# City of Pasadena **Cultural Affairs Division**



# Festival and Parade Grant **Program Guidelines 2011/2012**

Issued: March 3, 2011

Wednesday, May 25, 2011, 4:00 pm July 1, 2011 – June 30, 2012 Due date:

Funding period:

# **FESTIVAL AND PARADE GRANTS PROGRAM**

# City of Pasadena Cultural Affairs Division Festival and Parade Grant Program

Welcome to the 2011/12 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.

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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 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.

## **DEFINITION AND PROGRAM DESCRIPTION**

### **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 Grant 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 6.

## GRANT APPLICATION REQUIREMENTS

## General Eligibility Requirements (applies to all categories)

- Applicants may <u>apply</u> to more than one category but can only be <u>awarded</u> one grant per cycle. 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 2005/2006 cycle, must attend a Cultural Affairs sponsored grant-writing workshop in order to be eligible to apply (see Technical Assistance: page 8).
- All projects must begin no earlier than July 1, 2011 and must be completed by June 30, 2012.
- The applicant 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.

# Media Support (applies to all categories)

- All applicants in ALL categories are required to submit visual (CD images, DVD, CD-ROM, PowerPoint) documentation regardless of discipline, in addition to any other support documentation (e.g., audio CD, brochure, promotional material, etc).
- The visual documentation must 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.
- All additional documentation should be of the highest quality and represent the application as favorably as possible.

## **New Programs (applies to all categories)**

- If the proposed project is a pilot program of a new organization, or a new project of an established organization, or by an individual artist educator new to the field, visual documentation is optional. However, visual support materials are encouraged for all applications whenever possible, and visual material of related programming may be submitted.
- If additional visual material is submitted, the applicant must explain the relationship of the support material 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.

# Eligibility Requirements: Festival and Parade Program

- 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 6.

# The following are NOT eligible for funding:

- A project occurring outside the City of Pasadena
- An agency or unit of government including: city, county, state, library, recreation, etc.
- A City of Pasadena payroll employee, current Arts & Culture Commissioner and his/her immediate family, or an
  organization in which a commissioner serves in a paid or key decision making capacity
- Purchase of depreciable assets (office/ electronic equipment, cameras, instruments, etc.)
- A student-produced event
- An individual artist
- A private or fundraising event
- Deficit or debt-reduction efforts, mortgage payments, building construction or renovation
- Non-artistic festival components (rides, games, booths, etc.)
- Programs that occur outside of July 1, 2011 June 30, 2012

# California Cultural Data Project (CCDP) Partnership (registration requirement)

The City of Pasadena is engaging in its third year partnership 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 (<a href="http://www.caculturaldata.org">http://www.caculturaldata.org</a>). Applicants will fill out the Cultural Data Profile once each year and use that data as part of their application to all participating funders throughout the state.

The CCDP will provide 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. Required for Art and Culture I, Art and Culture II, Art and Culture III, Organizational Art Education Partnership and Festival and Parade categories. (A CCDP profile *IS NOT* required for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category - see page 10 for more information).

**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.

## **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** \$\pi\$ **symbol**.

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.

- The Pasadena Cultural Affairs Division requires that all forms 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.
- Complete all forms. If a question does not pertain to the applicant, complete the form by entering N/A or not applicable.
- Please do not include any information other than that specifically requested.

### QUESTIONS:

Direct questions to Denise K. Seider, Cultural Affairs, at dseider-contractor@cityofpasadena.net or (626) 744-7062.

## Application Deadline: Festival and Parade Program

Grant applications must be <u>received</u> no later than 4:00 PM on Wednesday, May 25, 2011 (not a post-mark 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 (clipped, not stapled, three hole punched) AND ten (10) single-sided (<u>clipped, not stapled, and three holed punched</u>) copies.

Please attach the Grant Application Checklist to the <u>front</u> 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

### **Review and Selection Process**

- All applications are initially reviewed by Cultural Affairs staff for completion and satisfaction of eligibility requirements.
- All complete and eligible applications are forwarded to advisory panel members for review.
- 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.
- A multi-disciplinary panel review process is utilized. Panels are peer review; therefore, each panel is comprised of individuals with strong arts backgrounds, represent the City of Pasadena as well as Southern California. 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.

### **Submission Requirements**

- Applications must be complete and all attachments included.
- An explanation for any attachments not included must be on the checklist or attached to the checklist.
- Information must be typed on existing form. Please adhere to current format and space limits unless otherwise instructed.
- The application packet is available by downloading from the City of Pasadena website at: http://www.cityofpasadena.net/arts.

### **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 <u>not</u> available for social service organizations.

### **Grantee Procedures**

Upon final approval by the Arts & Culture Commission, the City will issue a purchase order for the specific grant award.

- The grantee must invoice against this purchase order incrementally or once at the completion of the project. (Incremental Billing: invoices submitted at 25%, 50%, 75%, & 100% of project completion with corresponding receipts.)
- All payments are reimbursable only.
- The grantee must submit the following final report information in order to receive final payment:
  - o A one-page final narrative, including information on attendance/participation, outreach; and

A financial summary of the project including a final revised budget.

### **Grantee Requirements**

It is required that all printed materials regarding funded projects must include the City of Pasadena seal\* and the following credit:

a ....

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

In addition, 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 <u>must</u> 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.

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

# 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 2011/2012 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 <a href="https://eupdate.dnb.com/requestoptions.asp">https://eupdate.dnb.com/requestoptions.asp</a>.
- 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).

# **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 (<u>as appropriate</u>) 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 K 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.

### **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 <a href="http://www.cityofpasadena.net/arts/AccessPolicy.asp">http://www.cityofpasadena.net/arts/AccessPolicy.asp</a> 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, Diversity and Accessibility 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)
- Socioeconomic 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.

The following terms are defined here for reference when completing the grant application:

- Access Equal and universal access to the arts and culture, in all forms and origins, is available to all people in
  Pasadena regardless of ethnicity, language, race, religion, gender, sexual orientation, age, economic status, physical
  or learning ability, or educational background.
- Audience Development Any plans to build the size of an audience or any efforts to broaden an audience to include a non-traditional, underserved or culturally diverse audience for the purposes of growth.
- Marketing Any methods used to raise public awareness or visibility of an organization or event.
- Planning Grant Monies dedicated to research, development or planning of an event or project not including actual costs associated with the event or project itself.

### **TECHNICAL WORKSHOPS**

Due to the introduction of the California Cultural Data Project (CCDP) and extensive restructuring of the Pasadena Grants Application, it is highly recommended that ALL applicants plan to attend at least one of the grant-writing workshops offered. All first time applicants, or those who have not applied since the 2005/2006 cycle, must attend a city-sponsored Primary grant-writing workshop to be eligible to apply. Each workshop will be partially conducted by Susan Braig, a professional grant-writing consultant.

## **GRANT WRITING WORKSHOPS**

# Workshops \*\*required for first time applicants \*\*

Arts and Culture I, II and III AND Festival and Parade Tuesday, April 12, 2011 6:30-8:00pm

Arts Education Partnership AND Individual Artist Thursday, April 28, 2011 6:30-8:00pm

All Categories Tuesday, May 10, 2011 6:30-8:00pm

Location: City of Pasadena Hale Building/Permit Center, Hearing Room, 175 N. Garfield Avenue, Pasadena, CA 91101

Please RSVP to Cultural Affairs Division at (626) 744-7062

# **FUNDING PRINCIPLES**

Applications will be reviewed and scored according to how well the application demonstrates the applicant's ability to meet the following funding principles:

# Festival and Parade Program ARTISTIC EXCELLENCE

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 presented in the application and work
submitted).

### **OUTREACH**

 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**

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**

• 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

Organization demonstrates stability and self-sufficiency.

#### BUDGET

· Project utilizes an accurate and realistic budget.

### **ABILITY**

Organization demonstrates ability to implement the project (include work plan and timeline).

### **MERIT**

- 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

# CALIFORNIA CULTURAL DATA PROJECT REPORT

This year marks the second year that the City of Pasadena is working in partnership with the California CDP (CCDP). The CCDP is a collaborative project of public and private funders throughout the state of California. The City of Pasadena, along with other public and private funders in California, now requires applicants to complete a Cultural Data Profile through the CCDP Web site (<a href="http://www.caculturaldata.org">http://www.caculturaldata.org</a>).

The CCDP is an online system for collecting and standardizing historical financial and organizational data and will provide the cultural community with consistent, reliable, comprehensive data on arts and culture in California. Access to reliable data about the cultural sector will enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community in our state. Further, applicants applying to more than one of the participating grantmakers will only need to complete this form once each year.

Uses and potential benefits of the CCDP website and data will include:

- Information for participating cultural organizations for use in benchmarking and capacity-building.
- Information for the cultural sector for the purposes of policy and program development and public relations.
- Information for participating grantmakers for use in their application process.

Participation in the California Cultural Data Project (CCDP) is required for all 2010/2011 City of Pasadena Art and Culture I, Art and Culture II, Art and Culture III, Organizational Art Education Partnership, Festival and Parade categories. (A CCDP profile *IS NOT* required for the Individual Artist category or Individual Art Educators applying to the Art Education Partnership category). As part of the application process, it is also due to the City of Pasadena by 4:00pm, **May 24, 2011.** 

CCDP is intended to benefit the field by providing a means by which to analyze and report on the impact, assets, and needs of the state's cultural community. This powerful tool will enable participating organizations to benchmark their progress and better equip advocates to make the case for arts and culture, and will facilitate improved grant making and policy development by the funding partners.

- 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 2011/2012 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 2011/12 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

Email: help@caculturaldata.org

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

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

# **OUTREACH AND MARKETING RESOURCES**

## Recommended Websites and List Serves

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

The PCN, 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**.

<u>Pasadena Arts Council Calendar of Events:</u> http://www.pasadenaartscouncil.org/eventsCal/queryCalendar.asp Members can utilize an easy to use 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 <a href="http://www.pasadenaartscouncil.org/membership\_form.htm">http://www.pasadenaartscouncil.org/membership\_form.htm</a>.

### Recommended Event Calendars and Newsletters

<u>Pasadena Arts Council Newsletter:</u> 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 <a href="http://www.pasadenaartscouncil.org/membership\_form.htm">http://www.pasadenaartscouncil.org/membership\_form.htm</a>.

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

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

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

### **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:**

Please contact the PCVB for specific deadlines

## 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 approximately 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

Contacts: Central Library (626) 744-7818 Information Desk at Central Library (626) 744-4052

information about themselves and their events at <a href="http://www.cityofpasadena.net/CalSubmit.aspx">http://www.cityofpasadena.net/CalSubmit.aspx</a>

### 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 application, please contact: Alexis Shaidnagle, Technical Specialist, Public Works at (626) 744-4195

### 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
District 1 (cont.)
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 Washington Blvd
Lincoln Ave and Washington Blvd
Lincoln Ave and Washington Blvd
Lincoln Ave and 210 Freeway

### 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

#### 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

### 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

### 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

### 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

### 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

Ποποραροίο						
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.	(213) 481-1448	(213) 250-4617	email	Wed before
		news.com				
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 weekly 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 Latino/a Press	URBAN LEAGUE	1200 N Fair Oaks #9	(626) 398-6265	(626) 794-0297	N/A	N/A
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 Pres	S											
Salpy		ASBAREZ ARMENIAN DAILY	419 W Colorac	do/Glendale		(818) 50	0-9363	(818) 956-050	3	email	3 days advance	
N/A	A	ARMENIAN LIFE	127 S Jackson	St/ Glendale		(626) 66	1-7778	(626) 661-773	3	N/A	N/A	
N/A	A	ARMENIAN OBSERVER	6646 Hollywoo Angeles	od Blvd/ Los		(323) 46	7-6767	(323) 467-272	2	N/A	N/A	
N/A	C	CALIFORNIA COURIER	1545 N Verdug Glendale	go Rd #106/		(818) 40	9-0949	(818) 409-920	7	N/A	N/A	
N/A	N	MASSIS WEEKLY	1060 N Allen A	lve		(626) 79	7-7680	(626) 797-686	3	N/A	N/A	
N/A	N	IEW ARMENIA DAILY	815 S Central	Ave #31/ Glen	dale	(818) 24	6-6468	N/A		N/A	N/A	
N/A	N	IOR GYANK	825 E Colorado	o St/ Glendale		(818) 24		(818) 240-191	7	N/A	N/A	
Asian-Americai	n Press					,		,				
N/A	C	CHI-AM DAILY NEWS	673 Monterey Park	Pass Rd/ Mon	terey	(626) 28	1-2989	N/A		N/A	N/A	
Frances He	С	DAILY NEWS (Chinese)	1588 Corporate Dr./Monterey F			(323) 26 x221	8-4982	(323) 265-119	2	camera ready	week before	
N/A		A DAILY NEWS Chinese)	9639 Telstar A			(626) 45	3-8800	(626) 453-882	2	N/A	N/A	
Daniel Lee	,	OREA CENTRAL DAILY	690 Wilshire P	I/ Los Angeles		(213) 36	8-2558	N/A		camera ready	week before	
N/A	١	IGUOI VIET DAILY IEWS (Vietnamese)	1023 S San Ga Gabriel			(626) 45		N/A		N/A	N/A	
John Bell	F	RAFU SHIMPO (Japanese laily)		eles St/ Los		(213) 62	9-2231	N/A		email	week before	
N/A	S	SIAM MEDIA WEEKLY Thai)	112 St Francis	St/ San Gabri	el	(626) 30	9-9113	N/A		N/A	week before	
N/A	Ž	YHONG GUO DAILY IEWS (Chinese)	N/A			(626) 27	9-5900	(626) 453-882	2	N/A	N/A	
College and Ur		` ,										
-	College/	ραροισ										
	University	Address	City/Zip	Phone	Fax		Email		Circul	ation	Deadline	
•	•	e of 24700 McBean	Valencia	(661) 253-		) 255-		muse.calarts.e			N/A	
	the Arts	Parkway	91355	7832	2894	,	du	,	,00	o, o.u.j.	,, .	
	Cal Tech	N/A	N/A	(626) 305-		) 577-	Editors@t	ech.	4.000	; every Friday	Monday 5pm	
CALIFORNIA TECH				6135	1294		caltech.ed		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, , ,		
CAMPUS	East Los	1301 Avenida Cesar	Monterey Park	(323) 265-	(323	) 265-	N/A		Wedn	esday	Tuesday one	
	Angeles Colle		91754	8819	8875	•	,.				week prior	
CAMPUS	•	La 1950 Third St	La Verne 91750	(909) 392- 2712	(909 2706	) 392- S	Ctimes@u	ılv.edu	2,000	; weekly	one week prior	
THE CANYON		e 26455 N. Rockwell Canyon Rd	Santa Clarita 91355	(661) 259- 7800, ext.		) 253-	Canyonca ca.us	ll@mail.coc.cc.	7,000	; Tuesday	N/A	
	•	•		3265								

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	Pepperdine University	24255 Pacific Coast Highway	Malibu, 90263	(310) 456- 4311	(310) 456- 4411	Graphic@pepperdine.ed u	3,000	Tuesday noon
LOYOLAN	Loyola Marymount University	7900 Loyola Blvd	Los Angeles, 90045	(310) 338- 2879	(310) 338- 1901	Loyolan@Imumail. Imu.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	Whittier College	PO Box 8613	Whittier,	(562) 907-	(562) 945-	N/A	2,000; Thursday	Monday

CAMPUS			90608	4222	5301				
ROUNDUP	Los Angeles Pierce College	6201 Winnetka Ave	Woodland Hills, 91371	(818) 719- 6483	(818) 346- 6036	N/A	5,000; Wednesday		Monday
TALON MARKS		e 11110 Alondra Blvd	Norwalk, 90650	(562) 860- 2451, ext. 2618	(562) 467- 5044	N/A	6,000; Wednesday		N/A
TORO TIMES	Cal. State University, Dominguez Hill	1000 E. Victoria	Carson, 90747	(310) 243- 3072	N/A	N/A	3,000; biweekly		N/A
TRADEWIND S		400 W. Washington	Los Angeles, 90015	(323) 744- 9046	(323) 748- 7334	N/A	5,000; every three weeks	3	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	University_times@hotma l.com	i 7,000; Mon and Thurs		Mon for Thurs Wed for Mon
VALLEY STAR	Los Angeles Valley College	5800 Fulton Ave	Van Nuys 91401	(818) 781- 1200 x2576	(818) 551- 5149	N/A	N/A		N/A
EL VAQUERO		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
VIKING	Long Beach Ci College	ty 4901 E. Carson St	Long Beach 90808	(562) 938- 4284	(562) 938- 4118	N/A	N/A		N/A
UNION	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 (ra Earthlink.net)	apella@	55 KPAS-PCAC (short p	ostings, approx	3 lines)		(626) 794-8585		(626)	795-5874
Larry Mantle	I	KPCC: LARRY MANTLE	S AIR TALK			(626) 585-7000		(626)	585-7916
Gary Mercer	I	KALI-AM 1400 (Pasader	na)			(626) 844-0156		N/A	
Nick Gao	I	KAZN-AM 1300 (Pas)				(626) 351-4204			
John Duncan		KLYY-FM 107.1 (Pas)				(626) 351-6218			
Robert Sanche	z l	KBLA-AM 1580 (Hispani	c)			(213) 625-1242		N/A	
Daniel Trippi		KBUA-FM 94.3/KBUE-FI	M 105.5 (Hispa	nic)		(323) 461-9946		N/A	
Ben Kelly		KKBT-FM 92.3				(323) 634-1888		N/A	
Phil Jones		KLAX-FM 97.9 (Hispanio	;)			(310) 203-8989		N/A	
Chuck Monsho		KLOS-FM 95.5				(310) 838-5222		N/A	
Jack Silver		KLSX-FM 97.1				(213) 386-3649		N/A	
Richard Santia		KLVE-FM 107.5/ KTNQ-		anıc)		(323) 465-3856		N/A	
Miguel Alonso Mike Tierney		KPRS-AM 1090 (Hispan KPWR-FM 105.9	ic)			(323) 464-2668		N/A N/A	
wirke rierriey		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1				(818) 953-4200		IN/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 (Hisp	anic)	(323) 468-5337	N/A
Haz Montoya	KSSW-FM 97.5 (Hispa	anic)	(213) 251-1033	N/A
John Paley	KVCA-AM 670 (Hispar		(213) 628-1216	N/A
Jaime Jarrin	KWKW-AM 1330 (Hisp	•	(323) 461-7347	N/A
N/A	, ,	•		N/A
	Sounds of the Armenia	•	(818) 246-7353	
N/A	Horizon (ANC Media N	Network): Armenian	(818) 246-1989	(818) 956-1106
Schools, Libraries and Busi	nesses (Good for flyers)			
Organization Name		Address	Phone	Notes
Public Schools				
Blair High School		1201 S. Marengo 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. Marengo 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	<i>'</i>	2600 Paloma St	(626) 798-0759	
Noves Elementary		1919 E Pinecrest Dr/ Altadena	(626) 794-1149 (626) 705-0501	
Roosevelt Elementary		314 N Pasadena Ave	(626) 795-9501 (626) 703, 4480	
San Rafael Elementary Sierra Madre Elementary		1090 Nithsdale Rd 141 W Highland Ave/ Sierra Madre	(626) 793-4189 (626) 355-1428	
Webster Elementary		2101 E Washington Blvd	(626) 798-7866	
Willard Elementary		301 S Madre Blvd	(626) 793-7866	
Private Schools		JUT S Maule DIVU	(020) 793-0103	
		200 N. Michillindo Ava/Siarra Madra	(606) 2FF 2462	Crados 0.12
Alverno High	A.P. a. T.	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	160 N Canyon Ave/ Sierra Madre	(626) 355-4242	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 BRANC		3325 E Orange Grove Blvd	(626) 744-7262	
HILL AVENUE BRA		55 S Hill Ave	(626) 744-7264	
LAMANDA PARK E		40 S Altadena Dr	(626) 744-7266	
LA PINTORESCA I		355 N Raymond Ave	(626) 744-7268	
LINDA VISTA BRA		281 Bryant St	(626) 744-7278	
SAN RAFAEL BRA		240 Nithsdale Rd	(626) 744-7270	
SANTA CATALINA		999 E Washington Blvd	(626) 744-7272	
VILLA PARKE CEN	NIER 3	363 E Villa St	(626) 744-6510	
Businesses		175 0 1 1 4	(000) 004 0770	
Borders		175 S Lake Ave	(626) 304-9773	
Vromans		695 E Colorado Blvd	(626) 449-5320	
Ralphs		60 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		038 E Colorado Blvd	(626) 796-5539	
Rite-Aid		2330 E Walnut Ave	(626)304-2725	
Vons		390 N Allen Ave	(626) 798-7603	
Vons		55 W California Blvd	(626) 577-7149	
Vons		2355 E Colorado Blvd	(626) 449-4338	
Vons		655 N. Fair Oaks Ave	(626) 578-1233	
	ACTS (good for flyers, announcemer	nts, program coordination, et	tc)	
Community Organiz				
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) 798-7872
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	d (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 ASSOCIATIO	•	(626) 792-5101	(626) 791-9418
Sue Kujawa	MOTHER'S CLUB	526 E Orange Grove	(626) 792-2687	(626) 793-1832
Brian Biery	NEIGHBORHOOD CONNECTION NEWSLETTER	S 1834 E. Walnut	(626) 744-7290	(626) 398-0194
N/A	ONE-STOP CAREER CENTER	1207 E. Green St; www Foothilletc.org	v. (626) 796-JOBS	N/A
Sue Wells	PASADENA BOYS AND GIRLS CLUBS	58 S Sierra Madre Blvd	d (626) 578-9803	N/A

John Catalani	PASADENA CHAMBER OF COMMERCE		865 Del Mar		(626) 795-335	5	(626) 795-5603
N/A	PASADENA COMMUNITY EDUCATION CENTER		3035 E. Foot	3035 E. Foothill Blvd		6	N/A
Leann Lampe	PASADENA CONVENTION VISITORS BUREAU	and	171 S. Los R	obles Ave	(626) 795-931	1	(626) 795-9656
Betsy Richmond	PASADENA UNIFIED SCHOOLSTRICT	OOL	350 S Hudso	n Ave	(626) 795-698	1	N/A
N/A	SOUTH LAKE BUSINESS A	ASSOC.	350 S. Lake A southlake ave	Ave Suite 276; info@ enue.com	(626) 792-125	9	(626) 792-1287
Manuel Carcido	UNITED TEACHERS OF PA	ASADENA	2303 E Wash	nington Blvd	(626) 798-545	2	N/A
Margaret Keane	WELLNESS COMMUNITY			ar Ave Suite 118; ness community. org	(626) 796-108	3	(626) 796-0601
Betty Ann Jansen			50 N Hill Ave		(626) 796-687	0; 793-7396	N/A
Community Cente							
	I ROBINSON PARK		1081 N. Fair		(626) 744-733		(626) 791-0309
Adonis Jones	VICTORY PARK		2575 Paloma		(626) 798-086		N/A
•	JACKIE ROBINSON CENTE		1020 N. Fair		(626) 744-730		(626) 798-5834
Kenny James	VILLA-PARKE COMMUNITY				(626) 744-653		(626) 744-6532
Ben Green	PASADENA SENIOR CENTI	≣R	85 E. Holly S Pasadenaser	t; www. nior center.org	(626) 795-433	1	N/A
•	ks and Recreation Centers						
Michael Reed	JEFFERSON PARK	1501 E. \			(626) 797-111		N/A
Efrain Montes	LA PINTORESCA PARK	1355 N. F			(626) 744-730		N/A
Antonio Sorcini	WASHINGTON PARK		hington Blvd		(626) 744-472		N/A
N/A	BLAIR HIGH SCHOOL POO				(626) 585-202		N/A
N/A	PASADENA HIGH SCHOOL POOL	2925 E. S	Sierra Madre		(626) 585-202	4	N/A
	I ROBINSON PARK POOL		Fair Oaks		(626) 585-202		N/A
Kenny James	VILLA-PARKE POOL	363 E. Vi			(626) 585-202		N/A
N/A	CORAL CENTER POOL	2750 Nev	w York Dr		(626) 797-718	3	N/A
N/A	AAF ROSE BOWL AQUATICS CENTER	360 N Ar	royo Blvd		(626) 564-033	0	N/A
CITY OF PASADE	NA STAFF						
Field Representa	tives						
Contact Name	Title			Department		Phone	
Vannia De la Cuba	a Field Representative			City Council/Dist. 5		(626) 74	4-4741
Rhonda Stone	Field Representative			City Council/Dist. 4		(626) 74	4-4740
Lorain Nagahiro	Administration Assist.	To Mayor/	Council	City Council/Adminis	stration	(626) 74	14-4311
Tina Williams	Field Representative			City Council/Dist. 1		(626) 74	4-4444
Jacqueline McInty				City Council/Dist. 3		(626) 74	4-4738
Margo Morales-Fu	Iller Field Representative			City Council/Dist. 2		(626) 74	4-4742

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
<b>Event Facilities</b>		·	
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			(626) 744-4279
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
<b>Grant Questions</b>	-		
Staff	Staff Assistant III	Planning/Cultural Affairs Div.	(626) 744-7062
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