



AGENDA REPORT

**TO: DEANNA J. SANTANA
CITY ADMINISTRATOR**

FROM: Fred Blackwell

SUBJECT: FY 11-12 Culmral Services Grants

DATE: February 9, 2012

City Administrator
Approval

Date

2/29/12

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council Adopt a Resolution Authorizing the City Administrator to Enter Into Sixty-Two (62) Cultural Services Grants to Fifty-Two (52) Oakland-Based Nonprofit Organizations and Individual Artists Providing Arts and Cultural Services in Oakland During Fiscal Year 2011-2012 in A Total Amount Not to Exceed \$854,862.

OUTCOME

Passage of this Resolution will result in the award of 62 grants to 52 Oakland-based arts organizations and individual artists to provide services in dance, music, theater, media, visual, and literary arts for the benefit of Oakland citizens and visitors. Grant funds will support approximately 44,000 events and activities, including over 30,000 free activities, and expose over 280,000 participants (80% Oakland-based) to cultural arts services. Additionally, 7,612 Oakland Unified School District students will be served through 98 artist residencies, totaling 8,481 classes.

BACKGROUND/LEGISLATIVE HISTORY

The Cultural Funding Program (CFP) is an annual grants program supporting cultural services throughout Oakland. It is managed by Cultural Arts & Marketing staff within the Community & Economic Development Agency and overseen by the City of Oakland's Funding Advisory Committee. In 1985, City Council adopted arts grants policy establishing the CFP as the City's mechanism to support Oakland-based nonprofit arts and cultural organizations. Policies, review procedures, and a panel system of evaluating applications were established to ensure transparency and public trust in the distribution of public funds for the arts in Oakland. With Council support, CFP grants have historically been funded from the General Purpose Fund.

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In FY 2009-10, voters passed Measure C, which added a Transient Occupancy Tax (TOT) surcharge that in part supplements CFP funding. In the FY 2011-12 Amended Policy Budget passed on January 31, 2012, Council retained 100% of the General Purpose Fund contribution to the arts grants.

The broad goals of the CFP are (1) to provide grant support, through a competitive process, to a wide range of Oakland-based artists and nonprofit organizations providing arts and cultural services in Oakland; (2) to infuse Oakland's neighborhoods with arts and cultural activities that increase exposure to, understanding of, and respect for diverse cultural heritages, and to support arts activities that engage the community; and (3) to support arts education activities in Oakland's schools and among Oakland youth.

Review Process

The CFP annually distributes program guidelines inviting applications for grant support of arts and cultural programming within Oakland. Community peer panels are convened to review eligible applications in open meetings and to recommend grant awards; panelists apply to the CFP and are selected based on diverse artistic experience, knowledge of Oakland and its arts and cultural communities, and skills in nonprofit and project management. The Funding Advisory Committee reviews scores, allocates funds based on panel ranking, and hears applicant appeals, if any. Funding recommendations are then forwarded to the Life Enrichment Committee of Oakland City Council.

In October, 2011, three panels evaluated proposals from the arts community for FY 2011-12 CFP funding in the grant categories of Individual Artist Project Support, Organization Project Support, and Art in the Schools. A total of 15 panelists (five per panel) reviewed 74 applications. Panelists thoroughly discussed, evaluated and scored each proposal based on established criteria (see ANALYSIS). Upon completion of the review process and ranking of the applications, the Funding Advisory Committee was charged with determining a cut-off for grant awards and the allocation of funds. Applicants receiving an average score lower than 70 (from a possible 104 points) were automatically disqualified for funding, as 70 is the minimum fundable score per Program policy. In most cases, applicant requests are reduced due to the variance between the sum of requests and available dollars.

On December 15, 2011, the Funding Advisory Committee determined grant amounts based on panel scoring and funds available, and voted unanimously to recommend that City Council award the proposed grants. The 62 grants recommended in FY 2011-12 will support projects, ongoing programs, operating expenses of organizations and individual artists, and artist residencies in public schools.

For FY 2011-12 applications and panel recommendation statistics see *Attachment A*. For CFP grant categories, see *Attachment B*. For CFP 2011-12 Award Recommendations, see *Attachment C*. For Events/Activities Data and Art in the Schools Data, see *Attachment D*.

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ANALYSIS

The arts are an important sector of Oakland's economy. Multiculturalism and the abundance of artistic expression are a significant factor in the quality of life in the East Bay, and in particular Oakland, with its exceptionally high number of artist residents per capita. CFP awards are "lifeline" grants supporting dozens of Oakland-based organizations and individual artists each year. Grants provide support for organization projects, as well as much-needed operating support – less often available from other government and foundation funders. In the Individual Artist category, many projects with direct impact on underserved communities receive the majority of their funding from the City's CFP grant. Additionally, CFP grants are a critical factor for many Oakland organizations and individual artists in leveraging matching funds from other sources.

In broad terms, the CFP panels base their review on (1) soundness of the applicant's artistic description of the program or project and quality of the artistic product, (2) management ability of personnel and fiscal soundness of the program/project, (3) applicant's ability to implement proposed activities and identify and market to potential audiences, and (4) the extent to which applicant's activities fulfill the goals and objectives of the CFP, as noted above. In the view of the respective program category review panels and the Funding Advisory Committee, the 62 grants recommended for award this year best met the above criteria.

PUBLIC OUTREACH/INTEREST

CFP application guidelines and grant category deadlines were widely publicized. Outreach included posting on the City website and other sites and publications featuring cultural grant opportunities, distribution of applications to all Oakland libraries, and emailing notice to interested groups including past grant applicants.

Staff conducted public workshops for prospective applicants. There was an open call inviting volunteers to serve on peer review panels. Panels convened to discuss and evaluate applications in open meetings where applicants had the opportunity to attend and speak about their grant proposals. Meetings of the Funding Advisory Committee to review panel recommendations and determine award levels were open to the public and all applicants were informed. Staff outreach engaged 63 returning grantees and also effectively informed prospective/new grantees; 38% of applicants this year were first-timers.

COORDINATION

The City Attorney's Office and the Budget Office have been consulted in the preparation of this report and resolution. The City of Oakland Funding Advisory Committee has also been consulted in the review process and made the award recommendations herein presented to Council.

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COST SUMMARY/IMPLICATIONS

1. AMOUNT OF RECOMMENDATION/COST OF PROGRAM:
Total Program Costs \$854,862

2. COST ELEMENTS OF AGREEMENTS/CONTRACTS:
TOTAL AGREEMENTS/CONTRACTS AMOUNT \$854,862

3. SOURCE OF FUNDING: General Purpose Fund and Transient Occupancy Tax surcharge funds.

4. FISCAL IMPACT: FY 2011-12 funds for CFP grants are budgeted as follows:
[A] \$730,120 in Non-Departmental (CCAD - Cultural Programs – 90523), General Purpose Fund (1010), of which \$71,009 will be used for staff administration and \$648,906 will be distributed as grants.
[B] A projected total of \$2.4 million in revenues from the Transient Occupancy Tax (fund 2419) surcharge, of which \$205,956 will be reserved for arts grants (within the Cultural Funding Unit – 88742, and the Cultural Funding Program-Transient Occupancy Tax project –P391850).
NOTE: Dedicated staffing (2 PTEs) for the CFP was eliminated in this budget cycle. With Budget Office approval, Cultural Arts & Marketing hired a Temporary Contract Service Employee to assist with management of the program; the cost of this temporary position totals \$71,009 in FY 2011-12, and funds for the temporary position were drawn from the GPF grant fund pool.

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.

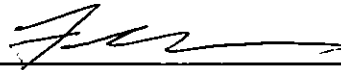
Environmental: There are no environmental opportunities or benefits resulting from any action outlined in this report.

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 Oakland residents and visitors to the city.

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For questions regarding this report, please contact Steven Huss, Cultural Arts Manager,
at 238-4949.

Respectfully submitted,



FRED BLACKWELL
Assistant City Administrator

Reviewed by: Gregory Hunter
Neighborhood Investment Officer

Prepared by:
Steven Huss, Cultural Arts Manager
Cultural Arts & Marketing

Attachments:

- A: Applications Received for FY2011-12 Funding***
- B: CFP Grant Categories***
- C: FY2011-12 Grant Funding Recommendations***
- D: FY2011-12 Statistics***
- E: Resolution***

<u>FY 2011-12 Grant Review</u>	Total applications received	New* applications	Applications forwarded to panels**	<i>Applications recommended for awards</i>
Individual Artist Project Support	33	26	33	18
Organization Project Support	20	6	19	12
Art in the Schools	22	6	22	15
SUBTOTAL	75	38	74	45
Organizational Assistance*** Two-Year Program 10-11 AND 11-12	26 (in FY10-11 review process)	N/A	N/A	17
TOTAL	101	38	74	62

* "New": An applicant that has not previously applied to this and/or any specific funding category in the CFP.

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

***The Organizational Assistance Program is a two-year program. The funding cycle commenced in FY 2010-11 and will conclude in FY 2011-12. Recommended grantee award amounts are identical in both years.

Organization Project Support

The Organization Project Support category supports Oakland-based nonprofit organizations producing art 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.

Individual Artist Project Support

The Individual Artist Project Support category supports Oakland resident individual artists producing art 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

The Art in the Schools category 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 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.

Organizational Assistance

Organizational Assistance is a two-year program 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. Organizational Assistance serves to promote the health and stability of Oakland's nonprofit arts and culture providers. There are two levels to the program: Level I – Strategic Development Support and Level II – General Operating Support.

FY11-12 INDIVIDUAL ARTIST PROJECT				
Applicant	Total Recommendation	General Fund Portion	TOT Portion	Description
Mary D. Watkins	\$4,249.00	\$4,249.00	0	A two-act opera based on the life of civil rights heroine Fannie Lou Hamer. The music, in a classical format infused with flavors of jazz, blues and gospel, is performed by a 12-member ensemble and sung by three principal singers and a 15-member chorus.
Peter Foucault	\$4,249.00	\$4,249.00	0	The Mobile Arts Platform's (MAP) collaboration with Oakland Art Murmur in 2011-12 will engage Oakland's cultural community to reach a common goal of developing free, interactive, accessible, and participatory programming, for all ages.
Lori Anne Fischer	\$4,249.00	\$4,249.00	0	Doll-making classes with the patients and their families at Children's Hospital. The therapeutic process of doll-making gives the children an opportunity to use their imaginations and helps take some of the focus away from an often unpleasant experience.
Ben Wang	\$4,249.00	\$4,249.00	0	Funding to complete the film Breathin': The Eddy Zheng Story, a 26-minute documentary about one Oakland man's struggle for redemption after two decades of incarceration.
Claudine Naganuma	\$4,249.00	\$4,249.00	0	Multimedia project small house/big house, based in contemporary dance using an audio interview process to investigate the topic of personal freedom as an Oakland resident and to build community through the arts.
Sonsheree Giles	\$4,249.00	\$4,249.00	0	Was it a Dream I Loved, an evening-length performance that will involve working with Oakland School for the Arts to educate high school students about the process of artistic collaborations and potential for integration between different mediums, as well as address stereotypes, gender, politics, disability, and diversity.
Sheena Johnson	\$3,536.00	\$3,536.00	0	The Yellow House Project, a multi-disciplinary performance installation that consists of a series of solo dances in honor of black LGBTQI ancestors.
Andrew J Chung	\$4,249.00	\$4,249.00	0	The First Friday Concert Series features the performance of jazz, world, and chamber music genres, with professional musicians on Fridays . after work hours at ProArts Gallery.

Aimee Suzara		\$4,249.00	\$4,249.00	0	Filipino-American multidisciplinary performance group Pagbabalik (Return) will develop the multidisciplinary play, A History of the Body.
Jill McLennan		\$4,249.00	\$4,249.00	0	Funding to support a mural project involving youth of the Jingtletown community. Artist will work directly with neighborhood schools, students and teachers to create drawings and designs for a mural that describes the history, natural diversity and current cultural diversity of the Fruitvale/Jingtletown area of Oakland.
Lisa Marie Rollins		\$4,249.00	\$4,249.00	0	Funding to further develop and complete the full production of "Ungrateful Daughter: One Black girls story of being adopted into a White Family... that aren't celebrities," a full-length, solo performance theater work. "Ungrateful Daughter" is written and performed by Ms. Rollins, directed by W. Kamau Bell and developed partially with the Solo Performance Workshop in San Francisco.
Sam Mulberry		\$4,249.00	\$4,249.00	0	Funding for Community Rejuvenation Project's All-City Mural Project to create four mural monuments in Oakland. Each mural will be created in a different area of the city and accompanied by the planting of a raised bed garden in front of the wall, and a large-scale public mural dedication.
Hugh Livingston		\$4,249.00	\$4,249.00	0	Funding to create a strolling musical experience that will wind throughout the Kaiser Garden on a late Sunday afternoon culminating in sunset over Lake Merritt. Up to 64 audio speakers deployed throughout the Garden will echo, twitter, hum and croon as eight live instrumentalists weave through the space, adding their sounds to the overall tapestry of light, color, flora, waterworks, and sonic enhancements.
Charles Curtis Blackwell		\$4,249.00	\$4,249.00	0	Funding to produce new choreo-poem When Struggle Gave Improvisation The Blues. The poetry performance play will center around jazz music and how it shaped the urban communities of Oakland and the Bay Area. Mr. Blackwell will write, direct, and perform the piece, which will be presented at a local art gallery and a cultural center.
Leyya Tawil		\$4,249.00	\$4,249.00	0	Funding to present the California premiere of Story of City: Oakland at the Temescal Arts Center, June 2012. This interactive dance and music production will feature the work of choreographer Tawil, music technologist Lars J. Brouwer (Netherlands) and an all-Oakland cast of 19 performers.

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Lejon Loggins	\$4,249.00	\$4,249.00	0	Funding for traveling public exhibition of More Than A Number: Memorial Exhibit, a retrospective of 160 original Memorial Programs or "keepsakes" designed by Mr. Loggins to memorialize deceased loved ones of the Oakland community. Project visitors will have a rare opportunity to closely examine these extraordinary artifacts in their original context, in various community venues.
Adrian Harper	\$810.00	\$810.00	0	Funding to complete the fourth installment of the book Tales of Urban Horror, a self-published series of Oakland-based young adult horror novels featuring a cast of multicultural characters. As part of this release, the author will conduct three writing workshops in middle schools and a bookstore. Copies of the novel will be donated to the Martin Luther King Jr, Melrose and Eastmont branches of the Oakland Public Library.
Benjamin Durazzo	\$4,249.00	\$4,249.00	0	Funding for music production workshops to be held at Westlake Middle School, West Oakland Middle School, and Rudsdale Academy, January-August 2012. Curriculum includes hands-on learning experience with drum machine, an overview of modern recording technology, microphones, mixing consoles, digital recording software, MIDI controllers, and signal routing.
INDIVIDUAL ARTIST TOTAL	72,330.00	72,330.00	0	

FY11-12 ORGANIZATION PROJECT				
Applicant	Total Recommendation	General Fund Portion	TOT Portion	Description
Pro Arts	\$13,474.30	\$10,000.16	\$3,474.14	Funding to support annual East Bay Open Studios program, established in 1979 and the largest visual art event in the region, drawing over 50,000 visitors during the first two weekends in June. The program promotes visibility for artists' work, provides a structure for artists' ongoing artistic practice, connects artists to resources for professional development, creates a sales platform, and cultivates a strong peer network for regional artists.
Youth Radio	\$14,000.00	\$10,390.32	\$3,609.68	Funding to support Remix Your Life, a youth-driven project that utilizes the literary arts -- including slam poetry, music, and spoken word -- to explore issues that emerge from Youth Radio's personalized case management and group therapy sessions.
Junior Center of Art and Science	\$14,000.00	\$10,390.32	\$3,609.68	Funding to support JCAS Children's Art School which provides visual arts and cultural programs for ages 3 to 17. Includes free art and science programs for schools with high populations of at-risk youth, outreach programs in school classrooms, field trip programs at JCAS, after school and summer courses, community events, and school readiness classes for preschoolers and their adult caregivers.
Purple Silk Music Education Foundation, Inc. (PSMEF)	\$7,000.00	\$5,195.16	\$1,804.84	Funding to help underwrite artistic salaries for PSMEF's free weekend and evening program for youth, the Great Wall Youth Orchestra and Chorus, held at Laney College. In 2011-2012 the program will provide ongoing, in-depth, and sequential instruction in traditional Chinese instruments, folk music, and opera year-round to 200 underserved students (grades 1-12) in Oakland, taught by professional artists in the field of Chinese music.
Kitka Women's Vocal Ensemble	\$14,000.00	\$10,390.32	\$3,609.68	Funding for the ensemble's 32nd Oakland Home Season performance series and community outreach activities. Theme of the 2011-12 activities is reconnecting song with the cycle of the seasons. Features multi-disciplinary and multi-cultural premieres, and participatory workshops including Kitka Community Chorus, Polyphonia Girls Choir and vocal classes for singers of all ages and skill levels.

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Higher Gliffs / Community Rejuvenation Project	\$14,000.00	\$10,390.32	\$3,609.68	Funding to support 2012 All-City Mural Program. CRP will produce four large-scale mural monuments related to food justice, sustainability and the diverse farming communities of Oakland. Project will involve local activists, food justice organizations, residents and youth in a comprehensive program that incorporates gathering local input, neighborhood clean-up, garden planting near the worksites, the creation of four massive murals, and inclusive community mural dedications.
Bay Area Girls Rock Camp	\$5,250.00	\$3,896.37	\$1,353.63	Funding for Bay Area Girls Rock Camp, empowering diverse groups of Oakland girls and young women through music education, creation and performance.
Diamano Coura West African Dance Company	\$10,500.00	\$7,792.74	\$2,707.26	Funding to produce 17th Annual Collage des Cultures Africaines - Knowledge Transporters, a four-day, affordable African music/dance conference and festival to be held March 8-11, 2012. This festival brings together many of the remaining master cultural specialists in the United States to share the quickly vanishing traditional dance and music culture of the African Diaspora.
K*STAR* PRODUCTIONS	\$7,910.00	\$5,870.53	\$2,039.47	Funding for 2012 season including two major productions: 1) Resident dance company KKDE's Annual Repertory Dance Concert, featuring the premiere of the dance drama In the Meantime, and 2) Black Choreographers Festival: Here & Now (BCF) to be held at Laney College Theater. BCF will feature workshops, master classes, and an evening of choreography by local artists.
Cantare Con Vivo	\$14,000.00	\$10,390.32	\$3,609.68	Funding to support production of Lifting Every Voice - Connecting Community, a series of four concerts (three will be free of charge to underserved citizens) in Oakland. Cantare Con Vivo is celebrating its 25th Silver Anniversary as a unique Oakland multi-generational musical arts organization, and is committed to music as a community builder.
Civicorps Schools	\$3,499.30	\$3,499.30	0	Funding to engage students in producing two community/portable murals about Civicorps, so they will grasp the design and creation method for murals while also exploring their own role in the broader community. The class will generate the murals for settings outside the school, and will represent an understanding of diverse cultural traditions and heritages, by referring to historical and local examples of public murals.

Oakland Asian Cultural Center	\$7,560.00	\$5,610.77	\$1,949.23	Funding to support community collaboration with the Ger Youth Center (GYC). GYC is a Mongolian arts and cultural organization founded in 2006. As part of this collaboration, OACC will host and co-produce programming featuring Mongolian folk dance classes and public events including GYC's annual Christmas celebration and the Treasure of Mongolia Celebration.
ORGANIZATION PROJECT TOTAL	125,193.60	\$93,816.64	31,376.96	

FY11-12 ART IN THE SCHOOLS				
Applicant	Total Recommendation	General Fund Portion	TOT Portion	Description
Dimensions Dance Theater, Inc.	\$14,500.00	\$10,761.40	\$3,738.60	Funding to continue acclaimed educational outreach program, Rites of Passage (ROP), in four Oakland public schools during school hours throughout the 2011-2012 school year. Dimensions' goals for ROP are to deepen students' understanding and appreciation of the cultural traditions that share a common thread in African dance history and to expose Oakland students to the full range of African-derived dance movement and rhythm.
Debra Koppman	\$14,500.00	\$10,761.40	\$3,738.60	Funding to support Telling Our Stories, an artist residency program for Sequoia Elementary students. Students will be exposed to drawing, bookmaking, painting, and sculpture, with the intention to support classroom teachers' use of visual art in literacy, science, math, and social studies curricula. The project is designed using Harvard University's Project Zero frameworks: Teaching for Understanding, and the Studio Habits of Mind.
Purple Silk Music Education Foundation, Inc. (PSMEF)	\$14,500.00	\$10,761.40	\$3,738.60	Funding to help underwrite school residency program at Lincoln Elementary School in Oakland's Chinatown neighborhood during the 2011-2012 academic year. Through this program, PSMEF will introduce elementary school students to the joy of music through in-depth, sequential instruction in traditional Chinese musical instruments, folk music, and opera.
Prescott-Joseph Center for Community Enhancement	\$6,293.00	\$4,670.45	\$1,622.55	Funding to support ArtPLACE, an on-site, school-day arts program for K-5 students at Preparatory Literary Academy of Cultural Excellence PLACE @ Prescott (formerly Prescott Elementary School) in West Oakland. The ArtPLACE program: 1) Provides all K-5 students at PLACE @ Prescott with basic visual arts education and hands-on arts instruction from an experienced and accomplished Teaching Artist; and 2) Supplements math, science and reading skills with an arts curriculum that is fully integrated into the school's educational needs.
Museum of Children's Art	\$13,199.35	\$9,796.10	\$3,403.25	Funding for the Cleveland/RISE Artist Residency Program, a year-long series of in-school artist residencies serving an estimated 650 students at Cleveland Elementary in the Lake Merritt neighborhood and RISE Community School in Elmhurst/East Oakland.

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Redwood Heights Studio Art Program / Claudia Goodman-Hough	\$9,145.88	\$6,787.75	\$2,358.12	Funding for Redwood Heights Studio Art Program, offering hands-on visual art programming for 350 Kindergarten through 5th grade students, and a class of severely disabled students, at Redwood Heights Elementary School. Using National and California Visual Arts Standards, the program promotes self-expression and strong studio habits while developing skills in critical thinking and problem solving.
Life Academy of Health & Bioscience	\$14,500.00	\$10,761.40	\$3,738.60	Funding for artist residency led by local visual and performance artist and musician Julio Magana of Alternatives in Action. Magana will engage students in after-school multi-disciplinary arts classes (including visual arts, digital arts, and performance art/spoken word), work with Life Academy teachers to integrate arts into the school-day curriculum, and support the development of youth-designed community performances, cultural events, and art installations. Digital arts teacher Eve Oliver will work alongside Magana throughout the residency.
East Bay Performing Arts / Oakland East Bay Symphony	\$14,500.00	\$10,761.40	\$3,738.60	Funding to support the MUSE program that will serve approximately 2,100 students in 19 Oakland public schools through hands-on group and one-on-one instruction by 19 professional musicians. Activities will include in-school classroom residencies as well as after-school and weekend enrichment activities. Students will learn instrumental technique and music theory – aligned with Visual & Performing Arts standards – and all curricula are tailored to the specific needs of the individual schools served. Residencies are divided into three categories: Model sites (multiple visits/week), Core sites (weekly), and Satellites (eight visits annually).
Rhythmic Concepts, Inc.	\$3,341.53	\$3,341.53	0	Funding to support Oakland Children's Community Choir (OCCC), a sequential, progressive music education program, for students at Cleveland Elementary School and Glenview Elementary School. Over the course of the four-month residency, artist/educator Melanie DeMore will focus on the fundamentals of ear, vocal and rhythm training; blend, tone, enunciation, and harmony for large group ensemble singing; performance skills such as stage etiquette and vocal dynamics; and the historical and cultural context of the program's repertoire. OCCC culminates in an opening-act performance In the Name of Love, RCI's annual production honoring Dr. Martin Luther King, Jr.

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ALICE: Arts and Literacy in Children's Education	\$14,500.00	\$10,761.40	\$3,738.60	Funding for in-school and after-school programs that will bring professional artists from a broad range of artistic disciplines and ethnic backgrounds into nine Oakland schools. The program will provide quality arts instruction to 975 inner-city Oakland youth for the 2011-12 funding period.
Cantare Con Vivo	\$14,500.00	\$10,761.40	\$3,738.60	Funding to support Cantare Children's Choirs of Oakland programming that provides underserved, inner-city Oakland public school students with quality music education and meaningful musical experiences that foster a life-long love of music and inspires a commitment to excellence. This year's residency program will serve more than 2,000 Oakland students each week in 26 schools.
Stagebridge	\$14,500.00	\$10,761.40	\$3,738.60	Funding to support Storybridge, a nationally recognized program designed to strengthen elementary students' artistic and literacy skills, and to promote intergenerational and intercultural understanding, by engaging students in the art of storytelling, including interviews, writing and performance. The six-month residency will serve school-age students in five Oakland public schools. Storybridge will provide teacher training workshops, assembly programs, mentoring residencies with "grandparent" storytellers and skill-building residencies with professional artists, culminating in student performances before their peers, family members and, in selected cases, TV and radio broadcasts. In 2011-12 a musical component will be added in collaboration with the Northern California Orff-Schulwerk Association.
Oakland Youth Chorus	\$14,500.00	\$10,761.40	\$3,738.60	Funding to provide a high-quality, multicultural choral music education and performance residency program fostering talent, confidence and community at two Oakland elementary schools, Maxwell Park International Academy and Henry J. Kaiser Elementary.
Prescott Circus Theatre	\$14,500.00	\$10,761.40	\$3,738.60	Funding to support circus arts education after-school residencies for 3rd-5th grade students at Prescott, Lafayette, Manzanita Community, Manzanita SEED and Piedmont Avenue Elementary Schools. This residency serves to educate youth on the process of creating and producing high-quality circus arts entertainment. 120 students will work intensively with youth-oriented professional artists to develop circus and related performing arts skills. Troupe members will have opportunities to perform in community events, including a culminating performance at their school site.

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				Support for Youth Fellows program that integrates arts education, exhibition opportunities, professional arts training, and youth development for students in five Oakland high schools. Youth Fellows is a multi-faceted program designed to stimulate and nurture artistic development by introducing the use of artistic practices to youth; and expand the knowledge base of the Creative Arts field. Collaborating Artists work with the Lead Artist to provide diverse perspectives and experience in art practice and the Creative Arts field to students.
Pro Arts	\$10,980.55	\$8,149.39	\$2,831.16	
ART IN THE SCHOOLS TOTAL	\$187,960.30	\$140,359.25	\$47,601.05	

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FY11-12 ORGANIZATIONAL ASSISTANCE

FY11-12 is the second year of a two-year grant, contingent on Council approval.

Awardee	Total Recommendation	General Fund Portion	TOT Portion	Description
Oakland East Bay Symphony	\$43,246.94	\$32,096.39	\$11,150.54	Supports the Symphony's Classical Music Series, Nutcracker performances, Concerts at Woodminster, Free Young People's Concerts, and the MUSic for Excellence Program.
Creative Growth Art Center	\$41,860.73	\$31,067.60	\$10,793.13	Studio arts instruction, gallery exhibition and promotion for over 150 adult artists with developmental, physical and emotional disabilities. Also supported are the Summer Youth Program, new media workshops, innovative Dialogues Visiting Artist Program.
EastSide Arts Alliance	\$27,812.39	\$20,641.41	\$7,170.99	Supporting Artistic and Educational programs, salaries and marketing expenses.
AXIS Dance Company	\$27,706.87	\$20,563.09	\$7,143.78	Education and outreach program Dance Access and Dance Access/KIDS! will offer ongoing programming of physically integrated dance classes, workshops, assemblies and presentations for adults and youth of all abilities.
Destiny Art Center	\$40,905.26	\$30,358.48	\$10,546.78	Classes, special workshops and performances that involve dance, martial arts and theater for Oakland youth.
Oakland Youth Chorus	\$41,590.29	\$30,866.89	\$10,723.40	Classes for Oakland elementary school students in choral singing, percussion and dance, as well as training and music theory.
Dimensions Dance Theater	\$21,005.66	\$9,633.16	\$11,372.50	A season of multidisciplinary artistic collaborations with world-renowned artists.
Rhythmic Concepts	\$11,120.64	\$8,253.36	\$2,867.28	Support of 5 core programs: MLK Tribute, Oakland Children's Community Choir, Bay Area Jazz Star Search, Jazz Camp West and Jam Camp West.
Prescott Circus Theatre	\$22,859.10	\$16,965.24	\$5,893.86	Support for an organization strategic plan and fund-development efforts.
Crosspulse	\$18,534.40	\$13,755.60	\$4,778.80	Support for performances, audio and video recordings, workshops and in-school programs, international residencies, tours, cross-cultural educational seminars.
Museum of Children's Art	\$33,587.30	\$24,927.34	\$8,659.96	Activities for Museum Programs, School Programs, Early Childhood Programs and Community Programs. Residencies will include more than 50 schools and preschools, family workshops, camps and exhibits.

Item No: _____

Life Enrichment Committee

March 13, 2012

Stagebridge	\$28,243.13	\$20,961.09	\$7,282.05	Classes and workshops for seniors and Arts First Oakland, classes and performances by artists at senior facilities, professional teaching artists and grandparent storytellers.
Savage Jazz Dance Company	\$6,764.65	\$5,020.49	\$1,744.16	Original dance works rooted in the jazz music tradition that will provide dance training for students of all economic levels. Outreach programs will present world-class performances.
Attitudinal Healing Connection	\$34,597.55	\$25,677.12	\$8,920.44	Support and capacity building for the ArtEsteem program in schools and communities throughout Oakland. ArtEsteem is an art and social justice program that provides visual and performing art classes for youth.
Friends of Peralta Historical Park	\$21,475.81	\$15,938.61	\$5,537.20	Afterschool and Summer programs shed light on untold histories of the Peralta rancho and the stories of Oakland today through traditional and multimedia arts.
Oakland Interfaith Gospel Choir	\$19,770.03	\$14,672.64	\$5,097.39	Choir offers low/no cost community engagement performances, paid choir performances contracting with businesses and corporations; self-produced events such as annual holiday and Spring concerts and a Youth Choir Program.
Oakland Ballet	\$28,297.34	\$21,001.31	\$7,296.02	Presents annual Nutcracker at the Paramount with live music and one to two additional shows at smaller venues. Outreach includes shows at Oakland Public Schools.
ANNUAL ORGANIZATIONAL ASSISTANCE TOTAL	\$469,378.10	\$342,399.81	\$126,978.29	
	Total Recommendation	General Fund	TOT	
GRAND TOTAL - ALL CATEGORIES	\$854,862.00	\$648,905.69	\$205,956.31	

- FY11-12 Cultural Funding Program panels reviewed, scored and ranked a total of 100 eligible Applications and made a total of 62 Funding Recommendations. 2011-2012 represents year two of the Organizational Assistance granting period.

	IAP	OP	AS	OA	TOTAL
Reviewed Applications	33	19	22	26	100
Scores Eligible for Funding	27	19	22	26	94
Recommendations	18	12	15	17	62

(IAP=Individual Artist Project, OP=Organization Project, AS=Art in the Schools, OA=Organizational Assistance)

- FY11-12 funds available met approximately 56% of the demand (Total Grant Requests).

	IAP	OP	AS	OA	TOTAL
Total Grant Requests	\$132,520.00	\$185,795.00	\$258,852.00	\$943,974.49	\$1,521,141.49
Available Funds	\$72,330.00	\$125,193.60	\$187,960.30	\$469,378.10	\$854,862
Difference	(\$55,941.00)	(\$60,601.40)	(\$70,891.70)	(\$474,596.39)	(\$666,279.49)

- A total of 43,916 Events/Activities will be funded by the CFP through the grant categories of Individual Artist Project Support, Organization Project Support and Organizational Assistance (see below for separate Art in the Schools category statistics).
- Of the 43,916 Events/Activities funded through the CFP in these categories, 30,526 will be offered FREE to the public.
- Approximately 280,713 participants will be exposed to Oakland Arts Organizations and Artists through these CFP events/activities and projects.
- Of the 280,713 participants, an estimated 80% will be Oakland-based, and an estimated 79,535 (28%) will creatively participate in the funded activities and projects.

Art in the Schools – Numbers Served:

Total Students Served	7,612
Classes Per Week	311
Total Number of Classes	8,481

In 2011-2012 the Cultural Funding Program received project proposals for Oakland Public School students to receive hands-on art instruction in World Music, Traditional Chinese Musical Instruments, Opera, Chorus, Symphony Strings, Storytelling, Textiles, Writing, Performance, Line, Color, Shape, Texture, Mexican Folk Art, Brush Painting, Ancient African Art, Mask Making, Creative Writing, Drawing, Book Making, Murals, African Drumming and Costume Making, Dance and Language Arts.

▪ Schools and Resource Centers Served through Art in the School Residencies

		TOTAL
District 1 (CM Brunner)	Chabot Elementary (1), Claremont Middle School (1), Emerson Elementary (4), Henry J Kaiser Elementary (2), Oakland Technical High (2), Peralta Elementary (1), Piedmont Elementary (2), Sankofa Elementary (1)	14
District 2 (CM Kernlghan)	Bella Vista Elementary (1), Cleveland Elementary (5), Edna Brewer Middle School (1), Franklin Elementary (2), Garfield Elementary (1), Lincoln Elementary (7), Oakland High (4), Roosevelt Middle School (1)	22
District 3 (CM Nadel)	Lafayette Elementary (3), Lakeview Elementary (1), Martin Luther King Elementary (1), Prescott Elementary (1), Street Academy (1), Vincent Academy (1), Westlake Middle School (2)	10
District 4 (CM Schaaf)	Allendale Elementary (1), Bret Harte Middle School (1), Conservatory of Vocal/Instrumental Arts (1), Laurel Elementary (1), Montera Middle School (1), Redwood Heights Elementary (8), Sequoia Elem. (4)	17
District 5 (CM DeLaFuente)	Glenview Elementary (6), Global Family Elementary (1), Life Academy (8), Mandela High (2), Manzanita SEED (1), Manzanita Community (1)	19
District 6 (CM Brooks)	Bridges Academy (1), Bridges Elementary (1), Cari Munck Elementary (1), Greenleaf Elem. (2), Markham Elem. (2), Maxwell Park International Academy (1), Oakland Unity High (2), Skyline High School (3)	13
District 7 (CM Reid)	Lighthouse (2), RISE Community School (1)	3
TOTAL RESIDENCIES		98


 Oakland City Attorney's Office

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OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO SIXTY-TWO (62) CULTURAL SERVICES GRANTS TO FIFTY-TWO (52) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2011-2012 IN A TOTAL AMOUNT NOT TO EXCEED \$854,862.00

WHEREAS, in 1985, 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 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, during October, 2011, three funding review panels convened and forwarded recommendations to award sixty-two (62) grants to fifty-two (52) organizations and individual artists proposing to provide arts and/or cultural programming in the city of Oakland; and

WHEREAS, Fiscal Year 2011-12 funds for the Cultural Funding Program are budgeted as follows: \$648,905.69 in Non-Departmental – Entity (1), General Purpose Fund (1010), Cultural Programs Org (90523), Undetermined Project (0000000); and a projected total of \$2.4 million in revenues from the Transient Occupancy Tax (fund 2419) surcharge, of which \$205,956.31 will be reserved for arts grants in Entity (1), Transient Occupancy Tax (TOT) Surcharge Fund (2419), Cultural Funding Org (88742), Cultural Funding Program TOT Project (P391850); and

WHEREAS, on March 13, 2012, the Life Enrichment Committee of City Council approved specific funding recommendations to nonprofit organizations and individual artists as follows:

Funding Program	Grantee	Amount	General Fund Portion	TOT Portion
Individual Artist Project	Mary D. Watkins	\$4,249.00	\$4,249.00	0
Individual Artist Project	Peter Foucault	\$4,249.00	\$4,249.00	0
Individual Artist Project	Lori Anne Fischer	\$4,249.00	\$4,249.00	0
Individual Artist Project	Ben Wang	\$4,249.00	\$4,249.00	0
Individual Artist Project	Claudine Naganuma	\$4,249.00	\$4,249.00	0

Funding Program	Grantee	Amount	General Fund Portion	TOT Portion
Individual Artist Project	Sonsherée Giles	\$4,249.00	\$4,249.00	0
Individual Artist Project	Sheena Johnson	\$3,536.00	\$3,536.00	0
Individual Artist Project	Andrew J Chung	\$4,249.00	\$4,249.00	0
Individual Artist Project	Aimee Suzara	\$4,249.00	\$4,249.00	0
Individual Artist Project	Jill McLennan	\$4,249.00	\$4,249.00	0
Individual Artist Project	Lisa Marie Rollins	\$4,249.00	\$4,249.00	0
Individual Artist Project	Sam Mulberry	\$4,249.00	\$4,249.00	0
Individual Artist Project	Hugh Livingston	\$4,249.00	\$4,249.00	0
Individual Artist Project	Charles Curtis Blackwell	\$4,249.00	\$4,249.00	0
Individual Artist Project	Leyya Tawil	\$4,249.00	\$4,249.00	0
Individual Artist Project	Lejon Loggins	\$4,249.00	\$4,249.00	0
Individual Artist Project	Adrian Harper	\$810.00	\$810.00	0
Individual Artist Project	Benjamin Durazzo	\$4,249.00	\$4,249.00	0
Organization Project	Pro Arts	\$13,474.30	\$10,000.16	\$3,474.14
Organization Project	Youth Radio	\$14,000.00	\$10,390.32	\$3,609.68
Organization Project	Junior Center of Art and Science	\$14,000.00	\$10,390.32	\$3,609.68
Organization Project	Purple Silk Music Education Foundation, Inc. (PSMEF)	\$7,000.00	\$5,195.16	\$1,804.84
Organization Project	Kitka Womens Vocal Ensemble	\$14,000.00	\$10,390.32	\$3,609.68
Organization Project	Higher Gliffs / Community Rejuvenation Project	\$14,000.00	\$10,390.32	\$3,609.68
Organization Project	Bay Area Girls Rock Camp	\$5,250.00	\$3,896.37	\$1,353.63
Organization Project	Diamano Coura West African Dance Company	\$10,500.00	\$7,792.74	\$2,707.26
Organization Project	K*STAR* PRODUCTIONS	\$7,910.00	\$5,870.53	\$2,039.47
Organization Project	Cantare Con Vivo	\$14,000.00	\$10,390.32	\$3,609.68
Organization Project	Civicorps Schools	\$3,499.30	\$3,499.30	0
Organization Project	Oakland Asian Cultural Center	\$7,560.00	\$5,610.77	\$1,949.23
Art in the Schools	Dimensions Dance Theater, Inc.	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Debra Koppman	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Purple Silk Music Education Foundation, Inc. (PSMEF)	\$14,500.00	\$10,761.40	\$3,738.60

Funding Program	Grantee	Amount	General Fund Portion	TOT Portion
Art in the Schools	Prescott-Joseph Center for Community Enhancement	\$6,293.00	\$4,670.45	\$1,622.55
Art in the Schools	Museum of Children's Art	\$13,199.35	\$9,796.10	\$3,403.25
Art in the Schools	Redwood Heights Studio Art Program / Claudia Goodman-Hough	\$9,145.88	\$6,787.75	\$2,358.12
Art in the Schools	Life Academy of Health & Bioscience	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	East Bay Performing Arts / Oakland East Bay Symphony	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Rhythmic Concepts, Inc.	\$3,341.53	\$3,341.53	0
Art in the Schools	ALICE: Arts and Literacy in Children's Education	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Cantare Con Vivo	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Stagebridge	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Oakland Youth Chorus	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Prescott Circus Theatre	\$14,500.00	\$10,761.40	\$3,738.60
Art in the Schools	Pro Arts	\$10,980.55	\$8,149.39	\$2,831.16
Organizational Assistance	Oakland East Bay Symphony	\$43,246.94	\$32,096.39	\$11,150.54
Organizational Assistance	Creative Growth Art Center	\$41,860.73	\$31,067.60	\$10,793.13
Organizational Assistance	EastSide Arts Alliance	\$27,812.39	\$20,641.41	\$7,170.99
Organizational Assistance	AXIS Dance Company	\$27,706.87	\$20,563.09	\$7,143.78
Organizational Assistance	Destiny Art Center	\$40,905.26	\$30,358.48	\$10,546.78
Organizational Assistance	Oakland Youth Chorus	\$41,590.29	\$30,866.89	\$10,723.40
Organizational Assistance	Dimensions Dance Theater	\$21,005.66	\$9,633.16	\$11,372.50
Organizational Assistance	Rhythmic Concepts	\$11,120.64	\$8,253.36	\$2,867.28
Organizational Assistance	Prescott Circus Theatre	\$22,859.10	\$16,965.24	\$5,893.86
Organizational Assistance	Crosspulse	\$18,534.40	\$13,755.60	\$4,778.80
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Organizational Assistance	Friends of Peralta Historical Park	\$21,475.81	\$15,938.61	\$5,537.20
Organizational Assistance	Oakland Interfaith Gospel Choir	\$19,770.03	\$14,672.64	\$5,097.39
Organizational Assistance	Oakland Ballet	\$28,297.34	\$21,001.31	\$7,296.02

therefore be it

RESOLVED: That the Oakland City Council hereby approves and authorizes a grant 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 grants 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 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, _____, 2012

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

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