

**NEWPORT BEACH CITY ARTS COMMISSION
2015-16 CULTURAL ARTS GRANT APPLICATION**

(Applications must be typed or word-processed- you may reformat on the computer as long as it appears the same: i.e. use Times New Roman 12 point and the same pagination.)

Library Foundation

Popular Name of Organization

The Newport Beach Public Library Foundation

33-0593010

Legal Name (if different)

Federal Tax ID No.

1000 Avocado Avenue

Mailing Address

Newport Beach

92660

City

Zip

Tracy Keys

949-717-3890

Contact Name

Telephone

tkeys@newportbeachca.gov

nbplfoundation.org

e-mail

Web Site

Newport Beach, Newport Coast, Corona del Mar and the greater Newport Beach area

Geographical Area Served

Have you received a City of Newport Beach Cultural Arts Grant before? YES If so, when? 2009

Year organization was founded 1989. Number of paid staff 2. # of active volunteers 25.

Total amount requested: (from request line of project budget) \$5,000

Estimated number of people in Newport Beach that the proposed project(s) will serve: 450

CULTURAL ARTS GRANT APPLICATION

1. Briefly describe below your organization's purpose, mission, and goals.

Our Mission Statement: The Newport Beach Public Library Foundation is a not-for-profit organization whose mission is to engage the community in cultural and intellectual adventure through the sponsorship of diverse public programs and cutting-edge library enhancements.

In an increasingly digital world, the role of libraries as community and cultural centers is increasingly relevant. The Library Foundation plays a critical role in the Newport Beach Public Library as a place to educate and inspire the community about art, literature, music and the world around us. More than just books and banks of computers, libraries are still places where individuals gather, explore, interact and imagine. Unique and quality programming is what allows that to happen. In keeping with our Mission Statement, the Library Foundation's purpose is to fund programs and provide enhancements that make the library a true cultural center.

2. Identify and describe why there is a need **in the Newport Beach Community** for your proposed project/program. Include a quantitative description of the need and on what you based your findings (i.e. "Based on a study done by the PTA, there are one hundred children in the 4th-6th grades at Newport Elementary who have had no training with musical instruments.") Describe how you have determined that your organization is the *best* organization for the proposed project/program.

According to the Urban Libraries Council (ULC), "libraries and learning have always been connected. The activities they offer and the resources they provide support, as well as contribute, to successful learning. Today, however, their support of and contributions to learning may not be enough. *Libraries can serve a more central role in designing and delivering high-quality programs* that lead to learning outcomes that are not only purposeful, but also *intentional* rather than assumed or implied."

The Library Foundation is a key source for program funding as the Library's budget has scant municipal funds available for programming.

The proposed program for which we are requesting funds is the **Bunnies & Books for Kids Festival 2016** which is part of our **Making Memories for Children (MMFC)** program. The MMFC programs are curated with an intention to engage, educate and inspire children ages 5-12. MMFC was established in 2012 as a pilot program created by the Library Director. "Connected learning" is a research based approach that makes learning *relevant* to young people and is based on principles such as "learning happens by doing." Schools are no longer solely responsible for educating the public and MMFC gives children opportunities for education by interactional (and fun) programs at their library, at no or little cost to their parents.

The Library Foundation is the best organization to present the **Bunnies & Books for Kids Festival** as we are able to request grants and private support, and we have the infrastructure (volunteers, contacts, etc.) to collaborate with library staff on implementing the various activities. In 2014 and 2015, the Library Foundation has presented the program using the Annual Fund to cover costs; however, we cannot continue to do so in that the Annual Fund must be preserved for other library needs – materials, technology and cultural programs for adults.

3. Describe the specific project/program that will be funded by a cultural grant. Include how the proposed project/program will be implemented and outline a schedule or project timeline, with planned dates and locations. Identify individuals and groups involved, particularly artists and performers, and describe their roles and responsibilities. Describe the background and qualifications of your organization and key personnel to be involved in the program. *Remember: the City funds only projects and programs- not operating expenses. These projects and programs must promote community involvement and awareness of the arts in Newport Beach.*

Is this a new _____ or existing X project/program?

The specific program will be the **Bunnies & Books for Kids Festival** on Saturday, May 14, 2016. The festival was held in 2014 and 2015 to large audiences: about 450 children and their parents participated each year. We had full page press coverage post-event in Newport Beach Lifestyle Magazine edited by Donna Bunce.

Bunnies & Books for Kids Festival is an indoor-outdoor event that includes bunny-themed storytelling, kids' activities, face painting, crafts and a scavenger hunt. The event is held in the Central Library Children's Area and the Civic Green behind the library.

Schedule of Events:

Saturday, May 14

10:00-11:00am Storytelling & crafts in the Children's Area at Central Library

11:00am-1:00pm Face painters, scavenger hunt, free prizes and more great crafts on the Civic Green

Each year has a theme that focuses on bunny characters in arts and literature like Alice in Wonderland and Bugs Bunny. Throughout the program, actors are playing those characters and interact with the kids. The response to this has been overwhelmingly positive. The children's librarians engage the kids in stories and crafts centered on the theme. Then participants proceed to the Civic Green for face painting, more hands-on crafts and a scavenger hunt that takes them into the Sculpture Park.

The program brings hundreds of people to the Library, Civic Center and Sculpture Park. Many kids and their parents sign up for library cards and check out materials while at the library. It is truly a community experience that has no barriers for people as it is free of charge.

The programs will continue to be coordinated by the MMFC Committee, chaired by Jason Sherr, former Library Foundation Board Member. The committee also includes several librarians who possess a Master's Degree in Library Science. The budget will be overseen by Tracy Keys, Library Foundation Executive Director. Tracy is a graduate of UC Irvine with a B.A. in Comparative Literature and has directed the Library Foundation for 19 years. Logistics will be handled by the Library Foundation's event coordinator Janis Dinwiddie.

4. Define or describe the segment of the population in Newport Beach that you intend to serve by your project/program. Include such things as age, location, numbers served, etc.

Primarily children are being served but the age range is very broad with parents and grandparents attending. Many attendees are first-time visitors to the Civic Center and Park.

5. Complete the project budget form. Address *only the budget for the specific project*, not your annual operating budget. For multi-project proposals, please duplicate and fill out a budget for each project. Please annotate the budget at the bottom if there are details (such as a breakdown of personnel or a marketing budget) critical to the proposal.

PROJECT BUDGET	Funding from the City of Newport Beach	Funding from Other Sources
EXPENSES-Personnel		
Artistic	\$3,500 (actors, craft masters, face painters)	
Administrative		\$1,400 (event coordinator, staff time)
Technical Production	\$ 300	
EXPENSES-Operating		
Facility Expense/Space Rental	0	
Marketing	\$1,200	
Production/Exhibition Expense	0	
Touring/Presentation Expense	0	
Educational Materials	Library will provide	
Transportation	0	
Equipment	0	
Other (if greater than 10%, annotate below)		
GRAND TOTAL	\$5,000	

6. Describe the expected **quantifiable** outcomes of your project/program and how you will evaluate the results. Be very specific in addressing the ways that you will determine that your project/program met the needs that you identified and accomplishes the goals you set out to achieve (i.e. you provide 50 hours of musical instruction and instruments to the 100 children at Newport Elementary school as measured by music store rental receipts and logs of instructors.)

Based on past attendance and increased marketing efforts, we predict attendance this year of 500 people. Our intention is that 500 children and adults will have an enriching experience at their public library, one in which each and every individual leave inspired about books, inspired to create and continue exploring all the library has to offer free of charge.

We will measure outcomes by tracking the number of participants at the program as well as Facebook/Instagram activity and library card sign-ups. The number of items that circulate (are checked out) on the day of the program are tracked as are verbal comments to staff.

7. Attachments Requested

Please do not send material in excess of what is requested; it will not be seen by the Arts Commission.

- A list of Board Members and their affiliations
- A recent list of individuals, corporations and foundations that provide organizational support- not to exceed one page.
- If you are a 501(c) (3) organization attach a copy of your IRS determination letter (or your fiscal agent's) indicating tax exempt status.
- **One** brochure and/or **one** press clipping. Do not send photos, videos, CDs or any other extraneous material. It will not be presented to the Arts Commission.

8. Please complete this operating budget form for 2014/15 and 2015/16. This is not the project/program budget for which you are applying, but your overall organizational budget. You may annotate at the bottom if there are details critical to the proposal.

OPERATING BUDGET

	2014/15 Budget (current)	2015/16 Budget (projected)
I. Income (cash only)		
Contributed	\$698,506	\$710,950
Earned	\$124,190	\$122,000
Total Income	\$822,696	\$832,950
II. Expenses		
Program	\$835,326 (includes cash gift to library)	\$727,859 (includes cash gift to library)
General and Administrative	\$ 43,816	\$ 39,860
Marketing and Development	\$ 67,255	\$ 62,631
Total Expenses	\$946,397	\$830,350
III. Operating Surplus/Deficit (Income minus Expenses)	\$-123,701 (we had excess reserves to spend on programs & give to library)	\$ 2,600
IV. Fund Balance at Beginning of Year	\$692,067	\$636,879
V. Accumulated Surplus (Deficit) (Add lines III and IV)	\$568,366	\$639,479
VI. In-Kind Contributions (attach schedule if greater than 10% of total income)	0	0

9. I verify that the information submitted in this application is true and correct to the best of my knowledge.

Name Tracy Keys Title Executive Director
 Signature  Date 9/15/2015

NEWPORT BEACH PUBLIC LIBRARY FOUNDATION
BOARD OF DIRECTORS as of September 15, 2015

Karen Clark
Retired Partner Gibson, Dunn & Crutcher LLP
Author

Dorothy Larson
NBPLF President
Larson & Associates, CPAs

Toby Larson
Retired Teacher
Community Leader

Natasha Palmaer
Community Leader

Cathy Voreyer
Managing Director, Wells Fargo Bank

Adrian Windsor, Ph.D
Adjunct Professor of English & Humanities, Coastline Community College

Lizanne Witte
Community Leader

Felix Yan
Senior Vice President, City National Bank

Ex-officio
Tim Hetheron
Director of Library Services

All Contributions in Aug 2015

<u>Constituent</u>	<u>Date</u>	<u>Fund</u>	<u>Amount</u>	<u>Payment Type</u>	<u>Che k No.</u>
Jill V. Amadio	8/26/2015	General Unrestri	\$5.00	Cash	
Jean Barthelemy	8/27/2015	General Unrestri	\$100.00	Cash	
Donald R. Beall	8/28/2015	General Unrestri	\$1,000.00	Cash	
Robert Bein	8/3/2015	General Unrestri	\$25.00	Cash	
Bonnie Bennett	8/5/2015	General Unrestri	\$100.00	Cash	
Lavina Blossom	8/25/2015	General Unrestri	\$25.00	Cash	
Jeffrey Burch	8/11/2015	General Unrestri	\$2,500.00	Cash	
Linda M. Campbell	8/12/2015	General Unrestri	\$20.83	Cash	
Karen Clark	8/5/2015	General Unrestri	\$19,651.28	Cash	
Lynne Coenen	8/4/2015	General Unrestri	\$25.00	Cash	
Carolyn Conway	8/13/2015	General Unrestri	\$25.00	Cash	
Richard Crawford	8/11/2015	General Unrestri	\$100.00	Cash	
Richard Cruce	8/19/2015	General Unrestri	\$25.00	Cash	
Diane Dixon	8/21/2015	General Unrestri	\$500.00	Cash	
Joan Donnelly	8/21/2015	General Unrestri	\$25.00	Cash	
Rhea Dorn	8/14/2015	General Unrestri	\$25.00	Cash	
Fulton Jock Fischer	8/28/2015	General Unrestri	\$2,500.00	Cash	
Glenn Fowler	8/3/2015	General Unrestri	\$250.00	Cash	
James Glabman	8/20/2015	General Unrestri	\$100.00	Cash	
Irwin D. Goldring	8/12/2015	General Unrestri	\$100.00	Cash	
Satinder Gulati	8/4/2015	General Unrestri	\$25.00	Cash	
Patricia C. Hadden	8/14/2015	General Unrestri	\$100.00	Cash	
Kathleen Hall	8/19/2015	General Unrestri	\$50.00	Cash	
Gene Hartline	8/5/2015	General Unrestri	\$100.00	Cash	
Wayne Harvey	8/24/2015	General Unrestri	\$12.10	Cash	
Joann Healy	8/14/2015	General Unrestri	\$50.00	Cash	
Roxann Higman	8/27/2015	General Unrestri	\$50.00	Cash	
Hoelscher Bell Elliott Foundation	8/19/2015	General Unrestri	\$1,000.00	Cash	
Michael Kamper	8/18/2015	General Unrestri	\$100.00	Cash	
Dennis Keith	8/9/2015	General Unrestri	\$250.00	Cash	
Christopher Keys	8/31/2015	General Unrestri	\$100.00	Cash	
Josephine D. King	8/18/2015	General Unrestri	\$25.00	Cash	
Paula Kruse	8/7/2015	General Unrestri	\$100.00	Cash	
Adrian Kuyper	8/4/2015	General Unrestri	\$100.00	Cash	
Katherine Lazarus	8/10/2015	General Unrestri	\$5.00	Cash	
Vincent Lee	8/27/2015	General Unrestri	\$100.00	Cash	
William G. Loomis	8/14/2015	General Unrestri	\$100.00	Cash	
Selma Mann	8/17/2015	General Unrestri	\$95.15	Cash	
Marcia Martyn	8/25/2015	General Unrestri	\$50.00	Cash	
	8/25/2015	General Unrestri	\$135.00	Cash	
Mary T. McNulty	8/7/2015	General Unrestri	\$25.00	Cash	
Joan McSunas	8/25/2015	General Unrestri	\$100.00	Cash	
Houshang Moayeri	8/26/2015	General Unrestri	\$1,000.00	Cash	
Kathleen N. Nitta	8/14/2015	General Unrestri	\$500.00	Cash	
Karen Noonan	8/3/2015	General Unrestri	\$100.00	Cash	
Del Parsons	8/18/2015	General Unrestri	\$100.00	Cash	
Barbara A. Peterson	8/7/2015	General Unrestri	\$100.00	Cash	
Ruth Poole	8/25/2015	General Unrestri	\$135.00	Cash	
Richard Price	8/24/2015	General Unrestri	\$50.00	Cash	
Lynne Ramsey	8/3/2015	General Unrestri	\$25.00	Cash	

All Contributions in Aug 2015

<u>Constituent</u>	<u>Date</u>	<u>Fund</u>	<u>Amount</u>	<u>Payment Type</u>	<u>Che</u>	<u>k No.</u>
Richard Rhone	8/13/2015	General Unrestri	\$50.00	Cash		
Ginny Riley	8/13/2015	General Unrestri	\$100.00	Cash		
Kathleen F. Roberts	8/5/2015	General Unrestri	\$25.00	Cash		
Adrienne Rosen	8/17/2015	General Unrestri	\$250.00	Cash		
Irene W. Salyer	8/27/2015	Balboa Branch Su	\$100.00	Cash		
Sondra Scott	8/19/2015	General Unrestri	\$25.00	Cash		
Kerri Sonenshine	8/21/2015	General Unrestri	\$100.00	Cash		
June Van den Noort	8/14/2015	General Unrestri	\$135.00	Cash		
Theodore Wallace	8/13/2015	General Unrestri	\$250.00	Cash		
Ted Watkins	8/26/2015	General Unrestri	\$25.00	Cash		
Cathy Wilson Shill	8/17/2015	General Unrestri	\$25.00	Cash		
Robert Worrell	8/14/2015	General Unrestri	\$25.00	Cash		
David Yudis	8/30/2015	General Unrestri	\$20.00	Cash		
Grand Totals:			\$32,914.36			

63 Gift(s) listed

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 27 1999**

THE NEWPORT BEACH LIBRARY
FOUNDATION
C/O DAVID R CARMICHAEL
1000 AVOCADO AVE
NEWPORT BEACH, CA 92660-7915

Employer Identification Number:
33-0593010
DLN:
17053338710009
Contact Person:
STEVEN WILLIAMS ID# 31310
Contact Telephone Number:
(877) 829-5500

Our Letter Dated:
January 20, 1994
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

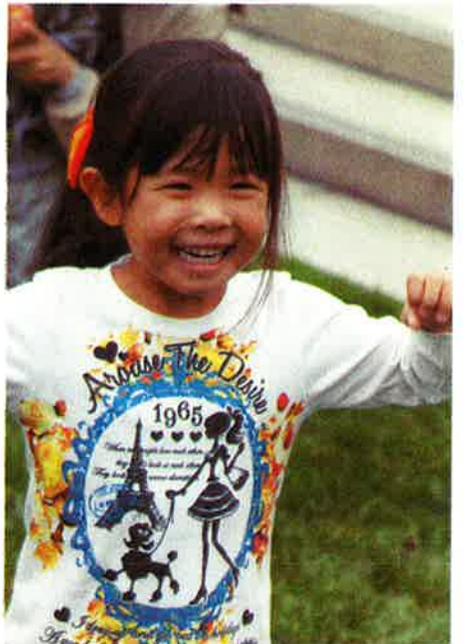
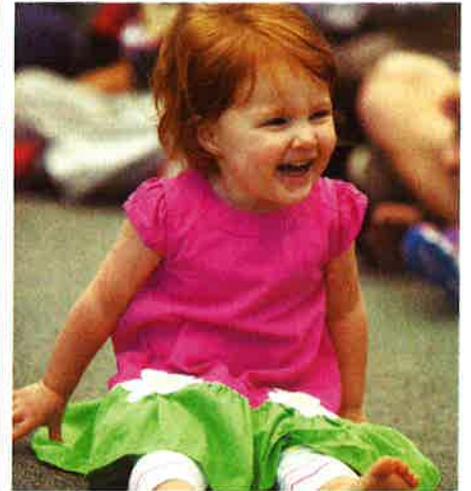
Sincerely yours,

Steven T. Miller

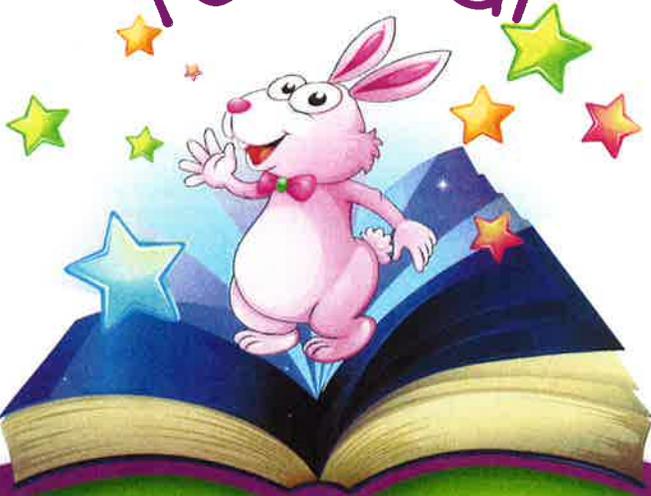
Steven T. Miller
Director, Exempt Organizations

'Bunnies & Books for Kids Festival' Magnet for Kids

The Newport Beach Public Library Foundation's indoor-outdoor event drew 350 to 400 kids and their parents to enjoy bunny-themed storytelling, face painting, crafts, games and a scavenger hunt. PHOTOGRAPHY BY ED OLEN



2nd annual
bunnies & books
for kids
festival



Hop on over for the coolest kids' event of the season!

When: Saturday, May 9
from 10:30am to 1:00pm

Where: Newport Beach Public Library
1000 Avocado Ave., Newport Beach

The indoor-outdoor event will include bunny-themed storytelling, kids' activities, face painting, crafts and a scavenger hunt. Held in the Central Library and Civic Green.

Please join us...all are welcome!

Schedule of Events 

is sponsored by...

**MAKING
MEMORIES**
FOR CHILDREN



NEWPORT BEACH PUBLIC LIBRARY
FOUNDATION



please join us...
all are welcome!

Schedule of Events:
Saturday, May 9 

10:30-11:30am

Bunny-themed storytelling & crafts in the Friends Room at Central Library

11:30am-1:00pm

Face painters, scavenger hunt, free prizes and more great crafts on the Civic Green.

Bugs Bunny and Daffy Duck will be on the scene making plenty of mischief!

Bistro 24 Café will have bunny-themed kids' box lunches.

Free parking

Info 949.548.2411 or 949.717.3830
nbplfoundation.org



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