

CITY OF OAKLAND
AGENDA REPORT

OFFICE OF THE CITY CLERK
DRAFT

2005 OCT 27 PM 12: 06

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Office of Parks and Recreation
DATE: November 8, 2005

RE: STATUS REPORT ON THE OPERATIONS OF THE STUDIO ONE ARTS CENTER SINCE ITS TEMPORARY TRANSFER TO THE MALONGA CASQUELOURD CENTER FOR THE ARTS, INCLUDING INFORMATION ON THE NUMBER, THE LOCATION, AND THE ATTENDANCE OF THE CLASSES OFFERED

SUMMARY

This report provides Council with information about the status of the operations of Studio One Arts Center ("Studio One") since its temporary transfer to the Malonga Casquelourd Center for the Arts ("Malonga Center"), including information on the number, the location, and the attendance of the classes offered.

FISCAL IMPACT

The transition from Studio One's previous location at 45th Street to its temporary home at the Malonga Center has had an impact on the ability of the Office of Parks and Recreation ("OPR") to meet revenue projections for Studio One. For the first quarter of Fiscal Year 2005-2006, projected revenue was \$43,750 and actual revenue for that period was \$19,083 – a gap of approximately 44%.

Spring 2005 was Studio One's first session at the Malonga Center and generated \$9,858 in revenue. The next session, Summer 2005, generated \$11,772. For the Fall 2005 session, Studio One is operating 33 classes with total revenue of \$14,134 – an increase in revenue of \$4,276 or 44% since the spring session. As the building's ventilation and electrical system issues are addressed over the next few months and more classes can be offered, these numbers will continue to grow, thereby narrowing the gap between budget projections and actual revenue.

BACKGROUND

The renovation of Studio One required OPR to vacate the facility. OPR is continuing to offer arts classes at several alternative locations in order to minimize disruption to the programming schedule and to keep Studio One's client base engaged.

Several replacement facilities were considered before the Malonga Center was selected as a temporary location for Studio One. Staff inquired at California College for the Arts (CCA), the Oakland Army base, Oakland Technical High School, Chabot Elementary School and other

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schools in the immediate area of Studio One. Unfortunately, none of these facilities was available for Studio One's use. The Malonga Center appeared to be a natural fit, although ceramics, metalwork, and photography programs could not be offered until the ventilation and electrical systems are upgraded. The current ventilation system is not adequate to process the fumes and air particles generated from clay firing, jewelry and metal work, and photography processing. The electrical system cannot provide adequate power to kilns and photography lab equipment. OPR and Public Works Agency (PWA) staff have devised a plan to address the ventilation and electrical issues and work for those modifications is scheduled to be complete before the end of this calendar year (2005).

KEY ISSUES AND IMPACTS

Studio One is a valuable City program center and enjoys considerable community support. OPR staff is in regular communication with the "Friends of Studio One" group and other interested community members. To further engage community involvement in Studio One activities, the OPR Director invited community members to participate in the recent interviews to fill the Center Director position at Studio One. Mr. Kola Thomas has been appointed to manage Studio One programs and will assume those duties on October 31, 2005. Mr. Thomas brings a wealth of experience in and enthusiasm for community arts programming.

Spring 2005 was the first session at the Malonga Center. There were a total of 33 classes with 232 enrollments which generated \$9,858 in revenue. In the spring, a number of classes had very low enrollments but were offered as a way of continuing service to the community. Since then classes with too few enrollments have been canceled in order to save on costs. Summer 2005 generated \$11,772 in revenue from 19 classes with 192 enrollments. For the Fall 2005 session Studio One is operating 33 classes – 215 patrons have enrolled to date and \$14,134 in revenue has been collected – an increase of \$4,276 or 44% in revenue since the spring session.

Moving Studio One's programs to the Malonga Center has temporarily and expectedly impacted service levels. Since the move, Studio One has been able to offer classes in art, creativity, drawing, drama, painting, sculpture, yoga and arts and crafts. Issues with the building's ventilation and electrical systems have prevented Studio One from being able to offer other popular programs such as ceramics, photography and metalwork.

Summer enrollment was low, but the fall session enrollment numbers are encouraging and suggest that Studio One is cultivating a new client base in the new location. Most of Studio One's classes are offered at the Malonga Center and some programs have been launched at other sites as a way of keeping up service levels. The bead-making class is currently running successfully at Dimond Recreation Center. The small kiln at Golden Gate Recreation Center has allowed Studio One to provide clay classes for children. The yoga class is a success at the Lake Merritt Boating Center. Enrollment in these satellite programs to date has included 46 participants and has generated \$3,597 in revenue.

The loss in revenue as well as the disruption to services caused by the transition of Studio One to its new location is of great concern to OPR. Studio One continues to find ways to provide teachers and students with a place to create their artwork while the former site is being renovated. Once the electrical and ventilation system improvements are made at the Malonga Center, Studio One will have the capacity to restore programming and revenue to previous levels.

To recruit more students Studio One has implemented a marketing campaign targeting the area where the Malonga Center is located. Flyers and brochures are in neighborhood stores and are being distributed to houses, apartment buildings and schools in the surrounding area. Studio One is also developing new lunchtime programs for workers in the downtown area and plans to start those programs after the first of the year.

As new staff is in place, new programs are offered, and outreach efforts are conducted, OPR is confident that revenue and participation numbers will continue to grow.

SUSTAINABLE OPPORTUNITIES

Economic: The Malonga Center is a natural venue to temporarily host Studio One operations. The steadily increasing capacity to offer artistic classes provides economic opportunities to employ local artists as instructors for those classes.

Environmental: Improvements to the Malonga Center electrical and ventilation systems will provide for more energy efficient operations of the Studio One programs offered there.

Social Equity: As services and classes offered are increased, more people in Oakland, including Studio One's patron base, the Malonga Center neighborhood community, as well as the downtown worker community, will enjoy new opportunities to express themselves creatively.

DISABILITY AND SENIOR CITIZEN ACCESS

Studio One classes at the Malonga Center are all wheelchair accessible, which is a marked improvement from the former site on 45th Street. Older adults and people with other disabilities such as the hearing or sight impaired are accommodated whenever accommodation is requested.

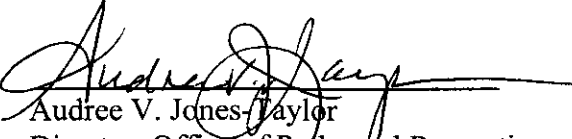
RECOMMENDATION(S) AND RATIONALE

Staff recommends that City Council accept this informational report on the status of Studio One Arts Center operations.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that City Council accept this informational report.

Respectfully submitted,


Audree V. Jones-Taylor
Director, Office of Parks and Recreation

Prepared by:
Karis Griffin, Recreation Supervisor
Office of Parks and Recreation

Reviewed by:
Kip Walsh, Assistant to the Director
Office of Parks and Recreation

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE


OFFICE OF THE CITY ADMINISTRATOR