

**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2010 JUN 24 PM 3:46

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Community and Economic Development Agency  
DATE: July 6, 2010

RE: **Resolution Authorizing The Appropriation Of \$90,000 in Transient Occupancy Tax Surcharge Funds to Fulfill Cultural Services Grants To Thirty-Nine (39) Oakland-Based Nonprofit Organizations And Individual Artists Providing Arts And Cultural Services In Oakland During Fiscal Year 2009-2010 And To Enter Into A Cultural Services Grant Agreement With African Queens Youth Performance Company For Arts And Cultural Services In Oakland During Fiscal Year 2009-2010**

**SUMMARY**

This resolution authorizes the City Administrator to release final payments to fulfill 39 existing grants, and to enter into one new grant agreement, with Oakland-based nonprofit organizations and individual artists to produce arts events or provide art services in Oakland during fiscal year 2009-2010 in an amount not to exceed \$90,000 in funds generated by the Transient Occupancy Tax surcharge appropriated to the Cultural Funding Program.

**FISCAL IMPACT**

The \$90,000 in expenditure appropriations are available in the TOT Surcharge Fund (2419) Cultural Arts Org (88742), Cultural Funding TOT Project (P391850).

**BACKGROUND**

On July 21, 2009, 76.6 percent of voters in Oakland passed Measure C, the initiative to levy an additional three percent surcharge on rent charged by the operator of a hotel for the privilege of occupancy in any hotel in the City of Oakland. This surcharge is in addition to the existing 11 percent tax specified in Section 4.24.031 of the Oakland Municipal Code. The enabling legislation allocates 50 percent of proceeds to the Oakland Convention and Visitors Bureau and 12.5 percent each to the Oakland Zoo, the Oakland Museum, the Chabot Space and Science Center and cultural arts programs and festivals.

Per Additional Balancing Measures adopted by City Council at its July 28, 2009 meeting, the Fiscal Year 2009-2010 General Purpose Fund (GPF) allocation for Cultural Funding Program grants was reduced by 10%, or \$114,484. Council directed that the total grants budget be backfilled by projected receipts from the Transient Occupancy Tax (TOT) surcharge in the amount of \$114,484, when these funds became available. To maintain the funding

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recommendations originally made by review panels in March 2009, Cultural Arts staff determined that it would fund one grant category (Individual Artist Project) in its entirety through the GPF allocation, institute the 10% reduction in the remaining three grant categories (Organization Project, Art in the Schools and Organizational Assistance), and return to Council later in the fiscal year with a recommendation to backfill the 10% reduction through TOT receipts. Grants to 39 organizations were thus reduced. The FY 2009-2010 GPF grant amounts were approved by City Council Resolution No. 82288 C.M.S. on September 22, 2009. One recommended grantee was inadvertently omitted from the Resolution due to an error in the staff report; this was the African Queens Youth Performance Company with a grant award of \$4,500.

### **KEY ISSUES AND IMPACTS**

Actual TOT receipts in the amount of \$90,000 are available to support CFP grants for activities in Fiscal Year 2009-2010. These funds will help close the gap between the amounts already awarded from the GPF and the total recommended for Oakland organizations and individual artists through the FY 2009-10 competitive grant process administered by the City's Cultural Funding Program.

The African Queens Youth Performance Company was recommended for an award of \$4,500 for the second year of a two-year Organizational Assistance grant originally awarded in Fiscal Year 2008-09. This recommendation was inadvertently omitted from the staff report though it had been approved by the Funding Advisory Committee and the Cultural Affairs Commission. Staff proposes to fund the \$4,500 grant to African Queens entirely from available TOT receipts.

A complete list of the FY 2009-10 grantees that includes the GPF allocations already awarded, the projected 10% amount budgeted from TOT funds and the actual recommended TOT amount per grantee, as well as the full grant to the African Queens Youth Performance Company, is found in *Attachment A*.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** Community oriented arts activities bolster the cultural arts identity of Oakland, fortifying the city as a destination, and creating positive publicity resulting in varying levels of economic return.

***Environmental:*** There are no environmental opportunities or benefits resulting from any action outlined in this report.

***Social Equity:*** The organizations and activities being recommended for funding add to existing economic and educational opportunities, thereby increasing the quality of life for all Oaklanders and visitors to the city.

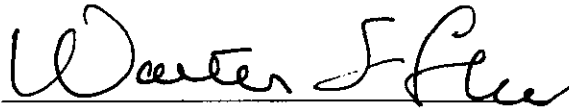
**DISABILITY AND SENIOR CITIZEN ACCESS**

The only impacts and benefits to the disabled and senior citizen communities resulting from actions outlined in this report would be from the proposed activities for the applicants being recommended for funding. There are, among the applicants recommended for funding, a number of organizations that specifically serve disabled and senior communities.

**RECOMMENDATION**

Staff recommends that the City Council adopt the resolution and accept this report.

Respectfully submitted,



Walter S. Cohen, Director  
Community & Economic Development Agency

Reviewed by:  
Gregory Hunter, Deputy Director  
Economic Development and Redevelopment

Prepared by:  
Steven Huss, Cultural Arts Manager

APPROVED AND FORWARDED TO THE  
CITY COUNCIL:



Office of the City Administrator

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<b>Cultural Funding Program GRANTEE</b>	<b>Total Grant Recommendation</b>	<b>GPF Award</b>	<b>TOT - Projected</b>	<b>TOT - Actual</b>
ALICE: Arts and Literacy in Children's Education	\$13,988.00	\$12,320.00	\$1,668.00	\$1,245.66
ATTITUDINAL HEALING CONNECTION, INC.	\$12,830.90	\$12,520.87	\$310.03	\$231.53
AXIS DANCE COMPANY	\$26,175.69	\$23,480.86	\$2,694.83	\$2,012.50
CANTARE CON VIVO	\$14,000.00	\$12,320.00	\$1,680.00	\$1,254.62
CREATIVE GROWTH ART CENTER	\$66,125.97	\$56,701.67	\$9,424.30	\$7,038.07
CROSSPULSE, INC.	\$8,997.75	\$7,798.05	\$1,199.70	\$895.94
THE CRUCIBLE	\$52,436.25	\$44,798.25	\$7,638.00	\$5,704.06
DESTINY ARTS CENTER	\$37,267.76	\$32,485.01	\$4,782.75	\$3,571.76
DIAMANO COURA DANCE COMPANY	\$17,590.33	\$15,350.23	\$2,240.10	\$1,672.91
DIMENSIONS DANCE THEATER	\$35,596.80	\$32,111.00	\$3,485.80	\$2,603.20
EAST OAKLAND YOUTH DEVELOPMENT CENTER	\$12,750.00	\$11,050.00	\$1,700.00	\$1,269.56
EASTSIDE ARTS ALLIANCE	\$33,948.72	\$29,790.73	\$4,157.99	\$3,105.19
EDNA BREWER MIDDLE SCHOOL	\$7,640.44	\$6,723.59	\$916.85	\$684.70
FRIENDS OF PERALTA HACIENDA HISTORICAL PARK	\$26,405.69	\$23,667.56	\$2,738.13	\$2,044.84
THE JUNIOR CENTER OF ART AND SCIENCE	\$13,080.00	\$11,336.00	\$1,744.00	\$1,302.42
KITKA	\$14,175.00	\$12,285.00	\$1,890.00	\$1,411.45
DEBRA KOPPMAN	\$13,850.00	\$12,188.00	\$1,662.00	\$1,241.18
LIGHTHOUSE COMMUNITY CHARTER SCHOOL	\$12,677.76	\$11,156.43	\$1,521.33	\$1,136.13
MUSEUM OF CHILDREN'S ART	\$70,046.88	\$60,086.88	\$9,960.00	\$7,438.13
NORTH OAKLAND COMMUNITY CHARTER SCHOOL	\$8,894.34	\$7,813.41	\$1,080.93	\$807.24
OAKLAND EAST BAY SYMPHONY	\$71,854.80	\$64,569.12	\$7,285.68	\$5,502.00
OAKLAND INTERFAITH GOSPEL CHOIR	\$12,908.41	\$12,520.87	\$387.54	\$289.41
OAKLAND LEAF	\$43,805.53	\$37,792.13	\$6,013.40	\$4,490.81
OAKLAND YOUTH CHORUS	\$50,440.20	\$43,177.92	\$7,262.28	\$5,423.47
OAKLAND YOUTH ORCHESTRA	\$18,574.38	\$17,310.38	\$1,264.00	\$943.96
OAKTOWN JAZZ WORKSHOPS	\$5,712.00	\$4,950.40	\$761.60	\$568.76
OPERA PICCOLA	\$36,998.75	\$32,266.63	\$4,732.12	\$3,533.95
PERALTA PARENT TEACHER GROUP	\$14,650.00	\$12,892.00	\$1,758.00	\$1,312.87
PRESCOTT CIRCUS THEATER	\$15,090.00	\$13,078.00	\$2,012.00	\$1,502.56
PRO ARTS, INC.	\$23,699.19	\$21,470.52	\$2,228.67	\$1,664.37
PURPLE SILK MUSIC EDUCATION FOUNDATION, INC.	\$26,488.20	\$23,157.82	\$3,330.38	\$2,487.13
RHYTHMIC CONCEPTS	\$7,531.27	\$6,527.10	\$1,004.17	\$749.91
STAGEBRIDGE	\$41,536.33	\$36,970.20	\$4,566.13	\$3,409.99
TEA PARTY MAGAZINE, INC.	\$6,956.31	\$6,028.80	\$927.51	\$692.66
21 GRAND ARTS GROUP, INC FOR ROCK PAPER SCISSORS COLLECTIVE, INC	\$6,017.93	\$5,215.54	\$802.39	\$599.22
UNDERWORLD OPERA COMPANY DBA OAKLAND OPERA THEATER	\$27,993.82	\$24,956.75	\$3,037.07	\$2,268.08
WOMAN'S WILL	\$12,099.65	\$11,216.60	\$883.05	\$659.46
YOUTH RADIO	\$13,500.00	\$11,700.00	\$1,800.00	\$1,344.24
YOUTH UPRISING	\$13,920.00	\$12,064.00	\$1,856.00	\$1,386.06
African Queens Youth Performance Company	\$4,500.00	\$0.00	\$4,500.00	\$4,500.00
<b>TOTAL TOT ALLOCATION</b>				<b>\$90,000.00</b>

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

Approved as to Form and Legality

  
Oakland City Attorney's Office

2010 JUN 24 PM 3:46 **OAKLAND CITY COUNCIL**

Resolution No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**RESOLUTION AUTHORIZING THE APPROPRIATION OF \$90,000 IN TRANSIENT OCCUPANCY TAX SURCHARGE FUNDS TO FULFILL CULTURAL SERVICES GRANTS TO THIRTY-NINE (39) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2009-2010 AND TO ENTER INTO A CULTURAL SERVICES GRANT AGREEMENT WITH AFRICAN QUEENS YOUTH PERFORMANCE COMPANY FOR ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2009-2010**

**WHEREAS**, in 1985, the City Council adopted the first arts funding policies and procedures for the City of Oakland, establishing a panel system of evaluating funding proposals and distributing City funds to the arts; and

**WHEREAS**, the Cultural Funding Program within the Cultural Arts and Marketing Division of the CEDA is the City's funding mechanism to support Oakland-based nonprofit organizations and artists providing arts and cultural activities to the public; and

**WHEREAS**, the mission of the Cultural Funding Program is to fund Oakland-based art and cultural activities that reflect the diversity of the city for citizens of and visitors to Oakland, focusing on the key areas of General Support, Neighborhood Arts and Arts Education; and

**WHEREAS**, Resolution No. 82288 C.M.S. approved by the City Council authorized cultural services grants to 70 Oakland-based nonprofit organizations and individual artists providing arts and cultural services in Oakland during fiscal year 2009-2010; and

**WHEREAS**, the majority of funding for Fiscal Year 2009-2010 Cultural Funding Program grant contracts, in the amount of \$974,647, was budgeted in the FY 2009-2010 budget within the General Purpose Fund; and

**WHEREAS**, Resolution No. 82305 C.M.S. approved by the City Council appropriated estimated proceeds in the amount of \$114,484 from the Transient Occupancy Tax (TOT) surcharge to the Cultural Arts and Marketing Division of the Community and Economic Development Agency (CEDA) in order to supplement the reduced General Purpose Fund appropriation and fulfill the awards for Fiscal Year 2009-2010 grant contracts; and

**WHEREAS**, the actual Fiscal Year 2009-2010 proceeds available for this purpose within the TOT fund account 1.2419.88742.41515.P391850.CE02 for the Cultural Arts & Marketing Division's Cultural Funding Program total \$90,000; and

**WHEREAS**, TOT funding allocations for Fiscal Year 2009-2010 Cultural Funding Program grants contracts will be distributed as follows:

<b>Grantee</b>	<b>Amount</b>
ALICE: Arts and Literacy in Children's Education	\$1,245.66
ATTITUDINAL HEALING CONNECTION, INC.	\$231.53
AXIS DANCE COMPANY	\$2,012.50
CANTARE CON VIVO	\$1,254.62
CREATIVE GROWTH ART CENTER	\$7,038.07
CROSSPULSE, INC.	\$895.94
THE CRUCIBLE	\$5,704.06
DESTINY ARTS CENTER	\$3,571.76
DIAMANO COURA DANCE COMPANY	\$1,672.91
DIMENSIONS DANCE THEATER	\$2,603.20
EAST OAKLAND YOUTH DEVELOPMENT CENTER	\$1,269.56
EASTSIDE ARTS ALLIANCE	\$3,105.19
EDNA BREWER MIDDLE SCHOOL	\$684.70
FRIENDS OF PERALTA HACIENDA HISTORICAL PARK	\$2,044.84
THE JUNIOR CENTER ART AND SCIENCE	\$1,302.42
KITKA	\$1,411.45
DEBRA KOPPMAN (Art in Schools Residency)	\$1,241.18
LIGHTHOUSE COMMUNITY CHARTER SCHOOL	\$1,136.13
MUSEUM OF CHILDREN'S ART	\$7,438.13
NORTH OAKLAND COMMUNITY CHARTER SCHOOL	\$807.24
OAKLAND EAST BAY SYMPHONY	\$5,502.00
OAKLAND INTERFAITH GOSPEL CHOIR	\$289.41
OAKLAND LEAF	\$4,490.81
OAKLAND YOUTH CHORUS	\$5,423.47
OAKLAND YOUTH ORCHESTRA	\$943.96
OAKTOWN JAZZ WORKSHOPS	\$568.76
OPERA PICCOLA	\$3,533.95
PERALTA PARENT TEACHER GROUP	\$1,312.87
PRESCOTT CIRCUS THEATER	\$1,502.56
PRO ARTS, INC.	\$1,664.37
PURPLE SILK MUSIC EDUCATION FOUNDATION, INC.	\$2,487.13
RHYTHMIC CONCEPTS	\$749.91
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UNDERWORLD OPERA COMPANY DBA OAKLAND OPERA THEATER	\$2,268.08
WOMAN'S WILL	\$659.46
YOUTH RADIO	\$1,344.24
YOUTH UPRISING	\$1,386.06

African Queens Youth Performance Company	\$4,500.00
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and

**WHEREAS**, the City Council finds that these grants are for services of a professional nature; and

**WHEREAS**, the City Council finds that services under these grants will be temporary in nature; therefore be it

**RESOLVED:** That the Oakland City Council hereby approves and authorizes final payments to each organization or individual artist listed above in the amount detailed; and be it

**FURTHER RESOLVED:** That the City Council hereby appoints the City Administrator or her designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to agreements, amendments, modifications, payment requests, and related actions which may be necessary for the completion of the aforementioned grants in accordance with their basic purpose; and be it

**FURTHER RESOLVED:** That the Office of the City Attorney will approve the grant agreements for form and legality and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California