

# NAPA COUNTY ARTS & CULTURE GRANT PROGRAM

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Grant Award Recommendations

May 16, 2023

In Partnership with



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COUNCIL**  
NAPA VALLEY  
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# NAPA COUNTY ARTS & CULTURE ADVISORY COMMITTEE

Established by the Napa County Board of Supervisors in 2012

Composed of 8 representatives whom conduct and oversee the grant program and make recommendations to the Board of Supervisors on grant awards

Napa County partners with Arts Council Napa Valley to advise on and implement the grant program



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# GRANT PROGRAM GOALS

- Invest in organizations that benefit the community & draw visitors to Napa County
- Support organizations that demonstrate viability and dedication to the public interest
- Support organizations that promote a diverse array of objectives, including:
  - Populations Served
  - Artistic Discipline and/or Genre Representation
  - Cultural Representation
  - Geography
  - Public Impact
  - Accessibility



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# GRANT PROGRAM FUNDING

Transient Occupancy Tax (TOT), also known as the “hotel tax,” funds the grant program and **\$305,916** is available for Fiscal Year 2023-24

**Tourism Generating Arts and Culture Grants: \$139,474** *(Includes \$1,396 carried over from previous grant cycle)*

**General Arts and Culture Grants: \$166,442** *(Includes \$28,364 carried over from previous grant cycle)*



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# FUNDING CATEGORIES

**Main Category 1 – Tourism Generating Arts & Culture Organization:** For organizations that earn at least 20% of their income from visitors or generate 20% of their patronage/attendance from zip codes outside of Napa County.

## Subcategories:

- Capacity Building
- Special Programs and Projects
- Capital Improvement

**Leadership & Professional Development:** Provides support for nonprofit staff and boards in governance and management training, skills development, and professional coaching.

**Main Category 2 – General Arts & Culture Organization:** For organizations that primarily focus on arts and culture activities for residents of Napa County.

## Subcategories:

- Capacity Building
- Special Programs and Projects
- Capital Improvement



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# MAXIMUM GRANT REQUESTS

## *Main Category 1 & 2:*

- The maximum request is based on an average of the organization's annual operating budgets from the last 2 years.

| Operating Budget 2-Year Average                           | Maximum Request Amount |
|-----------------------------------------------------------|------------------------|
| Small: up to \$100,000                                    | \$7,500                |
| Mid-Sized: greater than \$100,000 but less than \$500,000 | \$17,500               |
| Large: above \$500,000                                    | \$27,500               |

## *Leadership & Professional Development Category:*

- Maximum award is \$2,500, regardless of budget size.



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# COLLABORATIVE REQUESTS

- Organizations may partner on a Special Programs & Projects request in addition to their individual proposals.
- **Maximum Award Amount:** \$20,000 regardless of budget size



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# COMMITTEE RECOMMENDATIONS

- Received **31 proposals** from 26 non-profit organizations
- **Total Amount Requested:** \$405,264
- **Amount Available for Award:** \$305,916
- **Recommendation:**
  - Award 20 proposals full funding and 2 proposals partial funding
  - \$139,474 in the Tourism Category and \$166,442 in the General Category



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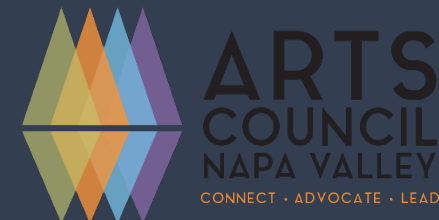
# RECOMMENDED GRANT RECIPIENTS

## General Category:

- Lunchtime Productions
- Napa Valley Youth Symphony
- Lucky Penny Productions
- E & M Presents
- American Canyon Arts Foundation
- Napa Public Access Cable Television
- Nimbus Arts
- Shakespeare Napa Valley
- Friends of the Cameo
- Bel Canto
- Napa Valley Unified Educational Foundation

## Tourism Category:

- Music in the Vineyards
- Napa Valley Festival Association
- Napa Valley Museum
- di Rosa Preserve
- Napa County Historical Society
- St. Helena Historical Society
- Napa Valley TV



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# QUESTIONS

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