

**City of Pasadena
Cultural Affairs Division**



***Festival and Parade Grant
Program Guidelines 2012/2013***

Issued: February 13, 2012
Due date: Wednesday, May 15, 2012, 4:00 pm
Funding period: July 1, 2012 – June 30, 2013

FESTIVAL AND PARADE GRANTS PROGRAM

City of Pasadena Cultural Affairs Division Festival and Parade Grant Program

Welcome to the 2012/13 City of Pasadena Cultural Affairs Festival and Parade Grant Program Guidelines. The Pasadena Arts & Culture Commission and Cultural Affairs Division are pleased to bring you this funding opportunity to support arts and culture festivals and parades throughout the City of Pasadena. We seek to ensure that the cultural infrastructure is strong throughout Pasadena so that you can focus on the important work of producing, designing, communicating, educating and celebrating.

TABLE OF CONTENTS

About Pasadena

Pasadena: The Cultural City	3
Pasadena Arts & Culture Commission.....	3
City of Pasadena Cultural Affairs Division	3

Grant Categories and Descriptions

Definition	3
Program Description	3

Eligible Program Support

Eligibility	4
Conditions	4
Ineligible Programs	4

Grant Application Instructions and Information

Questions	5
Submission Requirements	5
Municipality Common Application Instructions	5
Deadline for Application Submission	5
California Cultural Data Project (REQUIRED)	5
Festival and Parade Partnerships	6
Artistic Documentation and Artistic Samples (formerly Media Support)	6

Review and Selection Process

Review Process	7
Selection Process	7
Review Criteria	7
Festivals and Parades Category	7

Grantee Procedures

Award Process	8
Grantee Requirements	8
Project Evaluation	8

Technical Assistance

D-U-N-S number (REQUIRED).....	8
Fiscal Receiver.....	9
Technical Assistance Workshops	9
Workshop dates	9
Outreach, Diversity and Accessibility.....	9

Outreach and Marketing Resources

Recommended Websites and List Serves	10
Recommended Event Calendars and Newsletters	10
Recommended Intersections for Banners.....	11
Newspapers	12
Radio Stations.....	15
Schools, Libraries, and Businesses	16
Community Contacts.....	18
City of Pasadena Staff	19, 20

ABOUT PASADENA

Pasadena: The Cultural City

Pasadena is a historic center for the creation, presentation and preservation of art and culture as well as a leader in scientific and technological research and discovery. The city's founders set forth to build "the Athens of the West." Today, Pasadena is unique as a nexus of the contemporary arts and culture.

Pasadena is richly diverse in creative traditions, highlighted in our civic treasures in American, African American, Native American, Latino, Asian and European art and design, as well as our community traditions and festivals. Artists and artisans have made their home in Pasadena for generations, thus integrating the artistic experience into the fabric of the community. Pasadena's highly respected cultural institutions continue to provide Pasadena with artistic experiences unparalleled in quality and innovation. Pasadena's community leaders recognize the importance of the arts in the development of a strong community through education, economic development and tourism, community building, youth and senior services, and artist support. The result is a community committed to the importance of a cultural life for each and every citizen, rich in complex history and invigorated by contemporary creativity.

Pasadena Arts & Culture Commission

The Pasadena Arts & Culture Commission is a 9-member body appointed by City Council to work with the Cultural Affairs Division to make recommendations to City Council regarding the needs, opportunities and strategies to support the arts and culture in Pasadena. Among the Commission's responsibilities is the annual distribution of City General Fund grants monies as well as the management of the Cultural Trust Fund, an on-going funding source for programs and activities that take place throughout Pasadena that is funded through the City's Public Art Program.

City of Pasadena Cultural Affairs Division

Cultural Affairs is Pasadena's facilitator for art, design, cultural activities, international cultural initiatives and special events. A division of the City of Pasadena Planning and Development Department, Cultural Affairs promotes Pasadena in Southern California and nationally as a center of American cultural history as well as a vibrant arena for the creation of new art and design. The Annual Grants Program is designed to support the creative life of Pasadena through four grant categories and Festival and Parade Grant category and expand public access to the arts in our community.

GRANT CATEGORIES AND DESCRIPTIONS

Definition of a Festival or Parade

For the purpose of this grant program, a "festival" or "parade" is a publicly oriented thematic event with a defined cultural or artistic focus, comprised of multiple arts genres/cultural activities - or - multiple offerings focusing on one artistic genre or cultural activity, that include elements of community involvement. For example, music festivals, dance festivals, fairs, parades and cultural celebrations would all be eligible. It is produced by a non-profit or consortium of non-profit organizations. It takes place within the boundaries of Pasadena at one site or in one geographic area for one or more consecutive days, and features but is not limited to music, theatre, visual art, dance or film. Specific art /cultural "elements" of a larger event are also eligible. Simple outdoor or housed "exhibitions" without community involvement would not qualify.

Description of Festival and Parade Grant Program

A non-profit arts and culture organization or non-profit social service organization (including but not limited to a chamber of commerce, social service agency, homeowners association or business district) in partnership with an arts and culture organization is eligible to apply for up to \$10,000 in funding for the production of an arts/cultural festival, fair or parade. However, it is unlikely that an award amount for the full request will be granted. Please identify other possible sources of support for your project. A Pasadena-based social service organization or other non-profit non-arts/culture institution outside of Pasadena must partner with an established Pasadena-based art/culture organization or artist to apply.

Festival and Parade Program grants will generally support marketing costs and artists fees in order to foster accessibility, cultural diversity, and geographic equity. This grant is available only to events which take place within the Pasadena city limits. If collaboration or partnering occurs between one or more Pasadena non-profit art/culture organizations and any other non-profit organization (including but not limited to a chamber of commerce, social service agency, homeowners association or business district), either partner may take the lead in the application.

An applicant may apply for funding for up to two events (one application per event) but may only receive one Festival and Parade Program grant, which would be for the highest scored eligible application. Applicants may apply in more than one category, however, an applicant may receive only one grant award from the Annual Grants Program.

When partnering with another organization, the budgets and Cultural Data Project report of the lead or sponsoring organization will be considered for review. Therefore, the partnering organization is free to apply independently for funding on another project.

NOTE: Organizations not having a non-profit status may apply for funds with sponsorship by a fiscal receiver. For further information see Fiscal Receiver, page 9.

ELIGIBLE PROGRAM SUPPORT

The Annual Grants Program provides support for the following types of Festivals and Parades:

- A public event or element of an event with a defined cultural or artistic purpose (including, but not limited to, a concert, music festivals, fair, parade or cultural celebration - see definition of a Parade or Festival, page 3)
- An arts/culture festival or parade held in publicly accessible space and free, or of reasonable cost.
- A collaboration between one or more Pasadena non-profit art/culture organizations and any other non-profit organization (including, but not limited to, a chamber of commerce, social service agency, homeowners association or business district). In this case either partner may take the lead on the application as long as a non-profit partnership exists.
- A Pasadena social service organization may apply but only in partnership with a Pasadena arts/culture organization.
- An arts/culture event as stated above produced in Pasadena by a non-profit arts/culture organization not based in Pasadena but providing an event otherwise not produced by a local producer.
- For all applicants, an audited statement or a most recent financial report prepared by the organizational accountant and signed by the board president **with** Federal 990's no more than two years old are required.

Note: Limited fiscal receivership is possible, see Fiscal Receiver, page 9.

The following conditions apply for any projects or programs supported by the City of Pasadena's Annual Grants Program:

- Project or program must take place between July 1, 2012 and June 30, 2013.
- Project or program must take place within the geographic boundaries of Pasadena and be accessible to the general public.
- Efforts must be made to conduct suitable and appropriate outreach to the broad Pasadena community
- Project or program must comply with Fair Labor Standards and pay professional performers, artists and supporting personnel at least the minimum level of compensation paid to people employed in similar activities.
- The applicant must comply with the City of Pasadena Affirmative Action/Equal Opportunity Practices Provisions, Chapter 4.09 of the Municipal Code.
- Applicants may apply to more than one category but can only be awarded **one grant** per cycle from the Annual Grants Program OR the Festival and Parade Program. If an applicant is eligible to receive more than one grant, the application with the highest qualifying score will be awarded.
- All first time applicants, or those who have not applied since the 2006/2007 cycle, must attend a Cultural Affairs sponsored grant-writing workshop in order to be eligible to apply (see Technical Assistance: page 9).

The following are NOT eligible for funding:

- A project occurring outside the City of Pasadena;
- A project or program undertaken by any city, county, state or federal agency;
- A project or program undertaken by any City of Pasadena payroll employee, current Arts & Culture Commissioner and his/her immediate family,
- A project or program undertaken by any organization in which a Commissioner serves in a paid or key decision making capacity as per the City of Pasadena's Legal Department policy;
- Purchase of depreciable assets (office/ electronic equipment, cameras, instruments, etc.);
- A student-produced event;
- An individual artist;
- Fundraisers or other events not open to the general public;
- Deficit or debt-reduction efforts, mortgage payments, building construction or renovation;

- Retirement of deficits for previous year's project or program;
- Non-artistic festival components (rides, games, booths, etc.);
- A project or program that occurs before July 1, 2012 – or after June 30, 2013

GRANT APPLICATION INSTRUCTIONS AND INFORMATION

QUESTIONS?

Many common questions can be answered at the Technical Assistance and Grant-writing Workshops (see page 9), please plan to attend one of these workshops to help you prepare your application. Please direct specific questions in writing to Jayme Filippini, Cultural Affairs, jfil-contractor@cityofpasadena.net or (626) 744-7062.

SUBMISSION REQUIREMENTS

- The application packet is available by download from the City of Pasadena website at: <http://www.cityofpasadena.net/arts>.
- Detailed descriptions of the application questions and budget definitions can be found in the Application Index, following the Application. Follow all instructions included in the guidelines, application, and application index precisely.
- Applications must be complete and all attachments included.
- An explanation for any attachment not included must be on the checklist or attached to the checklist.
- Complete all forms. If a question does not pertain to the applicant, complete the form by entering N/A or Not Applicable.
- All forms must be typewritten. Reduced font (smaller than what is instructed or established in application forms) or handwritten applications will not be reviewed or considered for funding.
- Please do not include any information other than that specifically requested.
- Submit one **(1) completed original application** - three-hole punched, clipped (not stapled) AND **ten (10) copies** - three-hole punched, clipped (not stapled).
- Attach the Grant Application Checklist to the front of your application package.

MUNICIPALITY COMMON APPLICATION INSTRUCTIONS

A partnership of the Pasadena Cultural Affairs Division, Arts Council for Long Beach, City of Los Angeles Department of Cultural Affairs, City of West Hollywood, Culver City Cultural Affairs Division, Los Angeles County Arts Commission, and Santa Monica Cultural Affairs Division has developed common questions intended to help nonprofit organizations in Los Angeles County save time in the grant application process. **Common questions are indicated with the ☼ symbol.**

APPLICATION DEADLINE

- Grant applications **must be received no later than 4:00 PM on May 15, 2012** (this is not a postmark deadline). **No proposals will be accepted after this deadline.**
- Facsimiles, e-mail, telegrams and other electronic submissions will not be accepted. In order to be considered for funding all applicants must submit one **(1) completed original application** - single-sided, three-hole punched, clipped (not stapled) AND **ten (10) copies** - single-sided, three-hole punched, clipped (not stapled).
- Please attach the Grant Application Checklist to the front of your application package. Proposals must be complete and adhere to requirements or will immediately be disqualified.
- **ALL PROPOSALS MUST BE MAILED OR DELIVERED TO:**

Grants Program
Cultural Affairs Division
175 N. Garfield Avenue
Pasadena, CA 91101

CALIFORNIA CULTURAL DATA PROJECT (CCDP)

The City of Pasadena has partnered with the California Cultural Data Project (CCDP). The CCDP is a state-wide, collaborative effort of public and private funders throughout California and consists of an online system for collecting and standardizing historical financial and organizational data. The City of Pasadena, along with other funders in California, now requires applicants to complete a Cultural Data Profile through the CCDP website (<http://www.caculturaldata.org>).

Participation in the California Cultural Data Project (CCDP) is REQUIRED for all 2012/2013 City of Pasadena Art and Culture I, Art and Culture II, Art and Culture III, Organizational Art Education Partnership, Festival and Parade categories.

The CCDP provides the cultural community with consistent, reliable, comprehensive data on arts and culture in California, enabling organizations to view trends in their data, benchmark themselves against peer organizations, and enhance their organizational capacity and reduce time spent applying for funding. Applicants applying to more than one of the participating funders only need to update their information once each year.

- In order to complete the Cultural Data Profile, organizations must first register at the CCDP website by creating an organizational login ID and password. **Information for the Cultural Data Profile is organized by fiscal year-end and data is only entered for completed fiscal years for which an approved financial audit or review exists.** Organizations that are not audited or reviewed will enter data based on approved year-end financial statements.
- Applicants are asked to provide two years of financial and organizational data the **first time** they complete the Cultural Data Profile. (Going forward, groups will only need to provide one year of data.) You will have access to online training and can get support from the Help Desk during regular business hours.
- **The Cultural Data Profile will collect the financial and programmatic information for your organization or arts program; project budgets and narratives will NOT be captured by the CCDP.**
- Upon completion of the Cultural Data Profile, applicants should go to the “Funder Reports” section of the CCDP website and print the pre-defined report for the 2012/2013 City of Pasadena grant program to which you are applying. Relevant information from the applicant’s Cultural Data Profile will automatically be imported into the 2012/13 City of Pasadena Funder Report. Please print and review the funder report and include it in your application.
- The completion of the Cultural Data Profile will require an investment of time. A number of resources will be available to help applicants, including a Help Desk and online training.

Applicants should direct questions concerning the Cultural Data Profile to:

California CDP Help Desk: Toll Free: 866-92-CACDP or 866-922-2237

The California CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm, PST.

Email: help@caculturaldata.org

California CDP website: <http://www.caculturaldata.org>

Festival and Parade Partnerships: If collaboration or partnering occurs between one or more Pasadena non-profit art/culture organizations and any other non-profit organization (including but not limited to a chamber of commerce, social service agency, homeowners association or business district), either partner may be the lead applicant. However, if the non-arts entity takes the lead in the application, a CCDP profile should only reflect specifically the project for which the applicants are applying, or related arts programming offered by the non-arts agency. It should not reflect the entire budget of the non-arts agency. For example, if the YMCA takes the lead on the application, the submitted CCDP should only reflect the program being proposed or the collective arts programming offered by the YMCA. CCDP’s from both partners will also be accepted if desired.

New Programs: If the festival or parade proposed is an entirely new program and no fiscal history is available, it is recommended that the Arts and Culture organization take the lead.

Fiscal Receivers: In the case of Fiscal Receivers the CCDP should reflect the Art or Culture organization not the fiscal receiver.

ARTISTIC DOCUMENTATION AND ARTISTIC SAMPLES

- All applicants are required to submit some form of Artistic Documentation or Artistic Sample, in addition to whatever promotional, marketing, letters of support or other supplemental materials listed in the application.
- For applicants with **new projects or new organizations or an arts educator new to the field**, artistic **SAMPLES OR DOCUMENTATION IS NOW REQUIRED**. Applicants are strongly encouraged to submit exemplary samples of work that most closely resemble the new project. Keep in mind that work samples for new projects or new organizations could be artistic samples of the proposed artists or similar projects conducted by the individuals involved.
- Artistic Documentation or Artistic Samples should reflect the type of programming or performance activity for which funding is requested. *Example:* An application for support of an in-school music program by a performing arts organization must be accompanied by a visual sample of an in-school program, not simply a general audience performance. In addition, audio documentation is expected.
- Applicants should use the Artistic Documentation Index to explain the relationship of the Artistic Sample to the application, and how it reflects the applicant’s capacity to produce the proposed project. *Example:* A teaching organization may submit documentation of a previous school program when requesting support for a pilot in-school program. For further information about video/DVD resources call (626) 744-7062.

The following are accepted formats for Artistic Documentation and Artistic Sample submissions:

DVD (Strongly Encouraged for Dance, Multi-Disciplinary, Media, Theatre and Traditional and Folk Art)

- Up to 5 minutes.
- In general for the performing arts, panelists prefer to review substantive artistic excerpts rather than short edited clips with heavy narration.
- List each different DVD as one work sample on the Artistic Documentation Index.
- Include track/chapter information in the Artistic Documentation Index.
- Place selection(s) in priority order.

Audio CD: (Strongly Encouraged for Music)

- Up to 5 minutes.
List each different CD as one work sample on your Artistic Documentation Index.
- Include track information in your Artistic Documentation Index.
- Place your selection(s) in priority order.

Published Material (Strongly Encouraged for Literary & Visual Arts)

- This format is best used for literary publications and museum and gallery catalogues.

Images on CD ROM (Strongly Encouraged for Visual Arts)

- Up to 10 images of completed artwork.
- All images must be numbered (1 through 10).
- Digital files must be in JPG format, 300 DPI, 5MB or smaller. This format is best used for exhibition materials.

REVIEW and SELECTION PROCESS

REVIEW PROCESS

- All applications are reviewed in depth by Cultural Affairs staff for completeness and satisfaction of eligibility requirements.
- All complete and eligible applications are forwarded to advisory panel members for review.
- A multi-disciplinary panel review process is utilized. Panels are peer review; therefore, each panel is composed of individuals with strong arts backgrounds, who represent the City of Pasadena as well as Southern California.
- Ineligible applications will not be reviewed by a panel. If ineligible, the applicant will be notified by letter within thirty (30) days and may retrieve the original application and supporting materials within (30) days of the notice.

SELECTION PROCESS

- Panel rankings are forwarded to the Arts & Culture Commission for final review and approval.
- Award amounts are contingent upon Council funding and are based on panel scores. The Arts & Culture Commission reserves the right to establish a minimum score for funding in each category. All scores are final. The Arts & Culture Commission does not utilize a grievance process. Applicants will be able to request a copy of the panel's comments and scoring.

REVIEW CRITERIA

Applications will be reviewed and scored by a grants panel using the following criteria to determine the extent to which the applicant demonstrates its ability to meet the goals and objectives of the Annual Grants Program.

FESTIVAL AND PARADE CATEGORY

Artistic Excellence – 20%

Application demonstrates the overall artistic merit and/or innovation of the project, programming, approach, and/or the artist(s) involved (including skills, craftsmanship, creativity and originality as presented in the application and work sample submitted).

Outreach – 20%

Organization's outreach plan demonstrates an effort to understand and an ability to reflect the diverse community of Pasadena. Such a plan may include free events, educational programs, targeted programs, etc.

Accessibility – 15%

Project meets ADA physical accessibility requirements for a range of audiences and is economically accessible to a wide range of the general public. (if project is a ticketed event, the cost of the ticket is reasonable in comparison to like programs.)

Artistic Growth – 10%

Through the project, the organization demonstrates ability for artistic growth and development, further continuation and stability and/or the potential for documentation and legacy.

Stability – 10%

Organization demonstrates stability and self-sufficiency.

Budget – 10%

Project utilizes an accurate and realistic budget.

Ability – 10%

Organization demonstrates ability to implement the project.

Merit – 5%

Overall merit of the proposal, which may be awarded to reflect but is not limited to the following:

- organization contributes vitality to the arts and culture in Pasadena.
- project demonstrates creativity, originality, and innovation.

GRANTEE PROCEDURES

GRANT AWARD

- Upon final approval by the Arts & Culture Commission, the City will issue a purchase order for the specific grant award.
- The grantee may invoice against this purchase order either incrementally or in full at the completion of the project. (Incremental Billing: invoices submitted at 25%, 50%, 75%, & 100% of project completion with corresponding receipts). Funds will not be advanced for the project or program. All payments are by reimbursement only.

GRANTEE REQUIREMENTS

- **The grantee must submit the following Final Report information in order to receive final payment:**
 - A one-page final narrative, including information on attendance/participation, outreach; and
 - A financial summary of the project including a final, revised budget.
- An on-site visit may be conducted by staff or a representative of the Arts & Culture Commission
- All Pasadena City Council members, Arts & Culture Commissioners and senior Cultural Affairs staff must be invited to attend the funded program. Invitations may be mailed to those individuals c/o Cultural Affairs. A current list of invitees is always available by calling Cultural Affairs (626)744-7062.
- **All printed materials regarding funded projects include the City of Pasadena seal and the following credit:**



“Made possible in part by the Pasadena Arts & Culture Commission and the City of Pasadena Cultural Affairs Division.”

The City of Pasadena seal artwork can be obtained by contacting Cultural Affairs at (626) 744-7062.

PROJECT EVALUATION

Festival and Parade projects require an EVALUATION component, to measure the effectiveness of the funded project. As part of the application, every proposal must include goals (as appropriate) for artistic quality, attendance and the diversity of audience, marketing or outreach to new audiences, or other unique project features determined by the applicant. While anecdotal reports are revealing, at least half of the evaluation undertaken by the applicant must involve collected data.

Evaluation procedures and parameters should be included in the answer of Part II, Question F on the Festival and Parade application. All evaluation, assessment and statistical survey result materials must be submitted with the Final Report along with the narrative of the resulting conclusions. If the applicant would like assistance on determining the most appropriate evaluation procedures, please contact the Cultural Affairs office at (626) 744-7062.

TECHNICAL ASSISTANCE

D-U-N-S Number

In order to better track the economic activity of the non-profit sector, a Dun & Bradstreet number (DUNS) is required for all Art and Culture I, II and III, Arts Education Partnerships, and Festival and Parade applicants for the 2012/2013 Annual Grant Program (not required for Individual Artists or Individual Artist educator AEP applications).

If you do not have a DUNS number, you can obtain one online.

- Log onto <https://eupdate.dnb.com/requestoptions.asp>.

- Enter the organization name, city and state.
- Click on “Next >”. You will see a link to “Get a D-U-N-S number.”
- After submitting requested information, your organization will be furnished with a number. **This process takes approximately 6 weeks.**
- You may also apply for a DUNS number by phone (888) 814-1435.
- If you have registered, but do not have the number, call (888) 814-1435. You will be asked to supply the organization name, city, state, telephone number, and the name of an officer (member of your governing board).

FISCAL RECEIVER

- For Arts or Culture Organizations without non-profit status or for special one-time projects, a fiscal receiver may be used.
- The applicant should be the project or unincorporated organization, not the fiscal receiver.
- A fiscal receiver may sponsor up to five applicants. Each applicant using a fiscal receiver must include a letter of agreement between the two parties outlining financial and legal obligations, MOU (Memo of Understanding) and the most recent audited financial statements from fiscal receiver.
- Fiscal Receivership is not available for social service organizations.

TECHNICAL WORKSHOPS

Due to the California Cultural Data Project (CCDP) participation requirement as well as application restructuring, it is recommended that ALL applicants attend at least one of the grant-writing workshops offered. ***** All first-time applicants, and those who have not applied since the 2006/2007 cycle, MUST attend a city-sponsored grant-writing workshop to be eligible to apply.***** Each workshop will be partially conducted by Susan Braig, a professional grant-writing consultant. **RSVP to Cultural Affairs Division at (626)744-7062**

Workshop DATES		
DATE	LOCATION	TIME
Tuesday, March 13, 2012	Jackie Robinson Community Center 1020 N. Fair Oaks Ave. • Pasadena, CA 91103	6:00-8:00pm
Tuesday, April 3, 2012	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	6:00-8:00pm
Thursday, April 19, 2012	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	6:00-8:00pm

OUTREACH, DIVERSITY AND ACCESSIBILITY

The Arts & Culture Commission recently adopted the new Cultural Access Policy and Equity Standards which will serve as a community resource for the expansion of access to arts and culture in the City by providing an advisory framework through which these important issues can be addressed with sensitivity throughout the arts community. A copy of this document is available online at [www. http://www.cityofpasadena.net/arts/AccessPolicy.asp](http://www.cityofpasadena.net/arts/AccessPolicy.asp) or upon request from the Cultural Affairs Division, (626) 744-7062.

The Outreach, Diversity and Accessibility component of all applications (with noted exceptions) for funding from the Arts & Culture Commission is intended to aid the applicant in reaching the goal of attracting audiences reflective of the great diversity of Pasadena. For a number of years, granting sources have rewarded sophisticated outreach programs but have not necessarily aided the organization in developing such programming. The Outreach and Diversity component of this program is intended to provide information to allow the organization to more easily reach an expanded audience. All applicants receiving funds may schedule meetings with staff to further develop a plan.

When defining diversity elements in a proposal, include the following **as applicable**:

- Geographic areas/targeted (national, regional, local, neighborhood)
- Socio-economic levels targeted
- Sensitivity to cultural traditions
- Accessibility/A.D.A.
- Ethnic/racial constituency
- Ages targeted
- Access due to language barriers
- Cross-cultural collaboration

Each applicant is asked to describe the accompanying outreach program as part of the application for funding from the Arts & Culture Commission. The Final Report should include a description of its implementation. Exceptions may be in the Individual Artist category, for which outreach is desirable but not required.

- The applicant organization should demonstrate the ability to develop, manage, fund and implement an outreach program that reflects and impacts the diverse community of Pasadena by encouraging community participation.
- The project should encourage community involvement by establishing community or corporate partnerships, e.g., offer educational programs, free events, focused programs, etc., and actively recruit volunteers.
- The project should have an "evaluation" component that will provide information from surveys or questioners that identifies the level of success and/or problems in connection with the entire project.
- The applicant should define what market is being targeted and how collateral material will be distributed.

OUTREACH AND MARKETING RESOURCES

RECOMMENDED WEBSITES AND LIST SERVES

Pasadena Culture Net (PCN): <http://www.pasadena-culture.net>

The PCN is hosted by the Art Center College of Design in association with the City of Pasadena Cultural Affairs Division. PCN is a place where you can easily link to websites for many of the cultural organizations in Pasadena and surrounding areas.

PCN also supports a public email list, *pasculture*, from which anyone can broadcast messages regarding cultural happenings in the community — everything from small house concerts to major museum exhibitions. When you sign on to *pasculture* you will be able to receive and send announcements about events in Pasadena through your email. To subscribe (free) to the *pasculture* list, simply send a blank email message to: pasculture-on@lists.artcenter.edu. You can leave the list anytime, at pasculture-off@lists.artcenter.edu.

Pasadena Arts Council Calendar of Events: <http://www.pasadenaartscouncil.org/eventsCal/queryCalendar.asp>

Members can utilize an online form to promote their performances, exhibits, festivals and other special events. These listings will also be automatically sent to the Pasadena CultureNet listserv, Pasadena Arts Council's private e-mail distribution list, and will appear in the new online Pasadena Community Calendar. To become a member please register at http://www.pasadenaartscouncil.org/membership_form.htm.

RECOMMENDED EVENT CALENDARS AND NEWSLETTERS

Pasadena Arts Council Newsletter

<http://www.pasadenaartscouncil.org/newsletter.htm>

Includes local, regional and national arts news and a calendar of Pasadena Arts Council member events. To become a member, please register at http://www.pasadenaartscouncil.org/membership_form.htm.

Pasadena Convention and Visitors Bureau (PCVB) Visitors E-News (newsletter)

This newsletter is available to non-profit organizations only, and is published on both the internet and in hard copy form.

Required Information:

- Event Name
- Date(s) and Time(s) of event
- Event Location
- Brief description of the event
- Event contact person and telephone number

Submission Deadlines: For Submission Deadlines and Procedures, please check directly with the PCVB

Please note: Inclusion in the calendar is based upon the amount of space available.

Neighborhood Connections Newsletter:

A service of the City of Pasadena Department of Human Services, Recreation and Neighborhoods. Contact: Program Coordinator Alejandrina Flores (626) 744-7295

Options:

- Complete flyer distribution placed within the outgoing newsletter (440 monthly)
- Email to residents – approx. 200 households, 90 associations, 50 not-for-profits and 50 citywide staffers
- Monthly event calendar

Community Information Calendar

A service of the Pasadena Public Library, the Pasadena Community Information calendar is a searchable database. Organizations and individuals can enter information about themselves and their events at

<http://www.cityofpasadena.net/CalSubmit.aspx>

Central Library (626) 744-7818

Information Desk at Central Library (626) 744-4052

RECOMMENDED INTERSECTIONS FOR BANNERS

(Please note that the City requires that banners on streetlights be no larger than 7 by 3 feet.)

For fees and applications, please contact: Alexis Shaidnagle, Technical Specialist, Public Works at (626) 744-4195

City Council District 1:

Arroyo Blvd and 210 Freeway
Arroyo Blvd and Washington Blvd
Arroyo Blvd and Seco St
Linda Vista Ave and Holly St
Los Robles Ave and Woodbury Rd
Orange Grove Blvd and Colorado Blvd
Fair Oaks Ave and Washington Blvd
Fair Oaks Ave and Montana St
Lincoln Ave and Montana St
Lincoln Ave and Mountain St
Lincoln Ave and Washington Blvd
Lincoln Ave and 210 Freeway

City Council District 2:

Orange Grove Blvd and Allen Ave
Walnut St and Allen Ave
Washington Blvd and Allen Ave
Hill Ave and Orange Grove Blvd
Hill Ave and Walnut St
Hill Ave and Washington Blvd

City Council District 3:

Los Robles Ave Washington Blvd
Fair Oaks Ave and Walnut St
Fair Oaks Ave and 210 Freeway
Fair Oaks Ave and Orange Grove Blvd
Fair Oaks Ave and Mountain St
Lincoln Ave and Orange Grove Blvd
Colorado Blvd and De Lacey Ave
Colorado Blvd and Fair Oaks Ave
Colorado Blvd and Raymond Ave
Colorado Blvd and Arroyo Parkway
Colorado Blvd and El Molino Ave
Colorado Blvd and Los Robles Ave
Colorado Blvd and Marengo Ave
Marengo Ave and Walnut St

City Council District 4:

Sierra Madre Blvd and Foothill Blvd
San Gabriel Blvd and Del Mar Blvd
Rosemead Blvd and Del Mar Blvd
Rosemead Blvd and Foothill Blvd
Madre St and Foothill Blvd
Rosemead Blvd and Sierra Madre Blvd
Orange Grove Blvd and Sierra Madre
Orange Grove Blvd and Altadena Dr
Orange Grove and Sierra Madre Villa
Altadena Dr/Sierra Madre Blvd/Foothill Blvd intersection

City Council District 5:

Los Robles Ave and Villa St
Los Robles Ave and Orange Grove Blvd
Lake Ave and Walnut St
Marengo Ave and Orange Grove Blvd
Fair Oaks Ave and Orange Grove Blvd
Lake Ave and Orange Grove Blvd
Colorado Blvd and Lake Ave
Lake Ave and 210 Freeway
Lake Ave and Washington Blvd

City Council District 6:

Orange Grove Blvd and Columbia St
Orange Grove Blvd and California Blvd
Fair Oaks Ave and Glenarm St
Fair Oaks Ave and Del Mar Blvd
Arroyo Parkway and Glenarm St
Arroyo Parkway and Del Mar Blvd
Arroyo Parkway and California Blvd
Los Robles Ave and Del Mar Blvd
Colorado Blvd and Pasadena Ave
Linda Vista Ave and Lida St
Linda Vista Ave and Seco St

City Council District 7:

Los Robles Ave and California Blvd
Lake Ave and California Blvd
Lake Ave and Del Mar Blvd
Lake Ave and Green St
Hill Ave and Del Mar Blvd
Hill Ave and Green St
Allen Ave and Del Mar Blvd
Sierra Madre Blvd and Del Mar Blvd

NEWSPAPERS

Contact Name	Organization	Address	Phone	Fax	Format	Deadline
General Newspapers						
Lori Streifler, city editor	CITY NEWS SERVICE	socalnews.com	(310) 201-9120	(310) 201-9124	email	N/A
Steve Nowlin	PAS-CULTURE	www.pasadena-culture.net	(626) 396-2397	N/A	email	N/A
Catherine Holloway	DOWNTOWN NEWS	realpeople@downtown.news.com	(213) 481-1448	(213) 250-4617	email	Wed before
Roxanne Arnold, Metro editor	LOS ANGELES TIMES	socalliving@latimes.com	(213) 237-5000	(213) 237-4712; 237-0747	N/A	N/A
Kevin Carlson	LOS ANGELES TIMES: Sunday Calendar	calendar@latimes.com	(213) 237-7645	N/A	camera ready	week before
Diane Mooney	LA WEEKLY	ads@laweekly.com	(323) 465-4414	N/A	pdf	Mon 6pm
Pat Miller, editor	THE OUTLOOK (La Canada; has wkly Pas pg)	N/A	(818) 790-7500	(818) 790-7260	N/A	N/A
Jennifer Errico, entertainment ed.	PASADENA STAR-NEWS	911 E. Colorado Blvd; cheers@sgvn.com	(626) 962-8811 ext 2249	(626) 792-9413	N/A	N/A
Dale Tiffany	PASADENA WEEKLY	50 S. De Lacey St, Ste. 200	(626) 584-1500	(626) 795-0149	camera-ready - disk	7 days in advance
Charles Cooper, reporter (coop723@hotmail.com)	PASADENA INDEPENDENT (Thurs) includes Sierra Madre, Arcadia, Monrovia	53 E. Huntington Dr/ Ste B/ Arcadia 91006. Awnews@arcadiaweekly.com	(626) 294-1090	(626) 294-1099	camera ready	week before
Paul Clinton, Dale Evans, reporters	SAN GABRIEL WEEKLY (Fridays in LA Times)	50 S. De Lacey St, Ste. 200	(626) 396-4082	(626) 795-0149	camera-ready preferred; FTP ok	2 days in advance
Sandra Pool	SAN GABRIEL TRIBUNE (includes Star-News, Whittier Daily News)	1210 N Azusa Canyon Rd/ West Covina 91790	(626) 578-6300 x4464	(626) 962-8849	camera-ready preferred; FTP ok	2 days in advance
African-American Press						
Ruth Hopkins, editor	PASADENA JOURNAL	1541 N. Lake Ave; pasjour@pacbell.net	(626) 798-3972	(626) 798-3282	camera-ready	Friday noon
Ron Dungee, managing editor	L.A. SENTINAL	3800 Crenshaw Blvd/ Los Angeles	(323) 299-3800	(323) 299-3896	N/A	N/A
N/A	URBAN LEAGUE	1200 N Fair Oaks #9	(626) 398-6265	(626) 794-0297	N/A	N/A
Latino/a Press						
Liliana Chavez	LA OPINION	ads@laopinion.com	(213) 896-2333	(213) 896-2077	email	Mon 5pm
N/A	EL AVISO	6728 Seville Ave/ Huntington Park	(323) 586-9199	N/A	N/A	N/A
N/A	LA PRENSA HISPANA	PO BOX 250964/ Glendale	(818) 500-8103	N/A	N/A	N/A
N/A	LA VOZ	3107 Beverly Blvd #1/ LA	(213) 388-2903	N/A	N/A	N/A
N/A	MINIONDAS	1742 S Main St/ Santa Ana	(714) 547-0701	N/A	N/A	N/A
Armenian Press						

Salpy	ASBAREZ ARMENIAN DAILY	419 W Colorado/Glendale	(818) 500-9363	(818) 956-0503	email	3 days advance
N/A	ARMENIAN LIFE	127 S Jackson St/ Glendale	(626) 661-7778	(626) 661-7733	N/A	N/A
N/A	ARMENIAN OBSERVER	6646 Hollywood Blvd/ Los Angeles	(323) 467-6767	(323) 467-2722	N/A	N/A
N/A	CALIFORNIA COURIER	1545 N Verdugo Rd #106/ Glendale	(818) 409-0949	(818) 409-9207	N/A	N/A
N/A	MASSIS WEEKLY	1060 N Allen Ave	(626) 797-7680	(626) 797-6863	N/A	N/A
N/A	NEW ARMENIA DAILY	815 S Central Ave #31/ Glendale	(818) 246-6468	N/A	N/A	N/A
N/A	NOR GYANK	825 E Colorado St/ Glendale	(818) 240-9996	(818) 240-1917	N/A	N/A
Asian-American Press						
N/A	CHI-AM DAILY NEWS	673 Monterey Pass Rd/ Monterey Park	(626) 281-2989	N/A	N/A	N/A
Frances He	DAILY NEWS (Chinese)	1588 Corporate Center Dr./Monterey Park	(323) 268-4982 x221	(323) 265-1192	camera ready	week before
N/A	LA DAILY NEWS (Chinese)	9639 Telstar Ave/ El Monte	(626) 453-8800	(626) 453-8822	N/A	N/A
Daniel Lee	KOREA CENTRAL DAILY	690 Wilshire Pl/ Los Angeles	(213) 368-2558	N/A	camera ready	week before
N/A	NGUOI VIET DAILY NEWS (Vietnamese)	1023 S San Gabriel Blvd/ San Gabriel	(626) 453-8800	N/A	N/A	N/A
John Bell	RAFU SHIMPO (Japanese daily)	259 S Los Angeles St/ Los Angeles	(213) 629-2231	N/A	email	week before
N/A	SIAM MEDIA WEEKLY (Thai)	112 St Francis St/ San Gabriel	(626) 309-9113	N/A	N/A	week before
N/A	ZHONG GUO DAILY NEWS (Chinese)	N/A	(626) 279-5900	(626) 453-8822	N/A	N/A

COLLEGE AND UNIVERSITY NEWSPAPERS

Paper Name	College/ University	Address	City/Zip	Phone	Fax	Email	Circulation	Deadline
CAL ARTS CURRENTS	Calif. Institute of the Arts	24700 McBean Parkway	Valencia 91355	(661) 253-7832	(661) 255-2894	Abonnell@muse.calarts.edu	22,000; 3x/yr	N/A
THE CALIFORNIA TECH CAMPUS NEWS	Cal Tech	N/A	N/A	(626) 305-6135	(626) 577-1294	Editors@tech.caltech.edu	4,000; every Friday	Monday 5pm
CAMPUS NEWS	East Los Angeles College	1301 Avenida Cesar Chavez	Monterey Park 91754	(323) 265-8819	(323) 265-8875	N/A	Wednesday	Tuesday one week prior
CAMPUS TIMES	University of La Verne	1950 Third St	La Verne 91750	(909) 392-2712	(909) 392-2706	Ctimes@ulv.edu	2,000; weekly	one week prior

THE CANYON CALL	College of the Canyons	26455 N. Rockwell Canyon Rd	Santa Clarita 91355	(661) 259-7800, ext. 3265	(661) 253-7565	Canyoncall@mail.coc.cc.ca.us	7,000; Tuesday	N/A
CLARION (newspaper); LOGOS (magazine)	Citrus Community College	1000 W. Foothill Blvd	Glendora 91741	(626) 914-8586	(626) 914-8797	Ccclarion@hotmail.com	3,000; every other Wednesday	10 days prior
COLLAGE	The Claremont Colleges	175 E. 8th St	Claremont 91711	(909) 607-3646	(909) 607-7825	N/A	8,000; Thursday	Tuesday noon
COLLEGIAN	Los Angeles City College	855 N. Vermont	Los Angeles 90029	(323) 935-4268	(323) 953-4031	N/A	5,000; Monday	1 week prior
THE CORSAIR	Santa Monica College	1900 W. Pico Blvd	Santa Monica 90405	(310) 434-4000	(310) 434-3648	N/A	Wednesday	N/A
THE CRUSADER	Antelope Valley College	3041 W. Avenue K	Lancaster 93536	(661) 722-6946	(661) 943-5575	N/A	5,000; Tuesday	1 week prior
DAILY BRUIN	University of California, Los Angeles	308 Westwood Plaza, K.H. 118	Los Angeles 90024	(310) 825-9898	(310) 206-0906	Webmaster@smmis.med.ia.ucla.edu	18,000	N/A
DAILY FORTY-NINER	California State University, Long Beach	1250 Bellflower Blvd, SSPA-010	Long Beach 90840	(562) 985-8000	(562) 985-5053	D49er@csulb.edu	30,000; Mon-Thurs	N/A
DAILY SUNDIAL	California State University, Northridge	18111 Nordhoff St	Northridge, 91330	(818) 677-2915	(818) 677-3638	N/A	9,000; Monday-Friday	N/A
EL PAISANO	Rio Hondo College	3600 Workman Mill Rd	Whittier, 90601	(562) 908-3453	(562) 692-9325	N/A	5,000; Thursday	1 week prior
THE EXPLORER	Los Angeles Southwest College	1600 W. Imperial Highway	Los Angeles, 90047	(323) 241-5377	(323) 241-5464	N/A	3,000; bimonthly	N/A
THE FREE SPIRIT	Mission College	13356 Eldridge Ave	Sylmar, 91342	(818) 364-7494	N/A	N/A	8,000; monthly	2 weeks prior
THE GRAPHIC LOYOLAN	Pepperdine University	24255 Pacific Coast Highway	Malibu, 90263	(310) 456-4311	(310) 456-4411	Graphic@pepperdine.edu	3,000	Tuesday noon
	Loyola Marymount University	7900 Loyola Blvd	Los Angeles, 90045	(310) 338-2879	(310) 338-1901	Loyolan@lmumail.lmu.edu	4,000	Thursday
THE OCCIDENTAL	Occidental College	1600 Campus Rd, #F-40	Los Angeles, 90041	(323) 259-2500	(323) 341-4982	N/A	1,600; Monday	Wed
THE ORACLE	Mount St. Mary's College	12001 Chalon Rd	Los Angeles, 90049	(310) 954-4122	(310) 954-4139	oracle@msmc.la.edu	2,000; biweekly	N/A
PCC COURIER	Pasadena City College	1570 E. Colorado Blvd	Pasadena, 91106	(626) 585-7339	(626) 585-7912	N/A	5,000; Tuesday	N/A

THE PULSE	Woodbury University	7500 Glenoaks Blvd	Burbank, 91510	(818) 767-0888	(818) 767-5093	N/A	N/A	N/A
QUAKER CAMPUS ROUNDUP	Whittier College	PO Box 8613	Whittier, 90608	(562) 907-4222	(562) 945-5301	N/A	2,000; Thursday	Monday
TALON MARKS	Los Angeles Pierce College	6201 Winnetka Ave	Woodland Hills, 91371	(818) 719-6483	(818) 346-6036	N/A	5,000; Wednesday	Monday
TORO TIMES	Cerritos College	11110 Alondra Blvd	Norwalk, 90650	(562) 860-2451, ext. 2618	(562) 467-5044	N/A	6,000; Wednesday	N/A
TRADEWIND S	Cal. State University, Dominguez Hills	1000 E. Victoria Blvd	Carson, 90747	(310) 243-3072	N/A	N/A	3,000; biweekly	N/A
UNIVERSITY TIMES	Los Angeles Trade Technical College	400 W. Washington Blvd	Los Angeles, 90015	(323) 744-9046	(323) 748-7334	N/A	5,000; every three weeks	N/A
VALLEY STAR	Cal State University, Los Angeles	5151 State University Dr/King Hall C3098	Los Angeles, 90032	(323) 343-4215	(323) 343-5337	University_times@hotmail.com	7,000; Mon and Thurs	Mon for Thurs; Wed for Mon
EL VAQUERO	Los Angeles Valley College	5800 Fulton Ave	Van Nuys 91401	(818) 781-1200 x2576	(818) 551-5149	N/A	N/A	N/A
VIKING	Glendale College	1500 N. Verdugo Rd	Glendale 91208	(818) 240-1000 ext. 5394	(818) 551-5149	Mmoreau@glendale.cc.ca.us	3500; 8 times/ semester	N/A
UNION	Long Beach City College	4901 E. Carson St	Long Beach 90808	(562) 938-4284	(562) 938-4118	N/A	N/A	N/A
	El Camino College	16007 S. Crenshaw Blvd	Torrance 90506	(310) 532-3670	(310) 660-6092	N/A	25,000; Thursday	Monday

RADIO STATIONS

Contact Name	Station	Phone	Fax
Don Rapella (rapella@Earthlink.net)	55 KPAS-PCAC (short postings, approx 3 lines)	(626) 794-8585	(626) 795-5874
Larry Mantle	KPCC: LARRY MANTLE'S AIR TALK	(626) 585-7000	(626) 585-7916
Gary Mercer	KALI-AM 1400 (Pasadena)	(626) 844-0156	N/A
Nick Gao	KAZN-AM 1300 (Pas)	(626) 351-4204	N/A
John Duncan	KLYY-FM 107.1 (Pas)	(626) 351-6218	N/A
Robert Sanchez	KBLA-AM 1580 (Hispanic)	(213) 625-1242	N/A
Daniel Trippi	KBUA-FM 94.3/KBUE-FM 105.5 (Hispanic)	(323) 461-9946	N/A
Ben Kelly	KKBT-FM 92.3	(323) 634-1888	N/A
Phil Jones	KLAX-FM 97.9 (Hispanic)	(310) 203-8989	N/A

Chuck Monshontz	KLOS-FM 95.5	(310) 838-5222	N/A
Jack Silver	KLSX-FM 97.1	(213) 386-3649	N/A
Richard Santiago	KLVE-FM 107.5/ KTNQ-AM 1020 (Hispanic)	(323) 465-3856	N/A
Miguel Alonso	KPRS-AM 1090 (Hispanic)	(323) 464-2668	N/A
Mike Tierney	KPWR-FM 105.9	(818) 953-4200	N/A
Boyd Britton	KROQ-FM 106.7	(818) 841-5903	N/A
Kevin Fleming	KRTO-FM 98.3	(213) 380-4214	N/A
Richard Santiago	KSCA-FM 101.9 (Hispanic)	(323) 468-5337	N/A
Haz Montoya	KSSW-FM 97.5 (Hispanic)	(213) 251-1033	N/A
John Paley	KVCA-AM 670 (Hispanic)	(213) 628-1216	N/A
Jaime Jarrin	KWKW-AM 1330 (Hispanic)	(323) 461-7347	N/A
N/A	Sounds of the Armenian Diaspora	(818) 246-7353	N/A
N/A	Horizon (ANC Media Network): Armenian	(818) 246-1989	(818) 956-1106

SCHOOLS, LIBRARIES AND BUSINESSES (GOOD FOR FLYERS)

Organization Name	Address	Phone	Notes
Public Schools			
Blair High School	1201 S. Marenqo Ave	(626) 441-2201	
Marshall High School	990 N. Allen Ave	(626) 798-0713	
John Muir High School	1905 N. Lincoln Ave	(626) 798-7881	
Pasadena High School	2925 E. Sierra Madre Blvd	(626) 798-8901	
Rose City High School	325 S. Oak Knoll Ave	(626) 795-9541	
Elliot Middle School	2184 N. Lake Ave/ Altadena	(626) 794-7121	
Washington Middle School	1505 N. Marenqo Ave	(626) 798-6708	
Wilson Middle School	300 S. Madre St	(626) 449-7390	
Allendale Elementary	1135 S. Euclid Ave	(626) 799-7131	
Altadena Elementary	743 E. Calaveras St/ Altadena	(626) 798-7878	
Burbank Elementary	2046 N. Allen Ave/ Altadena	(626) 798-6769	
Cleveland Elementary	524 Palisade St	(626) 794-1769	
Don Benito Elementary	3700 Denair St	(626) 351-8895	
Edison Elementary	3126 N. Glenrose Ave/ Altadena	(626) 794-7153	
Field Elementary	3600 E. Sierra Madre Blvd	(626) 351-8812	
Franklin Elementary	527 W. Ventura St/ Altadena	(626) 798-9116	
Hamilton Elementary	2089 Rose Villa St	(626) 793-0678	
Jackson Elementary	593 W Woodburv Rd/ Altadena	(626) 798-6773	
Jefferson Elementary	1500 E Villa St	(626) 793-0656	
Linda Vista Elementary	1259 Linda Vista Ave	(626) 793-2197	
Loma Alta Elementary	3544 N Canon Blvd/ Altadena	(626) 797-1173	
Longfellow Elementary	1065 E Washington Blvd	(626) 794-1134	
Madison Elementary	515 Ashtabula St	(626) 793-1181	
Norma Coombs Elementary	2600 Paloma St	(626) 798-0759	
Noyes Elementary	1919 E Pinecrest Dr/ Altadena	(626) 794-1149	
Roosevelt Elementary	314 N Pasadena Ave	(626) 795-9501	
San Rafael Elementary	1090 Nithsdale Rd	(626) 793-4189	

Sierra Madre Elementary	141 W Highland Ave/ Sierra Madre	(626) 355-1428	
Webster Elementary	2101 E Washington Blvd	(626) 798-7866	
Willard Elementary	301 S Madre Blvd	(626) 793-6163	
Private Schools			
Alverno High	200 N Michillinda Ave/Sierra Madre	(626) 355-3463	Grades 9-12
Assumption of the Blessed Virgin	2660 E Orange Grove	(626) 793-2089	K-8
Bethany Christian Academy	93 N Baldwin Ave/ Sierra Madre	(626) 355-3527	K-6
Camellia Montessori	922 E Mendocino/ Altadena	(626) 794-7224	K-5
The Chandler School	1005 Armada Dr	(626) 795-9314	K-8
Five Acres	760 Mountain View/ Altadena	(626) 798-6793	K-9
Frostig Center	971 N Altadena Dr	(626) 791-1255	UNGR
Grace Christian Academy	73 N Hill Ave	(626) 792-7725	K-1
Harambee Preparatory	1599 Navarro Ave	(626) 798-7431	K-8
High Point Academy	1720 Kinneloa Canyon Rd	(626) 798-8989	K-8
Living Way Christian Academy	2495 E Mountain Ave	(626) 791-4865	K-8
Maranatha High	169 South Saint John Avenue	(626) 817-4000	Grades 9-12
Mayfield Junior	405 S Euclid Ave	(626) 796-2774	K-8
Mayfield Senior	405 S Euclid Ave	(626) 799-9121	Grades 9-12
New Horizon	651 N Orange Grove Blvd	(626) 795-5186	K-8
Northwest Community/ Omowale Ujamaa	1415 N Raymond Ave	(323) 684-2266	K-9
Our School	1800 E Mountain Ave	(626) 798-0911	K
Pasadena Christian	1515 N Los Robles Ave	(626) 791-1214	K-8
Pacific Oaks Childrens' School	714 W California Blvd; 5 Westmoreland Place	(626)397-1300	K-3
Pasadena Towne and Country	200 S Sierra Madre Blvd	(626) 798-0658	K-8
Pasadena Waldorf	209 E Mariposa/ Altadena	(626) 794-9654	K-8
Polytechnic School	1030 E California Blvd	(626) 792-2147	K-12
Rising Star Academy	1143 N Lake Ave	(626) 798-1180	K-5
Sahag-Mesrob Armenian Christian Academy	2501 Maiden Ln/ Altadena	(626) 798-5020	K-8
St Andrew School	311 N Raymond Ave	(626) 792-4183	K-8
St Elizabeth School	1840 N Lake Ave	(626) 797-7727	K-8
Armenian School of St Gregory	2215 E Colorado Blvd	(626)449-1523	K-8
St Mark's Lutheran	2323 S Las Lomitas Dr/ Hacnda Hts	(626) 961-9511	K-6
St Philip the Apostle	161 S Hill Ave	(626) 795-9691	K-8
St Rita's Catholic	322 N Baldwin Ave/ Sierra Madre	(626)355-6114	K-8
San Marino Montessori	444 S Sierra Madre Blvd	(626) 577-8007	K-6
Sequoyah School	535 S Pasadena Ave	(626) 795-4351	UNGR
Sycamores Community	210 S De Lacey Ave	(626) 395-7100	Grades 5-11
Villa Esperanza	2116 E Villa St	(626) 449-2919	UNGR
Walden School	74 S San Gabriel Blvd	(626) 792-6166	K-6
Waverly School	67 W Bellevue Dr	(626) 792-5940	K-6

Waverly School	67 W Bellevue Dr	(626) 683-5464	Grades 7-12
Weizman Chaim Jewish Community Day School	1434 N Altadena Dr	(626) 797-0204	K-6
Westridge School for Girls	324 Madeline Dr	(626) 799-1153	Grades 4-12

LIBRARIES

CENTRAL LIBRARY	285 E Walnut St	(626) 744-0452
ALLENDALE BRANCH	1130 S Marengo Ave	(626) 744-7260
HASTINGS BRANCH	3325 E Orange Grove Blvd	(626) 744-7262
HILL AVENUE BRANCH	55 S Hill Ave	(626) 744-7264
LAMANDA PARK BRANCH	140 S Altadena Dr	(626) 744-7266
LA PINTOYESCA BRANCH	1355 N Raymond Ave	(626) 744-7268
LINDA VISTA BRANCH	1281 Bryant St	(626) 744-7278
SAN RAFAEL BRANCH	1240 Nithsdale Rd	(626) 744-7270
SANTA CATALINA BRANCH	999 E Washington Blvd	(626) 744-7272
VILLA PARKE CENTER	363 E Villa St	(626) 744-6510

Businesses

Borders	475 S Lake Ave	(626) 304-9773
Vromans	695 E Colorado Blvd	(626) 449-5320
Ralphs	160 N Lake Ave	(626) 793-7420
Ralphs	3601 E Foothill Blvd	(626) 351-8806
Rite-Aid	3745 E Foothill Blvd	(626) 351-0515
Rite-Aid	1038 E Colorado Blvd	(626) 796-5539
Rite-Aid	2330 E Walnut Ave	(626)304-2725
Vons	1390 N Allen Ave	(626) 798-7603
Vons	155 W California Blvd	(626) 577-7149
Vons	2355 E Colorado Blvd	(626) 449-4338
Vons	655 N. Fair Oaks Ave	(626) 578-1233

COMMUNITY CONTACTS (GOOD FOR FLYERS, ANNOUNCEMENTS, PROGRAM COORDINATION, ETC)

COMMUNITY ORGANIZATIONS

Contact Name	Organization	Address	Phone	Fax
Philip Koebel	AMERICAN FRIENDS SERVICE COMMITTEE	980 N Fair Oaks Ave	(626) 791-2205; (626) 791-1978	(626) 791-2205
Sona Djiguerian	ARMENIAN CULTURAL CENTER	740 E Washington Blvd	(626) 798-1098	(626) 798-7872
Nancy Forbes	CHILD CARE INFORMATION SERVICE	2700 E Foothill Blvd	(626) 449-8296	N/A
N/A	ECUMENICAL COUNCIL of CHURCHES	444 E Washington Blvd	(626) 797-2402	(626) 797-7353
N/A	EL CENTRO DE ACCION SOCIAL	37 E. Del Mar	(626) 792-3148	(626) 792-3084
Cynthia Austin	FOOTHILL FAMILY SERVICES	118 S Oak Knoll Ave	(626) 795-6907	(626) 795-7080
Sandra Furukama	FULLER SEMINARY	135 N Oakland Ave	(626) 584-5285	(626) 304-3930
Roberta Martinez	LATINO HERITAGE ASSOCIATION	145 N. Raymond Ave.	(626) 792-5101	(626) 791-9418
Sue Kujawa	MOTHER'S CLUB	526 E Orange Grove	(626) 792-2687	(626) 793-1832

Brian Biery	NEIGHBORHOOD CONNECTIONS NEWSLETTER	1834 E. Walnut	(626) 744-7290	(626) 398-0194
N/A	ONE-STOP CAREER CENTER	1207 E. Green St; www.Foothillets.org	(626) 796-JOBS	N/A
Sue Wells	PASADENA BOYS AND GIRLS CLUBS	58 S Sierra Madre Blvd	(626) 578-9803	N/A
John Catalani	PASADENA CHAMBER OF COMMERCE	865 Del Mar	(626) 795-3355	(626) 795-5603
N/A	PASADENA COMMUNITY EDUCATION CENTER	3035 E. Foothill Blvd	(626) 585-3006	N/A
Leann Lampe	PASADENA CONVENTION and VISITORS BUREAU	171 S. Los Robles Ave	(626) 795-9311	(626) 795-9656
Betsy Richmond	PASADENA UNIFIED SCHOOL DISTRICT	350 S Hudson Ave	(626) 795-6981	N/A
N/A	SOUTH LAKE BUSINESS ASSOC.	350 S. Lake Ave Suite 276; info@southlakeavenue.com	(626) 792-1259	(626) 792-1287
Manuel Carcido	UNITED TEACHERS OF PASADENA	2303 E Washington Blvd	(626) 798-5452	N/A
Margaret Keane	WELLNESS COMMUNITY	200 E Del Mar Ave Suite 118; www.thewellnesscommunity.org	(626) 796-1083	(626) 796-0601
Betty Ann Jansen	WOMEN AT WORK	50 N Hill Ave	(626) 796-6870; 793-7396	N/A
Community Centers				
Spencer Campbell	ROBINSON PARK	1081 N. Fair Oaks	(626) 744-7330	(626) 791-0309
Adonis Jones	VICTORY PARK	2575 Paloma St	(626) 798-0865	N/A
Gene Washington	JACKIE ROBINSON CENTER	1020 N. Fair Oaks	(626) 744-7300	(626) 798-5834
Kenny James	VILLA-PARKE COMMUNITY CENTER	363 E. Villa St	(626) 744-6530	(626) 744-6532
Ben Green	PASADENA SENIOR CENTER	85 E. Holly St; www.Pasadenaseniorcenter.org	(626) 795-4331	N/A

NEIGHBORHOOD PARKS AND RECREATION CENTERS

Michael Reed	JEFFERSON PARK	1501 E. Villa	(626) 797-1114	N/A
Efrain Montes	LA PINTORESCA PARK	1355 N. Raymond	(626) 744-7304	N/A
Antonio Sorcini	WASHINGTON PARK	700 Washington Blvd	(626) 744-4724	N/A
N/A	BLAIR HIGH SCHOOL POOL	1202 S. Marengo Ave	(626) 585-2027	N/A
N/A	PASADENA HIGH SCHOOL POOL	2925 E. Sierra Madre	(626) 585-2024	N/A
Spencer Campbell	ROBINSON PARK POOL	1081 N. Fair Oaks	(626) 585-2025	N/A
Kenny James	VILLA-PARKE POOL	363 E. Villa St	(626) 585-2026	N/A
N/A	CORAL CENTER POOL	2750 New York Dr	(626) 797-7183	N/A
N/A	AAF ROSE BOWL AQUATICS CENTER	360 N Arroyo Blvd	(626) 564-0330	N/A

CITY OF PASADENA STAFF

Field Representatives

Contact Name	Title	Department	Phone
Vannia De la Cuba	Field Representative	City Council/Dist. 5	(626) 744-4741
Rhonda Stone	Field Representative	City Council/Dist. 4	(626) 744-4740
Lorain Nagahiro	Administration Assist. To Mayor/Council	City Council/Administration	(626) 744-4311
Tina Williams	Field Representative	City Council/Dist. 1	(626) 744-4444
Jacqueline McIntyre	Field Representative	City Council/Dist. 3	(626) 744-4738
Margo Morales-Fuller	Field Representative	City Council/Dist. 2	(626) 744-4742
Jana Stewart	Executive Secretary to Mayor/Council	City Council/Administration	(626) 744-4311
Takako Suzuki	Field Representative	City Council/Dist. 6	(626) 744-4739
Pam Thyret	Field Representative	City Council/Dist. 7	(626) 744-4737
Event Facilities			
Sonya Amos	Staff Representative	Human Services and Recreation	(626) 744-4232
Research and Reference Services			
Darlene Bradley	Librarian I	Information Svcs/Reference Svcs	(626) 744-4048
Mark Cedeno	Technical Specialist	Information Svcs/MIS	(626) 744-4279
Lee Estes	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7260
Susie Gegenhuber	Principal Librarian	Information Svcs/Community Svcs	(626) 744-4069
Library Community Info			(626) 744-4318
Library MIS			
Veneranda Manuel	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7278
Rosa Martin	Librarian II	Information Svcs/Circulation & Branch Svcs	(626) 744-6510
Adriana Petrecky	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7265
Sue Phaneuf	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7268
Wendy Schorr	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7270
Jeannine Semrau	Librarian III	Information Svcs/Circulation & Branch Svcs	(626) 744-4044
Nuart Stepanian	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7262
Thelma Watson	Librarian II	Information Svcs/Circulation & Branch Svcs	(626) 744-7262
Mary Wilde	Technical Specialist	Information Svcs/Circulation & Branch Svcs	(626) 744-7272
Event Publicity	Public Information Officer	City Manager/Public Affairs	aerdman@ci.pasadena.ca.us
Ann Erdman	Public Information Officer	City Manager/Public Affairs	(626) 744-4755
Event Permits			
Michelle Bernal	Management Analyst	Development /Bus Dev/Film	(626) 744-7124
Grant Questions			
Staff	Staff Assistant III	Planning /Cultural Affairs Div.	(626) 744-7062