

California Arts Council
2016-2017 Spring Professional Development and Consulting (PDC)
Project Descriptions

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: 105 | Total Spring Investment: \$366,124

Application No., Organization, County and Grant Award Amount	Project Description
PDC-16-00394 826 National <i>San Francisco</i> \$5,000	With support from the California Arts Council, 826 National will work with the National Writing Project (NWP), a nationally-recognized and acclaimed writing organization, to train staff at 826 chapters in Los Angeles and San Francisco to use the Analytic Writing Continuum (AWC) scoring system to evaluate student writing. This tool will enable 826 to objectively measure student gains in writing and better communicate the impact of its creative and engaging writing programs.
PDC-16-00271 A Noise Within <i>Los Angeles</i> \$5,000	With support from the California Arts Council, A Noise Within will retain the services of a consultant to advance equity and inclusion among board, staff, artists, and audiences. The consultant will conduct an organizational assessment by facilitating working sessions with each group of stakeholders. Sessions will be designed to outline planning work and build buy-in and shared ownership for the process. This project will result in increased diversity, equity and inclusion at A Noise Within.
PDC-16-00344 A Reason to Survive <i>San Diego</i> \$5,000	With support from the California Arts Council, A Reason to Survive (ARTS) will hire Liz Shear to integrate six new members into an existing six-member board. Shear will conduct a two-day retreat to navigate power dynamics between old and new board members and provide training so that each member understands his/her role and responsibility. The ultimate goal will be to give the Board tools to become a highly cohesive, functional and engaged governing body.
PDC-16-00372 AfroSolo Theatre Company <i>San Francisco</i> \$5,000	With support from the California Arts Council, AfroSolo Theatre Company will engage Consultant Ted Russell for phase two of a project that began with strategic visioning and planning and will now focus on development of an action plan based on the goals identified in phase one. The action plan will articulate the steps needed to develop a board, strengthen fundraising, and enhance marketing and branding in the organization’s first years as a 501(c)(3) entity.

<p>PDC-16-00192 Alkebulan Cultural Center <i>Los Angeles</i> \$3,200</p>	<p>With support from the CAC we will consult with The People’s Institute for Survival and Beyond (PISAB) Understanding and Undoing Racism Training June 15-17, 2017. This workshop will share a timely and essential language, analysis, and skills that deepen our understanding of creative cultural organizing and community building. The training will directly inform our strategic planning, programmatic structure, board recruitment, marketing, membership, and program evaluation.</p>
<p>PDC-16-00350 Angels Gate Cultural Center <i>Los Angeles</i> \$1,000</p>	<p>With support from the California Arts Council, Angels Gate Cultural Center will send two members of the staff to the Conference for Community Arts Education.</p>
<p>PDC-16-00085 Art Share Los Angeles <i>Los Angeles</i> \$860</p>	<p>With support from the California Arts Council, Art Share Los Angeles will enroll its staff in four training workshops and webinars encompassing the following topics: effective program design and development, mid-level donor retention, storytelling for social media, and multiple project management. The participating staff are the executive director, the events manager, the gallery assistant, the program assistant, and the development/grants assistant.</p>
<p>PDC-16-00272 Arts and Culture Commission of Contra Costa County <i>Contra Costa</i> \$1,000</p>	<p>With support from the California Arts Council, the Arts & Culture Commission of Contra Costa County will send two Arts Commissioners to the American for the Arts 2017 Conference in San Francisco. Grant funds would be used for registration costs. Attendance will allow AC5 to champion policies of culture equity that empower inclusive and equitable art communities. This supports our Commissioners' efforts to guide the development of countywide programs that promote artistic and cultural diversity.</p>
<p>PDC-16-00022 Arts for Incarcerated Youth Network <i>Los Angeles</i> \$1,000</p>	<p>With support from the California Arts Council, AIYN will be able to share our model at the Americans for the Arts national summit in San Francisco this summer. We have been selected as a presenter, and are eager to share our innovative model with a national audience. This presents a strong opportunity to engage in a national conversation around the intersection of arts and juvenile justice.</p>
<p>PDC-16-00131 Asian American Women Artists Association <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Asian American Women Artists Association (AAWAA) will build a critically needed automation component into AAWAA.net Member Pages, to improve usability. This will allow: 1. artists and academics to edit their own pages at will (currently done manually by AAWAA staff) and 2. the public and researchers to search for Asian American women artists and academics by name, medium, and ethnicity. Currently, we have no search feature.</p>
<p>PDC-16-00195 AuCo Vietnamese Cultural Center <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Au Co will engage veteran arts consultant Francis Wong to lead Au Co and its partner coalition the Southeast Asian Art and Culture Coalition (SEAACC) in a long-range planning process designed to outline goals, objectives, and activities for SEAACC for the period FY 2017-18 through FY 2019-20.</p>

<p>PDC-16-00083 Berkeley Society for the Preservation of Traditional Music <i>Alameda</i> \$5,000</p>	<p>With support from the CAC, the Freight & Salvage will hire an Executive Coach to advise staff and board leaders on issues of diversity and inclusion. A priority of our current Strategic Plan is to engage new communities, including communities of color and young adults. We recognize that to achieve this goal we must examine our internal practices and values, work to ensure we are a welcoming venue for new audience members, and consider our role as we reach out to develop new partnerships.</p>
<p>PDC-16-00068 Bisemi Inc. <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council, Bisemi will engage PR consultant Marguerite Hinrichs to create a marketing and social media strategy for Bisemi and its work with emerging and mid-career African and African Diaspora cultural artists and small arts organizations.</p>
<p>PDC-16-00381 Board of Trustees of the Leland Stanford Junior University <i>Santa Clara</i> \$1,000</p>	<p>With support from the California Arts Council, Stanford Live will support professional development training for the organization’s Institutional Gifts and Community Engagement Officer, Ben Frandzel. The training will focus on professional skills that will be especially valuable as we seek to expand our community engagement programs in the coming year. CAC funds will support training in areas such as advocacy, partnership development, cultural competence, and assessment of community needs.</p>
<p>PDC-16-00269 California Institute of Integral Studies <i>San Francisco</i> \$675</p>	<p>With support from the California Arts Council, California Institute of Integral Studies’ division of Public Programs & Performances (P3) will send Marketing Manager Kirstin Van Cleef to the Americans for the Arts 2017 Annual Convention in San Francisco, June 16-18, 2017.</p>
<p>PDC-16-00254 California Shakespeare Theater <i>Alameda</i> \$1,000</p>	<p>With support from the California Arts Council, California Shakespeare Theater will send staff from both its Artistic Learning and Artistic Engagement departments to the National Guild’s annual Conference for Community Arts Education. There they will gain valuable insights into the latest developments in the field for both arts education and community engagement through arts, and further Cal Shakes’ vision of incorporating the three elements of make, learn, and engage in all our programming.</p>
<p>PDC-16-00376 Canyon Cinema Foundation <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Canyon Cinema Foundation (CCF) will engage a consultant to develop a three-year plan to bring CCF’s technical infrastructure for collection management, business operations and web presence in line with current best practices. Development and implementation of this plan will support CCF’s mission to expand access and use of media in its collection, and creates a foundation for more efficient and sustainable operation of the organization.</p>
<p>PDC-16-00261 Carlsbad Music Festival <i>San Diego</i> \$5,000</p>	<p>With support from the California Arts Council, Carlsbad Music Festival will engage with Netzel Grigsby and Associates to prepare for and participate in a three-day strategic planning retreat.</p>

<p>PDC-16-00321 Circo Zero <i>San Francisco</i> \$3,500</p>	<p>With support from the California Arts Council, Circo Zero will consult with Allison Wyper of Rhizomatic Arts to design, create, and launch a comprehensive digital archive of our organization’s 30+ years of performance. Circo Zero’s creative history as a historic and experimental queer performing arts organization will become permanently available for the benefit of Circo Zero’s communities and the sustainability of the organization.</p>
<p>PDC-16-00100 Clockshop <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Clockshop will hire Jennifer Arceneaux as a Consultant. Arceneaux will advise Clockshop on how to cultivate and retain private donors, and provide guidance on forming strategic partnerships.</p>
<p>PDC-16-00187 Coaxial Arts Foundation <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Coaxial will work with Los Angeles strategic planning and fundraising consultant, Elizabeth Pickens, to create a strategy to increase contributed and earned income as well as grow and better engage our Board in FY17-18.</p>
<p>PDC-16-00364 Collage Dance Theatre <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Heidi Duckler Dance Theatre will hire nonprofit consultant Terry Wolverton to develop a new three-year strategic plan in collaboration with HDDT’s Board, staff and stakeholders.</p>
<p>PDC-16-00329 Community Works West <i>Alameda</i> \$1,000</p>	<p>With support from the California Arts Council, Community Works West will provide professional development for Ephi Stempler, teaching artist and program manager of the agency's suite of restorative arts theater programs for children of incarcerated parents and youth impacted by incarceration. Ephi will enroll in the Video Production Certificate program at the Bay Area Video Coalition. The teaching artist will incorporate this new production expertise into his already outstanding theater program.</p>
<p>PDC-16-00291 Crowded Fire Theater Company <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Crowded Fire will hire “Breaking the Binary” consultants Lisa Evans and SK Kerastas to provide trainings with Board, staff and Resident Artists around trans, gender non-conforming, non-binary, and Two Spirit inclusion. Additionally, they will assess current and future programming with a lense towards diversity and inclusivity as it relates to internal administrative structures and external community partnership/audience building programming.</p>
<p>PDC-16-00313 Dance Elixir <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council, Dance Elixir will contract with organizational consultant Beth Pickens to support the growth of both contributed and earned income.</p>
<p>PDC-16-00277 Dance Resource Center of Greater Los Angeles <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Dance Resource Center will strengthen its efforts to revamp its digital infrastructure by working with a consultant that has expertise in website design and information technology. The consultant will help DRC build a new website with an updated design, improved functionality and effective content management system. The consultant will also train DRC staff to perform website maintenance, which should significantly increase organizational efficiency.</p>

<p>PDC-16-00327 Dell'Arte, Inc. <i>Humboldt</i> \$5,000</p>	<p>With support from the California Arts Council, Dell'Arte, Inc. will engage technical consulting services from Slover-Linett, a social research and evaluation firm for the cultural sector. Through the development of rigorous program evaluation, Dell'Arte can become more responsive to and inclusive of all Californians.</p>
<p>PDC-16-00340 Destiny Arts Center <i>Alameda</i> \$1,000</p>	<p>With support from the California Arts Council, two teen Destiny Arts Center (DAC) artists and one DAC teaching artist will serve as delegates to the Conference for Community Arts Education conference in San Francisco, a national conference organized by the National Guild for Community Arts. On November 15-18, 2017, DAC's group of intergenerational artists will attend morning plenaries and workshops and perform with other artist professionals as part of the conference activities.</p>
<p>PDC-16-00363 Djerassi Resident Artists Program <i>San Mateo</i> \$5,000</p>	<p>With support from the California Arts Council, Djerassi Resident Artists Program will complete the Engineering and Launch phase of our new website with MendeDesign. The company will provide brand consulting and creative services for the strategic refresh of the existing Djerassi brand, website, and associated brand collateral, as well as the design of new complementary branding for the Djerassi Forever (endowment/capital) Campaign. The Djerassi website should be completed by August 2017.</p>
<p>PDC-16-00351 Duniya Dance and Drum Company <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Duniya Dance will work with consultant Celine Schein Das to conduct a program and organizational assessment in preparation for a strategic planning process. The program and organizational assessment will include a review of programs, infrastructure, finances, funding and staffing.</p>
<p>PDC-16-00260 Each One Reach One <i>San Mateo</i> \$4,200</p>	<p>With support from the California Arts Council, EORO will partner with Idealistic Consulting to consolidate our data from a sporadic collection of Excel spreadsheets and an inefficient CRM into Salesforce. Salesforce will better capture and report on data and metrics, increasing our capacity for data collection, processing, and analysis, helping us provide easy-to-read metrics to funders. Salesforce will also streamline our grant management system and simplify our organizations work stream.</p>
<p>PDC-16-00369 East-West Players, Inc. <i>Los Angeles</i> \$1,000</p>	<p>With support from the California Arts Council, East West Players will be able to provide the registration fees and travel expenses necessary to send our Arts Education Director to the 80th Annual Conference for Community Arts Education being held in San Francisco/Oakland, CA, November 15-18, 2017. Participating in National Guild for Community Arts Education activities are necessary in implementing the future goals of our Arts Education program.</p>
<p>PDC-16-00373 El Dorado Arts Council <i>El Dorado</i> \$5,000</p>	<p>With support from the California Arts Council, El Dorado Arts Council will engage Kim Tucker, Executive Director of the Impact Foundry in Sacramento, to convene three training sessions to better understand new trends in allocation of nonprofit overhead. Sessions will include one with the El Dorado Arts Council Board of Directors, Executive Director and bookkeeper; one with nonprofits based on the Western Slope of the Sierra; and one with nonprofits based in South Lake Tahoe.</p>

<p>PDC-16-00283 Embodiment Project <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council, Embodiment Project (EP) will complete our first strategic planning process with consultant Yesenia Sanchez. EP recently was awarded our very first capacity-building grant through the San Francisco Arts Commission and one of our core objectives is to develop a written strategic plan in CY2017 that focuses on 2018-2019. CAC funds will underwrite the consultant’s fee.</p>
<p>PDC-16-00305 Ensemble for These Times <i>Alameda</i> \$3,000</p>	<p>With support from the California Arts Council, Ensemble for These Times will engage consultant Nancy Quinn to assist in the creation of a multi-year budget to support the implementation of the ensemble’s new artistic plan, along with a strategic fundraising plan that will allow the ensemble to increase capacity and realize financial objectives. The outcome will be the adoption of a detailed fiscal guide for artistic advancement and organizational sustainability over the long-term.</p>
<p>PDC-16-00309 Fender Museum of the Arts Foundation <i>Riverside</i> \$1,500</p>	<p>With support from California Arts Council, Fender Museum of the Arts Foundation will hire a professional web designer to build a new website to attract more viewers, improve navigability, create a mobile friendly design and incorporate interactive elements for two-way communication. The two types of users we want to interact with are families in search of music lessons and donors/sponsors that want to support increased accessibility to music education and the dissemination of cultural arts.</p>
<p>PDC-16-00288 Friends of Lincoln Theater <i>Napa</i> \$5,000</p>	<p>With support from the California Arts Council, Lincoln Theater will launch a crucial new strategic planning process that will result in a three-year plan to build our board, enhance our financial capacity, expand community support and ensure long-term organizational sustainability.</p>
<p>PDC-16-00386 Fua Dia Congo <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council, Fua Dia Congo will engage Executive Leadership consultant Dr. Faye McNair-Knox for 1-on-1 executive coaching sessions with Artistic Director Muisi-kongo Malonga. This consultancy, with its focus on leadership development and strategic planning, will take place over the span of four months from June - September 2017.</p>
<p>PDC-16-00299 Gallo Center for the Arts, Inc. <i>Stanislaus</i> \$1,000</p>	<p>With support from the California Arts Council, the Gallo Center for the Arts will be able to send one of their arts administrators to The Tessitura Learning and Community Conference in San Diego, CA. This annual global gathering invites digital artists, ticketers, marketers, fundraisers, developers, executives, techies, and arts & cultural professionals from the performing arts sector to participate in a week full of professional development and arts management training.</p>
<p>PDC-16-00287 Gold Coast Chamber Players <i>Contra Costa</i> \$5,000</p>	<p>With support from the Californian Arts Council, Gold Coast Chamber Players (GCCP) will engage arts management consultant Richard Aldag to assist the organization in developing a multi-year strategic plan. As a component of the planning process, the Board and Artistic Director of GCCP will consider future succession plans, as well as the feasibility of shifting from a production organization to a presenting organization – or to blend elements of the two business models.</p>

<p>PDC-16-00392 Headlands Center for the Arts <i>Marin</i> \$5,000</p>	<p>With support from the California Arts Council, Headlands Center for the Arts will work with Social Sector Partners to develop implementation and action plans, key components of its broader organizational planning process. The implementation and action plan will guide Headlands as it works to fulfill the strategic priorities currently in the process of being identified.</p>
<p>PDC-16-00214 Highways, Inc. <i>Los Angeles</i> \$5,000</p>	<p>With support from the CAC, Highways will contract with Jeff Jones to develop a step-by-step strategy that when implemented will transform our current 99-seat theater into a multipurpose performance and screening venue. The planning process will identify the chronological steps Highways must take to become an affordable screening venue that will serve the region's independent filmmakers and provide Highways a second reliable source of annual earned income.</p>
<p>PDC-16-00273 Hollywood HEART <i>Los Angeles</i> \$5,000</p>	<p>With the support from the California Arts Council, Hollywood HEART will be able to hire a Program Evaluation Consultant to evaluate the strength, efficiency and delivery of our existing Educational Arts Workshops and Arts & Resiliency programs. This consultant will be instrumental in advising our staff, which will improve the management and implementation of our arts education services to at-risk youth.</p>
<p>PDC-16-00236 The Hutchins Consort <i>San Diego</i> \$965</p>	<p>With the support from the California Arts Council, the Administrative Manager of The Hutchins Consort will attend the ACSO (Association of California Symphony Orchestras) annual conference, that will take place in Los Angeles, July 20-22, 2017. The grants funds would be used to cover transportation, accomodation and registration fees to the convention.</p>
<p>PDC-16-00326 Inner-City Arts <i>Los Angeles</i> \$1,000</p>	<p>With support from the California Arts Council, Inner-City Arts requests \$1,000 to send two staff members to the National Guild's 80th Annual Conference for Community Arts Education in San Francisco and Oakland from November 15-18, 2017.</p>
<p>PDC-16-00008 Inyo Council for the Arts <i>Inyo</i> \$5,000</p>	<p>With support from the CAC, ICA will hire a web designer to help us update our website and expand our social media presence. This will include redesigning our website, revamping our online calendar, and developing an online ticketing system. As part of this process, staff will be trained in the administration and maintenance of the new systems. If funds allow, we will also hire a marketing specialist to help with audience development and promotion in our communities.</p>
<p>PDC-16-00396 Jess Curtis/Gravity <i>San Francisco</i> \$2,500</p>	<p>With support from the California Arts Council, Jess Curtis/Gravity will engage in a consultation with Rhizomatic Arts to redesign our website to make it more accessible, functional, and comprehensive. This project will allow us to better serve our diverse communities by ensuring maximum accessibility and usability while clearly presenting our organization's programs and services to the public.</p>
<p>PDC-16-00357 Kala Institute <i>Alameda</i> \$4,550</p>	<p>With support from the California Arts Council, Kala Institute will work with a consultant to coach staff and board with donor cultivation, major donor campaigns, and a personalized approach to data-driven fundraising. With a new website launched, strategic plan underway, studio upgrades complete, Kala now needs assistance to cultivate new donors, shift dependence from a few long-term major donors who are now aging to a more robust and diversified funding base led with active board participation.</p>

<p>PDC-16-00240 Kuumbwa Jazz Society <i>Santa Cruz</i> \$1,000</p>	<p>With support from the California Arts Council, Kuumbwa Jazz will be able to provide Professional Development training to staff members on using FileMakerPro—a database program that is key to maintaining our organization's donations and member database. Classes are available through The Support Group which specializes in FileMaker trainings and consulting. Funds will be used towards the cost of the Intermediate and Scripting courses for our Grants Program Manager and Administrative Assistant.</p>
<p>PDC-16-00318 L.A. Theatre Works <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, L.A. Theatre Works will hire a consulting team to help us assess, customize and implement a technological solution to streamline the management of our royalty payments.</p>
<p>PDC-16-00285 Latino Center of Art and Culture <i>Sacramento</i> \$5,000</p>	<p>With support from the California Arts Council, Sacramento's Latino Center for Art and Culture (LCAC) will contract with strategic planning consultant Jeff Jones to assist its Board and Staff to formulate a succession plan in preparation for the current Executive Director's retirement in December 2017. The plan will guide the organization to recruit, select, train and mentor her replacement.</p>
<p>PDC-16-00306 Launch Productions, Inc <i>Los Angeles</i> \$4,500</p>	<p>With support from the California Arts Council, Launch LA will hire a consultant to redesign and update the Launch LA website, making it more user friendly for visitors and functional for the organization.</p>
<p>PDC-16-00185 Long Beach Opera <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Long Beach Opera (LBO) will hire marketing and public relations consultants to further strategic initiatives in advance of LBO's 40th anniversary. The consultants will form and initiate a three-year plan for the expansion of LBO's audiences, creation of brand harmony, and activation of LBO's artistic and civic missions.</p>
<p>PDC-16-00092 Lower Depth Theatre Ensemble <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Lower Depth Theatre Ensemble will hire non-profit development maven Regina Miller. Regina's extensive development expertise and passion for the mission and vision of LDTE makes her perfectly suited to assess and assist with the outreach, cultivation, and development of our Board of Directors. She will also help refine our criteria and shape strategic planning for staff growth.</p>
<p>PDC-16-00129 Lula Washington Contemporary Dance Foundation <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, the Lula Washington Dance Theatre will hire a professional web page/graphic designer to update its 8-year-old website with modern attributes that will enable us increase the functionality of the page for e-commerce; social media interfaces; e-blasts; marketing and branding; communications with followers; booking dance company concerts; and for making it possible for our students to enroll and pay tuition on the site.</p>
<p>PDC-16-00293 Luna Kids Dance, Inc. <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council Luna Dance Institute will design a new website and digital marketing strategy. This website will enable us to communicate the value of dance more effectively with arts education leaders, stakeholders and decision-makers, while also improving communications to the children, families, artists and teachers who receive direct services through our programs.</p>

<p>PDC-16-00255 Marin Symphony Association <i>Marin</i> \$1,000</p>	<p>With support from the California Arts Council, The Marin Symphony will be able to send two of our staff members (Executive Director and Development Director) to the annual conference of the Association of California Symphony Orchestras (ACSO). The conference is being held in July 2017 in Los Angeles.</p>
<p>PDC-16-00354 Mariposa County Arts Council, Inc. <i>Mariposa</i> \$5,000</p>	<p>With support from the California Arts Council, the Mariposa County Arts Council will contract with a graphic design artist/consultant to develop a single branded look for our 16 principal and arts education programs and standardizes marketing and promotional efforts across all the organization. Adopting a cohesive public image and consistent promotional procedures will help build awareness of all of MCACI's programs and encourage more support from community members, business, and foundations.</p>
<p>PDC-16-00242 Mexicayotl Indio Cultural Center <i>San Diego</i> \$1,000</p>	<p>With support for the California Arts Council, the Mexicayotl Indio Cultural Center will send our Executive Director, Capitan-General Mario E. Aguilar, to attend the Americans for the Arts 2017 Annual Convention in San Francisco, California on June 15-18, 2017. This will allow Dr. Aguilar to develop leadership skills and build networks with others who are building strong communities through the arts throughout the nation.</p>
<p>PDC-16-00378 Mills College Art Museum <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council, Mills College Art Museum will hire Visual Thinking Strategies (VTS) consultant, Liz Harvey, from June 1, 2017 – January 31, 2018 to train museum staff on implementing audience engagement strategies including visitor-centered facilitation and curriculum design for classroom-museum partnerships.</p>
<p>PDC-16-00361 Mono Arts Council <i>Mono</i> \$1,000</p>	<p>With support from the California Arts Council, MAC would send our 2 full time staff to the National Guild's 80th annual Conference for Community Arts Education, November 15-18, 2017. MAC's main mission is to educate our community through the arts. According to the National Guild the Conference addresses the specific needs of nonprofit arts education organizations and provides support for expanding equitable access to arts learning opportunities in communities across the country.</p>
<p>PDC-16-00335 Monterey County Symphony Association <i>Monterey</i> \$1,000</p>	<p>With support from the California Arts Council, Monterey Symphony will send two delegates to the Association of California Symphony Orchestra's (ACSO) annual conference in July of 2017. This year's ACSO conference is presented in collaboration with the annual "Take a Stand" el Sistema conference. Monterey Symphony regularly collaborates with YoSAL, the el Sistema program in Salinas and the MSO boasts a robust and rich arts education program in Monterey, Santa Cruz and San Benito counties.</p>
<p>PDC-16-00341 New Conservatory Theatre Center <i>San Francisco</i> \$1,000</p>	<p>With support from the California Arts Council, New Conservatory Theatre Center will send four staff members to the National Guild for Community Arts Education's 80th Annual Conference taking place in San Francisco, CA, November 15-18, 2017. Funding will partially underwrite registration fees for each staff member to attend the Main Conference.</p>
<p>PDC-16-00162 Oceanside Museum of Art <i>San Diego</i> \$5,000</p>	<p>With support from the California Arts Council, Oceanside Museum of Art will hire a marketing consultant to develop and implement a plan to increase awareness among North County San Diego citizens in order to increase membership and general attendance. Our goal is to expand our audience development.</p>

<p>PDC-16-00391 Old Globe Theatre <i>San Diego</i> \$1,000</p>	<p>With support from the California Arts Council, The Old Globe’s Group Sales Manager, Cristal Salow, will attend the annual Tessitura Learning & Community Conference (TLCC) to engage in advanced training and networking opportunities with peers from arts and culture organizations around the world. The Old Globe uses Tessitura’s integrated software system (designed specifically for arts and cultural organizations) to manage ticketing, subscriptions, box office operations, and fundraising.</p>
<p>PDC-16-00237 Orange County Women's Chorus <i>Orange</i> \$840</p>	<p>With support from the California Arts Council, the Orange County Women's Chorus will send Heather Spickard Demetrescu, board member and candidate for future executive director, to the Chorus America 2017 Annual Conference in Los Angeles. Heather will participate in an in-depth seminar, all plenary and break-out sessions, and networking events to strengthen her fundraising, management, and board development skills as well as her network of peers and mentors.</p>
<p>PDC-16-00370 Pasadena Conservatory of Music <i>Los Angeles</i> \$850</p>	<p>With support from the California Arts Council, the Pasadena Conservatory of Music (PCM) will be able to send a high-level staff member to the National Guild for Community Arts Education’s (NGCAE) 2017 Conference in San Francisco. Attending the conference will help not only develop professional skills, it will strengthen the organization’s understanding of best practices within our field.</p>
<p>PDC-16-00389 Performing Arts Center of Los Angeles County <i>Los Angeles</i> \$1,000</p>	<p>With support from the California Arts Council, the Music Center of Los Angeles County will send two education staff members to the Americans for the Arts 2017 Convention in San Francisco, from June 16-18. New ideas and information from the convention will inform the improvement, relevancy, and growth of these programs.</p>
<p>PDC-16-00249 Performing Arts Workshop <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Performing Arts Workshop will hire arts education evaluation firm WolfBrown to help staff develop a new assessment protocol and updated, streamlined assessment and residency evaluation tools and instruments to capture formative and summative data. WolfBrown will conduct an audit of our existing process and instruments and lead a daylong design retreat to develop tools and procedures.</p>
<p>PDC-16-00303 Philharmonic Society of Orange County <i>Orange</i> \$1,000</p>	<p>With support from the California Arts Council, the Philharmonic Society of Orange County will send staff to attend the Tessitura Learning & Community Conference for the very first time. The Philharmonic Society has been using Tessitura as its ticketing software since 2004 and recently integrated Tessitura to its website to enable real-time web transactions. Attending the conference will equip our staff with knowledge and innovative ideas to grow and advance our organization.</p>
<p>PDC-16-00337 Pieter <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Pieter will undergo its first strategic planning process. Pieter’s staff and members of the Board of Directors will work with Executive Service Corps of Southern California to undergo a six-month planning process that will help the organization achieve long-term and sustainable change.</p>

<p>PDC-16-00362 Razorcake / Gorsky Press, Inc. <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Razorcake will hire a website developer and a PR consultant to develop Razorcake’s overall website health and exposure across social media platforms.</p>
<p>PDC-16-00282 Red Poppy Arthouse <i>San Francisco</i> \$3,950</p>	<p>With support from the California Arts Council, Red Poppy Arthouse will hire arts management consultant Yesenia Sanchez to create a transition plan to prepare for a new Managing Director. Yesenia will also create a one-year financial action plan, which will include financial planning, restructuring of leadership and re-definition of staff roles.</p>
<p>PDC-16-00194 Red Umbrellas <i>Contra Costa</i> \$4,988</p>	<p>With support from the California Arts Council, Red Umbrellas will hire a qualified outside consultant to provide training for it's Board of Directors. We anticipate the consultant will provide training in areas including board development, training and recruitment process, development of governance policies, and Board and individual board member evaluation tools. We expect that the new training and new skills will empower the Board to stabilize and grow the organization.</p>
<p>PDC-16-00247 Relampago del Cielo, Inc. <i>Orange</i> \$4,700</p>	<p>With support from the California Arts Council, Relampago del Cielo will hire a consultant to create and implement a leadership program - Liderazgo del Cielo - for the parents committee associated with the folklorico dance program. The program will enhance the capacity and organization of the parents group, which raises funds and provides community support for Relampago. Consultants will work with the parents group to determine developmental priorities and design a program to fit those needs.</p>
<p>PDC-16-00352 Sacramento Fine Arts Center <i>Sacramento</i> \$5,000</p>	<p>With support from the California Arts Council, Sacramento Fine Arts Center (SFAC) will work with David Flanagan to help raise overall awareness of the Center, the quality of the events produced, and the execution of a strategic marketing initiative to increase ongoing sales and attendance, driving new and existing appreciation.</p>
<p>PDC-16-00278 Sacramento Guitar Society <i>Sacramento</i> \$1,000</p>	<p>The proceeds from this grant will be strictly used to send our Artistic Director/President to two major Guitar Industry Conferences to expand his professional networking contacts and to assist him in discovering emerging talent to invite to perform at the Sacramento Guitar Society events. The two events are La Guitarra California and The Guitar Foundation of America.</p>
<p>PDC-16-00304 Sacramento Master Singers <i>Sacramento</i> \$5,000</p>	<p>With support from the California Arts Council, the Sacramento Master Singers (SMS) will engage consulting services in the area of marketing, with a specific goal of crafting a new marketing strategy that is uniquely tailored to align with the organization’s mission and business goals, and aimed at attracting new and diverse audiences.</p>
<p>PDC-16-00238 San Bernardino Symphony <i>San Bernardino</i> \$1,000</p>	<p>With support from the California Arts Council, the San Bernardino Symphony will increase our working knowledge of current industry trends and changes through staff and leadership participation in the Association of California Symphony Orchestras' annual conference, and through training provided by the Arts Connection (San Bernardino County's arts network).</p>

<p>PDC-16-00312 San Diego Civic Youth Ballet <i>San Diego</i> \$1,000</p>	<p>With the support from the California Arts Council, San Diego Civic Youth Ballet will send their Executive Director to attend the National Guild for Community Arts Education conference. Attending a national arts education convening provides an important aspect of professional development through connecting and learning from experienced colleagues and the education central subject matter will provide practical knowledge to implement productivity and strategic growth for the organization.</p>
<p>PDC-16-00347 San Diego Opera Association <i>San Diego</i> \$1,000</p>	<p>With support from the California Arts Council, San Diego Opera (SDO) will send its Education Director to the National Guild's Conference for Community Arts Education on November 15-18 in San Francisco and Oakland.</p>
<p>PDC-16-00300 San Diego Youth Symphony and Conservatory <i>San Diego</i> \$5,000</p>	<p>With support from the California Arts Council, San Diego Youth Symphony and Conservatory will engage an education research consultant to assist in the development and implementation of a research database for SDYS that will be useful for both SDYS and others conducting music education research. Expanding access to music education to underserved students requires facts, figures, data and evidence of the myriad impacts of learning music to persuade decision-makers to invest in music education.</p>
<p>PDC-16-00279 San Francisco Children's Art Center <i>San Francisco</i> \$1,000</p>	<p>With support from the California Arts Council, the San Francisco Children's Art Center (SFCAC) will send three individuals to the National Guild Conference for Community Arts Education being held in San Francisco this fall. The conference will provide an opportunity for SFCAC most dedicated staff members to develop new skills, share effective practices, build relationships with colleagues, and bring new ideas about how to advance SFCAC to better serve the community.</p>
<p>PDC-16-00374 San Francisco Conservatory of Music <i>San Francisco</i> \$745</p>	<p>With support from the California Arts Council, the San Francisco Conservatory of Music will enhance its long-established connection with the San Francisco community and its members. It will equip the Director of Community Engagement with additional skills and knowledge used to strengthen the impact of two engagement programs: Conservatory in the Schools and Community Service Program.</p>
<p>PDC-16-00298 San Francisco Flamenco Dance Company <i>San Francisco</i> \$5,000</p>	<p>With support from the Californian Arts Council, the San Francisco Flamenco Dance Company (SFFDC) will engage arts management consultant Richard Aldag to assist the organization in developing a multiyear strategic plan in preparation for becoming an independent non-profit corporation. Additionally, Aldag will assist SFFDC in developing a policy for Board development that includes a plan for a committee structure and Board "job descriptions."</p>
<p>PDC-16-00334 San Francisco Mime Troupe <i>San Francisco</i> \$3,000</p>	<p>With support from the California Arts Council, the San Francisco Mime Troupe (SFMT) will overhaul our existing internal database, in advance of our 60th anniversary and potential capital campaign to support the overhaul of our fully-owned building to increase community access and donor dialogue. SFMT seeks to improve database reporting capacity and to integrate our Constant Contact email list into our database.</p>

<p>PDC-16-00049 San Jose Museum of Art <i>Santa Clara</i> \$5,000</p>	<p>With support from the California Arts Council, SJMA will hire professional disability consultants to conduct disability diversity training with the Museum’s Museum Experience Representatives—a unique team of frontline staff that play combined roles of gallery attendant, docent, and marketing representative.</p>
<p>PDC-16-00267 Santa Cecilia Opera and Orchestra Association <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Santa Cecilia Orchestra will engage the services of a financial planning consultant to help create a financial roadmap for the orchestra for the next five years. At our 25th anniversary, we need to understand our current fiscal status and our capacity for growth. With the recent acquisition of new program space, a new financial plan is essential to help fully realize our enhanced potential and our goals.</p>
<p>PDC-16-00172 Santa Paula Art Museum <i>Ventura</i> \$5,000</p>	<p>With support from the California Art Council, the Santa Paula Art Museum will hire primary consultant Margaret Phelps and secondary consultants Candace Matelic and Brian Thoms (leading a cohort of CSUCI students) to outline an audience development and community engagement action plan. Consultants will conduct needs assessment among community partners, use online and in-field surveys, and include education for Board members and volunteer training to fulfill the plan.</p>
<p>PDC-16-00308 Slow Theatre <i>Butte</i> \$756</p>	<p>With support from the California Arts Council, Slow Theatre will send its executive/artistic director Denver Latimer to this conference to attend classes and seminars on the efficacy of arts organizations' outreach and programming in the correctional facility setting: Arts in Corrections: Building Bridges to the Future, Jun 26-30, 2017, Los Angeles. California Lawyers for the Arts, with the William James Association and Loyola Marymount University, presents this national conference.</p>
<p>PDC-16-00241 Street Symphony <i>Los Angeles</i> \$1,000</p>	<p>With support from the California Arts Council, Street Symphony will register Program Manager, Emily Lair in the Nonprofit Management Certificate program presented by the Center for Nonprofit Management (\$1800). Street Symphony is committed to providing professional development opportunities to Emily Lair, who's leadership role is quickly expanding as Street Symphony creates new engagement initiatives that seek to ignite a creative voice in disenfranchised individuals and communities.</p>
<p>PDC-16-00385 Taiko Community Alliance <i>Santa Clara</i> \$5,000</p>	<p>With support from the California Arts Council, Taiko Community Alliance (TCA) will contract with consultant Roy Hirabayashi to evaluate its current infrastructure and management ability to produce the North American Taiko Conference. TCA will also contract with Susan Yuen of Yuen Designs to evaluate its current use of Salesforce and how to strategically leverage its Salesforce data for programs and operations.</p>
<p>PDC-16-00380 Teaching Artists Guild <i>San Francisco</i> \$4,800</p>	<p>With support from the California Arts Council, Teaching Artists Guild will hire a consultant to help successfully merge the Teaching Artists Support Collaborative (TASC) into Teaching Artists Guild, to serve as TAG’s California branch, thus strengthening operations and building responsive communications mechanisms for sharing resources and information about teaching artistry across California.</p>

<p>PDC-16-00319 Theatre of NOTE <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Theatre of NOTE will be able to retain the services of a Marketing and Audience Development Consultant. With the insight and guidance from this professional, NOTE will garner greater audiences and recognition, as well as the ability to utilize the recognition we are currently receiving to be seen in a crowded media market.</p>
<p>PDC-16-00184 Ubuntu Theater Project, Inc <i>Alameda</i> \$5,000</p>	<p>With support from the California Arts Council, Ubuntu Theater Project will partner with Marketing Consultant, Simone Finney to lead our communications efforts. Ubuntu seeks to engage Ms. Finney who will be charged with building the communication and marketing strategies for the organization toward growing our audience reach from 4,000 patrons in 2016 to 6,000 in 2017.</p>
<p>PDC-16-00390 Upstate Community Enhancement Foundation <i>Butte</i> \$5,000</p>	<p>With support from the California Arts Council, UCEF - Friends of the Arts - will rebuild its website which services several of its major programs and has landing pages and links to projects such as Oroville Salmon Festival, Nor-Cal Jazz Festival, ARTOBERFEST and BCAC.tv.</p>
<p>PDC-16-00259 Venice Arts <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Venice Arts will create a survey instrument to develop retrospective data on the creative and career-directed experiences of past participants who are in college or pursuing careers. This will form the basis for development of a new assessment tool measuring the impact of our art education model on participating youth at intervals during their tenure with us. Both tools will be made available to aligned arts education organizations.</p>
<p>PDC-16-00382 Ventura Music Festival <i>Ventura</i> \$945</p>	<p>With support from the California Arts Council, the Ventura Music Festival will be better able to finance their Executive Director's registration and hotel costs for the May 31st-June 2nd California Presenters Conference in San Francisco. Active participation and networking in the Conference would be of great benefit, as our budget does not currently provide for attendance costs.</p>
<p>PDC-16-00116 Vineyard Touring Opera Co Inc <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Vineyard Touring Opera Company will utilize professional consulting services to build capacity in three functional infrastructure areas: a) organizational administration, b) financial planning and reporting, and c) strategic planning. Consulting services will work with current leadership to develop detailed recommendations in the areas of Board duties, financial reporting (with particular emphasis on DataArts), and multi-year strategic planning.</p>
<p>PDC-16-00208 Viver Brasil Dance Company <i>Los Angeles</i> \$5,000</p>	<p>With support from the California Arts Council, Viver Brasil Dance Company will hire Kia Labelija. This grant will allow Viver Brasil to work intimately with a designer whose unique skills will support the entire process of developing marketing materials and redevelop our website to be up to date and reflect our breadth of programming.</p>
<p>PDC-16-00339 VOX Femina Los Angeles <i>Los Angeles</i> \$4,100</p>	<p>With support from the California Arts Council, VOX Femina Los Angeles (VOX) will hire communications and marketing agency, Hershey Cause Communications, to help VOX increase its audience, visibility and reach in the community. The consultant will assess VOX's current branding, marketing and media presence, create a detailed strategic marketing plan, and train VOX staff to ensure on-going implementation and sustainability.</p>

<p>PDC-16-00316 Women's Audio Mission <i>San Francisco</i> \$5,000</p>	<p>With support from the California Arts Council, Women's Audio Mission (WAM) will engage a financial consulting firm to conduct an accounting/financial control assessment in order to update and optimize WAM's current accounting and financial reporting processes and prepare for WAM's first audit. This will result in more sophisticated financial controls and reporting to our funders/potential funders, increasing funding renewal/success and allowing WAM to become eligible for larger funding sources.</p>
<p>PDC-16-00139 Youth Art Exchange <i>San Francisco</i> \$1,000</p>	<p>With support from the California Arts Council, Youth Art Exchange will send two key staff to the 2017 Conference for Community Arts Education. The convening brings together more than 1,000 arts and community leaders to share their work and strategize around issues of arts education, cultural diversity, emerging leaders, and public art. The conference's emphasis on "arts as core to community development, " speaks directly to the community-based arts practices we facilitate amongst our youth.</p>
<p>PDC-16-00336 Youth in Arts <i>Marin</i> \$5,000</p>	<p>With support from the California Arts Council, Youth in Arts will contract with marketing consultant Pam Coddington to implement a key "year one" objective from our new strategic plan, developing messaging for promoting programs and engaging donors grounded in the core vision articulated in the plan. Pam will guide us in developing messaging and collateral for a campaign around National Arts in Education Week in September 2017 to raise awareness and engage schools and individuals.</p>
<p>PDC-16-00245 Youth Orchestras of Fresno <i>Fresno</i> \$1,000</p>	<p>With support from the California Arts Council, the Youth Orchestras of Fresno will send staff and board members to the Central Valley Community Foundation's Board Governance Series in Fresno and the Association of California Symphony Orchestras (ACSO) conference in Los Angeles, all in the summer of 2017.</p>