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OFFICE OF THE CITY CLERK
OAKLAND

2017 NOV 21 PM 4:05

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Office of the Mayor

SUBJECT: Kenneth Rainin Foundation Grant
Amendment

DATE: November 21, 2017

RECOMMENDATION

Staff recommends that Council Adopt:

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO ACCEPT AND APPROPRIATE SUPPLEMENTAL GRANT FUNDS FROM THE KENNETH RAININ FOUNDATION IN THE TOTAL AMOUNT OF SIXTY-THREE THOUSAND THREE HUNDRED NINETY-FIVE DOLLARS (\$63,395), TO BE USED TO BRING THE EXISTING PART TIME (80 PERCENT) POLICY DIRECTOR FOR ART SPACES POSITION IN THE MAYOR'S OFFICE TO FULL-TIME (100 PERCENT) THROUGH DECEMBER 2018.

BACKGROUND / LEGISLATIVE HISTORY

In late 2015, Mayor Schaaf established a Task Force to identify strategies for creating affordable space for arts organizations in Oakland to help stem the physical displacement of artists from Oakland. One specific recommendation of the Task Force was to add additional City staff to help with proactive policy work to better support the retention of Oakland's arts community, and to help build the capacity of the City to implement the Task Force recommendations.

Since the work of the Task Force was completed, the Mayor's office has been partnering closely with philanthropic and non-profit partners to move many of the Task Force recommendations forward. Last year, one of these partners, the Kenneth Rainin Foundation, an Oakland-based foundation, approved a two-year grant to fund a part time (80 percent) new staff position – the Policy Director for Art Spaces (DAS) – in the Mayor's office. On October 4, 2017, the City Council passed Resolution No. 86399 authorizing the City Administrator to accept and appropriate \$417,600 in grant funds from the Kenneth Rainin Foundation to fund the part time (80 percent) DAS position.

The Kenneth Rainin Foundation has now approved a supplemental grant in the amount of \$63,395 to bring the DAS position from part time (80 percent) to full time (100 percent).

Item: _____
Finance Committee
December 5, 2017

ANALYSIS

Given the unique role that artists play in creating economic, cultural and social value for the City and its residents, Mayor Schaaf established the Task Force to identify specific strategies to stem the displacement of artists and arts organizations from Oakland in the face of escalating real estate prices. The multi-disciplinary Task Force included artists, representatives from arts organizations, architects, market-rate and affordable real estate developers, technical experts such as the Oakland Community Land Trust and Lawyers for the Arts, and City staff.

In January 2016, the Task Force released recommendations to create more affordable art spaces, such as establishing a real estate acquisition strategy, creating anti-displacement loan and grant programs, and helping provide technical assistance for artists and arts organizations. It also recommended increasing the City's internal resources to support the arts. The City's internal staffing to support the arts has diminished over the years.

The Policy Director for Art Spaces, funded by the Kenneth Rainin Foundation, will work at the nexus of arts, real estate and city planning to identify real property solutions to supporting the arts in Oakland. This senior level position will work across city departments and collaborate with real estate developers, private property owners, non-profit technical assistance providers, businesses, civic leaders, funders and artists to preserve and support Oakland's artistic and cultural community.

The DAS has a broad range of cross-sectoral responsibilities, such as:

- Work with philanthropic partners, non-profit organizations, other City departments, to establish and implement a real estate acquisition strategy to create permanently affordable spaces for arts organizations
- Help devise and raise funds for an anti-displacement grant or loan fund or some other tool to help artist groups and organizations avoid or cope with imminent displacement.
- Working with the Planning & Building Department, identify and help implement zoning and land use policies to protect existing art spaces and create new ones in new real estate development projects
- Working with the Economic and Workforce Development Department, Cultural Arts Unit, help implement and market a robust portfolio of technical assistance programs to help artists and arts organizations strengthen their businesses to make it easier to remain in Oakland
- Working closely with the Mayor's Director of Equity and Strategic Partnerships, convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement.
- Serve as the Mayor's liaison on several initiatives established in the wake of the Ghostship fire, including looking at changes to the Building Code to better accommodate joint living, working and gathering spaces and supporting a working group identifying improvements to the City's special events permitting process.

A complete job overview is attached.

FISCAL IMPACT

The additional grant from the Kenneth Rainin Foundation will provide up to \$63,395 to make the Mayor's DAS position fully funded through December 2018. It is currently funded at 80 percent of full-time. No City match is required; the position will be fully funded by the Kenneth Rainin Foundation. Funds will be deposited and appropriated in the Miscellaneous Grant Fund (2999), Mayor's Organization (01111) and an existing Project (1003253).

PUBLIC OUTREACH / INTEREST

Members of the Mayor's Task Force, including arts organizations, non-profit technical assistance providers, affordable and market-rate developers, and others participated in the discussion about the recommendation to support increasing City staff to do this work. The original job description was shaped in communication with the Kenneth Rainin Foundation.

COORDINATION

The Oakland City Attorney and the Budget Office were consulted in the writing of this report.

SUSTAINABLE OPPORTUNITIES

Economic: The grant award from the Kenneth Rainin Foundation will enable the Mayor's office to bring the part time (80%) Policy Director of Art Spaces position to a full time (100%) position. This position will be fully funded by the Kenneth Rainin Foundation. In turn, the director will work to coordinate and identify additional fiscal resources for the City of Oakland to support arts and culture in Oakland, thus having a positive impact on the City as a whole. Arts are an important economic sector in Oakland, helping draw new investment and visitors, and increasing the quality of life for residents.

Environmental: There are no environmental impacts.

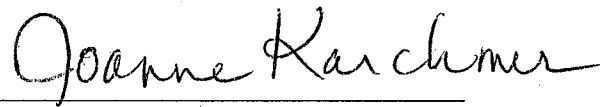
Social Equity: The DAS will convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement. The Task Force established a guiding principle focused on equity, stating that strategies that assist a diverse and broad group of artists and arts organizations are most desirable, given Oakland's geographically large and culturally diverse landscape.

ACTION REQUESTED OF THE CITY COUNCIL

Authorize the City Administrator Or Designee To Accept And Appropriate Supplemental Grant Funds From The Kenneth Rainin Foundation In The Total Amount Of Sixty-Three Thousand Three Hundred Ninety Five Dollars (\$63,395) To Be Used To Bring The Existing Part-Time (80 percent) Policy Director For Arts Spaces Position In the Mayor's Office to Full-Time (100 Percent) Through December 2018.

For questions regarding this report, please contact Joanne Karchmer, Deputy Chief of Staff and Director of Governmental Affairs Director, Office of the Mayor, 510-238-7439.

Respectfully submitted,



Joanne Karchmer
Deputy Chief of Staff
Office of the Mayor

Attachment A – Job Description

Item: _____
Finance Committee
December 5, 2017

Job Description

Mayor's Policy Director, Art Spaces

Job Title

Policy Director, Art Spaces

Department

Office of Mayor Libby Schaaf

Job Brief

Working at the nexus of arts, real estate, and city planning, the Policy Director is charged with implementing specific initiatives and interventions to help stem the displacement of artists and arts organizations from Oakland. The work program builds off of, and implements, the recommendations of Mayor Schaaf's Task Force on Affordable Housing and Workspace released in January 2016 and available [here](#). The position will work across city departments and collaborate with real estate developers, private property owners, businesses, civic leaders, funders and artists to preserve and support Oakland's artistic and cultural community.

Responsibilities

Responsibilities may include the following:

- In partnership with the Community Arts Stabilization Trust (CAST) in San Francisco, work with philanthropic partners, non-profit organizations, other City departments, intermediary organizations, and technical experts to establish and implement a real estate acquisition strategy that creates permanently affordable spaces for artists and arts organizations
- Help devise and execute an anti-displacement grant or loan fund or some other tool to help artist groups and organizations avoid or cope with imminent displacement
- Working with the Planning & Building Department, identify and help implement zoning and land use policies to protect existing art spaces and create new ones in new real estate development projects. Strategies could include creating more restrictive land use and design controls in arts districts, cultural density bonuses, deed restrictions etc.
- Support the Cultural Arts Unit and technical assistance providers to implement and market a robust portfolio of technical assistance programs to help artists and arts organizations strengthen their businesses to help remain in Oakland
- Working closely with the Mayor's Director of Equity and Strategic Partnerships, convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement. Match philanthropic foundation interests with the city's priorities.
- Coordinate with the Planning & Building Department and Cultural Arts Unit on the establishment of cultural districts, including codifying meaningful policies that help protect and support these districts once established.

- Examine how public financing tools such as new market tax credits or community facilities districts might be used to create new art spaces
- Help create a policy or program to lease City or other publicly-owned property for arts uses at affordable rates, modeled on programs in Toronto and New York City
- Coordinate with other City departments on improvements to, and stabilization of, existing city-owned arts and culture spaces, such as the Malonga Center for the Arts and the Calvin Simmons Theater.
- Work with an *external advisory panel* of arts organizations, art funders, real estate developers, funders and technical experts to advise and serve as a sounding board and thought partners on implementation efforts.
- Establish an *inter-agency working group* of City departments required to support implementation efforts, including the Economic & Workforce Development, Planning and Building, Parks and Recreation and Public Works departments.
- Investigate other innovative, new tools and case studies for providing permanently affordable spaces for artists and arts and cultural organizations.
- Serve as the Mayor's liaison to many of the City's responses to the Ghost Shop fire, including coordinating an effort to identify changes to the building code to support DIY art spaces and help make them safe and affordable, and devising a loan fund to help support short term safety improvements in non-conforming housing, working and assembly spaces used by Oakland's artistic communities.

Requirements

- 10 years+ of city planning and/or real estate experience and experience working in local government
- Experience working on public/private partnerships to create positive change and community benefit
- Bachelor's degree in business, urban planning, or related fields required. Master's degree preferred.
- Knowledge of Oakland's art and culture community, potential real estate opportunities and partners, and the departments and agencies within local Oakland government.
- Working knowledge of land use and zoning tools, and how they can be used to protect and create spaces for artists and arts organizations.
- Working knowledge of private and public sector financing, including local, state and federal financing programs such as New Market Tax Credits, Historic Tax Credits and Community Facilities Districts.
- Excellent ability to prioritize, direct and execute multiple time-sensitive priorities with precision and integrity.
- Ability to motivate teams around common goals and project outcomes.
- Ability to work with a high level of discretion and good judgment.
- Excellent listener and communicator with diverse set of stakeholders.
- Possesses a positive, proactive and can do attitude.
- Exceptional, proven ability to be a leader and team player.

2017 NOV 21 PM 4:05

Approved as to Form and Legality

DRAFT

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Mayor Libby Schaaf

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO ACCEPT AND APPROPRIATE SUPPLEMENTAL GRANT FUNDS FROM THE KENNETH RAININ FOUNDATION IN THE TOTAL AMOUNT OF SIXTY-THREE THOUSAND THREE HUNDRED NINETY-FIVE DOLLARS (\$63,395), TO BE USED TO BRING THE EXISTING PART TIME (80 PERCENT) POLICY DIRECTOR FOR ART SPACES POSITION IN THE MAYOR'S OFFICE TO FULL-TIME (100 PERCENT) THROUGH DECEMBER 2018.

WHEREAS, On October 4, 2016, the City Council passed Resolution No. 86399 authorizing the City Administrator to accept and appropriate \$417,600 in grant funds from the Kenneth Rainin Foundation to fund a part time (80 percent) Policy Director for Arts Spaces (DAS) position in the Mayor's Office for two years; and

WHEREAS, The DAS has been working across city departments and collaborate with real estate developers, private property owners, non-profit technical assistance providers, businesses, civic leaders, funders and artists to preserve and support Oakland's artistic and cultural community; and

WHEREAS, The DAS has helped execute an anti-displacement grant fund to help artist groups and organizations avoid or cope with imminent displacement; is working with the Planning and Building Department to identify and help implement zoning and land use policies to protect existing art spaces and create new ones in new real estate development projects; and supporting the creation of a real estate acquisition program to create affordable spaces for arts organizations among other duties; and

WHEREAS, The DAS works closely with the Mayor's Director of Equity and Strategic Partnerships to convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement, and match philanthropic foundation interests with the city's priorities; and

WHEREAS, The Kenneth Rainin Foundation has now approved a supplemental grant in the amount of \$63,395 to bring the DAS position from part time (80 percent) to full time

(100 percent) beginning in January 2018 through December 2018 and no City match is required; and

WHEREAS, the additional grant funds will be deposited in Miscellaneous Grant Fund (2999), Mayor's Organization (01111), and an existing Project (1003253) already established; now, therefore be it

RESOLVED: That the City Administrator or her designee is hereby authorized to accept and appropriate supplemental grant funds from the Kenneth Rainin Foundation in the amount of \$63,395.00, to bring the existing part time (80 percent) Policy Director for Art Spaces position in the Mayor's office to full time (100 percent) through December 2018; and be it

FURTHER RESOLVED: That the \$63,395.00 in grant funds shall be deposited in the Miscellaneous Grant Fund (2999) and appropriated in the Miscellaneous Grant Fund (2999), Mayor's Organization (01111), and a Project (1003253) in fiscal years 2017 – 2018 and 2018 - 2019; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute a revised grant agreement with the Kenneth Rainin Foundation to accept and appropriate funds in the amount of \$63,395 to fully fund the Mayor's Policy Director for Art Spaces, and that the City Administrator is hereby authorized to execute any future grant agreements to accept and appropriate grant funds to support the ongoing funding of the DAS position.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB, KAPLAN AND PRESIDENT REID

NOES –

ABSENT –

ABSTENTION –

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California