



A Tradition of Stewardship
A Commitment to Service

ATTACHMENT A 2014-2015 Arts & Culture Applications

| NONPROFIT | PROJECT PROPOSAL | GRANT REQUEST | TOTAL SCORE (Weighted Avg.) | COMMITTEE'S RECOMMENDATION |
|--|---|---------------|--------------------------------|--|
| American Canyon Arts Foundation | Contract with a professional graphics designer to refresh the Foundation's Logo and marketing materials. Develop templates for use in marketing materials, such as Event Flyers. Prepare a Marketing & Promotions Resource Guide. | \$ 9,775 | 63.4 | Award \$ 9,775 grant |
| Calistoga Art Center | Transform the North Oak outside wall of the Art Center (Napa County Fairgrounds) with a mural. | \$ 20,000 | 31.7 | No funding recommended |
| di Rosa | Engage consultant to develop plans for enhanced museum access and interactivity by shifting from the tour-guided visitor experience to an open-ended, self-guided exploration of the art and landscape. | \$ 30,000 | 80.4 | Award \$ 30,000 grant |
| Friends & Foundation St. Helena Public Library (#11685) | Multiply donor base to significantly increase annual donations. | \$ 11,416 | 51.6 | No funding recommended |
| Friends & Foundation St. Helena Public Library (#11726) | Retain consultant to conduct a Library Expansion Feasibility Study. | \$ 20,000 | 51.1 | No funding recommended |
| Lucky Penny Productions | Develop marketing plan to launch two new initiatives: a new community arts center for theatre, music, dance & related activities, and a Youth Academy program to provide project-based learning opportunities through the practice of theatre arts. | \$ 10,000 | 59.4 | Award \$ 10,000 grant |
| Music in the Vineyards | Create a professional promotional video to feature as part of a public relations strategy to attract a wider audience and to build awareness. | \$ 20,000 | 78.1 | Award \$ 20,000 grant |
| Napa County Historical Society | Establish an Archival Preservation and Conservation Internship Program. | \$ 12,000 | 68.6 | No funding recommended |
| Napa County Landmarks | Internship program | \$ 4,500 | 60.8 | No funding recommended |
| Napa Valley Art Association | Hire consultant to establish an effective marketing strategy to maximize capacity building; funding will focus on Artist of the Valley Gallery, Open Studios, community workshops and classes, and scholarships. | \$ 20,000 | 75.3 | Award \$ 20,000 grant with caveat that none of the grant monies are to be used for salaries or ongoing consultants |
| Napa Valley Festival Association | Retain consultant to define and implement a fundraising campaign | \$ 30,000 | 75.4 | No funding recommended |

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| Napa Valley Film Festival | Invest in integrated core technology infrastructure | \$ 30,000 | 73.7 | Award \$ 30,000 grant with caveat that none of the grant monies are to be used for salaries or ongoing consultants |
| Napa Valley Museum | Organizational rebranding project involving redesigning website, logo and creating an informational brochure and marketing plan | \$ 27,625 | 84.6 | Award \$ 27,625 with caveat that none of the grant monies are to be used for salaries or ongoing consultants |
| Napa Valley Opera House | Design and market education program in under-served schools | \$ 20,000 | 56 | No funding recommended |
| Napa Valley State Parks Association | Produce video to tell story of the Bale Grist Mill | \$ 7,500 | 71 | Award \$ 7,500 grant |
| Napa Valley Vine Trail Coalition | Create concept plan for integrating arts to NV Vine Trail | \$ 17,500 | 48.5 | No funding recommended |
| Napa Valley Writers | Design and print 200 copies of a 300 page anthology of members' edited prose and poetry | \$ 2,973 | 54 | No funding recommended |
| Napa Valley Youth Symphony | Website launch | \$ 7,701 | 89.3 | Award \$ 7,701 grant |
| Nimbus Arts | Implement Raisers Edge software to create a single database of participant, donor, & community partner information | \$ 28,508 | 88.9 | Award \$ 28,508 grant |
| Robert Louis Stevenson Museum | Hire consultant to do assessment and strategic planning for board and staff | \$ 20,000 | 91.5 | Award \$20,000 grant |
| St. Helena Historical Society | Hire a museum consultant to work with the society's board of directors on strategic direction and board development. | \$ 10,000 | 64.83 | No funding recommended |
| St. Helena Renaissance Foundation in partnership with the St. Helena Historical Society | Place plaques on selected buildings in the National Register of Historic Places in downtown St. Helena to identify city's cultural heritage for residents and visitors. | \$ 9,903 | 30.1 | No funding recommended |
| Suscol Intertribal Council | Hire consultant to create fund development plan | \$ 10,000 | 55.6 | No funding recommended |
| The History Center – Napa County Landmarks and Napa County Historical Society | Print, market and distribute a professionally illustrated, bi-lingual coloring book that promotes Napa's history and cultural heritage. | \$ 9,555 | 56 | No funding recommended |