

CITY OF OAKLAND
COUNCIL AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 JUL -1 PM 2:03

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Cultural Funding Program
DATE: July 13, 2004

RE: **A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO CULTURAL SERVICES CONTRACTS WITH 67 OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2004-2005 IN A TOTAL AMOUNT NOT TO EXCEED \$1,306,517**

SUMMARY

The purpose of this report is to:

- 1) Detail the process used to review funding proposals submitted by nonprofit organizations and artists, and
- 2) Request the Oakland City Council's approval of the subsequent funding recommendations for the Fiscal Year 2004-2005 Organizational Assistance, Project Support for Organizations and Individuals, and Art in the Schools programs (see Attachment A for description of categories) that are the result of a public panel review of applications.

Every year the Cultural Funding Program distributes applications and guidelines to the public for support of arts and cultural programming within Oakland. Panels of artists, nonprofit arts managers, and other citizens with expertise in the field of art are convened to review and make funding recommendations on applications submitted for programs and projects.

A total of 74 awards to 67 organizations and individual artists (some organizations and artists are recommended for awards in two categories) that are producing dance, music, theater, media, visual, or literary arts events, or providing art services, are being recommended for funding in FY 2004-2005. City funding will support the projects, ongoing programs and operating expenses of these organizations and artists (see Attachment B Summaries of Requests and Award Recommendations).

FISCAL IMPACTS

FY 2004-2005 funds for the Cultural Funding Program are budgeted under the Non-Departmental (Community Promotions) and Departmental budget in the following manner: \$1,113,995 Non-Departmental monies come from the General Purpose Fund 1010, organization number 90523, and three administrative project numbers. \$192,522 in Departmental monies come from General Purpose Fund 1010, organization number 62512, and three administrative project numbers. The administrative project numbers are: P80010 at \$737,410, P80110 at \$232,160, P80210 at \$115,000, and a final source (same organization numbers) with no project number at \$221,947. The award recommendations herein present no negative fiscal impact to the City's General Fund.

Item: 6
Life Enrichment Committee
July 13, 2004

BACKGROUND

Creation of the Cultural Funding Program

Prior to 1985 there existed no formal procedure or criteria for evaluating and making funding awards to Oakland-based nonprofit organizations providing arts and cultural programs. However, there were a few arts organizations aware of the City's annual budgeting process and procedures that successfully lobbied the City Council and received funding. The arts community galvanized and requested that the City Council create a process that would provide equal access to City funds for all organizations. The arts community also requested that the City establish an office that would manage City funding of the arts and provide support for the growth of, and access to art within Oakland. In response, the City Council charged the former Oakland Arts Council with developing a fair and equitable way to distribute public funds for community promotions (the City's General Fund) and from the Oakland Redevelopment Agency (ORA).

In 1985, the first funding policies and procedures were adopted, establishing the Cultural Funding Program as the City and ORA's funding mechanism to support Oakland-based nonprofit arts and cultural organizations. As such, policies and review procedures were created—a panel system of evaluating applications was established—to insure the public trust in distribution of public funds. This created the foundation for how the Cultural Funding Program would be administered.

Brief History of the City Council's Budget Allocation to the Cultural Funding Program (CFP)

The City of Oakland and ORA funding to the nonprofit arts community increased dramatically from FY 1985-1986 to FY 1992-1993 (from \$295,000 to \$1,600,000). The impact of this increase to Oakland was the development of numerous new arts and cultural projects occurring in the Central District, the creation of new arts organizations, a dramatic new increase of artist residencies in Oakland public schools, and leveraging of more than \$8,000,000 per year in contributed and earned income by nonprofit organizations. However, due to significant City and ORA budget reductions, support of the Cultural Funding Program decreased by more the \$500,000 between FY 1995-1996 and FY 1998-1999. The ORA discontinued its support of the Cultural Funding Program in FY 1997-1998. In FY 2002-2003 the City's total annual allocation to the Program, including administrative expenses, was \$1,729,867. This total amount was made up of Non-Departmental funding of \$1,377,574 combined with Cultural Arts and Marketing Department (CAM) augmentation funds of \$352,293. The CAM augmentations were the only increases to the CFP budget in the last seven years, with the exception of a nine percent (9%) Non-Departmental increase to the arts education program in FY 2001-2002 and 2002-2003. Although the FY 2002-2003 total CFP budget originally supported 7 funding categories as well as administrative costs (exclusive of staff salaries), it was reduced mid-Fiscal Year (January 2003), eliminating two non-core programs (New Works/Creative Partnerships and the Young Artist Program). In response to the City's 2003 budget deficit the Cultural Funding Program's FY 2003-2005 budget cycle allocations were further reduced to support only four core funding programs. Annual program allocations are \$1,113,995 in Non-Departmental funds, and \$192,522 in Departmental augmentations, for a yearly total of \$1,306,517. This figure does not include administrative expenses.

PROGRAM DESCRIPTION

Mission and Goals of the Cultural Funding Program

The City of Oakland Cultural Funding Program funds Oakland-based art and cultural activities that reflect the diversity of the city for the citizens of and visitors to Oakland.

The CFP focuses on three key areas of support:

1. General Support
2. Neighborhood Arts
3. Arts Education

The Program's broad goals are:

Goal I: To provide access to financial support—through a competitive process—to a wide range of Oakland-based artists and nonprofit organizations providing arts and cultural services in Oakland.

Goal II: To infuse Oakland's neighborhoods with arts and cultural activities that improve exposure to, understanding of and respect for diverse cultural heritages, and to support arts activities that engage the community.

Goal III: To support arts education activities in Oakland's schools and among Oakland youth.

Application and Review Process

The Cultural Funding Program application and review process consists of ten (10) key steps:

1. Guidelines and application materials are distributed to artists, arts organizations, and other interested parties.
2. Applicant orientations are conducted.
3. Organizations and individual artists submit applications by deadline.
4. Staff reviews applications for completeness and eligibility, forwarding complete and eligible applications to panelists.
5. A panel orientation is conducted to answer any questions the panelists might have, and to provide a framework for how applicants are reviewed and how the panel meetings are facilitated. Applications are distributed to the appropriate review panels.
6. Organizational Assistance panelists conduct applicant site visits.
7. Panels convene in open meetings to discuss and evaluate applications, and to allocate funds based on applicant score and rank and available funds.
8. The Funding Advisory Committee reviews panel recommendations and hears applicant appeals, if necessary.
9. A presentation is made to the Cultural Affairs Commission in which panel recommendations and the City Administrator's budget directives are reviewed. Funding recommendations are then forwarded to the Life Enrichment Committee of the Oakland City Council.
10. The City Council reviews and takes action on the funding recommendation.

Evaluation of Organizations

Several steps are taken to monitor the performance of organizations and artists funded by the City. Staff conducts site visits, and attends programs, events and classes provided by those receiving funding. All organizations are required to submit a year-end final report stating how they met the terms of their cultural services agreement, audience participation, and an explanation of any budget or program discrepancies. Staff thoroughly reviews all final reports against the organization's/artist's contract for services to ensure that all contractual obligations have been met.

In the event that a final report shows significant shortcomings relative to the services that an organization/artist provided to the City (i.e., major decrease in number of events or not reaching projected revenues or audiences), or through site visits the staff notes an alarming discrepancy, the organization/artist is notified and provided consultation by CFP staff. There have been some instances when a recipient has paid back or not claimed funds for failure to provide the contracted services. Also, there have been occasions when a recipient was required to provide a free public benefit (e.g., free concert or dance performance, free classes, etc.) in lieu of the stated contracted services. In such a case, the organization/artist must submit a formal request to the Commission for approval.

KEY ISSUES & IMPACTS

Applications Received for FY 2004-2005

The following table provides information on the number of applications received for FY 2004-2005, and the subsequent panel recommendations:

	Total # of applications received	# of new* applications	# of applications forwarded to panels**	# of applications recommended for funding
Individual Artist Project Support	55	40	51	23
Organization Project Support	25	13	22	16
Strategic Development Support	8	5	8	6
General Operating Support	20	0	20	17
Art in the Schools	23	7	21	12
TOTAL:	131	65	122	74

* "New" is defined as an applicant that has never applied to that and/or any specific funding category

** Applications not forwarded to panels for review were either ineligible or incomplete, and were returned to the applicant

In summary, 56% of all applications received, or 61% of all applications forwarded for panel review, were funded. 50% of all applications received were either new applicants to the Cultural Funding Program, or new to a specific funding category.

Applicant Districts:

This chart indicates the Council District where the applicant organization is located or where the individual artist resides; the chart is not indicative of Districts served.

Funding Category	District 1	District 2	District 3	District 4	District 5	District 6	District 7
Individual Artist Project	18	6	10	3	10	2	2
Organization Project	2	4	12	1	0	1	2
Art in the Schools *	4	3	8	2	2	2	0
Strategic Development	0	2	4	0	2	0	0
General Operating	4	1	13	0	1	0	1
TOTAL:	28	16	47	6	15	5	5

* For a list of schools served through the Art in the Schools funding category, please see Attachment C.

Panel Review Process:

In March 2004 four panels thoroughly and critically evaluated proposals from the arts community in preparation for the FY 2004-2005 funding cycle for the Organizational Assistance, Project Support and Art in the Schools programs. The Organizational Assistance Program is a two-year program, open to applicants once every two years; FY 2004-2005 will be the first year of this next two-year cycle. Awardees will not be required to reapply for FY 2005-2006; rather, they will be evaluated based on interim reports submitted at the end of FY 2004-2005. Every year the selected panelists have diverse artistic experience, knowledge of Oakland and its arts and cultural communities, and skills in nonprofit and project management (see Attachment D for panelists' bios). Panelists are intentionally recruited from Bay Area cities other than Oakland in an effort to avoid conflict of interest.

A panelist orientation was conducted in February 2004 to ensure that panelists understood their duties, role and the review process. 28 panelists in all reviewed a total of 122 applications in March 2004.

In addition, Organizational Assistance panelists conducted site visits to applicant organizations. These site visits entailed the panelist interviewing key artistic and administrative personnel of the applicant organization and, where possible, attending one activity (class, performance, etc.) produced by the applicant. The purpose of site visits is to help panelists deepen their knowledge of the applicant organization and place the application to the Cultural Funding Program in a real context. Site visits also provide the applicant an opportunity to further educate panelists about their organization and the current challenges facing the organization. At the panel review session panelists presented the applications of the organizations for which they conducted site visits.

In broad terms (each funding category has comprehensive criteria specific to the category), the panels based their review on: 1) the soundness of the applicant's artistic description of the program or project and the quality of the artistic product, 2) management ability of the personnel and fiscal soundness of the program/project, 3) ability of applicant to implement the proposed activities and identify and market to potential audiences, and 4) to what extent the applicant's activities fulfill the goals and objectives of the CFP.

Panelists thoroughly discussed, evaluated and scored each proposal based on the established criteria. All applicants had the opportunity to address the panels and respond to any concerns and questions raised by the panelists. The panels' scores were used to rank the applications. In all categories except Individual Artist Project, an applicant's average panel score represented the maximum amount of their request for which they could receive funding. For example, an applicant achieving an average score of 90 and requesting \$10,000 would be recommended for a maximum amount of \$9,000. In most cases, applicant requests were further reduced due to the variance between requests and available dollars.

Upon completion of the review process and ranking of the applications, panelists were charged with determining a cut-off for awards and allocation of funds. Applicants that received an average score lower than 70 (out of a possible 100 points) were automatically disqualified for funding, as 70 is the minimum fundable score per Program policy.

Applicant Notification

After the panel review meetings, all applicants were notified in writing of the panel recommendations. Applicants received a letter indicating their final score, rank and recommended funding amount, a bulleted list of panelist scores and comments (anonymous), a spreadsheet showing all applicants' score, rank, request and award amounts, appeals process information, and panelist bios. The motivation for providing all of this information is two-fold: panelist comments serve as a good source for technical assistance to the applicant; and to disclose as much information as possible about the panel process, and the results of that process, in order to foster a spirit of openness and integrity around the Cultural Funding Program.

Appeals Process

The Cultural Funding Program has established a process whereby an applicant may request an appeal to have its funding application reconsidered if the applicant can prove that the panel's review of its application was faulty. Applicants may not appeal based on the panel score or panel comments. Appeals may be based strictly on the following criteria:

- Material/information distributed from the Cultural Arts and Marketing Department to the applicant and/or panelists (as documented) was incomplete or incorrect. It should be noted that staff is not responsible for incomplete applications or support documentation submitted by the applicant to the CFP.
- The applicant has sufficient evidence (as determined by the Funding Advisory Committee) that a conflict of interest existed on the panel that caused an unfair evaluation of its application to occur.

Applicants must submit appeals in writing, presenting all evidence supporting their case. Eligible appeals are heard by the Funding Advisory Committee (FAC).

Out of the 122 applications reviewed, only one applicant submitted a request to appeal a panel recommendation not to fund them. California Lawyers for the Arts submitted a request to appeal, which was heard by the Funding Advisory Committee on April 28, 2004. The basis of their appeal was stated as "conflict of interest" which was outlined in their appeal letter as: "The panelists who withdrew for the discussion of our application for conflict of interest were nevertheless part of the discussion about which organizations would receive funding and which would not. In fact, our organization was at the top of the tier which was eliminated from funding--a fact that would have been apparent to the panelists at the time they were making this final funding decision. I feel that because these panelists participated in this discussion, the result was flawed."

It was determined by the FAC through due process that the issue raised in the letter is, by default, an issue of policy relating to how CFP panels arrive at funding recommendations, not an issue of conflict of interest. Not only is the process standard industry procedure, but at no time during the overall award deliberation and recommendation process, occurring at the end of all application reviews, do panelists re-discuss the individual merits of any of the proposals. The end of review award deliberation is based solely on scores and the available allocation to that funding category.

The results of this appeal hearing were that the Funding Advisory Committee rejected the conflict of interest claim made by California Lawyers for the Arts and accepted the panel recommendations in their entirety for all of the funding categories.

SUSTAINABLE OPPORTUNITIES

- Environmental: There are no environmental opportunities or benefits resulting from any action outlined in this report.
- 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.
- 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, four organizations that specifically serve disabled and senior communities. Those organizations are: 1) AXIS Dance Company, an organization committed to creating and performing high quality contemporary dance that is developed through the collaboration of dancers with and without disabilities; 2) Creative Growth, a visual arts organization providing an environment for the creation, promotion and marketing of work by people with disabilities; 3) Stagebridge, the nation's oldest senior theater company; and 4) Redwood Heights

Elementary, which was awarded funds for a year-long artist residency servicing students with physical and/or mental disabilities.

RECOMMENDATION & RATIONALE

Staff recommends that the Oakland City Council approve this report and approve the 74 FY 2004-2005 panel recommended awards for the Organizational Assistance, Project Support, and Art in the Schools Programs, in an amount not to exceed \$1,306,517.

Paying thoughtful attention to the mandate to uphold the public trust in the distribution of City funds for arts and cultural programs, the Cultural Funding Program has conducted an extensive application and panel review process. As a result of that process, hundreds of opportunities for the public to participate in arts and cultural activities will be provided, and numerous Oakland public schools will benefit from arts activities provided through the Art in the Schools program.

ACTION REQUESTED OF CITY COUNCIL

Staff requests that the City Council approve this report and resolution authorizing the City Administrator to enter into Cultural Service Contracts, totaling \$1,306,517, with 67 Oakland-based nonprofit organizations and artists proposing to provide arts and cultural services in Oakland during FY 2004-2005.

Respectfully submitted,



DENNIS M. POWER, DIRECTOR
Cultural Arts Department

Prepared by:
Raissa de la Rosa
Cultural Funding Program Coordinator

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE

for Cheryl A. Thompson
OFFICE OF THE CITY ADMINISTRATOR



CULTURAL FUNDING PROGRAM
Cultural Arts and Marketing Department

Overview of Programs

The Cultural Funding Program offers several funding opportunities for Oakland-based individuals and nonprofit organizations producing arts and cultural activities in Oakland.

Opportunities for Organizations	Opportunities for Individuals
<ul style="list-style-type: none"> ▪ Organizational Assistance Program (General Operating Support & Strategic Development Support) ▪ Organization Project Support ▪ Art in the Schools Program 	<ul style="list-style-type: none"> ▪ Individual Artist Project Support ▪ Art in the Schools Program

♦ **Organizational Assistance Program:**

The Organizational Assistance Program (OAP) is a two-year program (applications are reviewed every two years only) that supports Oakland-based 501(c)3 nonprofit arts organizations producing ongoing art and cultural activities that may include, but are not limited to, performances in dance, music or theater, classes and workshops, and exhibits, for the benefit of the community. There are two levels to the Organizational Assistance Program: Level I – Strategic Development Support and Level II – General Operating Support. The OAP is designed to promote the health and stabilization of Oakland’s nonprofit arts and culture providers.

Requests to the OAP are reviewed every two years and awarded annually. Recipients are required to submit a comprehensive interim report 30 days after the year-one grant period (July 1 – June 30) and a final report at the end of the two-year funding cycle. The interim report will give the recipient an opportunity to address changes in the organization and programs. However, if there are significant changes that impact the scope and/or the ability of the recipient organization to implement its goals, the organization may be re-evaluated by the Funding Advisory Committee of the Cultural Affairs Commission. Renewed funding in year two of the grant period is contingent upon evaluation of the interim report.

Strategic Development Support assists developing or established organizations in addressing serious challenges affecting the growth and/or stabilization of its operations and ability to provide consistent programs. Strategic Development funds allow organizations to hire competent consultants to provide technical assistance in addressing specific challenges and issues, such as organizational needs assessments, long-range strategic planning (required for recipients of Strategic Development Support), board development, strategic marketing and audience development plans, and development of arts education programs. Organizations in this category have high artistic promise, serve as an important source of arts and cultural programming for the populations of Oakland, and are able to demonstrate the potential to develop artistically and managerially to broaden public access to arts and culture.

This is a two-year development process. During the first year of funding, an organization will be required to develop a two-year organizational strategic plan (while continuing to provide arts and cultural services). During the second year, the applicant will be expected to begin implementing and evaluating its efforts. After the second year of development the applicant may be eligible to apply for General Operating Support. If at the end of the two-year grant period an organization does not meet the eligibility requirements to apply for

General Operating Support it may not be eligible to apply to the OAP for two years. However, it may still be eligible to apply for Project Support. Organizations will be evaluated on a case-by-case basis.

General Operating Support provides two-year stable funding to arts organizations that have a proven and consistent history of achievement in the creation and/or presentation of artistic and/or cultural programs and are able to demonstrate a track record of sound managerial and fiscal competence. Applicants must have in place a comprehensive two-year strategic plan that supports the organization's mission and guides its activities.

- ◆ **Project Support Program (for Organizations and Individual Artists):**
Supports Oakland-based nonprofit organizations and individual artists producing arts activities in Oakland that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to, performances of dance, theater, and music, exhibitions, classes and workshops.

- ◆ **Art in the Schools Program (AiS):**
Exposes young people in the Oakland public schools to quality, hands-on arts experiences in the school setting to educate them about the process of creating and producing arts, and to support and enhance the classroom curriculum. Funds will support arts residencies on the school site before, during or after school hours wherein there is a long-term, in-depth interaction between professional artists and an ongoing group of students.

FY 04-05
ORGANIZATIONAL ASSISTANCE PROGRAM
GENERAL OPERATING SUPPORT
Summary of Requests + Award Recommendations

APPLICANT	C.D.	REQUEST	AVG. SCORE	MAX AWARD (based on average score as % of request)	Panel Recommendation - Add'l 6.9% Reduction	% of Award to Rec.	USE OF FUNDS
Recommended Awardees:							
Oakland East Bay Symphony	3	\$ 80,349.00	97.57%	\$ 78,396.52	\$ 72,830.37	91%	Presenting symphonic and collaborative artistic performances & MUSE program
Museum of Children's Art (MOCHA)	3	\$ 79,882.00	97.10%	\$ 77,565.42	\$ 72,058.28	90%	Providing arts education and onsite community programs for children
Creative Growth Art Center	3	\$ 79,000.00	95.57%	\$ 75,500.30	\$ 70,139.78	89%	Arts Center and gallery serving developmentally disabled adults
The Junior Center of Art and Science	3	\$ 42,120.00	94.93%	\$ 39,984.52	\$ 37,145.62	88%	Children's classes, workshops and events
Dimensions Dance Theater	3	\$ 30,000.00	93.64%	\$ 28,092.00	\$ 26,097.47	87%	Presenting traditional African dances and contemporary choreography
KITKA Inc.	3	\$ 31,206.00	93.42%	\$ 29,152.65	\$ 27,082.81	87%	Women's vocal ensemble rooted in Eastern European traditions
Oakland Youth Chorus	3	\$ 48,000.00	93.25%	\$ 44,760.00	\$ 41,582.04	87%	Cross-cultural youth music education and performance program
AXIS Dance Company	3	\$ 44,027.00	91.96%	\$ 40,487.23	\$ 37,612.64	85%	Contemporary dance by dancers with and without disabilities
Oakland Youth Orchestra	3	\$ 12,115.00	91.67%	\$ 11,105.82	\$ 10,317.31	85%	Fully instrumented youth symphony
Stagebridge	3	\$ 34,399.35	91.46%	\$ 31,461.65	\$ 29,227.87	85%	Senior theater company
Destiny Arts Center	1	\$ 35,048.00	89.74%	\$ 31,452.08	\$ 29,218.98	83%	Teaching nonviolence & youth leadership through martial arts, dance, and theater
Savage Jazz Dance Company	1	\$ 12,856.00	88.78%	\$ 11,413.56	\$ 10,603.19	82%	Professional company rooted in jazz music's range of expression
Rhythmic Concepts, Inc.	1	\$ 25,000.00	88.54%	\$ 22,135.00	\$ 20,563.42	82%	Appreciation and preservation of jazz through education and performance programs
Oakland Interfaith Gospel Choir	3	\$ 30,900.00	88.53%	\$ 27,355.77	\$ 25,413.51	82%	Interfaith, multiracial and cultural group dedicated to the employment of Black Gospel music
Opera Piccola ("Small Works")	1	\$ 32,500.00	88.08%	\$ 28,626.00	\$ 26,593.55	82%	Providing community performances and the ArtGate education program
Oakland Ballet Association, Inc.	3	\$ 63,731.00	88.06%	\$ 56,121.52	\$ 52,136.89	82%	Internationally acclaimed Oakland ballet company's 39th Season
Purple Silk Music Education Fndn	2	\$ 9,528.45	81.97%	\$ 7,810.47	\$ 7,255.93	76%	Music education and appreciation using traditional Chinese instruments
Applicants Not Recommended for Awards:							
Dance for Power		\$ 28,350.00	78.66%	\$ 22,300.11	\$ -		
Jazz In Flight		\$ 10,659.00	76.98%	\$ 8,205.30	\$ -		
Dunsmuir House & Gardens, Inc.		\$ 40,000.00	47.14%	\$ 18,856.00	\$ -		
TOTAL REQUESTS/AWARDS:		\$ 815,540.80		\$ 671,925.90	\$ 595,879.63		
AVAILABLE ALLOCATION:		\$ 588,340.58		\$ 588,340.58	\$ 588,340.58		
AUGMENTATION:					\$ 7,539.05		
VARIANCE:		\$ (227,200.22)		\$ (83,585.32)	\$ (0.00)		

FY 04-05

ATTACHMENT B2

ORGANIZATIONAL ASSISTANCE PROGRAM
STRATEGIC DEVELOPMENT
 Summary of Requests + Award Recommendations

APPLICANT	C.D.	REQUEST	AVG. SCORE	RECOMMENDATION (based on average score as % of request)	USE OF FUNDS
Recommended Awardees:					
Pro Arts, Inc.	3	\$ 39,527.89	88.73%	\$ 35,073.10	Serving the East Bay through art exhibitions, workshops and programming
Friends of Peralta Hacienda Historical Park	5	\$ 33,800.00	88.23%	\$ 29,821.74	Fruitvale area historical park and house as well as community facility
EastSide Arts Alliance	5	\$ 43,600.00	87.87%	\$ 38,311.32	Community based arts org. serving the lower San Antonio District
Underworld - Oakland Opera Theater		\$ 15,125.00	86.56%	\$ 13,092.20	Presenting fully staged productions of original and multidisciplinary works
Diamano Coura West African Dance Co.	3	\$ 18,792.00	84.36%	\$ 15,852.93	Dedicated to the preservation of W. African music, dance, theater and culture.
Tea Party Magazine	2	\$ 11,393.50	82.32%	\$ 9,379.13	Magazine showcasing the diverse voices of Oakland's artists and cultural organizations
Applicants Not Recommended for Funding:					
Move Dance Theatre		\$ 17,700.00	67.33%	\$ -	
Black Filmmakers Hall of Fame, Inc.		\$ 6,996.00	63.17%	\$ -	
TOTAL REQUESTS/AWARDS:		\$ 162,238.39		\$ 141,530.42	
AVAILABLE ALLOCATION:		\$ 141,530.42		\$ 141,530.42	
VARIANCE:		\$ (20,707.97)		\$ 0.00	

FY 04-05

ATTACHMENT B3

ORGANIZATION PROJECT SUPPORT

Summary of Requests + Award Recommendations

APPLICANT	C.D.	REQUEST	AVG. SCORE	AWARD REC (based on average score as % of request)	% of Awd to Req	Project Description
Recommended Awardees:						
Prescott Circus Theatre	3	\$45,000.00	92.93%	\$ 41,818.50	93%	Training of aspiring student clowns for 4th & 5th grade West Oakland students
African Queens Youth Performance Co.	3	\$1,890.00	92.32%	\$ 1,744.85	92%	Pre-professional dance training program for girls ages 8 - 19
Theatre First	4	\$12,927.00	91.46%	\$ 11,823.03	91%	Theatre production of three dramas at Mills College
AYPAL	2	\$25,135.00	90.71%	\$ 22,799.96	91%	Talking Root Arts Collective - teaching AYPAL's youth cultural knowledge & artistic skills
Prescott Joseph Center	3	\$2,000.00	90.17%	\$ 1,803.40	90%	Instrumental music program for West Oakland Children
K*Star*Productions	3	\$8,200.00	89.54%	\$ 7,342.28	90%	2005 Black Choreographers Festival: Here & Now premiering at the Alice Arts Center
East Bay Asian Local Development Corp.	2	\$5,460.00	89.41%	\$ 4,881.79	89%	Asian Resource Gallery - presenting year round series of art exhibitions
Arts First Oakland	3	\$2,500.00	89.32%	\$ 2,233.00	89%	Singing for Your Life - a 12 hour community chant event celebrating the New Year
East Bay Children's Theatre Inc.	6	\$4,000.00	88.39%	\$ 3,535.60	88%	Production of Spider and the Fly musical fable performed at 13 OUSD schools
Oakland Chinatown Chamber of Commerce		\$38,300.00	86.63%	\$ 33,179.29	87%	Supporting both the Oakland Chinatown Streetfest and Lunar New Year Bazaar
Woman's Will		\$2,000.00	85.91%	\$ 1,718.20	86%	Summer classes for youth and free performances by all female Shakespeare company
The Crucible	3	\$75,000.00	85.75%	\$ 43,900.00	59%	Adult Fine & Industrial Art Education Program
Oakland-East Bay Shakespeare Festival	3	\$28,990.00	83.46%	\$ 24,195.05	83%	Free Shakespeare in the Park performances
Bay Area Blues Society	3	\$7,507.00	83.01%	\$ 6,231.56	83%	Homegrown Blues Summer Concert Series
Oakland Art Gallery		\$11,835.00	82.84%	\$ 9,804.11	83%	Professional contemporary art space featuring the work of Oakland & Bay Area artists
Carijama Oakland Carnival	3	\$18,800.00	80.58%	\$ 15,149.04	81%	Annual community parade and festival celebrating Carnival
Applications Not Recommended for Awards:						
California Lawyers for the Arts		\$33,500.00	77.95%	\$ -	0%	
Art for Peace		\$3,680.00	77.87%	\$ -	0%	
Oakland Asian Cultural Center		\$35,333.00	77.42%	\$ -	0%	
21 Grand		\$4,600.00	76.51%	\$ -	0%	
National Association of Negro Musicians		\$900.00	71.07%	\$ -	0%	
Music & Arts Inc.		\$16,000.00	66.71%	\$ -	0%	
TOTAL REQUESTS/AWARDS:		\$ 383,557.00		\$ 232,159.67		
AVAILABLE ALLOCATION:		\$ 232,151.00		\$ 232,151.00		
VARIANCE:		\$ (151,406.00)		\$ (8.67)		

Notes:

- Panel recommendation: cap award amounts at no more than \$43,900 (affected only The Crucible), and recommend organizations scoring 80.00 or higher for maximum allowable award amounts using their score as a percentage of their request amount.

ART IN THE SCHOOLS

Summary of Requests + Award Recommendations

APPLICANT	C.D.	REQUEST	AVG. SCORE	MAX AWARD (based on average score as % of request)	Panel Recommended Reductions	% of Funding to Request Amount	RESIDENCY DESCRIPTION
Less 25%							
Less 35%							
Applicants Recommended for Funding:							
Museum of Children's Art (MOCHA)	3	\$ 66,000.00	95.52%	\$ 63,043.20	\$ 47,282.40	71.64%	Youth in Education and Leadership Development after school arts program at Cole Elementary
Oakland Youth Chorus	3	\$ 14,850.00	95.03%	\$ 14,111.96	\$ 10,583.97	71.27%	Teacher Training in Arts Integration program at Fruitvale, Laurel and ASCEND Schools
Dimensions Dance Theatre	3	\$ 23,665.00	94.84%	\$ 22,443.89	\$ 16,832.91	71.13%	Dance educational outreach Rites of Passage Program at 6 OUSD schools
Oakland East Bay Symphony	3	\$ 45,000.00	94.57%	\$ 42,556.50	\$ 31,917.38	70.93%	Music education program serving grades 3 - 12 at 18 OUSD schools
Stagebridge	3	\$ 25,765.00	94.19%	\$ 24,268.05	\$ 18,201.04	70.64%	Storybridge Project - teaching the art of storytelling at 9 OUSD schools
Redwood Heights Elementary	4	\$ 6,923.84	94.00%	\$ 6,508.41	\$ 4,881.31	70.50%	Studio Art Program for entire student body
Oaktown Jazz Workshop	6	\$ 17,000.00	93.61%	\$ 15,913.70	\$ 10,343.91	60.85%	Jazz in the Schools program working with 6 different school bands
Oakland Leaf Foundation	6	\$ 30,981.99	93.00%	\$ 28,813.25	\$ 18,728.61	60.45%	Arts education program for ASCEND School's 264 students
Opera Piccola ("Small Works")	1	\$ 50,000.00	92.11%	\$ 46,055.00	\$ 29,935.75	59.87%	ArtGate program providing both in and after school residencies at 12 OUSD schools
Lincoln Elementary School	2	\$ 38,600.00	90.38%	\$ 34,886.68	\$ 22,676.34	58.75%	Chinese music program for grades 1 - 5
Ellen Oppenheimer	1	\$ 10,985.00	90.34%	\$ 9,923.85	\$ 6,450.50	58.72%	Textile art program at Peralta Elementary for grades K - 5
California College of the Arts	1	\$ 12,900.00	90.05%	\$ 11,616.45	\$ 4,112.89	31.88%	"ImaginAction" - creation and production of a musical theater piece performed by Far West students
Applicants Not Recommended for Funding:							
Debra Koppman		\$ 20,000.00	88.95%	\$ 17,790.00	\$ -		
Prescott Circus Theatre		\$ 34,087.00	86.62%	\$ 29,526.16	\$ -		
Attitudinal Healing Connection, Inc		\$ 53,750.00	85.47%	\$ 45,940.13	\$ -		
EastSide Arts Alliance		\$ 14,565.00	85.28%	\$ 12,421.03	\$ -		
East Bay Conservation Corps		\$ 20,000.00	82.76%	\$ 16,552.00	\$ -		
East Bay Vietnamese Association		\$ 22,457.36	74.94%	\$ 16,829.55	\$ -		
Friends of Chester Himes (FOCH)		\$ 5,000.00	74.81%	\$ 3,740.50	\$ -		
Carolyn Lei-Lanilau		\$ 10,000.00	72.52%	\$ 7,252.00	\$ -		
Lighthouse Community Charter School		\$ 43,460.00	0.00%	\$ -	\$ -		
TOTAL REQUESTS/AWARDS:		\$ 565,990.19		\$ 320,140.93	\$ 221,947.00		
AVAILABLE ALLOCATION:		\$ 221,947.00		\$ 221,947.00	\$ 221,947.00		
VARIANCE:		\$ (344,043.19)		\$ (98,193.93)	\$ (0.00)		

- Notes:
- Panel recommendation: fund applicants with an average score of 90 and above
 - Panel recommendation: further reduce recommended awardees scoring 94.00 and higher by 25%, and recommended awardees scoring below 94.00 by 35%

INDIVIDUAL ARTIST PROJECT SUPPORT

Summary of Requests + Award Recommendations

APPLICANT		C.D.	AVG. SCORE	REQUEST	Panel Recomm AWARD	Project Description
Applicants Recommended for Funding:						
<i>First</i>	<i>Last</i>					
Lu	An	3	93.87	\$ 4,999.00	\$ 4,999.00	Demonstration and exhibition of sculpture and paintings at Lincoln University
Hassain	Rasheed	1	92.94	\$ 4,999.00	\$ 4,999.00	Photographic portrait series of senior Oaklanders
Lauren	Elder	1	92.05	\$ 4,999.00	\$ 4,999.00	Road of Life - Installation art project at Dimond branch library
George	Csicsery	1	92.03	\$ 4,999.00	\$ 4,999.00	The Thursday Club - documentary about retired OPD officers
Nancy	Mizuno Elliott	1	90.91	\$ 4,999.00	\$ 4,999.00	Pura Vida - installation of 100 hand-made butterflies at Oakland rec centers
Jeff	Norman	1	90.57	\$ 4,995.00	\$ 4,995.00	Traces of Temescal -neighborhood book project
Todd	Johnson	5	90.46	\$ 4,999.00	\$ 4,999.00	Reclaiming Our Hip Hop Legacy - graffiti art murals on canvas exhibited in schools
Katherine	Westerhout	3	89.88	\$ 4,999.00	\$ 4,999.00	Photography exhibition at the Craft & Cultural Arts Gallery
Kit	Fisher	4	89.44	\$ 4,999.00	\$ 4,999.00	Old Soul New Shoes - documentary film on dancer/teacher Frank Shawl
Kathy	Sloane	1	89.05	\$ 4,999.00	\$ 4,999.00	Dressup - photography project working with Laurel and Peralta Schools
	La Mantia	2	88.78	\$ 4,999.00	\$ 4,999.00	Groovebop - musical parade, concert and CD recording
Rick	Rocamora	4	88.65	\$ 4,999.00	\$ 4,999.00	Photodocumentary project and exhibition of Alice Arts Center artists
Favianna	Rodriguez	5	88.58	\$ 4,999.00	\$ 4,999.00	La Nueva Grafica! - Social justice/educational poster project
Gary	Turchin	1	88.58	\$ 4,999.00	\$ 4,999.00	PoetTree program- introducing young people to poetry and writing
Karen	Schneider	3	88.39	\$ 4,999.00	\$ 4,999.00	Photography exhibit at Summit Medical Center
Erika	Mailman	5	88.18	\$ 4,999.00	\$ 4,999.00	Book on Oakland's different neighborhoods
Ali	Dadgar	3	88.16	\$ 4,999.00	\$ 4,999.00	Effacement's - Iranian inspired visual arts exhibit
Oluyemi	Thomas	2	87.89	\$ 4,999.00	\$ 4,999.00	Music and Joy - music/movement/dance workshops and performances in W. Oakland
Lana	Rose	1	87.88	\$ 4,999.00	\$ 4,999.00	Exhibit of artwork shown at the '03 Biennale and papermaking activities/workshops
David	Worm	3	87.86	\$ 4,999.00	\$ 4,999.00	Honoring the Birds at Lake Merritt theatrical performance
Carlos	Windham	3	87.70	\$ 4,999.00	\$ 4,999.00	Almost Free - CD music project, performances and voter registration
Danny	Quynh Nguyen	4	87.50	\$ 4,999.00	\$ 4,999.00	Struggle to Survive - dance performance depicting the plight of Vietnamese refugee
Janet	Stickmon	3	87.39	\$ 4,999.00	\$ 4,999.00	Crushing Soft Rubies - book project and workshops
Applicants Not Recommended for Funding:						
<i>First</i>	<i>Last</i>					
Kimberly	White		87.35	\$ 4,995.00	\$ -	
Joseph	Robinson		87.30	\$ 4,999.00	\$ -	
Daniel	Camacho		87.19	\$ 4,999.00	\$ -	
Lexa	Walsh		86.99	\$ 4,000.00	\$ -	
Traci	Bartlow		86.58	\$ 4,975.00	\$ -	
Rick	Di Dia		86.17	\$ 4,999.00	\$ -	
Vivian	Kleiman		85.60	\$ 4,999.00	\$ -	
Jacqueline	Hairston		85.06	\$ 4,999.00	\$ -	
Derrick	Muhammad		84.41	\$ 4,999.00	\$ -	
Ruben	Guzman		84.03	\$ 4,999.00	\$ -	
Jesus	Barraza		83.55	\$ 4,999.00	\$ -	
Aaron	Bennett		83.10	\$ 3,494.60	\$ -	
Richard	Goodman		82.91	\$ 4,112.00	\$ -	
Alan	Leon		82.42	\$ 4,999.00	\$ -	
Gabriel	Mott		81.85	\$ 4,964.00	\$ -	
William	Ludtke		81.10	\$ 4,850.00	\$ -	
Sharon	Paige Ritchie		80.39	\$ 4,999.00	\$ -	
Hannelore	Fischer		80.08	\$ 4,999.00	\$ -	
Lonnetta	Ducote		78.65	\$ 4,999.00	\$ -	
Gonzalo	Hidalgo		77.66	\$ 4,999.00	\$ -	
Nicole	Lucchesi		76.55	\$ 4,500.00	\$ -	
Carolyn	Dukes Alexander		76.47	\$ 4,999.00	\$ -	
Rubin	Margolin		74.77	\$ 4,999.00	\$ -	
Gwyn	Rhabyt		73.96	\$ 4,999.00	\$ -	
Lamont	Carter		73.94	\$ 4,997.29	\$ -	
Maria	Martinez		71.77	\$ 4,999.00	\$ -	
Ayi Kwei	Scott		70.58	\$ 4,999.00	\$ -	
Deborah	Zike		68.33	\$ 4,999.00	\$ -	
TOTAL REQUESTS/AWARDS:				\$ 250,841.89	\$ 114,973.00	
AVAILABLE ALLOCATION:				\$ 115,000.00	\$ 115,000.00	
VARIANCE:				#####	\$ 27.00	

Individual Artist Award Recommendation Policy:

Awards (pending Council approval) are disbursed to applicants by score rank and request until funds are depleted.

FY 2004-2005 CULTURAL FUNDING PROGRAM
SCHOOLS SERVED BY AWARDEES IN THE ART IN THE SCHOOLS PROGRAM

ATTACHMENT C

	DIST	TOTAL PROGRAMS @ EACH SCHOOL	California College of the Arts	Claudia Goodman Hough	Dimensions Dance Theater	Ellen Oppenheimer	Lincoln Elementary School	Museum of Children's Art	Oakland Leaf Foundation	Oakland Youth Chorus	Oakland East Bay Symphony	Oaktown Jazz Workshops	Opera Piccola	Stagebridge
Arts School, k-8	1	0												
Carter	1	1											1	
Chabot	1	0												
Claremont MS	1	0												
E Bay Con. Corps	1	0												
Emerson	1	1											1	
Far West 6-12	1	1	1											
Golden Gate	1	0												
Hillcrest, k-8	1	0												
Kaiser, k-8	1	1									1			
Lighthouse Community Charter Schc	1	0												
North Oakland Community Charter S	1	0												
Oakland Tech	1	1											1	
Perata	1	2				1								1
Piedmont Ave.	1	1									1			
Santa Fe	1	0												
Washington	1	0												
Bella Vista	2	1												1
Cleveland	2	0												
Crocker Highlands	2	0												
Edna Brewer MS	2	0												
Franklin	2	1									1			
La Escuelita	2	0												
Lakeview	2	0												
Lincoln	2	3					1				1			1
Oakland HS	2	3			1						1	1		
Cole	3	1						1						
Foster	3	0												
Hoover	3	1									1			
Lafayette	3	0												
Longfellow	3	1											1	
Lowell	3	1												1
M.L. King Jr.	3	0												
McClymonds	3	0												
Prescott	3	0												
Ralph Bunche	3	0												
Westlake MS	3	2									1	1		
Alhambra	4	3									1		1	1
Bret Harte MS	4	2									1	1		
Fruitvale	4	3			1					1				1
Glenview	4	1									1			
Joaquin Miller	4	0												
Laurel	4	2								1				1
Lifetime Academy	4	0												
Montclair	4	0												
Montera	4	0												
Redwood Heights	4	1		1										
Sequoia	4	1												1
Thornhill	4	0												
Ascend School	5	2							1	1				
Calvin Simmons	5	0												
Garfield	5	0												
Hawthorne	5	0												
Jefferson	5	0												
Lazar	5	1									1			
Manzanita	5	1									1			
Melrose	5	0												
Roosevelt MS	5	1									1			
Urban Promise	5	0												
Fremont High School/Youth Empow	5	1											1	
Fremont High School/Paul Robeson School of Visual and Performing Arts	5	4				1					1	1	1	

	DIST	TOTAL PROGRAMS @ EACH SCHOOL	California College of the Arts	Claudia Goodman Hough	Dimensions Dance Theater	Ellen Oppenheimer	Lincoln Elementary School	Museum of Children's Art	Oakland Leaf Foundation	Oakland Youth Chorus	Oakland East Bay Symphony	Oaktown Jazz Workshops	Opera Piccola	Stagebridge
Burbank	6	0												
Burckhalter	6	0												
Carl Munck	6	0												
Frick MS	6	0												
Havenscourt MS	6	1											1	
Horace Mann	6	1								1				
John Swett, k-8	6	0												
Lockwood	6	0												
Markham	6	0												
Maxwell Park	6	1											1	
Parker	6	0												
Sherman	6	0												
Skyline	6	3				1					1	1		
Webster Academy	6	0												
Whittier	6	1												1
Brookfield	7	0												
Castlemont HS	7	0												
Cox	7	0												
Grass Valley	7	2			1								1	
Highland	7	0												
Howard	7	0												
James Madison	7	0												
King Estates	7	0												
Madison	7	0												
Marshall	7	0												
Sobrante Park	7	2									1		1	
Stonehurst	7	2									1		1	
Toler Heights	7	0												
Woodland	7	0												
Elmhurst MS	7	1										1		
Growing Children	7	1				1								

60 Programs Serving 39 Schools



ATTACHMENT D
CITY OF OAKLAND
CULTURAL ARTS & MARKETING DEPARTMENT
CULTURAL FUNDING PROGRAM

PANELIST BIOS

Organizational Assistance

❖ **Elizabeth Hardy**

Elizabeth Hardy is the principal for IFirstPerson (IFP) Consulting, a company that develops and implements all facets of strategic planning for clientele ranging from Fortune 500 companies to start-ups. Notably, IFP has worked for the City of Oakland to develop the Oakland Fund for Children and Youth and Oakland Child Health and Safety Initiative, securing a \$100K operational grant. Additionally, Hardy and her company have helped such major corporation as Comcast, Inc, Hallmark Entertainment, and Motorola Inc, to enhance customer base, create new markets and company growth. Elizabeth Hardy is fluent in French, Italian and Spanish and received her BA in English and Comparative Literature from Brandeis University.

❖ **Amy Kweskin**

Amy Kweskin is nationally recognized for her ability to successfully stabilize and sustain arts and culture organizations through public and private partnerships. Kweskin creates and implements audience development strategies, offers programs that build the management capacity of arts and culture organizations and establishes alliances that ensure ongoing interchange between arts and business. She is the Director of Arts and Business Partnerships at the Business Arts Council, an affiliate of the San Francisco Chamber of Commerce and is in charge of implementing innovative programming that bridges arts and business. Amy Kweskin has helped hundreds of arts and culture non-profits receive pro bono management consultations.

❖ **Jenny Louie**

Jenny Louie is the Program Manager for the San Francisco Arts Commission, Cultural Equity Grants Program. She is responsible for financial administration and constituent services of grant programs, proposal preparation assistance, managing the intake of grant proposals and arranging the staff review panel meetings. Previously, Jenny worked for the Berkeley Multimedia Research Center conceptualizing, designing and implementing a dynamic citation website on education and technology. Jenny Louie received her Masters in Public Policy from UC Berkeley and her BA in Economics and Government from Smith College.

❖ **Ray Moisa**

Ray Moisa has more than 13 years experience as a nonprofit development consultant and fundraiser including: board training, public and private grant research, grant writing, major donor solicitation, capital campaigns, membership drives, new project planning, development and management. Ray is currently the Principal for Moisa & Associates where he serves clients such as Friendship House Association of American Indians, American Indian Public Charter School and San Francisco Hotels Partnership Project. In addition, he has created eight new non-profit projects and secured full funding within eight months for every new project created. Ray Miosa received his BA in English from James Madison University.

❖ Denise Pate

Denise Pate is the Community Involvement Director for World Arts West. She vast has experience in arts program and fiscal management, as well as marketing and promotions. She has served as the Director of the Artists-in-Schools program serving Sonoma and Marin Counties and as the Executive Director of CitiCentre Dance Theater. Pate is a founding board member of *African Queens Youth Performance Company* and ran her own small company, *Denise Pate's Dance for Children*. Pate attended the Dominican University of California and received her BA in Movement Education with an emphasis in Dance. She has also pursued additional education in fundraising school and executive directorship. This is Denise Pate's fourth year as a panel member for the City of Oakland Cultural Funding Program.

❖ Marc Smolowitz

Marc Smolowitz currently oversees fund development and community partnerships at Access SF/Cable Channel 29, the nonprofit that manages public access television for the City and County of San Francisco. Prior, he is best known as the founder and president of Turbulent Arts, Inc., a niche market film and television company that garnered substantial success during the 1990s as a producer, distributor and sales agent for quality, independent films from around the world. During the company's tenure, Turbulent Arts was widely recognized for its energetic theatrical releasing arm, which handled the successful release of a number of award winning art house titles - most notably, for *LILIES*, a film that won (4) Canadian Genie Awards (the Canadian Oscar equivalent), including Best Picture. Additionally, Smolowitz has served as producer on the award winning documentaries *TREMBLING BEFORE G-D* and *THE WEATHER UNDERGROUND*. Elsewhere, he has served as the Programming Coordinator for the San Francisco International Film Festival, as founding Film & Video Programmer for the Sacramento Festival of Cinema, and as Executive Director for Petaluma Community Access Television. He received a BA in Theatre Arts from UC Santa Cruz, with an emphasis in Film/Video: Production, Theory & Criticism.

❖ Heather Tunis

Heather Tunis is a consultant with over 20 years of senior level experience in management, administration and Fund Development in the public sector. Characterized by a commitment to best practices, her consulting services focus on organizational and Fund Development assessment and planning. Heather has held positions as an Executive Director, Director of Development and funding agency Program Director, and has also worked in museums, galleries and the technology sector. She has served as a peer reviewer and panelist for the National Endowment for the Arts, the California and New York State Arts Councils, the Institute of Museum Services and the City of Oakland's Cultural Funding Program.

PANELIST BIOS

Organization Project

❖ Sam Mulberry

Sam Mulberry, Executive Director of Higher Gliffs has been a community organizer and graffiti activist since the age of twelve. He is an alumnus from the first University of Hip-Hop, class of 94'. As a youth, Sam organized several larger scale projects with Mario Gonzalez, a founding artist in Higher Gliffs, as well as incorporating Higher Gliffs as a non-profit organization in 1999. The same year, Sam and Mario toured Europe and painted murals in Copenhagen, Edinburgh, and Marseilles before flying to San Francisco to start the Urban Arts Academy's Graffiti Arts program. Since their arrival in Oakland, the group has created several ongoing programs and projects such as the Oakland Bench youth mural collective, the Ground Effect breaking crew and the Doin' It in the Park hip-hop festivals. Currently,

Higher Gliffs develops and facilitates self-sustaining youth-based community programs and curriculums for non-profit organizations, city agencies and public schools.

❖ **Latanya Tigner**

Latanya d. Tigner began dancing in 1986 at Contra Costa College where she met Deborah B. Vaughan, Artistic Director of Dimensions Dance Theater. Latanya was asked to become an apprentice with Dimensions and has been with the company since. Tigner studies and performs traditional, Senegalese and Guinea, West African dance, Modern and jazz - most recently studying and performing Haitian dance. In addition to her work with Dimensions, Tigner occasionally ventures out to perform with other Bay Area choreographers such as Robert Henry Johnson, Laura Elaine Ellis, Andrea V. Lee, Roquisha and Sylvia Townsend of the Art of Ballet, JaMar Welch of Housin' Authority, and Collette Eloi of Reconnect. Tigner graduated from San Francisco State University with a BA in Physical Education/Dance and received her MA in Art Administration from Golden Gate University.

❖ **Richard Newirth**

Richard Newirth, Director of Cultural Affairs of the San Francisco Arts Commission oversees all of the Commission's programs which include Cultural Equity Grants, Public Art, maintenance of the city's art collection, the Art Commission Gallery, design review of all construction on public land, licensing of street artists, annual summer concerts with the San Francisco Symphony, arts education programs with the San Francisco Unified School District, city owned neighborhood cultural centers, and community arts programs. Before joining the Art Commission staff, he worked for two years for the San Francisco Symphony and has been involved with projects for other Bay Area arts organizations including the Berkeley Repertory Theatre, the San Francisco Ballet, the American Conservatory Theater and the Magic Theatre. Newirth attended Brown University from which he received his bachelors degree magna cum laude in and received his MBA from the Walter A. Haas School of Business at the University of California at Berkeley, where his studies focused on non-profit and public sector arts management.

❖ **Renée Heider**

Reneé Heider is the Development Director of Destiny Arts Center. She became an arts administrator after a successful career as an international event planner in 1992 when she joined the staff of the Bay Area Dance series as Business Manager. Since then she has been the Director of Special Projects for La Peña Cultural Center in Berkeley, Production/Grants Manager at the Reichhold Center for the Arts at the University of the Virgin Islands, St Thomas. Heider also served as the Executive Director of the Oakland Ballet prior to joining Destiny Arts Center. Heider is a seasoned panelist and has served on numerous funding panels both locally and internationally. She received her AA from Laney College, BA from Mills in Bi-lingual Arts Administration and an MA from CSU Dominguez Hills.

❖ **Targol Mesbah**

Doctoral Candidate Targol Mesbah's academic background includes an MA in the History of Consciousness and a BA in Film Studies. Mesbah has served as a lecturer for the Department of Art History at UC Santa Cruz and has taught courses on Modern Art, Photography and Film. She is also a freelance writer, researcher, editor and photographer for nonprofit organizations, working on such projects as the San Francisco International Arab Film Festival, Cinemayaat and the Yamagata International Documentary Film Festival in Japan. Born and raised in Iran, Mesbah is fluent in Farsi and French.

❖ **Ann Spears-Dickson**

Ann Spears-Dickson is the Corporate Relations Manager for the Oakland Museum of California, specializing in soliciting corporate support for the museum and pursuing corporate grant opportunities. Spears-Dickson is also an independent consultant and instructor for the National Arts Marketing Project/Arts and Business Council specializing in marketing strategies. Prior to the museum she worked as the Marketing and Public Relations Manager for the San Francisco Conservatory of Music and has also held positions at the Academy of Motion Picture Arts and Sciences and EMI Records. Spears-Dickson received her BA in Music Education from Indiana University.

❖ **Lisa F. Kitchen**

Lisa Kitchen is the Foundation, Corporate and Government Giving Manager at the California College of the Arts (CCA). Prior to joining the CCA staff, she held fundraising positions at Berkeley Repertory Theatre, San Francisco Ballet, Nancy E. Quinn Associates and ShadowLight Productions. Also a dance professional, Kitchen has 20 years of performing experience in venues throughout the United States, including major venues in New York and the San Francisco Bay Area. Kitchen holds a BA in English Literature and Dance from the University of Montana and has completed continuing education courses in fundraising, nonprofit management and journalism.

PANELIST BIOS

Individual Artist Project Support

❖ **Lolita Ratchford**

Lolita Ratchford has successfully applied her business and marketing background to help performing artists, musicians, writers, and related artists through varies freelance work. Her expertise lies in relationship building, negotiating contracts, and developing business and marketing plans. While living in England, Ratchford served as the Executive Director of the Arts Council's special initiative, Women in Music and as an artist manager/promoter for London Arts Board, organizing national tours for performance poetry artists. Ratchford has a BS in Business Management and an MBA in Marketing.

❖ **James Gayles**

James Gayles is a painter and graphic designer. He currently teaches Fine Art and Computer Graphics at the Online CyberSpace Prep School Academy in West Oakland and works as an illustrator and graphic designer at Ang Newspapers. James has won numerous awards including an Emmy for design and illustration, first place for illustrations at the California Newspaper Publishers Association Award, the 2003 Jan Hart-Schuyers Award for the Art of Living Black, in addition to public art commissions from the City of Oakland. His work has been exhibited at Pro Arts Quarterly at Latham Square, Richmond Health Center and Triton Museum of Art. Gayles majored in painting at Pratt Institute, New York.

❖ **John Ferdico**

John Ferdico has worked at the ASUC Art Studio, UC Berkeley, for thirteen years. He currently serves as the Manager of the program and also teaches photography at Santa Rosa Junior College. He has exhibited and juried work all over the United States including Trace in San Francisco, Plastic Fantastic in New York, and Through the Looking Glass in New Mexico. Most recently exhibiting at the Joyce Gordon Gallery in Oakland. He is the recipient of the 1995 Society of Contemporary Photography Fellowship. Ferdico earned his BFA from the Kansas City Art Institute and his MFA from the San Francisco Art Institute.

❖ Rachel-Anne Palacios

Rachel-Anne Palacios is an Oakland native, a community activist, and self-taught artist whose work is inspired by *Dia de los Muertos*. Palacios participates in Oakland Artisan marketplace program and her artwork is featured at Corazon del Pueblo and the Oakland Museum of California's gift shop. She is co-founder of "A New Day," a nonprofit arts youth outreach program which debuted in 2002 at Lakeview Elementary School in Oakland. Palacios has curated group exhibitions at Galeria de la Raza in San Francisco and Corazon del Pueblo in Oakland.

❖ Alisa D. Rasera

Alisa D. Rasera is a Education Director, dancer, choreographer and teacher at AXIS Dance Company. She has worked with AXIS since 1999 and performed nationally with this physically integrated dance company. Performance highlights include the 2001 Olympic Arts Festival in Salt Lake City, The National Performance Network at the Kennedy Center in Washington DC, local Home Season's at the Alice Arts Theatre, Cowell Theater (SF) and Yerba Buena Center for the Arts(SF) . She has also danced in the bay area with Nina Haft and Randee Paufve as well as performed the work of Bill T. Jones, Stephen Petronio and Vic Marks as an AXIS dancer. Additionally, Rasera served as a California Arts Council Artist in Residence in 2001-2002. Rasera received her MFA in Performance and Choreography form New York University, Tisch School of the Arts and her BFA in Modern Dance from California Institute of the Arts.

❖ Jeff Larson

Jeff Larson is an actor who has portrayed many leading roles while earning his degree in Theatre at Northern Illinois University. Jeff went on to perform in improv and comedy troupes in the Chicago area while appearing in regional and national commercials (Illinois State Lottery and Sears.) After relocating to San Francisco he returned to the stage in the award winning SF premier of "Love! Valour! Compassion! where he won the Dean Goodman Choice Award for Outstanding Ensemble Performance. He was also nominated for the Irene Ryan award for his leading role in *A Streetcar Named Desire* and *Cries from the Mammal House*.

PANELIST BIOS

Art in the Schools

❖ James A. Morgan

James Morgan is an established muralist and teacher. His works, *In Praise of African Drumming* and *Our Garden, Our School* located at Peralta Elementary School in Oakland and was funded by the City of Oakland Cultural Funding Program. Morgan teaches beginning and advanced monoprint classes at the Kala Art Institute in Berkeley and has been involved with numerous art in the schools programs throughout the Bay Area since the 1980's. Morgan is a graduate of California College of Arts and Crafts with a MFA in Printmaking.

❖ Ijeoma Chinue Thomas

Ijeoma Chinue Thomas is a poet, spoken word artist, and a teacher. She has been working in the Oakland Public Schools since 1993 serving as a literary specialist and teacher and is the founder and director of *Poetry Out Loud*, a literary project for children and youth. Ijeoma is also a co-founder and twenty-year member of the band Positive Knowledge. Thomas graduated from Hampton University in Virginia with a BA in Art History. She is a recipient of a 2003-2004 City of Oakland Cultural Funding Program Individual Artist grant.

❖ Elizabeth Stetten Maloney

Elizabeth Maloney is the History Programs Coordinator at the Oakland Museum of California. She serves as the Interpretive Specialist on history exhibition development teams, in addition to developing and implementing cultural programming for school and family audiences. Additionally, Maloney has worked at the California Academy of Science and for the Museum of the City of New York in the area of education. Maloney received her MS in Education - Museum Education, and her BA in History and English.

❖ Jennifer Koney

Jennifer Koney is the Recreation Supervisor for the City of Oakland's Office of Park and Recreation. She supervises 11 recreation centers in addition to citywide cultural arts programs. She is a member of the *After School Coordinating Team*, and also created and coordinated "Summer Art Explosion", a multi-site cultural arts summer camp. Koney also served as the Citywide Visual Arts Program Director for the Cultural Arts Division of the City of Oakland from 1995 – 1999. Jennifer received her MFA from San Francisco State University in Sculpture and Textiles.

❖ Carin Jacobs

Carin Jacobs is the Curator of Education for Triton Museum of Art in Santa Clara. She also is an Educational Programs Consultant working with local institutions such as the Oakland and the Magnes Museums. At the Oakland Museum of California she worked on public programs in conjunction with *Arte Latino* and *Iconic to Ironic: Fashioning California Identity*. Jacobs also served as the Acting Manager of Adult Programs for the San Francisco Museum of Modern Art. Jacobs attended John F. Kennedy University and received her MA in Museum Studies with an emphasis in Public Programming.

❖ Ajayi Jackson

Ajayi Jackson is a Bay Area native, jazz composer, and pianist with a degree in classical bassoon performance. He also an accomplished trap drummer working with several premier ensembles as an African, Haitian and Cuban folkloric percussionist. While not on tour with one of the many ensembles he works with, Jackson is a teacher, educating children and adults. He also produces arranges and directs various musical projects, in hopes of sharing his deep love of music.

❖ Yoriko Yamamoto

Yoriko Yamamoto is the School and Youth Program Coordinator at the Yerba Buena Center for the Arts. She currently manages the center's Artful Adventures program, which includes all student tours and workshops for K through 5th grades, as well as assisting with the Art Tools for Teachers program. Yamamoto holds a BA in Education and Psychology from Yokohama National University in Japan and an MA in Museum Studies from San Francisco State University, on full scholarship from the Itochu Foreign Studies Award of Japan.

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

OFFICE OF THE CITY CLERK
OAKLAND
[Signature]

2004 JUL -1 PM 2:03

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO CULTURAL SERVICES CONTRACTS WITH 67 OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2004-2005 IN A TOTAL AMOUNT NOT TO EXCEED \$1,306,517

WHEREAS, in 1985 the first arts funding policies and procedures were adopted by the City Council, which established a panel system of evaluating funding proposals and distributing City funds to the arts; and

WHEREAS, the Cultural Funding Program 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 the citizens of and visitors to Oakland, focusing on three key areas: 1) General Support, 2) Neighborhood Arts and 3) Arts Education; and

WHEREAS, during March 2004, four funding review panels convened and forwarded recommendations to fund sixty-seven (67) organizations and individual artists proposing to provide arts and/or cultural programming in the city of Oakland; and

WHEREAS, on July 13, 2004, the Life Enrichment Committee of the Oakland City Council approved specific funding recommendations to nonprofit organizations and individual artists as follows:

Funding Program	Contractor	Award Amount
Organizational Assistance - Strategic Development	Diamano Coura West African Dance Co.	\$ 15,852.93
Organizational Assistance - Strategic Development	EastSide Arts Alliance	\$ 38,311.32
Organizational Assistance - Strategic Development	Friends of Peralta Hacienda Historical Park	\$ 29,821.74
Organizational Assistance - Strategic Development	Oakland Opera Theater	\$ 13,092.20
Organizational Assistance - Strategic Development	Pro Arts, Inc.	\$ 35,073.10
Organizational Assistance - Strategic Development	Tea Party Magazine	\$ 9,379.13
Organizational Assistance - General Operating Support	AXIS Dance Company	\$ 37,612.64
Organizational Assistance - General Operating Support	Creative Growth Art Center	\$ 70,139.78
Organizational Assistance - General Operating Support	Destiny Arts Center	\$ 29,218.98
Organizational Assistance - General Operating Support	Dimensions Dance Theater	\$ 26,097.47
Organizational Assistance - General Operating Support	KITKA Inc.	\$ 27,082.81
Organizational Assistance - General Operating Support	Museum of Children's Art (MOCHA)	\$ 72,058.28

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LIFE ENRICHMENT CMTE

JUL 13 2004

Organizational Assistance - General Operating Support	Oakland Ballet Association, Inc.	\$ 52,136.89
Organizational Assistance - General Operating Support	Oakland East Bay Symphony	\$ 72,830.37
Organizational Assistance - General Operating Support	Oakland Interfaith Gospel Choir	\$ 25,413.51
Organizational Assistance - General Operating Support	Oakland Youth Chorus	\$ 41,582.04
Organizational Assistance - General Operating Support	Oakland Youth Orchestra	\$ 10,317.31
Organizational Assistance - General Operating Support	Opera Piccola ("Small Works")	\$ 26,593.55
Organizational Assistance - General Operating Support	Purple Silk Music Education Foundation	\$ 7,255.93
Organizational Assistance - General Operating Support	Rhythmic Concepts, Inc.	\$ 13,160.59
Organizational Assistance - General Operating Support	Savage Jazz Dance Company	\$ 10,603.19
Organizational Assistance - General Operating Support	Stagebridge	\$ 29,227.87
Organizational Assistance - General Operating Support	The Junior Center of Art and Science	\$ 37,145.62
Organization Project	African Queens Youth Performance Company	\$ 1,744.85
Organization Project	Arts First Oakland	\$ 2,233.00
Organization Project	Asian/Pacific Islander Youth Promoting Advocacy and Leadership	\$ 22,799.96
Organization Project	Bay Area Blues Society	\$ 6,231.56
Organization Project	California College of the Arts Center for Art and Public Life	\$ 4,112.89
Organization Project	Carijama Oakland Carnival	\$ 15,149.04
Organization Project	Dimensions Dance Theatre	\$ 16,832.91
Organization Project	East Bay Asian Local Development Corporation	\$ 4,881.79
Organization Project	East Bay Children's Theatre Inc.	\$ 3,535.60
Organization Project	Ellen Oppenheimer	\$ 6,450.50
Organization Project	K*Star*Productions	\$ 7,342.28
Organization Project	Lincoln Elementary School	\$ 22,676.34
Organization Project	Museum of Children's Art (MOCHA)	\$ 47,282.40
Organization Project	Prescott Circus Theatre	\$ 41,818.50
Organization Project	Prescott Joseph Center for Community Enhancement	\$ 1,803.40
Organization Project	Theatre First	\$ 11,823.03
Art in the Schools	Oakland Art Gallery	\$ 9,804.11
Art in the Schools	Oakland Chinatown Chamber of Commerce	\$ 33,179.29
Art in the Schools	Oakland East Bay Symphony	\$ 31,917.38
Art in the Schools	Oakland Leaf Foundation	\$ 18,728.61
Art in the Schools	Oakland Youth Chorus	\$ 10,583.97
Art in the Schools	Oakland-East Bay Shakespeare Festival	\$ 24,195.05
Art in the Schools	Oaktown Jazz Workshop	\$ 10,343.91
Art in the Schools	Opera Piccola ("Small Works")	\$ 29,935.75
Art in the Schools	Redwood Heights Elementary	\$ 4,881.31
Art in the Schools	Stagebridge	\$ 18,201.04
Art in the Schools	The Crucible	\$ 43,900.00
Art in the Schools	Woman's Will	\$ 1,718.20
Individual Artist Project Support	Lu An	\$ 4,999.00
Individual Artist Project Support	George Csicsery	\$ 4,999.00
Individual Artist Project Support	Ali Dadgar	\$ 4,999.00
Individual Artist Project Support	Lauren Elder	\$ 4,999.00

Individual Artist Project Support	Kit Fisher	\$ 4,999.00
Individual Artist Project Support	Todd Johnson	\$ 4,995.00
Individual Artist Project Support	La Mantia	\$ 4,999.00
Individual Artist Project Support	Erika Mailman	\$ 4,999.00
Individual Artist Project Support	Nancy Mizuno Elliott	\$ 4,999.00
Individual Artist Project Support	Jeff Norman	\$ 4,999.00
Individual Artist Project Support	Danny Quynh Nguyen	\$ 4,999.00
Individual Artist Project Support	Hassain Rasheed	\$ 4,999.00
Individual Artist Project Support	Rick Rocamora	\$ 4,999.00
Individual Artist Project Support	Favianna Rodriguez	\$ 4,999.00
Individual Artist Project Support	Lana Rose	\$ 4,999.00
Individual Artist Project Support	Karen Schneider	\$ 4,999.00
Individual Artist Project Support	Kathy Sloane	\$ 4,999.00
Individual Artist Project Support	Janet Stickmon	\$ 4,999.00
Individual Artist Project Support	Oluyemi Thomas	\$ 4,999.00
Individual Artist Project Support	Gary Turchin	\$ 4,999.00
Individual Artist Project Support	Katherine Westerhout	\$ 4,999.00
Individual Artist Project Support	Carlos Windham	\$ 4,999.00
Individual Artist Project Support	David Worm	\$ 4,999.00

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

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

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

FURTHER RESOLVED: That in the event any of the above awards are not encumbered, that those funds shall revert to the Cultural Funding Program for use in other categories of support; 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 contracts in accordance with their basic purpose; and be it

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

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-


LIFE ENRICHMENT CMTE

JUL 13 2004

ATTEST: _____

CEDA FLOYD

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