

**City of Pasadena
Cultural Affairs Division**



***Festival and Parade Grant
Program Guidelines 2017/2018***

Issued: February 1, 2017
Due date: May 2, 2017, 5:00 pm
Funding period: July 1, 2017 – June 30, 2018

PLEASE NOTE: Certain applicants **MUST ATTEND** a **Technical Assistance/ Grant Writing Workshop** in order to be eligible to apply for this grant. See page 9 for more information.

FESTIVAL AND PARADE GRANTS PROGRAM

City of Pasadena Cultural Affairs Division Festival and Parade Grant Program

Welcome to the 2017/2018 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. 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. **Please note there have been changes to the Guidelines and Application this year.**

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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 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 homes 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. The City'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 ongoing 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, a 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. 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 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, 2017 and June 30, 2018.
- 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. Please review the special section on Outreach, Diversity and Accessibility on page 10 of the Guidelines.
- 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.
- **NEW APPLICANTS, APPLICANTS WHO HAVE NOT APPLIED IN THE LAST 3 YEARS and APPLICANTS WHO APPLIED BUT WERE NOT FUNDED must attend a Cultural Affairs sponsored grant-writing workshop in order to be eligible to apply.** It is recommended that all applicants attend at least one meeting (see Technical Assistance: page 9).
- Catering & Hospitality budget line item is limited to 5% of the funded project amount;
- Travel and Lodging & Meals budget line item amounts must be contextually appropriate to the project and must be substantiated with documentation to include the traveler's bio and confirmation of participation in the project;
- **PLEASE NOTE** – Panelists will be instructed to consider past attendance figures for festivals of general interest with regard to the Ability, Stability and overall Project Merit criteria.

The following are NOT eligible for funding:

- 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.
- A project undertaken by a religious or welfare organization; and organizations with programming not open to the general public.
- Recreational arts and crafts projects or programs, including but not limited to those without instruction based on a defined artistic practice or those presented without significant context (for instance, folk art or other cultural art practices may be considered for funding, depending on the type of program proposed);
- A project or program which is clearly intended for commercial gain.
- A project or program undertaken by an educational institution that leads to a degree or diploma, including but not limited to private or public schools, scholarship programs, colleges and universities. This includes departments and programs therein.
- A project or program undertaken by an organization whose primary mission is to raise funds;
- Fundraisers or other events not open to the general public.
- 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, 2017 – or after June 30, 2018

GRANT APPLICATION INSTRUCTIONS AND INFORMATION

QUESTIONS?

Many common questions can be answered at the Technical Assistance and Grant Writing Workshops (see page 12) and by reading the Application Instructions. Please plan to attend one of the workshops to help you prepare your application.

Some applicants are REQUIRED to attend a training or will be deemed ineligible. Please see Page 12 –Technical Assistance for more information. 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 **eight (8) copies** - three-hole punched, clipped (not stapled).
- Attach the Grant Application Checklist to the front of your original 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 5:00 PM on May 2, 2017** ([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 **eight (8) 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

DATAARTS (formerly CULTURAL DATA PROJECT)

The City of Pasadena has partnered with DataArts (formerly the Cultural Data Project). DataArts is a collaborative effort of public and private funders throughout California and the United States 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 Data Profile through the DataArts website (<http://www.caculturaldata.org>).

Participation in the DataArts is REQUIRED for all 2017/2018 City of Pasadena grant applicants except for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category. DataArts provides the cultural community with comprehensive data on arts and culture in California, enabling organizations to view their data trends, compare themselves to peer organizations, enhance organizational capacity, and reduce time spent applying for funding. Applicants applying to more than one participating funder need only update their information once each year.

FREE MONTHLY WEBINARS for new users, register at: <http://culturaldata.nonprofitsoapbox.com/calendar>

- In order to complete a Cultural Data Profile, organizations must first register at the DataArts 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 this profile.**
- The completion of the Cultural Data Profile will require an investment of time. A number of resources are available to help applicants, including a Help Desk and online training. Applicants should direct questions concerning the Cultural Data Profile to:

DataArts Help Desk: Toll Free: 877-707-DATA (877-707-3282)

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

Email: help@culturaldata.org

DataArts website: <http://www.culturaldata.org>

Your organization's Cultural Data Profile must be current - June 2016 or later and the Funder Report must capture the data for the fiscal year 2015-16 or calendar year 2016

Fiscal Receivers: In the case of Fiscal Receivers, the Cultural Data Profile should reflect the Art or Culture organization applying for this grant and NOT the fiscal receiver.

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 DataArts 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 Cultural Data Profile should only reflect the program being proposed or the collective arts programming offered by the YMCA). Funder Reports 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.

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 REQUIRED**. Applicants are strongly encouraged to submit exemplary samples of work that most closely resemble the new project. 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.
- 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.

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

DVD (Strongly Encouraged for Festivals, 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.

Data CD (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 FOR FESTIVAL AND PARADE APPLICATIONS

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.

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 and Diversity– 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.) Application demonstrates public benefit of the project or program.

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 experience and ability to plan and execute 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.

PLEASE NOTE – Panelists will be instructed to consider past attendance figures for festivals of general interest with regard to the Ability, Stability and overall Project Merit criteria

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 2017/2018 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://iupdate.dnb.com/iUpdate/viewiUpdateHome.htm> .
- 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 ASSISTANCE WORKSHOPS

It is recommended that **ALL applicants attend at least one of the grant-writing workshops offered prior to applying for this grant.** New applicants, those who have not applied in the last 3 years, and those who applied for a grant but were not funded **MUST ATTEND** a Cultural Affairs sponsored Technical Assistance/Grant Writing Workshop. **If you are a 1) NEW applicant, 2) have not applied in three years, or 3) applied and were not funded, and you do not attend a mandatory workshop, your application will be deemed ineligible**

Mandatory workshop will be partially conducted by Susan Braig, professional grant-writing consultant. Grant Writing Intensives will be conducted by Leslie Tamaribuchi, arts administrator. Please RSVP to reserve a spot: 626-744-7062.

MANDATORY Technical Assistance/Grant Writing Workshop DATES

DATE	LOCATION	TIME
Thursday, February 23, 2017	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	7:00-9:00pm
Tuesday, March 14, 2017	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	12 pm – 1:30 pm
Thursday, April 13, 2017	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	7:00-9:00pm

(continued on next page)

FOCUSED GRANT WRITING WORKSHOP DATES

DATE	LOCATION	TIME
Grant Writing Intensive for Artists Tuesday, April 4, 2017	City of Pasadena Central Library 4 th Floor Studio 285 E. Walnut St., Pasadena, CA 91101	6:30 pm – 8:30 pm
Grant Writing Intensive for Small Organizations Thursday, April 6, 2017	City of Pasadena Permit Center, Hearing Rm 175 N. Garfield Avenue, Pasadena, CA 91101	7:00–9:00 pm

RSVP: (626)744-7062 to reserve a space.

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 http://www.cityofpasadena.net/arts/Cultural_Access_Policy_and_Equity_Standards/ 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. The Final Report should include a description of its implementation. 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

REQUIRED WEBSITES AND LIST SRVS

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:

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/support-us/membership/>

Eventful LA

Eventful is a digital media company connecting consumers with entertainment, movies and local events. Over 22 million people can access Eventful to find out what's happening (movies, concerts and sports to family fun and nightlife). Eventful provides a comprehensive selection of local entertainment content and serves users across multiple platforms including online, mobile and email. It is free to become an Eventful LA partner and there is no charge to apply or add events <http://losangeles.eventful.com/events>

RECOMMENDED EVENT CALENDARS, NEWSLETTERS, AND LOCAL NEWSPAPERS

Pasadena Arts Council Newsletter

<http://www.pasadenaartscouncil.org/services/folio/> 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/support-us/membership/>
626-793-8171
info@pasadenaartscouncil.org

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. <http://www.pasadenanow.com/main/best-events-calendar>

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
PasadenaNow information: 626-737-8486 Please *note: Inclusion in the calendar is based upon the amount of space available.* <http://pasadenanow.com/PasadenaEvents/events-popup.php>

News Department

David Cross | newsdesk@pasadenanowmagazine.com | (626)737-8486 Ext. 2

Rachel Young | rachelnyoung22@gmail.com | (626)737-8486 Ext. 99

Living Section

Eddie Rivera | eriverapasadenanowmagazine.com | (626)737-8486 Ext. 82

Neighborhood Connections Newsletter:

A service of the City of Pasadena Department of Human Services, Recreation and Neighborhoods

Contact: Program Coordinator (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 & individuals can enter information about themselves and their events at <http://www.cityofpasadena.net/CalSubmit.aspx>
Community Calendar (626) 744-7818
Information Desk at Central Library (626) 744-4052

Pasadena Weekly

To submit a calendar item, you first have to register: <http://www.pasadenaweekly.com/cms/event/edit/>
To suggest a story on your organization or event, write to Editor Kevin Uhrich, kevinu@pasadenaweekly.com

Pasadena Star-News

To submit a calendar item for the arts section, send it (way ahead of time) to Linda Gold at linda.gold@langnews.com.
To try to get a brief listing in the news section, try Claudia Palma at claudia.palma@langnews.com
To suggest a story on your organization or event, write to Entertainment Editor Erik Pedersen, erik.pedersen@langnews.com 626-544-0877

Los Angeles Times

Calendar listings: To be considered for listings, all events information now must be submitted via a new form online at www.calendarlive.com/submit. A [calendarlive.com](http://www.calendarlive.com) subscription is not required.

Guidelines: Because of space limitations, not all submissions will be used in Calendar or Calendar Weekend listings. All events listed in Calendar will also be listed at www.calendarlive.com.

Deadline: Submissions must be received at least three weeks before the event.

LA Weekly

<http://www.laweekly.com/submit-event>

RECOMMENDATIONS FOR BANNERS

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

<http://www.cityofpasadena.net/WorkArea/DownloadAsset.aspx?id=6442470399>

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

NEWSPAPERS

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
General Newspapers						
Lori Streifler, city editor lori@socalnews.com	CITY NEWS SERVICE	news@socalnews.com	(310) 481-0404	(310) 481-0416	Email or fax	N/A
Dawn	DOWNTOWN NEWS	dawn@downtown.news.com	(213) 481-1448	(213) 250-4617	Email	Check with them
Kevin Crust	LOS ANGELES TIMES	calendar@latimes.com	(213) 237-5000	(213) 237-4712; 237-0747	N/A	N/A
N/A	THE OUTLOOK (La Canada; has wkly Pas pg)	community@outlooknewspapers.com	(818) 790-7500 (626)398-7800	(818) 790-2039	N/A	N/A
Terry Miller tmiller@beaconmedianews.com	Beacon Media, Inc. (Pasadena Independent, Arcadia Weekly)	www.beaconmedianews.com	(626)301-1010	(626)301-0445	N/A	N/A
Claudia Palma	SAN GABRIEL TRIBUNE (includes Star-News, Whittier Daily News)	calaniz@scng.com news.star-news@sgvn.com	(626) 578-6300 x4464	(626) 962-8849	camera-ready preferred; FTP ok	2 days in advance

African-American Press

Contact Name	Organization	Contact Name	Organization	Contact Name	Organization	Contact Name	Organization
Ruth Hopkins, editor	PASADENA JOURNAL	ruthie@pasadenajournal.com		(626) 798-3972	(626) 798-3282	camera-ready	Friday noon
Brandon Brooks, managing editor and Angela Howard	L.A. SENTINEL	brandon@lasentinel.net angela@lasentinel.net www.lasentinel.net		(323) 299-3800	(323) 299-3896	N/A	N/A

Latino/a Press

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
Francisco Castro	LA OPINION	francisco.castro@laopinion.com	(213) 896-2161	(213) 896-2077	Email	Mon 5pm
N/A	EL AVISO	4850 Gage Ave./Bell	(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	MINIONDAS	miniondas@miniondas.com	(714) 668-1010	N/A	N/A	N/A
Armenian Press						
Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
N/A	ASBAREZ ARMENIAN MEDIA NETWORK	1203 N. Vermont Ave/Los Angeles english@asbarez.com	(323) 284-9200		Email	3 days advance

N/A	ARMENIAN OBSERVER	6646 Hollywood Blvd/ Los Angeles okesh@aol.com	(323) 467-6767	(323) 467-2722	N/A	N/A
N/A	CALIFORNIA COURIER	www.californiacourier.com			N/A	N/A
N/A	MASSIS WEEKLY	1060 N Allen Ave, Suite #203 Massis2@earthlink.net	(626) 797-7680	(626) 797-6863	N/A	N/A

Asian-American Press

Contact Name	Organization	e-mail	Phone	Fax	Format	Deadline
Frances He	World Journal (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 info@chinesedaily.com	(626) 453-8800	(626) 453-8822	N/A	N/A
Daniel Lee	KOREA 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
	RAFU SHIMPO (Japanese daily)	701 E. Third St./ Los Angeles info@rafu.com	(213) 629-2231	(213) 687-0737	Email	week before
N/A	SIAM MEDIA WEEKLY (Thai)	9266 Valley Blvd/Rosemead info@siammedia.org	(626) 307-9119	(626) 307-9040	N/A	week before

COLLEGE AND UNIVERSITY NEWSPAPERS

Paper Name	Coll/Univ	Address	City/Zip	Phone	Fax	Email	Circulation	Deadline
CAL ARTS CURRENTS	Calif. Institute of the Arts	24700 McBean Parkway	Valencia 91355	(661) 255-1050	N/A	dnelson@calarts.edu	22,000; 3x/yr	N/A
THE CALIFORNIA TECH	Cal Tech	N/A	N/A	(626) 305-6135	(626) 395-5893	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	ElacCampusNews@gmail.com	Wednesday	Tuesday one week prior
CAMPUS TIMES	University of La Verne	1950 Third St	La Verne 91750	(909) 448-4759	(909) 448-1612	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	Citrus Community College	1000 W. Foothill Blvd	Glendora 91741	(626) 914-8586	(626) 914-8797	contact@ccclarion.com	3,000; every other Wednesday	10 days prior

(magazine)								
THE STUDENT LIFE	The Claremont Colleges	333 N. College Way	Claremont 91711	(909) 621-8000	(909) 607-7825	N/A	8,000; Thursday	Tuesday noon
THE CORSAIR	Santa Monica College	1900 W. Pico Blvd	Santa Monica 90405	(310) 434-4033	(310) 434-3648	corsair.editorinchief@gmail.com	Wednesday	N/A
DAILY BRUIN	University of California, Los Angeles	308 Westwood Plaza, K.H. 118	Los Angeles 90024	(310) 825-9898	(310) 206-0906	ae@dailybruin.com	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	eicd49er@gmail.com	30,000; Mon-Thurs	N/A
DAILY SUNDIAL	California State University, Northridge	18111 Nordhoff St	Northridge, 91330	(818) 677-2915	(818) 677-3638	editor@csun.edu	9,000; Monday-Friday	N/A
EL PAISANO	Rio Hondo College	3600 Workman Mill Rd	Whittier, 90601	(562) 908-3453	(562) 692-9325	www.elpaisanoonline.com	5,000; Thursday	1 week prior
THE WORD	Los Angeles Southwest College	1600 W. Imperial Highway	Los Angeles, 90047	(323) 241-5377	(323) 241-5464	cifaredl@lasc.edu	3,000; bimonthly	N/A
THE GRAPHIC	Pepperdine University	24255 Pacific Coast Highway	Malibu, 90263	(310) 506-4311	(310) 456-4411	peppgraphicmedia@gmail.com	3,000	Tuesday noon
LOYOLAN	Loyola Marymount University	1 LMU #8470	Los Angeles, 90041	(310) 338-2879	(310) 338-7887	editor@loyolan.com	4,000	Thursday
THE OCCIDENTAL	Occidental College	1600 Campus Rd, #F-40	Los Angeles, 90041	(323) 259-2500	(323) 341-4982	www.theoccidentalweekly.com	1,600; Monday	Wed
PCC COURIER	Pasadena City College	1570 E. Colorado Blvd	Pasadena, 91106	(626) 585-7130	(626) 585-7971	rona.courier@gmail.com	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	Whittier College	PO Box 8613	Whittier, 90608	(562) 907-4222	(562) 464-4501	quakercampus@gmail.com	2,000; Thursday	Monday
ROUNDUP	Los Angeles Pierce College	6201 Winnetka Ave	Woodland Hills, 91371	(818) 710-3397	(818) 719-6447	newsroom.roundupnews@gmail.com	5,000; Wednesday	Monday
TALON MARKS	Cerritos College	11110 Alondra Blvd	Norwalk, 90650	(562) 860-2451, ext. 2617	(562) 467-5044	N/A	6,000; Wednesday	N/A
UNIVERSITY TIMES	Cal State University, Los Angeles	5151 State University Dr. King Hall C3098	Los Angeles, 90032	(323) 343-4215	(323) 343-5337	jmunson2@calstatela.edu	7,000; Mon and Thurs	Mon for Thurs;

	Angeles							Wed for Mon
VALLEY STAR	Los Angeles Valley College	5800 Fulton Ave	Van Nuys 91401	(818) 781-1200 x2576	(818) 551-5149	www.thevalleystar.com	N/A	N/A
EL VAQUERO	Glendale College	1500 N. Verdugo Rd	Glendale 91208	(818) 240-1000 ext. 5394	(818) 551-5149	Mmoreau@glendale.edu elvaged@gmail.com	3500; 8 times/semester	N/A
VIKING	Long Beach City College	4901 E. Carson St	Long Beach 90808	(562) 938-4285	(562) 938-4118	vikingnews@lbcc.edu	N/A	N/A
UNION	El Camino College	16007 S. Crenshaw Blvd	Torrance 90506	(310) 532-3670	(310) 660-6092	eccunion@gmail.com	25,000; Thursday	Monday

RADIO STATIONS

Contact Name	Station	Phone	Fax
Bobbi Ferguson	55 KPAS-PCAC	(626) 794-8585	(626) 795-5874
Larry Mantle	KPCC: LARRY MANTLE'S AIR TALK	(626) 583-5100	(626) 583-5101
Lou Petracci	KBUA-FM 94.3/KBUE-FM 105.5 (Hispanic)	(818) 729-5300	N/A
N/A	KKBT-FM 92.3	(844) 289-7234	N/A
Chris Carrillo	KLAX-FM 97.9 (Hispanic)	(310) 229-3217	N/A
Vernon Copp	KLOS-FM 95.5	(310) 840-4828	N/A
Jennifer Tobar	KLSX-FM 97.1 AMP Radio	(323) 930-5280	N/A
N/A	KLVE-FM 107.5/ KTNQ-AM 1020 (Hispanic)	(310) 348-3434	N/A
Mike Tierney	KPWR-FM 105.9	(818) 953-4200	N/A
Scott Springer	KROQ-FM 106.7	(323) 930-7560	N/A
Richard Santiago	KRTO-FM 98.3	(310) 348-3434	N/A
Richard Santiago	KSCA-FM 101.9 (Hispanic)	(310) 348-3434	N/A
Haz Montoya	KSSW-FM 97.5 (Hispanic)	(323) 900-6100	N/A
Alireza Hekmatshoar	KVCA-AM 670	(323) 878-1363	N/A

SCHOOLS, LIBRARIES AND BUSINESSES (FOR DISTRIBUTING FLYERS)

Public Schools – Advertise your event on PeachJar.com - select “all PUSD schools”

Private Schools

Organization Name	Address	Phone	Notes
Alverno High http://www.alverno-hs.org/	200 N Michillinda Ave/Sierra Madre	(626) 355-3463	Grades 9-12
Assumption of the Blessed Virgin http://school.abvmpasadena.org/	2660 E Orange Grove	(626) 793-2089	K-8
Bethany Christian Academy http://www.bcslions.org/	93 N Baldwin Ave/ Sierra Madre	(626) 355-3527	K-6
Princeton Montessori http://www.princetonmontessoriacademy.com/Pages/Home.htm	922 E Mendocino/ Altadena	(626) 794-2244	K-5

The Chandler School http://www.chanderschool.org/	1005 Armada Dr	(626) 795-9314	K-8
Five Acres http://www.5acres.org/	760 Mountain View/ Altadena	(626) 798-6793	K-9
Friends Western http://www.friendswesternschool.org/	524 East Orange Grove Blvd.	(626) 793-2727	
Frostia Center http://frostia.org/	971 N Altadena Dr	(626) 791-1255	UNGR
Grace Christian Academy http://www.gcarams.org/	73 N Hill Ave	(626) 792-7725	K-1
Harambee Preparatory http://www.harambeeministries.org/the-	1609 Navarro Ave	(626) 798-7431	K-8
High Point Academy http://www.highpointacademy.org/	1720 Kinneloa Canyon Rd	(626) 798-8989	K-8
Maranatha High http://www.maranathahighschool.org/	169 South Saint John Avenue	(626) 817-4000	Grades 9-12
Mavfield Junior http://mavfieldis.org/	405 S Euclid Ave	(626) 796-2774	K-8
Mavfield Senior http://www.mavfieldsenior.org/	405 S Euclid Ave	(626) 799-9121	Grades 9-12
New Horizon http://www.newhorizonschool.org/	651 N Orange Grove Blvd	(626) 795-5186	K-8
Our School http://www.ourschoolofpasadena.com/	1800 E Mountain Ave	(626) 798-0911	K
Pasadena Christian http://www.pasadenachristian.org/	1515 N Los Robles Ave	(626) 791-1214	K-8
Pacific Oaks Childrens' School http://pacificoakschildrensschool.org/	714 W California Blvd: 5 Westmoreland	(626) 529-8011	K-3
Pasadena Waldorf http://www.pasadenawaldorf.org/	209 E Mariposa/ Altadena	(626) 794-9564	K-8
Polvtechnic School http://www.polvtechnic.org/page/Home	1030 E California Blvd	(626) 396-6300	K-12
Sahag-Mesrob Armenian Christian Academy http://www.sahagmesrobschool.org/	2501 Maiden Ln/ Altadena	(626) 798-5020	K-8
St Andrew School http://www.saspasadena.com/index.php	42 Chestnut St	(626) 796-7697	K-8
St Elizabeth School http://www.saint-elizabeth.org/	1840 N Lake Ave	(626) 797-7727	K-8
Armenian School of St Gregory http://www.stgregoryarmenianschool.net/index.html	2215 E Colorado Blvd	(626) 578-1343	K-8
St Mark's Lutheran http://www.saint-marks.org/page/7861_Home.asp	2323 S Las Lomitas Dr/ Hacienda Hts	(626) 961-9511	K-6
St Philip the Apostle http://stphiliptheapostle.org/	1363 Cordova St	(626) 795-9691	K-8
St Rita's Catholic http://st-ritaschool.org/	322 N Baldwin Ave/ Sierra Madre	(626) 355-6114	K-8
San Marino Montessori http://sanmarinomontessori.net/	444 S Sierra Madre Blvd	(626) 577-8007	K-6
Sequoyah School http://www.sequoyahschool.org/	535 S Pasadena Ave	(626) 795-4351	UNGR
Villa Esperanza http://villaesperanzaservices.org/	2116 E Villa St	(626) 449-2919	UNGR
Walden School http://www.waldenschool.net/	74 S San Gabriel Blvd	(626) 792-6166	K-6
Waverly School http://thewaverlyschool.org/	67 W Bellevue Dr	(626) 792-5940	K-12
Weizman Chaim Jewish Community Day School http://weizmann.net/academics/	1434 N Altadena Dr	(626) 797-0204	K-6
Westridge School for Girls http://www.westridge.org/	324 Madeline Dr	(626) 799-1153	Grades 4-12

LIBRARIES <http://www.ci.pasadena.ca.us/library/>

CENTRAL LIBRARY	285 E Walnut St	(626) 744-4066	
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 PINTORESCA 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

Vromans http://www.vromansbookstore.com/	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	1421 East Washington Blvd	(626) 296-0245	
Vons	1390 N Allen Ave	(626) 798-7603	
Vons	155 W California Blvd	(626) 577-7149	
Vons	2355 E Colorado Blvd	(626) 744-2615	
Vons	655 N. Fair Oaks Ave	(626) 578-1233	

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

COMMUNITY ORGANIZATIONS

PASADENA ARMENIAN CENTER	740 E Washington Blvd	626-798-1098
FOOTHILL FAMILY SERVICES https://www.foothillfamily.org/index.php	118 S Oak Knoll Ave	(626) 795-6907
FRIENDS IN DEED http://www.friendsindeedpas.org/	444 E. Washington Blvd.	626-797-2402
FULLER SEMINARY www.fuller.edu	135 N Oakland Ave	(626) 584-5200
MOTHER'S CLUB http://mothersclub.org/	980 N. Fair Oaks Ave.	626-792-2687
NEIGHBORHOOD CONNECTIONS NEWSLETTER nconnect@cityofpasadena.net	1020 N. Fair Oaks Ave	(626) 744-7363
Foothill Workforce Development Board	1207 E. Green St; www. Foothilletec.org	(626) 796-JOBS
PASADENA BOYS AND GIRLS CLUBS	3230 E. Del Mar Blvd.	(626) 449-9100
PASADENA CHAMBER OF COMMERCE	44 N. Mentor Ave.	(626) 795-3355
PASADENA COMMUNITY EDUCATION CENTER	3035 E. Foothill Blvd	(626) 585-3000
PASADENA CONVENTION and VISITORS BUREAU	300 E. Green St.	(626) 795-9311
PASADENA UNIFIED SCHOOL DISTRICT	351 S Hudson Ave	(626) 396-3600
SOUTH LAKE BUSINESS ASSOC.	251 S. Lake Ave Suite 180; info@ southlake avenue.com	(626) 792-1259
UNITED TEACHERS OF PASADENA	2303 E Washington Blvd	(626) 798-0928
WOMEN AT WORK	P.O. Box 5537 Pasadena, CA 91117	(626) 796-6870

Community Centers and Parks			
Kenny James	VICTORY PARK	2575 Paloma St	(626)744-7500
Darrell Walker	ROBINSON PARK	1081 N. Fair Oaks	(626) 744-7330
Jarvis Emerson	JACKIE ROBINSON CENTER	1020 N. Fair Oaks	(626) 744-7300
Rozanne Adanto	VILLA-PARKE COMMUNITY CENTER	363 E. Villa St.	(626) 744-6530
	PASADENA SENIOR CENTER www. Pasadenaseniorecenter.org	85 E. Holly St.	(626) 795-4331

CITY COUNCIL and 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/Mayor	(626) 744-7147
Cushon Bell	Field Representative	City Council/Dist. 1	(626) 744-4444
Cheyne Chong	Field Representative	City Council/Dist. 1	(626) 744-4444
Susana Porras	Field Representative	City Council/Dist. 3	(626) 744-4738
Jana West	Field Representative	City Council/Dist. 3	(626)744-4738
Margo Morales	Field Representative	City Council/Dist. 2	(626) 744-4742
Noreen Sullivan	Field Representative	City Council/Dist. 4	(626) 744-4740
Takako Suzuki	Field Representative	City Council/Dist. 6	(626) 744-4739
Pam Thyret	Field Representative	City Council/Dist. 7	(626) 744-4737

CITY OF PASADENA STAFF

Event Facilities

Dolores Mendoza Special Events Coordinator	Human Services and Recreation	(626) 744-7507
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Research and Reference Services

Information Svcs/Reference Svcs	(626) 744-4066 press 7
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Event Publicity

William Boyer	Public Information Officer	City Manager/Public Affairs	(626) 744-4755
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Event Permits

Michelle Garrett	Special Events Manager	Development /Bus Dev/Film	(626) 744-7216
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Grant Questions

Staff	Staff Assistant III	Planning /Cultural Affairs Div.	(626) 744-7062
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