand awareness in order to provide dramaturgy services, online classes, and in-person core curriculum to currently untapped students interested in writing musical theatre. It will also engage 150 artists (writers and actors) in social media for the purpose of sharing their artistic process with a more diverse audience.

\$5,000



California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

New West Symphony Association, Ventura County

New West Symphony Harmony Project of Ventura County will design and implement the first phase of a marketing campaign in order to raise greater awareness of the program, both locally and county wide. This will include consulting with a professional marketing firm, building our own website and establishing ourselves on social media, and creating print marketing materials that can be easily distributed at community events.

\$5,000

Oakland Youth Chorus, Alameda

With support from the California Arts Council, Oakland Youth Chorus will send staff members to conferences to enhance their professional skills in arts education, program building, and enhancing marketing and board development for expanded capacity.

\$1,000

Pacific Chamber Orchestra, Alameda

With support for the California Arts Council, Pacific Chamber Orchestra will be able to make necessary modifications to the website on both the front end and back end to make navigation user friendly across platforms and mobile devices, especially for the purchasing tickets for concerts and events, to donate to PCO, show brand consistency throughout and increased visibility of the organization.

\$1,200

Paso Robles Youth Arts Foundation, San Luis Obispo County

With support from the California Arts Council, Paso Robles Youth Arts Foundation (PRYAF) will offer Professional Development training to Emily Jagger, Director of Development. PRYAF will purchase an Associated Fundraising Professionals (AFP) Annual Membership, six AFP local workshops and attendance at the Major Gift Challenge Workshop in San Francisco, CA on April 29, 2016. This membership and training will include many development resources to assist PRYAF in its fundraising goals and planning.

\$1,000

Playhouse Arts, Humboldt

With support from the California Arts Council, Playhouse Arts will be able to streamline office procedures and prioritize staff time to better serve our diverse programs.

\$4,500

Playwrights Project, San Diego

With support from the California Arts Council, Playwrights Project Executive Director Cecelia Kouma will attend the California Lawyers for the Arts and William James Association's national Arts in Corrections conference at Loyola Marymount University in Los Angeles, CA June 26-30, 2017. This conference will support our expanding work in arts in corrections by providing information on instructional practices, evaluation, advocacy, and funding opportunities.

\$1,000

California Arts Council Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Plumas County Arts Commission, Plumas

With support from the California Arts Council, Plumas Arts will work in conjunction with a web design consultant to help Plumas Arts staff modernize the existing organizational website. The improvements to the website will allow for straightforward visitor navigation and effortless updating for staff. The website update will also bring a fresh look to the organization, help draw site goer's eyes to important organizational programming and events.

\$4,000

Project X Foundation for Art and Criticism, Los Angeles

With support from the California Arts Council, Project X will engage Design Services to develop strategies for expanding online audiences, optimizing website and archives, and growing and engaging social media platforms. Design Services and Project X will: gather and analyze audience data; develop strategies to better serve current audiences while broadening into underserved art communities; implement content-driven strategies for both deepened and broadened engagement; and evaluate impact.

\$3,750

Public Corporation for the Arts, Los Angeles

With support from the California Arts Council, Arts Council for Long Beach will hire Sé Reed Media to redesign our website to improve our Artist Registry, Events Calendar and the site's overall functionality.

\$5,000

Push Dance Company, San Francisco

With the support from the California Arts Council, PUSH Dance Company will launch an organizational development process with Ted Russell Consulting. Together, the pair intend to create a five-year strategic growth and capacity plan in order to seek out transformation to a larger, sustainable organization capable of increased artistic and community impact.

\$4,500

Queer Cultural Center, San Francisco

With support from the California Arts Council, QCC will contract with Financial Management Consultant LaVette Virden to redesign QCC's computerized financial management system. The new categories employed in the redesigned system will mirror those on the recently revised Data Arts report form.

\$3,000

Queer Women of Color Media Arts Project - QWOCMAP, San Francisco

With support from the California Arts Council, Queer Women of Color Media Arts Project – QWOCMAP will send its Managing Director to the 54th annual Association of Fundraising Professionals (AFP) International Conference, April 28-May 2 to equip her with the fundraising and leadership skills to manage the organization's new sustainability and growth campaign.

1,000

Resounding Joy Inc, San Diego County

With support from the California Arts Council, Resounding Joy will hire a consulting agency to maximize current available Google AdWords Grant dollars and increase attendance at the Music Wellness Center,

California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

which will provide a sustainable income for the organization and provide meaningful music wellness services in alignment with Resounding Joy's mission.

\$5,000

Richmond Museum Association, Contra Costa

With support from the California Arts Council, the Richmond Museum of History will have an opportunity to send our executive director to the California Association of Museums Conference (CAM) in Sacramento on March 29-31, 2017. We seek to build a strong network of professional partners who have successfully emerged from challenges similar to what we are facing in Richmond. The CAM conference is an ideal opportunity to gain strong partners and learn innovative solutions to challenges in our field.

\$900

Ryman-Carroll Foundation, Los Angeles

With support from the California Arts Council, Ryman Arts will send its Development & Communications Manager to the 2017 Americans for the Arts Annual Convention from June 16-18 in San Francisco, CA. The funds will be used towards the cost of registration for the conference, travel, and accommodations. The Manager's attendance at this conference will be an invaluable professional development opportunity.

\$1,000

San Diego Dance Theater, San Diego

With support from the California Arts Council, San Diego Dance Theater (SDDT) will engage consultant Kathryn Martin to work with Executive Director to create and implement a strategic action plan. SDDT just completed a thorough assessment of its strengths and weaknesses and have identified key areas where the organization can grow and become more efficient. Ms. Martin will take this information and work directly with the Executive Director to create an action plan to keep the momentum going.

\$3,000

San Francisco Cinematheque, San Francisco

With support from the California Arts Council, San Francisco Cinematheque (SFC) will commence a Visual Identity Redesign to grow SFC's audience, enhance operational capacity and articulate cultural value to stakeholders, sponsors and funding sources. This project will assess SFC's organizational goals, create a design strategy and contract designers to create a new website. CAC funds will allow SFC to hire a Creative Consultant to work with staff in designing and leading this process.

\$5,000

San Jose Multicultural Artists Guild, Santa Clara

With support from the California Arts Council, San Jose Multicultural Artists Guild (SJ MAG) will contract with long-range planning consultant Toni Press-Coffman to facilitate the creation of a 3-year strategic plan. Our current strategic plan covers activities through June 30, 2017. Ms. Press-Coffman will lead us through a planning process that will culminate in a plan covering July 1, 2017 through June 30, 2020.

\$4,500

California Arts Council Fall 2016-17 Professional Development and Consulting (PDC) Grantees

San Mateo County Arts Commission, San Mateo

With support from the California Arts Council, the San Mateo County Arts Commission will engage JKR Consulting to assist with and facilitate a County Cultural Planning process that will result in the articulation of a 7 - 10 year long term vision and a two year tactical plan.

\$5,000

Santa Cruz Art League, Santa Cruz

With support from the California Arts Council, the Santa Cruz Art League will hire a web designer to implement the transition to a Word Press-based website that will be updated by our staff in a more efficient and timely manner, saving \$3,360 per year in fees currently paid to a web master. This web professional was part of the team that originally created the website in 2009. He has exclusive privilege to update and change the website, due to their proprietary code.

\$4,750

School of Arts and Culture at MHP, Santa Clara

With support from the California Arts Council, the School of Arts and Culture at MHP (SOAC) seeks to implement a strategic planning process that will establish its priorities for the next three fiscal years (2017-2020). The SOAC will use grant funds for a consultant, Inspiration Quest, whose President, Claire Lachance, has been integral in defining the planning process. Over a one-year period, she will engage the SOAC in four planning phases to complete a three-year strategic plan.

\$5,000

Shipyard Trust for the Arts, San Francisco

With support from the California Arts Council, Shipyard Trust for the Arts (STAR) will improve the aesthetic quality, user experience, and community interactivity of our website, www.shipyardtrust.org. The website will help forge a stronger connection to the Bayview Hunters Point community by offering opportunities for deeper engagement with our arts education programs, as well as artists' participation in STAR-sponsored events.

\$4,000

SOC Open Air Theater Inc., Orange

With support from the California Arts Council, Shakespeare Orange County will be able to hire two consultants to work with us on developing our organization structure: William Weinberg advising on board development and Andrew Traister advising on administrative structure. As a young organization just completing our third season, we are taking the necessary steps forward to solidify both our organization's infrastructure and the growth and effectiveness of our board.

\$4,000

South Pasadena Arts Council SPARC, Los Angeles

With support from the California Arts Council, South Pasadena Arts Council (SPARC) will engage a planning consultant to work with a community task force to create a strategic action plan for the City of South Pasadena. SPARC, in consultation with City Council has been discussing an expansion of arts and culture in the community and is currently working toward a local resolution declaring the city to be a creative community. With that, we are seeking to develop strategies to achieve this goal.

\$4,000



California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

Southland Sings, Los Angeles

With support from the California Arts Council, Southland Sings will send its President and Managing Director to the Arts in Corrections Conference in Los Angeles.
\$762

SpectorDance, Monterey

With support from the California Arts Council, SpectorDance (SD) will make significant improvements in our individuals fundraising. This proposed project will start with training in how to utilize our donor database to analyze and build relationships with individual donors. Then, we will create a new multi-year development plan. Finally, we will design and implement a year-long program to build Board members' skills and participation in fundraising.
\$4,400

Stanford Jazz Workshop, Santa Clara

With support from the California Arts Council, Stanford Jazz Workshop will pay for our Director of Finance and Administration to attend CompassPoint's Nonprofit Management Institute for Senior Level Nonprofit Managers and Directors in April 2017.
\$830

TeamWorks Art Mentoring Program, Marin

With support from the California Arts Council, Katya McCulloch, Program Director for TeamWorks Art Mentoring Program, will benefit from professional growth and leadership training opportunities, and from building new peer cohorts at the Arts In Corrections Conference. This conference will be presented by the California Lawyers for the Arts in partnership with the William James Association to take place at Loyola Marymount University in Los Angeles, CA June 26-30, 2017.
\$1,000

William James Association

The Arts Council of Kern, Kern

With the support from the California Arts Council, and a qualified consultant, the Arts Council of Kern will perform a board assessment of strengths according to the Standards of Organization Effectiveness and Developing-Operational-Advancing in nonprofit management. The consultant will address an eight plus board member expansion, a new strategic plan, County budget cuts and program expansions. Our desired outcome is to better serve the smaller communities in our county at large.
\$3,500

The City of Temecula, Riverside

With support from the California Arts Council, the City of Temecula will send the Museum Services Manager to attend the California Museum Associations Annual Conference in March 29-31, 2017 in Sacramento, California. The funds will pay the registration fee (\$350) and hotel fees at the Embassy Suites Sacramento Riverside conference special rate of \$179.00 per night plus fees and taxes, plus tours and incidentals like cab rides. Total cost approximately \$1,000.00.
\$1,000



California Arts Council Fall 2016-17 Professional Development and Consulting (PDC) Grantees

The Harmony Project, Los Angeles

With support from the California Arts Council, Harmony Project will hire a consultant to facilitate an extensive Board of Directors and Staff Development series to build the organization's capacity and strengthen its ability to deliver services to benefit youth from under-resourced communities in LA County over the long term.

\$5,000

The Madera County Arts Council, Madera

With support from the CAC, MCAC will send me to the 2017 AftA Conference. I look forward to networking with other Arts Councils to glean wisdom from their experiences, as well as attend workshops to help with fundraising, board development issues (such as age, professional and ethnic diversity) and increase the variety of visual & performing art events offered. In addition I would like to expand our capacity to provide technical, marketing and business management support to our local artists.

\$1,000

The New Children's Museum, San Diego County

With support from the California Arts Council, The New Children's Museum will send Kara Baltazar to the Association of Children's Museum conference in May 2017 in Pasadena, CA. The conference's theme and programming will provide Kara Baltazar, a newly designated Manager, Community Programs, with important industry knowledge, peer connections, and leadership skills. Kara's professional development will, in turn, augment the substantial contributions she currently makes to her team and to NCM.

\$1,000

The Strindberg Laboratory, Los Angeles

The Strindberg Laboratory will enhance our capacity for audience development and marketing by improving our website optimization for mobile devices, donation and ticketing portals, updating videos of current programming; and contracting with a PR and marketing professional to write press releases and publicity materials.

\$5,000

Theater and Arts Foundation of San Diego County dba La Jolla Playhouse, San Diego

With support from the California Arts Council, La Jolla Playhouse will send Grants Manager Alexandra Kritchevsky to the 2017 Annual Americans for the Arts Convention in San Francisco (June 15 – 18, 2017). At this national event, she will have the opportunity to learn from and network with leaders of the arts and culture scene. She will also attend the emerging leaders-focused pre-conference, enabling her to become a more confident and informed professional and member of the Playhouse team.

\$1,000

Theatre Bay Area, San Francisco

With support from the CAC, TBA will contract with Lisa Salomon to provide a Board Training Consultancy, executed in concert with an Organizational Advancement project underwritten by the Rainin Foundation. The project's goal is to advance TBA's capacity to grow and deepen its relationships with individuals - theatre makers, goers and supporters. Ms. Salomon will train the Board to provide crucial support that will enable TBA to significantly increase its impact on the field and audiences.

\$5,000



California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

TheatreWorkers Project, Los Angeles

With support from the California Arts Council, TheatreWorkers Project's Founder/Director will attend TYA/USA One Theatre World in San Francisco, Berkeley and Oakland from May 3-6, 2017. By attending this conference, she will see inspiring TYA performances and participate in master classes taught by the Red Ladder Theatre Company and Axis Dance Company, thereby increasing her skills in the area of Arts in Corrections techniques and physical theatre practices.

\$1,000

Ensemble Studio Theatre, the LA Project

Trajectory, Humboldt

With support from the California Arts Council, Trajectory will send two people to the conference, "Disability as Spectacle," by the UCLA Disability Studies Program. As people with disabilities are in the spotlight, it is important to understand the multi-faceted issues around being the center of attention, from evoking pity to affecting social change. Trajectory staff will use this knowledge to provide the best support possible and to enable artists to control their own artistic representation.

\$1,000

Ink People, Inc.

transcendANCE Youth Arts Project, San Diego

With support from the California Arts Council, transcendANCE Youth Arts Project, will hire an organizational development consultant to assist the Board and Co-Founder & Executive/Artistic Director with the development and early implementation phase of a strategic Business and Development Plan. The completed plan and the consultant's support will enable the organization to create new infrastructure and business initiatives in support of long-term sustainability.

\$5,000

Treasure Island Museum Association, San Francisco

With support from the California Arts Council, The Treasure Island Museum Association will retain the services of BuildingBlox Consulting (BBC) to provide the Ambassador Training necessary to enhance TIMA's board development and fundraising capacity. This CAC Consulting grant will support TIMA's mission of preserving and conveying the art and architectural history of the island, and inspiring sustainable development practices.

\$3,000

Turtle Bay Exploration Park, Shasta

With support from the California Arts Council, Megan Conn will attend and present at the 2017 California Association of Museums Conference. As a member of the CAM Foresight Committee, she is leading the Dialog Dinner exploring how museum fundraisers can prepare for emerging trends in philanthropy. Megan will also attend sessions wearing her "far northern California" hat, helping ensure this region of the state has the same access to best practices in the museum field as her urban counterparts.

\$967

Vallejo Symphony Association, Solano County

With support from the California Arts Council, the Vallejo Symphony will build a new website and rebrand its digital and print identity to reflect a new era of the symphony in the community of Vallejo. The website will be created on a platform allowing for more effective web administration, a better user

California Arts Council
Fall 2016-17 Professional Development and Consulting (PDC) Grantees

interface, and a mobile friendly design. The rebranding efforts will encompass the symphony's optimism and excitement to reach new audiences in the inaugural year of its new music director.

\$3,750

Vietnamese American Arts and Letters Association, Orange

With support from the California Arts Council, the Vietnamese American Arts & Letters Association (VAALA) will designate Ms. Yvonne Tran, Board Secretary, to participate in the Americans for the Arts annual conference which will be held in San Francisco from June 17-19, 2017. This would be the very first time that VAALA has a representative at this annual event to network and learn strategies for arts advocacy and infrastructure in community-oriented organizations.

\$1,000

Visalia Arts Consortium, Tulare

With support from the California Arts Council, the Arts Consortium will be able to pay for our Program Director, to attend the Americans For The Arts Convention 2017 (to be held in San Francisco, California). Attending the Americans for the Arts 2017 convention will grant McKenna access to expert opinions and it will allow her the opportunity to network with other community leaders in order to discuss strategies for strengthening our community through the arts.

\$1,000

Visual Communications Media, Los Angeles

With the support of the California Arts Council, Visual Communications Media will use the funds to support the hiring of a consultant to work with VC board and staff to strengthen and assess the operations in areas related to program evaluation, VC board development, and strategic restructuring. We hope to effectively carry out our mission and improve the effectiveness and utilization of our resources and increase organizational efficiency and streamline processes.

\$5,000

Women's Center for Creative Work, Los Angeles

With support from the California Arts Council, Women's Center for Creative Work consult with Masato Nakada, Web Production and Development Consultant for 50 hours. As we redevelop the website and grow our communications team, we will hire him to advise and help us rethink functionality and design with the goal of increasing accessibility and ease of use, train the communications team on backend use and best practices, and developing a protocol for reviewing and considering analytics.

\$5,000

Young Audiences of Northern California, San Francisco

With support from the California Arts Council, Young Audiences of Northern California (YANC) will conduct an extensive evaluation of its teaching artist residencies and assembly performances. Focusing on feedback from its partner school educators and roster of teaching artists, this initial stage of assessment aligns with YANC's strategic goal of leveraging artists and educators as partners. The outcomes of this assessment will guide next steps in a broader strategic plan refresh for FY18.

\$4,500