



## City of San Ramon Cultural Growth Program

### Cultural Growth Program Overview

The Cultural Growth surcharge is one dollar per every ticket sold at the Dougherty Valley Performing Arts Center and the Front Row Theater. The money is collected during one fiscal year and is available in the subsequent fiscal year to offset rental fees for non-profit or community based groups that want to produce a performance that will augment and enhance the current cultural offerings in the City and/or to fund equipment at the theater.

### How Funds are collected

The Cultural Growth Surcharge is imbedded in the ticket price for all shows. For example, if you purchase a ticket to a show and the price listed on the advertisement is thirty dollars. Twenty-nine dollars of your ticket will go to the performance and the remaining one dollar will go into a special fund to be held until the next fiscal year at which time it will be available for disbursement. The fee is not optional and is required for all City events and rental events that sell tickets.

### How Funds are disbursed to groups

Groups or individuals can apply for Cultural Growth funds to offset the cost of renting the Dougherty Valley Performing Arts Center and /or the Front Row Theater.

The Arts Advisory Committee will review all application received by

March 1<sup>st</sup> for performances between July 1<sup>st</sup> and June 30<sup>th</sup>.

If funds are still available they will review, any additional applications received by

September 1<sup>st</sup> for performances planned between January 1<sup>st</sup> and June 30<sup>th</sup>.

If the group who has been awarded Cultural Growth Funds makes enough money on ticket sales to cover the rental of the theater then no funds will be disbursed from the Cultural Growth Fund. The fund will only be used to cover shortfalls when ticket sales are not sufficient to cover the cost of renting the theater. The fund is not available to pay performer fees or marketing costs for a non-profit group. Any funds that were earmarked for a specific group and then not needed will be left in the fund for use by another approved non-profit event or to purchase equipment for the theater.

### How Funds are disbursed for equipment at the theater

Staff will work with the Theater Contractor to identify equipment needs for the theater during the annual budget process. Priority will be given to technical theater equipment that will benefit a large number of the groups using and renting the theater. Once the amount of the available Cultural Growth funding has been identified staff will approve the use of the funds to purchase the identified equipment and then provide a report back to the Arts Advisory Committee detailing what equipment has been purchased using the Cultural Growth Fund.

Initial /Date \_\_\_\_\_



## Frequently asked Questions

### **Can funds be used from the current fiscal year?**

No, funds can only be used after they have been collected in the previous fiscal year. This enables the Arts Advisory Committee to see how much money is available for nonprofit/ community group grants and to make decisions based on the good of the community.

### **What percentage of the Cultural Growth fund will be used for grants and what percentage for equipment each year?**

Eighty percent (80%) of the funds will be used for equipment at the theater and twenty percent (20%) of the funds will be used for grants initially. If the number of requests for worthy grants is high and our need for equipment is low, the Arts Advisory Committee will make a recommendation to the Parks and Community Services Commission to change the percentage split in the next fiscal year.

### **What happens if there are funds leftover at the end of the year?**

The funds will stay in the Cultural Growth fund and will be available the next year for non-profits and equipment. Unused funds for equipment will be rolled into the next fiscal year to be used for equipment and unused funds for grants will be rolled into the next fiscal year to be used for grants. The two funds may be combined if there is a greater need in one area and it is in the best interest of the City/Community to do so.

### **How will people know about the Fund and how to access it?**

The applications for the fund will be available on the City Web Site, Performing Arts Center web site and at both of our theaters. The Theater Manager will have applications and will give them to non-profit groups that are interested in renting the theater but do not have the funds necessary to pay the rental fees. After the funds have been granted a list of the groups and equipment purchased will be listed on the Performing Arts Web Site so that the community will know how their money was used.

### **What if a group does not receive funds and wants to appeal the decision?**

They can ask the Arts Advisory to reconsider their decision at their next regular meeting. Groups asking for reconsideration must attend the next meeting and provide a presentation to the committee explaining the proposed event in more detail. If the funds are not granted the applicant can reapply for funds during the next review cycle or they can appeal the decision to the Parks and Community Services Commission. The Commission's decision will be final.

### **Can groups apply every year for the same event?**

Yes, they can apply however; it will be up to the discretion of the Arts Advisory Committee whether to grant the money to them. The intent of the program is to provide the seed money to help get a program off the ground. If a program runs for several years and does not draw enough attendance to cover the rental on the building, it may not be in the best interest of the community to fund it. The final decision will rest with the Arts Advisory Committee as they look at the proposed programming for the year and the proposed uses of the funds.

Initial /Date \_\_\_\_\_

**If a non-profit want to raise funds can, they use the Cultural Growth Fund?**

Yes but the profit they make will come after the theater rental is paid for by ticket sales if this happened the funds that were earmarked for them would be returned to the fund for use by another group. The Cultural growth fund removes the risk of losing money on the event but it does not give money to a group so that they can pay for performers, marketing, equipment or supplies.

**What Criteria will the Arts Advisory Committee use to decide who gets the funds**

They will look at the proposed event, time of year, target audience, budget for the show, budget for marketing and the overall appeal to the community. They will also weigh the proposed program against all the other events currently offered for the theater .

Each Application will be scored individually by each Arts Advisory Committee member in attendance at the review meeting. Applicant's receiving a final average score of 70 or more will be considered for an award. Award amounts will be determined on a case by case basis dependant on the amount of available funds at the time of the application, the final score of the applicant and the rental costs associated with the event.

All applications will be considered however preference will be given to:

1. San Ramon resident groups,
2. Nonprofit groups with valid non-profit number,
3. Groups proposing events in low demand months(Jan, Feb, Mar, July, Aug, Sept, Oct)
4. Groups proposing unique productions that have not been done in San Ramon or have been done infrequently
5. Events with a high cultural or educational value
6. Events targeting underserved audiences and /or multigenerational audiences

**For more Information or questions regarding the fund,  
Please contact Kathi Heimann, Program Manager (925) 973-3368  
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