

**CITY OF OAKLAND
AGENDA REPORT**

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OFFICE OF THE CITY CLERK
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TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Cultural Arts and Marketing Division
DATE: July 12, 2005

RE: A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO CULTURAL SERVICES CONTRACTS WITH SIXTY-EIGHT (68) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2005-2006 IN A TOTAL AMOUNT NOT TO EXCEED \$1,180,261.96

SUMMARY

The purpose of this report is to:

- 1) Describe 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 2005-2006 Art in the Schools, Project Support for Organizations and Individuals, and Organizational Assistance programs 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 76 awards to 68 organizations and individual artists (some applicants are recommended for funding in two programs) that are producing dance, music, theater, media, visual, or literary arts events, or providing art services, are being recommended for funding in FY 2005-2006. City funding will support the projects, ongoing programs and operating expenses of these organizations and artists (see Attachment A, *Summaries of Requests and Award Recommendations*).

FISCAL IMPACT

FY 2005-2006 funds for the Cultural Funding Program (CFP) are budgeted in two locations:

- 1) \$1,019,317 in Non-Departmental (organization 90523), General Purpose Fund (1010).
- 2) \$159,261 in Cultural Funding (organization 62512), General Purpose Fund (1010).

The total FY 2005-2006 recommended award amount of \$1,180,261.96 represents a ten percent reduction from the baseline budget figures from FY 2004-2005.

BACKGROUND

Creation of the Cultural Funding Program

Prior to 1985, no formal procedure or criteria existed 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 than \$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 seven 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 with annual program allocations for FY 2004-2005 at \$1,306,517. Furthermore, the FY 2005-2006 grants budget was decreased by another 10%, making the annual program allocation its current \$1,180,261.96. 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 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 Cultural Affairs Commission for approval.

KEY ISSUES & IMPACTS

Applications Received for FY 2005-2006

The following table provides information on the number of applications received for FY 2005-2006, 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	51	32	48	24
Organization Project Support	30	11	29	18
Art in the Schools	29	13	29	11
Organizational Assistance	28	5	28	23
TOTAL:	138	61	134	76

* "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 forwarded for panel review were funded. 44% of all applications received were either new applicants to the Cultural Funding Program, or new to a specific funding category. See Attachment B for Program descriptions.

Panel Review Process:

In March 2005 three panels thoroughly and critically evaluated proposals from the arts community in preparation for the FY 2005-2006 funding cycle for the 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 was the first year of this next two-year cycle. Awardees were not 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. 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 2005 to ensure that panelists understood their duties, role and the review process. 21 panelists in all reviewed a total of 106 applications in March 2005.

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 are 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). For FY 2005-2006 there were no requests to appeal the panel's decisions and the recommendations were accepted unanimously by the FAC at their April 11, 2005 meeting.

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, a number of organizations that specifically serve disabled and senior communities.

RECOMMENDATION & RATIONALE

Staff recommends that the City Council approve this report and approve the FY 2005-2006 panel recommended awards for the Project Support, and Art in the Schools Programs, and reconfirm the awards for Organizational Assistance.

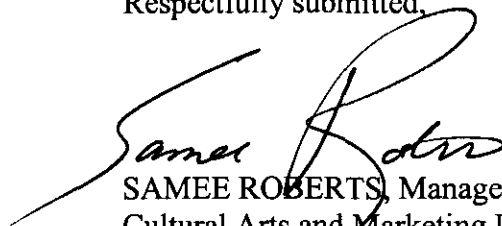
Paying thoughtful attention to the mandate to uphold the public trust in the distribution of City funds for arts and cultural programs, the Cultural Funding Program has conducted an extensive application and panel review process. As a result of that process, hundreds of opportunities for the public to 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 \$1,180,261.96 with 68 Oakland-based nonprofit organizations and artists proposing to provide arts and cultural services in Oakland during FY 2005-2006.

Respectfully submitted,



SAMEE ROBERTS, Manager
Cultural Arts and Marketing Division
Office of the City Administrator

Prepared by:
Andrea Leal
Assistant Cultural Funding Program Coordinator

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE


OFFICE OF THE CITY ADMINISTRATOR

FY 05-06

ATTACHMENT A

ORGANIZATIONAL ASSISTANCE PROGRAM
STRATEGIC DEVELOPMENT

Summary of Requests + Award Recommendations

APPLICANT	REQUEST	AVG. SCORE	Award Recommendation	Program Description
Pro Arts, Inc.	\$39,527.89	88.73%	\$ 31,565.79	Serving the East Bay through art exhibitions, workshops and programming
Friends of Peralta Hacienda Historical Park	\$33,800.00	88.23%	\$ 26,839.57	Fruitvale area historical park and house as well as community facility
EastSide Arts Alliance	\$43,600.00	87.87%	\$ 34,480.19	Community based arts org. serving the lower San Antonio District
Oakland Opera Theater	\$15,125.00	86.56%	\$ 11,782.98	Presenting fully staged productions of original and multidisciplinary works
Diamano Coura West African Dance Co.	\$18,792.00	84.36%	\$ 14,267.64	Dedicated to the preservation of W. African music, dance, theater and culture
Tea Party Magazine	\$11,393.50	82.32%	\$ 8,441.22	Magazine showcasing the diverse voices of Oakland's artists and cultural organizations
Move Dance Theatre	\$17,700.00	67.33%		
Black Filmmakers Hall of Fame, Inc.	\$6,896.00	63.17%		
TOTAL REQUESTS/AWARDS:	\$186,934.39		\$ 127,377.38	
AVAILABLE ALLOCATION:	\$ 127,377.00		\$ 127,377.38	
VARIANCE:	\$ (59,557.39)			

FY 05-06

ATTACHMENT A

ORGANIZATIONAL ASSISTANCE PROGRAM
GENERAL OPERATING SUPPORT

Summary of Requests + Award Recommendations - REVISED 6/16/03

APPLICANT	REQUEST	AVG. SCORE	Award Recommendation	Project Description
Oakland East Bay Symphony	\$80,349.00	97.57%	\$ 66,712.62	Presenting symphonic and collaborative artistic performances & MUSE program
Museum of Children's Art (MOCHA)	\$79,882.00	97.10%	\$ 66,005.38	Providing arts education and onsite community programs for children
Creative Growth Art Center	\$79,000.00	95.57%	\$ 64,248.04	Arts Center and gallery serving developmentally disabled adults
The Junior Center of Art and Science	\$42,120.00	94.93%	\$ 34,025.38	Children's classes, workshops and events
Dimensions Dance Theater	\$30,000.00	93.64%	\$ 23,905.28	Presenting traditional African dances and contemporary choreography
KITKA Inc.	\$31,206.00	93.42%	\$ 24,807.85	Women's vocal ensemble rooted in Eastern European traditions
Oakland Youth Chorus	\$48,000.00	93.25%	\$ 38,089.15	Children's classes, workshops and events
AXIS Dance Company	\$44,027.00	91.96%	\$ 34,453.17	Serving the East Bay through art exhibitions, workshops and programming
Oakland Youth Orchestra	\$12,115.00	91.67%	\$ 9,450.65	Fully instrumented youth symphony
Stagebridge	\$34,399.35	91.46%	\$ 26,772.73	Senior theater company
Destiny Arts Center	\$35,048.00	89.74%	\$ 26,764.58	Teaching nonviolence & youth leadership through martial arts, dance, and theater
Savage Jazz Dance Company	\$12,856.00	88.78%	\$ 9,712.53	Professional company rooted in jazz music's range of expression
Rythmic Concepts, Inc.	\$20,563.00	88.54%	\$ 15,493.06	Appreciation and preservation of jazz through education and performance programs
Oakland Interfaith Gospel Choir	\$30,900.00	88.53%	\$ 23,278.78	Interfaith, multiracial and cultural group dedicated to the employment of Black Gospel music
Opera Piccola ("Small Works")	\$32,500.00	88.08%	\$ 24,359.70	Providing community performances and the ArtGate education program
Oakland Ballet Association, Inc.	\$63,731.00	88.06%	\$ 47,757.39	Internationally acclaimed Oakland ballet company's 39th Season
Purple Silk Music Education Foundation	\$9,528.45	81.97%	\$ 6,646.43	Music education and appreciation using traditional Chinese instruments
Dance for Power	\$28,350.00	78.66%		
Jazz In Flight	\$10,659.00	76.98%		
Dunsmuir House & Gardens, Inc.	\$40,000.00	47.14%		
TOTAL REQUESTS/AWARDS:	\$ 765,233.80		\$ 542,482.72	
AVAILABLE ALLOCATION:	\$ 540,799.00		\$ 540,799.41	
VARIANCE:	\$ (224,434.80)		\$ (1,683.31)	

FY 05-06

ATTACHMENT A

ORGANIZATION PROJECT SUPPORT

Summary of Requests + Award Recommendations

APPLICANT	REQUEST	AVG. SCORE	Award Recommendation	Project Description
The Unity Council	\$ 30,984.00	95.57%	\$ 23,718.74	Annual Dia de los Muertos event
Asian Community Health Services	\$ 26,621.00	95.03%	\$ 20,263.65	Talking Roots Arts Collective - multidisciplinary arts program for youth
African Queens Youth Performance	\$ 2,150.00	91.80%	\$ 1,756.59	Preprofessional dance training program specializing in African dance
Youth Sounds	\$ 15,000.00	91.34%	\$ 10,974.50	ELEMENTS - Experimental video project made by youth which will be featured in local galleries
Oakland Leaf Foundation	\$ 12,460.00	90.82%	\$ 9,064.25	Arts education program for students at ASCEND school
Theatre First	\$ 18,000.00	90.49%	\$ 13,046.85	Theatre's season production based at Mills College
21 Grand Arts Group, Inc.	\$ 6,000.00	89.67%	\$ 4,788.38	Support for 21 Grand's Experimental Music Series
Bay Area Blues Society	\$ 8,158.00	88.82%	\$ 5,159.11	Homegrown Blues Summer Concert Series
Oaktown Jazz Workshops	\$ 10,000.00	88.50%	\$ 6,301.20	Promote, perpetuate, present jazz among urban children and youth through instruction and workshops
Prescott Circus Theatre	\$ 68,000.00	88.42%	\$ 32,930.00	Circus Arts program for youth at elementary schools throughout Oakland
Fua Di Congo	\$ 18,460.00	88.18%	\$ 11,589.96	Malakai Mantagna 2005 a Congolese dance-drumming tribute to Malonga Casquelourd's legacy
K*Star Productions	\$ 13,400.00	87.72%	\$ 8,369.19	2006 Black Choreographers Festival at the Alice Arts Center
Woman's Will	\$ 4,356.00	87.71%	\$ 3,400.38	Summer classes for youth and free performances by all female Shakespeare company
Oakland Art Gallery	\$ 15,394.80	87.35%	\$ 9,574.52	Serving both emerging and established artists through art exhibitions and programming
B-Word, Inc.	\$ 21,146.40	87.35%	\$ 13,151.62	Feminist Response to Pop Culture magazine
Friends of Oakland Parks and Recreation	\$ 24,000.00	86.50%	\$ 14,781.12	Free Shakespeare in the Park performances
East Oakland Youth Development Center	\$ 20,000.00	85.63%	\$ 12,193.71	Multidisciplinary after school art program serving East Oakland
Oakland Asian Cultural Center	\$ 9,000.00	85.47%	\$ 5,476.92	Oakland Chinatown Life History Project - a oral history project
Oakland Chinatown Chamber of Commerce	\$ 40,700.00	83.72%		
Dance Elixir	\$ 4,300.00	83.68%		
Oakland Symphony Chorus	\$ 23,800.00	82.87%		
California Lawyers for the Arts	\$ 37,647.00	81.81%		
Otec-DUSTY	\$ 32,350.87	80.78%		
Arts First Oakland	\$ 1,500.00	79.71%		
California Revels	\$ 60,000.00	78.38%		
Jazz In Flight	\$ 8,000.00	77.57%		
Dehcontee Liberian Dance Company	\$ 7,000.00	76.20%		
Ethiopian Community and Cultural Center	\$ 5,000.00	65.33%		
Dunsmuir House & Gardens, Inc.	\$ 38,000.00	56.23%		
TOTAL REQUESTS/AWARDS:			\$ 206,540.68	
AVAILABLE ALLOCATION:			\$206,541.00	
VARIANCE:			\$ (374,887.07)	

FY 05-06

ATTACHMENT A

ART IN THE SCHOOLS

Summary of Requests + Award Recommendations

APPLICANT	REQUEST	AVG. SCORE	Award Recommendations	Program Description
MOCHA	\$ 75,000.00	98.50%	\$ 33,206.81	After school arts program serving 3 West Oakland Schools
Dimensions Dance Theater, Inc.	\$ 23,950.00	97.14%	\$ 14,640.68	<i>Rites of Passage</i> - Dance education outreach program at 6 OUSD schools
Oakland Youth Chorus	\$ 24,012.00	95.83%	\$ 14,480.63	Teacher training in arts integration program at 4 OUSD Schools
Opera Piccola "Small Works"	\$ 70,621.00	95.56%	\$ 30,334.70	ArtGate - multidisciplinary art program serving 19 OUSD schools
Oakland East Bay Symphony	\$ 50,000.00	95.31%	\$ 25,705.11	MUSE - Music education program serving grades 3 - 12 at 18 OUSD schools
Peralta Parent Teachers Group	\$ 16,000.00	94.66%	\$ 10,892.72	Multidisciplinary art program serving students at Peralta Elementary
Claudia Goodman-Hough	\$ 7,672.84	94.52%	\$ 5,867.89	Studio Art Program for entire student body at Redwood Heights Elementary
Debra Koppman	\$ 15,000.00	94.52%	\$ 10,196.82	Multicultural Storytelling Arts Workshops and Puppet Theater at Sequoia Elementary
Oakland Leaf	\$ 30,000.00	94.29%	\$ 15,258.01	ASCEND School students Arts education program
East Bay Conservation Corps	\$ 57,150.00	94.24%	\$ 24,209.24	K-5 visual and performing arts program at EBCCCS
Purple Silk Music Education Founda	\$ 25,000.00	94.00%	\$ 14,788.55	Chinese music program serving International Community School
East Oakland Community High Sch	\$ 43,600.00	93.81%		
Stagebridge	\$ 47,090.00	93.42%		
Glenview Elementary School	\$ 27,869.00	93.24%		
Bret Harte Middle School	\$ 6,400.00	92.71%		
AXIS Dance Company	\$ 4,000.00	91.83%		
Attitudinal Healing Connection, Inc.	\$ 64,124.00	91.35%		
Higher Gliffs	\$ 43,075.00	90.28%		
Below Radar Art and Video Educati	\$ 32,010.00	89.14%		
Women's Will	\$ 6,500.00	88.23%		
Teri Shepherd Massoth	\$ 6,795.00	88.04%		
ALICE: Arts & Literacy in California	\$ 40,150.00	85.24%		
Oaktown Jazz Workshops	\$ 19,110.00	85.19%		
North Oakland Community Charter	\$ 6,212.50	84.01%		
Caroly Lei-Lanilau	\$ 6,575.00	76.71%		
Drea Brown	\$ 2,462.00	75.76%		
EnCompassAcademy	\$ 12,793.00	75.43%		
The Vietnamese Performing Arts Gr	\$ 27,119.00	72.52%		
Metwest High School	\$ 14,118.60	71.90%		
TOTAL REQUESTS/AWARDS:	\$ 804,408.94		\$ 199,581.16	
AVAILABLE ALLOCATION:	\$ 199,581.00		\$ 199,581.00	
VARIANCE:	\$ (604,827.94)		\$ (0.16)	

INDIVIDUAL ARTIST PROJECT SUPPORT
Summary of Requests + Award Recommendations

APPLICANT		AVG. SCORE	Award Recommendation	Project Description
Recommended Awardees:				
Khalil	Shaheed	98.45	\$ 4,999.00	Fusion project of Jazz & Moroccan music
James	Gayles	98.43	\$ 4,999.00	Blues Artist exhibition at the Craft & Cultural Arts Gallery
Jeffery	Wong	96.89	\$ 4,999.00	Original Chinese music composition and performance
Frankye	Kelly	96.74	\$ 4,999.00	Summer jazz workshop for youth
Ruben	Guzman	96.64	\$ 4,999.00	Cartoneria exhibit at Transit Village & Dia de los Muertos
Paul	Flores	96.64	\$ 4,999.00	<i>First Person Urban</i> - spoken word workshops and performance
Alex	da Silva	96.52	\$ 4,999.00	<i>Runners High</i> - documentary film featuring Oakland athletes
Nancy	Mizuno Elliott	96.07	\$ 4,999.00	<i>Squawk: Illustrated Text of Oakland Renegade Poets</i>
McNeil	Dennis	94.88	\$ 4,999.00	Performance and video of a spoken word one man show
Sam	Mulberry	94.64	\$ 4,999.00	All ages Hip Hop event in collaboration with Unity Council
Lori Anne	Fischer	94.31	\$ 4,999.00	Doll making workshops for patients in long term care
Rocky	Baird	94.16	\$ 4,999.00	Mural Project honoring the Ohlone and their environment
Kristy	Guevara Flanagan	93.6	\$ 4,999.00	<i>A Girl's Life</i> - Documentary film featuring 4 Oakland youth
Eric	Shapiro	93.29	\$ 4,999.00	Music production internships for C. Youth Authority reentries
Ellen	Lake	91.36	\$ 4,999.00	Multi-media art project and exhibit with Graciela Carilo
Destiny	Muhammad	90.66	\$ 4,999.00	Harp performance and lectures at Oakland schools
Fred	Alvarado	90	\$ 4,999.00	Lake Merrit Community Mural Project
Susanne	Cockrell	89.52	\$ 4,999.00	<i>Temescal Amnity Works Project</i> - neighborhood social sculpture
Sue	Mark	89.33	\$ 4,999.00	<i>WE Riders</i> - geographical exploration and exhibition of Oakland
Harold	Lawrence	88.69	\$ 4,999.00	Documentary film on artist Bruce Beasley
Ly	Nguyen	88.47	\$ 4,300.00	Vietnamese Artists Collective's literary and visual journal
Hiroyuki	Nakagawa	88.19		
Hugh	Livingston	85.76		
Corey	Satow	85.52		
Alan	Leon	85.47		
Lu	An	84.9		
Lexa	Walsh	83.79		
Lydia	Nakashima Degarro	83.76		
Drea	Brown	83.69		
Jamie	Kennedy	83.64		
Leta	Hatley	83.55		
Hadley	McCarroll	83.31		
Khara	Scott-Bey	83.24		
Claudine	Naganuma	82.88		
Heike	Liss	82.69		
Lisa	Mezzacappa	82.12		
Jamison	Jossis	81		
Ellen	Oppenheimer	80.5		
Debra	Koppman	80.45		
Kit	Fisher	80.24		
Ruby	Long	80.07		
Randolph	Belle	79.72		
Laura	Prives	79.69		
Karen	Schneider	79.38		
Jocelyn	Hughes	76.26		
Zakiya	Harris	76.01		
Richard	Goodman	75.64		
Michael	Quezada	69.12		
TOTAL REQUESTS/AWARDS:			\$ 104,280.00	
AVAILABLE ALLOCATION:			\$ 104,280.00	
VARIANCE:			\$ -	



CULTURAL FUNDING PROGRAM
Cultural Arts and Marketing Division

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.

OAKLAND CITY COUNCIL

FILED
OFFICE OF THE CITY CLERK

RESOLUTION No. _____

C.M.S.



2005 JUN 28 2005
RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO CULTURAL SERVICES CONTRACTS WITH SIXTY-EIGHT (68) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2005-2006 IN A TOTAL AMOUNT NOT TO EXCEED \$1,180,261.96

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 2005, four funding review panels convened and forwarded recommendations to fund sixty-eight (68) organizations and individual artists proposing to provide arts and/or cultural programming in the city of Oakland; and

WHEREAS, on July 12, 2005, 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	Pro Arts, Inc.	\$ 31,565.79
Organizational Assistance - Strategic Development	Friends of Peralta Hacienda Historical Park	\$ 26,839.57
Organizational Assistance - Strategic Development	EastSide Arts Alliance	\$ 34,480.19
Organizational Assistance - Strategic Development	Oakland Opera Theater	\$ 11,782.98
Organizational Assistance - Strategic Development	Diamano Coura West African Dance Co.	\$ 14,267.64
Organizational Assistance - Strategic Development	Tea Party Magazine	\$ 8,441.22
Organizational Assistance - General Operating Support	Oakland East Bay Symphony	\$ 66,712.62
Organizational Assistance - General Operating Support	Museum of Children's Art (MOCHA)	\$ 66,005.38
Organizational Assistance - General Operating Support	Creative Growth Art Center	\$ 64,248.04
Organizational Assistance - General Operating Support	The Junior Center of Art and Science	\$ 34,025.38
Organizational Assistance - General Operating Support	Dimensions Dance Theater	\$ 23,905.28
Organizational Assistance - General Operating Support	KITKA Inc.	\$ 24,807.85

Organizational Assistance - General Operating Support	Oakland Youth Chorus	\$ 38,089.15
Organizational Assistance - General Operating Support	AXIS Dance Company	\$ 34,453.17
Organizational Assistance - General Operating Support	Oakland Youth Orchestra	\$ 9,450.65
Organizational Assistance - General Operating Support	Stagebridge	\$ 26,772.73
Organizational Assistance - General Operating Support	Destiny Arts Center	\$ 26,764.58
Organizational Assistance - General Operating Support	Savage Jazz Dance Company	\$ 9,712.53
Organizational Assistance - General Operating Support	Rhythmic Concepts, Inc.	\$ 15,493.06
Organizational Assistance - General Operating Support	Oakland Interfaith Gospel Choir	\$ 23,278.78
Organizational Assistance - General Operating Support	Opera Piccola ("Small Works")	\$ 24,359.70
Organizational Assistance - General Operating Support	Oakland Ballet Association, Inc.	\$ 47,757.39
Organizational Assistance - General Operating Support	Purple Silk Music Education Foundation	\$ 6,646.43
Organization Project	The Unity Council	\$ 23,718.74
Organization Project	Asian Community Health Services	\$ 20,263.65
Organization Project	African Queens Youth Performance Company	\$ 1,756.59
Organization Project	Youth Sounds	\$ 10,974.50
Organization Project	Oakland Leaf Foundation	\$ 9,064.25
Organization Project	Theatre First	\$ 13,046.85
Organization Project	21 Grand Arts Group, Inc.	\$ 4,788.38
Organization Project	Bay Area Blues Society	\$ 5,159.11
Organization Project	Oaktown Jazz Workshops	\$ 6,301.20
Organization Project	Prescott Circus Theatre	\$ 32,930.00
Organization Project	Fua Dia Congo	\$ 11,589.96
Organization Project	K*Star Productions	\$ 8,369.19
Organization Project	Woman's Will	\$ 3,400.38
Organization Project	Oakland Art Gallery	\$ 9,574.52
Organization Project	B-Word, Inc.	\$ 13,151.62
Organization Project	Friends of Oakland Parks and Recreation	\$ 14,781.12
Organization Project	East Oakland Youth Development Center	\$ 12,193.71
Organization Project	Oakland Asian Cultural Center	\$ 5,476.92
Art in the Schools	MOCHA	\$ 33,206.81
Art in the Schools	Dimensions Dance Theater, Inc.	\$ 14,640.68
Art in the Schools	Oakland Youth Chorus	\$ 14,480.63
Art in the Schools	Opera Piccola "Small Works"	\$ 30,334.70
Art in the Schools	Oakland East Bay Symphony	\$ 25,705.11
Art in the Schools	Peralta Parent Teachers Group	\$ 10,892.72
Art in the Schools	Claudia Goodman-Hough	\$ 5,867.89
Art in the Schools	Debra Koppman	\$ 10,196.82
Art in the Schools	Oakland Leaf	\$ 15,258.01
Art in the Schools	East Bay Conservation Corps	\$ 24,209.24
Art in the Schools	Purple Silk Music Education Foundation	\$ 14,788.55
Individual Artist	Khalil Shaheed	\$ 4,999.00
Individual Artist	James Gayles	\$ 4,999.00
Individual Artist	Jeffery Wong	\$ 4,999.00
Individual Artist	Frankeye Kelly	\$ 4,999.00
Individual Artist	Ruben Guzman	\$ 4,999.00
Individual Artist	Paul Flores	\$ 4,999.00

Individual Artist	Alex da Silva	\$ 4,999.00
Individual Artist	Nancy Mizuno Elliott	\$ 4,999.00
Individual Artist	McNeil Dennis	\$ 4,999.00
Individual Artist	Sam Mulberry	\$ 4,999.00
Individual Artist	Lori Anne Fischer	\$ 4,999.00
Individual Artist	Rocky Baird	\$ 4,999.00
Individual Artist	Kristy Guevara Flanagan	\$ 4,999.00
Individual Artist	Eric Shapiro	\$ 4,999.00
Individual Artist	Ellen Lake	\$ 4,999.00
Individual Artist	Destiny Muhammad	\$ 4,999.00
Individual Artist	Fred Alvarado	\$ 4,999.00
Individual Artist	Susanne Cockrell	\$ 4,999.00
Individual Artist	Sue Mark	\$ 4,999.00
Individual Artist	Harold Lawrence	\$ 4,999.00
Individual Artist	Ly Nguyen	\$ 4,300.00

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, KERNIGHAN and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LA TONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California