

## Inspire Olympia Annual Report – October 2024

*[ \* indicates an attachment or an inset info box that will be created]*

To the Olympia Community:

This inaugural Annual Report for Olympia’s Cultural Access program covers the period from July 2023 through June 2024, during which the administrative framework for Inspire Olympia’s cultural access granting program was developed and implemented.

The Cultural Access Advisory Board (CAAB) began this year by examining the values and vision behind cultural access. Building on the work of the earlier Ad Hoc Committee, we clarified and defined a set of core public benefits we are committed to advancing with cultural access funds, a clear list of desired outcomes for applicants to work toward. This set of Inspire Olympia Program Funding Goals\* also provides parameters for evaluating applicant proposals, and will be updated every other year as we move ahead.

It has been a year of anticipation, as local organizations learned about Inspire, shared their questions and ambitions, gathered their leadership, planned, and applied for funding, expressing their hopes and visions for cultural access in Olympia.

It has been a year of learning. Many community organizations applied for a grant for the very first time. Our application review panels, composed of citizen volunteers alongside CAAB members, read and evaluated each application, gaining insights on the challenges faced by our local cultural nonprofits as well as an understanding of the wealth of creative, cultural, heritage, and science expertise in our community.

And now after a year of readying and steadying, the arrows have flown. In future Annual Reports we will be able to share photos and stories of the transformative power of creative exploration, along with data showing how this public investment is expanding cultural access for everyone, strengthening our community, and inspiring Olympia.

With thanks to the Olympia Community and the Olympia City Council for your support,

Yours truly,

CAAB Chairs

**Summary of major accomplishments:** [this will be rendered into a timeline graphic]

- Created the Inspire Olympia Grant Administration Framework.
  - Established Funding Goals, Granting Framework and Grant Cycle Timeline; Program Budget & Funding levels; Plan for Cultural Access Programs in Schools (CAPS). Each of these elements were developed with help of the CAAB, reviewed by City Council's Community Livability and Public Safety Committee, and approved by City Council.
  - Public Engagement and Education
    - Published Granting Guidelines
    - Activated multiple outreach strategies to encourage organizations to apply for funding: media releases, social media, direct mail, an in-person mixer event; web page with Q&A, and information sessions.
    - Held 3 information sessions, in-person and via zoom; Posted recordings of sessions on Inspire Olympia web page.
  - Developed and Administered Grant Application and Review Processes
    - Accessible application and grant review forms and systems were created using "Submittable," an online grant administration platform, a first for the city of Olympia.
    - Opened applications for 8 weeks, Jan – March, with coaching and consultation available to applicants.
    - Offered 3 application workshops plus 1:1 coaching and online videos
    - Seated Review Panels that included representative citizen volunteers and CAAB members, and provided stipends for panelists.
    - Created and applied an evaluation rubric, scoring system, and review process that sought to ensure consistency and transparency and included orientation, individual review, and group discussion.
    - CAAB reviewed scores, discussed funding available and developed a funding recommendation for CLPS review and City Council Consideration.
  - Approval and Launch of First Funding Cycle
    - Secured City Council approval of funding recommendation for first cycle of one and two-year contracts, CAPS Program, and Transportation funding.
      - 60 funded organizations [\*Org list]
      - Committed Cultural Access Funds @ 2.1m\$ for first year of contracted services (July 2024 through June 2025) of funding; Plus 1.2\$m for the second year of 2-yr contracts (through June 2026). CAP program funding earmarked Funds committed @ \$430k for SY 24-25 to include FTs, transportation, and CAPS coordinator position  
[\*pie chart]  
[\*budget as approved by Council]
    - Review Panel's notes and feedback for each applicant was included with individual award announcements

- Created Guidelines for funded organizations, including instructions for quarterly reporting, and a media guide for Inspire Olympia branding and acknowledgement.
- Held two Orientation Sessions and a Mixer for funded organizations.
- Processed 60 contracts and initial payments with the help of City Contracts, Legal and Accounting Departments, and CPD Administrative support.

### **Additional Program Updates**

- Continuous Improvement Efforts
  - Applicant organizations surveyed for feedback on application process and ongoing training needs
  - Review Panels Surveyed for feedback on evaluation and scoring process
  - CAAB Retreat focused on process review and continuous improvement
  - Developing Updates to application and forms for coming cycle
  - Program Funding Goals will be re-examined and adjusted with CLPS and Council input every *other* year, in advance of every new 2-year contract cycle.
  
- Looking Ahead: Remainder of 2024
  - Formulate CAPS Coordinator Role in partnership with Olympia Education Foundation
  - Fall Briefing for Olympia School District Board
  - Share Inspire Olympia Field Trip and CAPS Opportunities with teachers and principals
  - Update application, forms, and program guidelines for 2025 Impact Funding applicants.
  - Gather and track data from quarterly reporting provided by funded organizations.
  - Introduce Capacity Building Opportunities for funded organizations – training topics and events to support growth and sustainability of cultural nonprofits and encourage peer learning relationships.
  - Seek public engagement through program marketing, to share the inspiration and spread the joy.

- This Time Next Year: Future Annual Reports

Beginning with October 2025 Inspire Olympia will be able to report on a full 12-month cycle of contracted cultural services and benchmark each ensuing year against the one before it. Each year's cumulative quarterly reporting from funded programs will allow us to compile photos, videos, stories, and anecdotes, and use data analysis to report on how well Inspire is meeting program goals for equity, access, and public benefit.

Additionally, in even-numbered years we will report more fully on adjustments to the program's funding goals, and granting framework, new initiatives, expanded CAPS programming, and planning horizons that consider longer-term cultural access fund income projections and expenditure strategies.

### Funded Organizations

Approved Funding to Cultural Organizations\*

# by type, granting pathway\*

Financial Summary

Pie chart\*

Budget as approved by Council 6/4/24\*

Program Resourcing Summary

CAAB: 9 citizen volunteer board members spent over 400 hours in planning, meetings, and review panel time.

Citizen Volunteers: 5 citizens served as additional review panelists volunteering over 125 hours in meetings and review time, to evaluate and score applications.

City Staffing: 2.0 FTEs

# Funding Goals

## **SUPPORT PUBLIC PROGRAMS**

in arts, culture, heritage, and/or science.

## **INCREASE ACCESS**

reduce barriers to participation, especially for historically underserved populations.

## **EXPAND ACCESS TO YOUTH EDUCATION**

for programs in arts, culture, heritage, and science.

## **SUPPORT PROGRAMMING BY AND FOR UNDER-REPRESENTED GROUPS**

and culturally or ethnically specific communities.

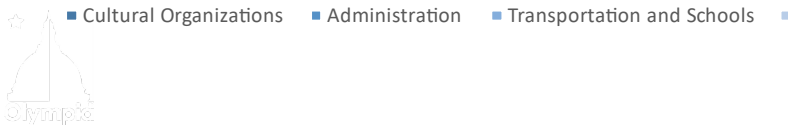
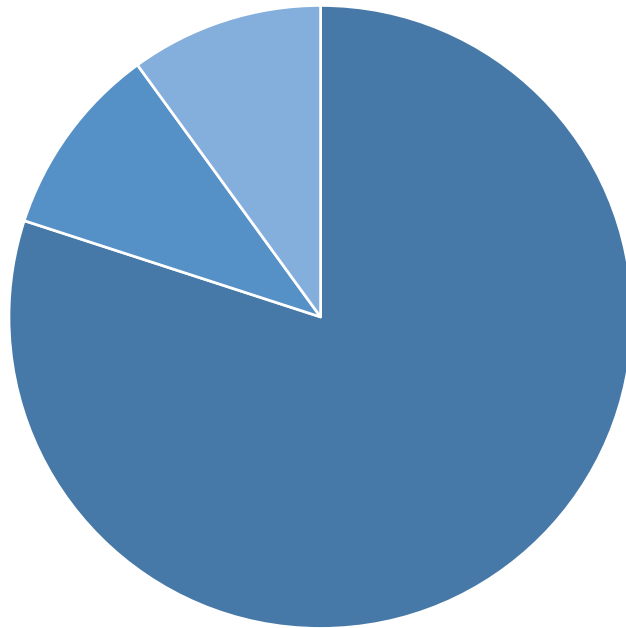
## **SUPPORT SUSTAINABILITY & COLLABORATION**

among cultural sector organizations.

# Evaluation Criteria

- Programming Merit and Value
- Youth Programming
- Community Engagement & Impact
- Equity and Access
- Capacity and Feasibility - or -
- Management and Operations

Funding Allocation



## Commitment to Voters:

- a) a minimum of eighty percent (80%) of all revenues will be dedicated for cultural programs in Olympia,
- b) up to ten percent (10%) of all revenues will be dedicated to provide children enrolled in Olympia Public Schools transportation to cultural programs funded by the Olympia Cultural Access Program; and
- c) ten percent (10%) shall be used for administrative costs.

## Cultural Access Fund

### 2024 Program Budget

Roll forward 2023 CAF revenues less expenses	\$2,267,537.00
2024 CAF Projected Revenue	<u>\$3,100,000.00</u>
<i>Total Revenue</i>	<b>\$5,367,537.00</b>

		% of annual revenue	Ratio of Comp: Impact
Comprehensive Contracts (year one of 2-yr contract)	\$1,220,829.83	39%	56%
Impact Contracts	\$951,899.13	31%	44%
Cultural Access in Public Schools (CAPS)	\$430,000.00	14%	
Workshops & learning opportunities for funded orgs	\$50,000.00	2%	
2024 Program Administration	<u>\$310,000.00</u>	10%	
<i>2024 Expenses</i>	<b>\$2,962,728.96</b>		
Obligated for year two of Comp Contracts	<u>\$1,220,829.83</u>		
<i>Total Obligation</i>	<b>\$4,183,558.79</b>		

Remaining FY 2024 Unobligated Funding **\$1,183,978.21**

### CAPS Program Budget

Transportation Reimbursement to OSD	\$200,000.00
Field Trip Reimbursements	\$120,000.00
FT CAPS Coordinator	<u>\$110,000.00</u>
<b>Total:</b>	<b>\$430,000.00</b>

## Comprehensive Funding Option

Two-year contract  
15% of annual operating budget,  
maximum of \$75k/year

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Must be a registered nonprofit  
Minimum two-year history  
Must offer year-round programs

## Impact Funding Option

One-year contract  
\$3k – 30K, with 1:1 match

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May participate with a Fiscal Sponsor  
No experience requirement  
May offer only one program/year

### All Applicants:

- Mission-focused on arts, culture, heritage or science.
- Located in Olympia or primarily serve Olympia residents and school students.
- Provide public programming.
- Commitment to equitable, inclusive programs and expanded public access.

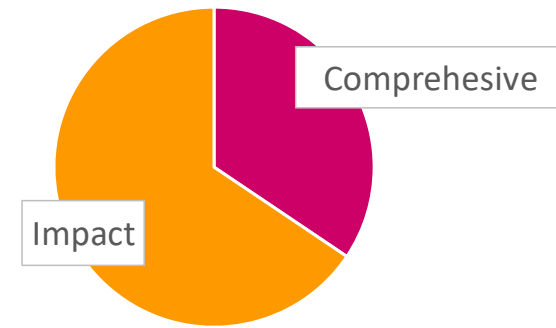


2024-2026 Two-Year Comprehensive Applications	Two-year Funding Request	Two-Year Funding Recommendation
Arbutus Folk School	\$ 96,848.00	\$ 96,848.00
Ballet Northwest	\$ 119,320.00	\$ 119,320.00
Emerald City Music	\$ 119,400.00	\$ 89,550.00
Garden-Raised Bounty (GRuB)	\$ 150,000.00	\$ 150,000.00
Hands On Children's Museum	\$ 150,000.00	\$ 150,000.00
Harlequin Productions	\$ 150,000.00	\$ 150,000.00
Indigenous Performance Productions, a nonprofit corporation	\$ 125,263.20	\$ 125,263.20
Nisqually Reach Nature Center	\$ 50,000.00	\$ 50,000.00
Olympia Community Sailing (OCS)	\$ 96,600.00	\$ 72,450.00
Olympia Family Theater	\$ 136,000.00	\$ 136,000.00
Olympia Film Society (OFS) at the Capitol Theater	\$ 150,000.00	\$ 150,000.00
Olympia Symphony Orchestra	\$ 138,078.60	\$ 138,078.60
Pacific Shellfish Institute	\$ 150,000.00	\$ 150,000.00
Puget Sound Estuarium	\$ 150,000.00	\$ 150,000.00
Student Orchestras of Greater Olympia	\$ 131,867.00	\$ 131,867.00
The Bridge Music Project	\$ 68,048.00	\$ 68,048.00
The Hawk Foundation For Research and Education In African Culture	\$ 98,084.86	\$ 98,084.86
Thurston Community Media	\$ 150,000.00	\$ 150,000.00
Washington Center for the Performing Arts	\$ 150,000.00	\$ 150,000.00
YWCA of Olympia	\$ 116,150.00	\$ 116,150.00
Sound Studios Olympia	\$ 53,164.00	0
<b>Total for Two-Year Comprehensive Contracts</b>	<b>\$ 2,548,823.66</b>	<b>\$ 2,441,659.66</b>

2024 One-Year Impact Applications	Funding Request	Funding Recommend	2024 One-Year Impact Applications	Funding Request	Funding Recommend
ACE Strategies : Accessible Pathways into the Creative Economy	\$ 30,000.00	\$ 22,500.00	Olympia Junior Programs	\$ 30,000.00	\$ 30,000.00
Avanti Bikes!	\$ 30,000.00	\$ 15,000.00	Olympia Kato Sister City Association	\$ 9,900.00	\$ 7,425.00
Avanti Creative Economy (ACE) Program	\$ 30,000.00	\$ 15,000.00	Olympia Lamplighters	\$ 30,000.00	\$ 30,000.00
Avanti Sustainable Agriculture Internship Program	\$ 30,000.00	\$ 15,000.00	Olympia Music History Project	\$ 25,000.00	\$ 25,000.00
Capital City Chorus	\$ 30,000.00	\$ 22,500.00	Olympia Peace Choir	\$ 30,000.00	\$ 30,000.00
Capital City Pride	\$ 30,000.00	\$ 30,000.00	Pacific Northwest Theater	\$ 30,000.00	\$ 30,000.00
Community Print	\$ 30,000.00	\$ 30,000.00	Restoring Earth Connection	\$ 15,800.00	\$ 11,850.00
Creative Theatre Experience	\$ 30,000.00	\$ 30,000.00	Samba Olywa	\$ 10,000.00	\$ 10,000.00
Death Dancer	\$ 19,655.00	\$ 14,741.25	South Sound Dance Access	\$ 30,000.00	\$ 30,000.00
Deschutes Estuary Restoration Team (DERT)	\$ 30,000.00	\$ 22,500.00	South Sound Maritime Heritage Association	\$ 30,000.00	\$ 22,500.00
Earthbound Productions	\$ 30,000.00	\$ 30,000.00	South Sound Story Guild	\$ 8,257.50	\$ 6,193.13
Hummingbird Studio	\$ 30,000.00	\$ 30,000.00	South Sound Studio Tour	\$ 20,000.00	\$ 20,000.00
Latina K Presents	\$ 10,050.00	\$ 10,050.00	String and Shadow Puppet Theater	\$ 30,000.00	\$ 30,000.00
Masterworks Choral Ensemble	\$ 30,000.00	\$ 30,000.00	Team-Tomorrow	\$ 30,000.00	\$ 22,500.00
OlyFilm	\$ 30,000.00	\$ 30,000.00	Terra Forma Education	\$ 21,300.00	\$ 21,300.00
Olympia Arts + Heritage Alliance (OlyAHA!)	\$ 30,000.00	\$ 30,000.00	The 3rd Thing	\$ 30,000.00	\$ 30,000.00
Olympia Artspace Alliance	\$ 30,000.00	\$ 30,000.00	Thurston Conservation District	\$ 29,775.00	\$ 29,775.00
Olympia Beekeepers Association	\$ 30,000.00	\$ 22,500.00	Thurston County Museum of Fine Arts	\$ 30,000.00	\$ 30,000.00
Olympia Funk Festival	\$ 30,000.00	\$ 30,000.00	Unforgettable Art Programs	\$ 20,753.00	\$ 15,564.75
Olympia Historical Society & Bigelow House Museum	\$ 30,000.00	\$ 30,000.00	Window Seat Media	\$ 30,000.00	\$ 30,000.00
			<b>Total for One-year Impact Contracts</b>	<b>\$ 1,060,490.50</b>	<b>\$ 951,899.15</b>

# Who Applied?

- 61 Applicants
- 40 in Impact Pathway
  - 17 w/Fiscal Sponsors
- 21 in Comprehensive Pathway
- 6 Cultural Orgs serving and representing marginalized groups
- 39 Orgs offering youth programming
- 10 Offering Field Trips



Program Offerings

