

AGENDA ITEM 5

California Cultural and Historical Endowment Board Meeting
February 24, 2023

STAFF REPORT: APPROVAL OF FUNDING RECOMMENDATIONS FOR THE CALIFORNIA CULTURAL AND HISTORICAL ENDOWMENT CALIFORNIA MUSEUM GRANT PROGRAM.

SUMMARY

This report summarizes the evaluation process for awarding California Cultural and Historical Endowment (CCHE) Museum Grant Program (MGP) projects and recommends approval of funding for projects.

RECOMMENDED ACTION

Approve recommended projects for funding (see Recommendations attachment).

BACKGROUND

The CCHE was established in 2002 within the California State Library for the purpose of acquiring, restoring, preserving, and interpreting historical and cultural resources through a competitive grant process. Initially, CCHE's funding came from voter-approved Proposition 40, awarding 183 grant projects totaling \$122 million, via four funding rounds.

In 2013, AB 482 transferred the CCHE to the California Natural Resources Agency (CNRA) and authorized the creation of a competitive grant program to support and enhance small capital projects in museums that recognize the importance of making art, science, history, and culture available to the residents of California, with an emphasis on previously underserved communities. The CCHE awarded approximately \$3.4 million in residual Proposition 40 funding to 35 projects under two rounds. On-going funding for the program is generated through the sale proceeds of the Snoopy Special Interest License Plate.

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

The Budget Act of 2020 included a provision to prioritize funding for museums severely affected by COVID-19 and that serve historically underserved communities and/or students subject to Title I of the Federal Elementary and Secondary Education Act.

On June 1, 2021, from the first round of funding generated through Snoopy license plate sales, the CCHE awarded 25 projects totaling \$926,211 to museums that were severely affected by COVID-19 and that serve historically underserved communities and/or students subject to Title I.

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

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and monitoring. This funding also included a provision to continue prioritizing funding for museums severely affected by COVID-19 and that serve historically underserved communities or students subject to Title I of the Federal Elementary and Secondary Education Act.

On January 24, 2022, the CCHE Board approved the updated draft MGP guidelines, which incorporated revisions to the *Eligibility* and *Step 1: Project Proposal* sections and updates to the appendices.

The final MGP guidelines were released for solicitation on January 28, 2022. Proposals were due March 11, 2022. 139 proposals were submitted, totaling \$44,623,111 in funding requests.

MGP EVALUATION PROCESS

The evaluation process for the Museum Grant Program followed a three-step approach.

For the first step, applicants submitted their proposals electronically via an online application submission platform. Proposals were evaluated using a scoring rubric broken down into the following categories: *Eligibility*; *Project Need*; *Legislative and CCHE Priorities*; *Organizational Capacity and Collaboration*; *Project Readiness*; and *Additional Project Characteristics*.

A meeting was held where initial rankings were discussed amongst the review committee. A total of 70 out of 139 projects were selected to advance to Step 2, the Virtual Field Inspections.

70 projects were visited virtually where the applicant, project partners, local community and representatives of the review committee and CNRA staff participated in a conversation about the project. Discussions centered around the effects of COVID-19 on the museum; target population; outreach efforts; how the project addressed the Legislative and CCHE priorities; project costs and match contributions; and project timeline. The visited projects were further evaluated by the site visit committee, resulting in 68 projects selected to advance to Step 3.

For Step 3, applicants uploaded required documentation such as board resolutions, timelines, site control documents, and work plans. 63 of 68 projects met the Step 3 requirements and are recommended for grant funding. All projects not recommended for funding have been notified.

PROJECTS RECOMMENDED FOR FUNDING

63 projects totaling \$19,716,318 are recommended for funding. See Recommendations attachment for a list of applicant and project names.

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Geographic Distribution

Regionally, 43% of the recommended museums reside in the South, 28.5% in the Bay Area, 19% in the North, and 9.5% in the Central Valley.

Disadvantaged Communities

75% of the funding is recommended for museums located in or within ½ mile of a disadvantaged community, per the [Department of Parks and Recreation Community Fact Finder](#) and [Department of Water Resources Disadvantaged Communities Mapping demographic tools](#). 62% of the funding is recommended for museums that are located directly in a disadvantaged community.

Legislative Priorities

36.5% of the projects recommended for funding selected the Services to School Pupils legislative objective; 36.5% selected Services to the Public; 17.5% selected Increased Accessibility to Programs; and 9.5% selected Superior Museums.

All 63 applicants recommended for funding are museums that have been severely affected by COVID-19.

100% of the projects recommended for funding are serving historically underserved communities or students subject to Title I.

CCHE Priorities

19% of the projects recommended for funding are projects that preserve, display, demonstrate, interpret, or enhance the threads of California's story that are absent or underrepresented. 17% are projects that preserve, display, demonstrate, interpret, or enhance the accessibility to California's historic and cultural resources, especially to traditionally underserved communities. 13% are projects that preserve, display, demonstrate, interpret, or enhance the archaeology, history, traditions, and/or culture of California's Native American population. 13% are projects that preserve, display, demonstrate, interpret, or enhance the contributions of the many unique identifiable ethnic and other communities that have added significant elements to California's culture. 10% are projects that preserve, display, demonstrate, interpret, or enhance California's geologic and oceanographic history. 8% are projects that preserve, display, demonstrate, interpret, or enhance the industries, technologies, individuals, groups, and commercial enterprises that built California's economic strength. 6% are projects that preserve, display, demonstrate, interpret, or enhance the culturally significant aspects of the changing ways that ordinary or particularly creative people lived their daily lives during the course of California history. 6% are projects that preserve, display, demonstrate, interpret, or enhance California's living cultural heritage and folklife; and 2% are projects that preserve, display, demonstrate, interpret, or enhance California's

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contribution to the national defense. 6% of projects selected for funding do not address a CCHE priority.

Match Requirement

56 of the museums recommended for funding are not required to provide match dollars, as they are non-profit organizations. Seven public entity-operated museums recommended for funding will be required to provide an in-kind and/or cash match contribution, equaling at least 5% of the grant award.

Museum Disciplines

Of the 63 projects recommended for funding, 30% of the museums identify as an Art Museum/Art Center. 27% identify as a History/Historical Museum. 11% identify as a Cultural Museum/Cultural Center. 11% identify as a Science Center. 10% identify as a Living Collection. 6% identify as a Children's/Youth Museum, and 5% identify as a General Museum.

Project Type

26 of the recommended projects are program projects, 21 are capital projects, and 16 are a combination of both program and capital projects.

Project Category

23 of the recommended projects are educational programs, 19 are exhibits, 14 are small capital projects, 3 are collections care projects, 2 are outreach programs, and 2 are public programs.