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OAKLAND

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AGENDA REPORT

TO: DEANNA J SANTANA
CITY ADMINISTRATOR

FROM: Kelley Kahn

SUBJECT: 2014 Art & Soul Festival

DATE: January 2, 2014

City Administrator

Date

Approval

1/8/14

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff recommends that the City Council

Receive An Informational Report And Take Possible Action On The Art + Soul Festival Including A Five Year Analysis And Preliminary Plans For 2014, And Provide Direction To The City Administrator On The Date And Location For The 2014 Art + Soul Festival.

BACKGROUND/LEGISLATIVE HISTORY

At its December 17, 2013 meeting, the Life Enrichment Committee directed staff to return with a follow-up report on the 2014 Art + Soul Festival to include

- 1 The proposed date and location of the festival
- 2 More information about the proposed relocation of the festival to Lake Merritt, including a map of the footprint of all festival components, analysis of the implications on vendor opportunities, and implications on festival funding and costs
- 3 More information about the composition and structure of the new festival advisory committee
- 4 Updated timeline for festival preparations
- 5 Information from other cities which run successful festivals

ANALYSIS

Staff has provided the following analysis to address each of the five items requested of the Committee at its meeting on December 17 2013

Item _____
Life Enrichment Committee
January 28, 2014

1 Proposed Date and Location for 2014 Art + Soul Festival

Staff is recommending that the 2014 Art + Soul Festival take place on August 1-3, 2014 in Frank Ogawa Plaza. Due to new information received since the December 17, 2013 Life Enrichment Committee meeting, staff has determined that the best course of action is to retain the 2014 Art + Soul Festival on its regular date at its current location. Staff had suggested the possibility of moving the festival to September at Lake Merritt/Lakeside Park so that it could be held in conjunction with the 2nd Annual Love Our Lake Day. Staff initially saw this as a way to give the festival a boost, by consolidating staffing and financial resources behind one major event that encompassed the best elements of Art + Soul, Love Our Lake Day and the former Festival-at-the-Lake. However, an exciting new component has presented itself that staff believes will boost the Art + Soul festival within existing City resources and also enable staff support to help facilitate the 2nd Annual Love Our Lake Day. The latter will return to Lakeside Park/Lake Merritt on September 14, 2014, and will again feature Oaklavia/Oakland Sunday Streets in collaboration with East Bay Bicycle Coalition (EBBC) and Walk Oakland Bike Oakland (WOBO).

A brief summary of these two events is provided as follows:

2014 Art + Soul Festival

August 1-3, 2014

Frank Ogawa Plaza

Featuring the "Oaktown Throwdown" BBQ Competition on August 1 & 2

Barbecuing starts Friday evening. Judging takes place on Saturday.

Art & Soul Oakland applied for and was recently selected to host a nationally-sanctioned professional and amateur/backyard level barbecue competition sanctioned by the Kansas City Barbecue Association (KCBS) and the California Barbecue Association. One of the premier barbecue competition circuits in the country, KCBS-sanctioned events typically draw 25-50 top level professionals, scores of amateur/backyard participants, and tens of thousands of spectators. KCBS enthusiastically welcomes the competition to be held as part of the Art + Soul festival to make it more well-rounded to include music, art, artisans, family activities, food demonstrations, product displays, beverage sales, and activities that promote local culture, community and barbecue history.

Staff believes that the barbecue component is a great fit for Art + Soul in that it adds a strong component that is essentially turn-key, complements festival programming, provides an opportunity for local participation and has a broad public appeal, which should help increase attendance. Outreach would be conducted to Oakland purveyors such as Everett & Jones, B-Side, Chop Bar and others to encourage them to compete at the professional level, and to local residents to compete on the amateur/backyard level. KCBS conducts its competitions in four categories: ribs, pork shoulder, brisket and chicken. The event would begin on Friday to allow 20 hours for the cooking of brisket before the judging begins on Saturday. The Friday component would be

free to the public – apparently, the overnight cooking of brisket in and of itself is a big draw in other host cities, which include Greenwood, South Carolina and Kennesaw, Georgia, among others California host cities include Sacramento, San Jose, Santa Clara, Long Beach, Brentwood, Placerville and Oroville On Saturday, the public will also be able to stroll the various barbecue trucks to view the action and sample if desired (sampling fee would apply, depending on item(s) being sampled)

The barbecue competition would join other popular Art + Soul programming, including music, art, artisans, dance, and the family fun zone In addition, new elements could be added to the 2014 festival, including an MG Car Show, Oakland Makers Exhibit and other themed attractions aimed at drawing a broader audience

2nd Annual Love our Lake Day
Sunday, September 14, Lakeside Park/Lake Merritt
Featuring Oaklavia/Oakland Sunday Streets

Art + Soul Oakland would help produce the overall event and curate the arts and culture elements for the 2nd Annual Love Our Lake Day which features Oaklavia/Oakland Sunday Streets The event would build upon the success of the inaugural Love Our Lake Day held in June 2013 that drew upwards to 15,000 attendees for a day of car-free fitness and family fun around Lake Merritt WOBO/EBBC welcome this approach because it provides needed support with respect to production and cultural components of the event, which frees them up to focus on the bicycling and other fitness elements It is also important to note that WOBO/EBBC have been working with the Office of Councilmember Dan Kalb to produce a second Oakland Sunday Streets event in the Golden Gate Neighborhood in summer or fall 2014 WOBO/EBBC has expressed a desire to work with other Council offices and community groups to jump start additional Sunday Streets events in various Oakland neighborhoods

2 More information about the festival relocation to Lake Merritt

At this time, staff is no longer recommending that the 2014 Art + Soul festival be relocated to Lake Merritt

3 Festival Task Force

At the request of the Life Enrichment Committee, staff is convening a Festival Task Force to augment staff efforts to plan and promote the festival The Festival Task Force will consist of four committees programming/activities, music, marketing/publicity and sponsorships/fundraising Each committee will have a chairperson who will convene the meetings, gather ideas, identify resources and then funnel its findings and recommendations to Samee Roberts, Marketing Manager and Jim MacIlvaine, Special Events Coordinator The first Task Force meeting will be

held the week of February 3, 2014 and continue monthly The individual committees may elect to meet more frequently

Primary functions of the Festival Task Force include

- 1 Programming/Activities Committee (5-7 members)
Suggest ideas and resources for programming including arts activities, exhibits, artisans and vendors, and themed elements such as a car show, restaurant showcase, etc The task force will serve as the eyes and ears of the festival to research ideas, resources and opportunities that emanate from the Oakland community

Committee members to include (partial listing)
Carla Service, Dance-a-Vision (dance stage)
Yoram Savion, Yak to the Bay/Yak Films (turf dance competition)
David Roach, Oakland International Film Festival
Oakland Makers (representative TBD)
Eastside Arts Alliance (representative TBD)

Additional committee members are in the process of being identified Names of committee members will be available upon request at the January 28, 2014 Life Enrichment Committee meeting

- 2 Music Committee (5-7 members)
Suggest ideas, share connections and assist in identifying partnerships and other resources for booking national and local performing artists for the various festival stages

Committee members to include (partial listing)
Larry Batiste, Board of Directors, NARAS, co-producer of the Grammy Awards
Lionel Bea, Music Promoter, Bay Area Productions
Justin Katz, AEG Entertainment
Tracy L Reed, Tramai Entertainment, producer of the California Music Industry Summit
Ronnie Stewart, President, Bay Area Blues Society
Edwin Hawkins, Co-Founder, Community of Unity

The Music Committee will call upon the assistance and advice of other local music industry organizations and professionals such as Another Planet Entertainment/Fox Oakland, Paramount Theatre of the Arts, Yoshi's and other music Oakland/Bay Area music venues

- 3 Marketing & Publicity (3-5 members)
Research and suggest media partnerships and resources for low-cost, high impact marketing and advertising tools and activities to complement current efforts Staff notes that marketing efforts to date have been very successful, albeit at times expensive,

so the thrust will be on generating additional resources, both cash and in-kind. The task force would also work with staff to enhance editorial coverage of the festival.

Committee still in development. Names of committee members will be available upon request at the January 28, 2014 Life Enrichment Committee meeting.

- 4 Sponsorships/Fundraising Committee (3-5 members)
Research and suggest ideas and contacts for cash and in-kind sponsorships, grant and foundation support and fundraising events.

Committee still in development. Names of committee members will be available upon request at the January 28, 2014 Life Enrichment Committee meeting.

Staff continues to welcome and encourage input from members of the City Council pertaining to individuals and organizations for the Festival Task Force.

An organizational chart for the Festival Task Force is included in *Attachment A*.

4 Updated Festival Timeline

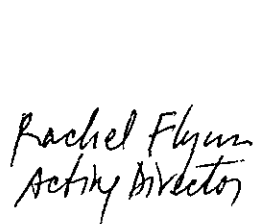
An updated festival timeline is included in *Attachment B*.


5 Festival Information from Other Cities

Staff seeks input and best practices from other successful festivals on an on-going basis and will continue to do so moving forward. Among the festivals consulted include the Sausalito Art & Wine Festival, Outside Lands, San Jose Jazz Festival, Temescal Street Fair, Rockridge Out & About, Eat Real Festival, Oakland Pride and others. It is important to note that festivals all over the Bay Area are in essentially the same boat with respect to maintaining or increasing attendance, vendors and sponsorships. More information on this will be available upon request at the January 28, 2014 Life Enrichment Committee meeting.

For questions regarding this report, please contact Samee Roberts, Marketing Manager,
Department of Economic & Workforce Development, at 510-238-2136

Respectfully submitted,

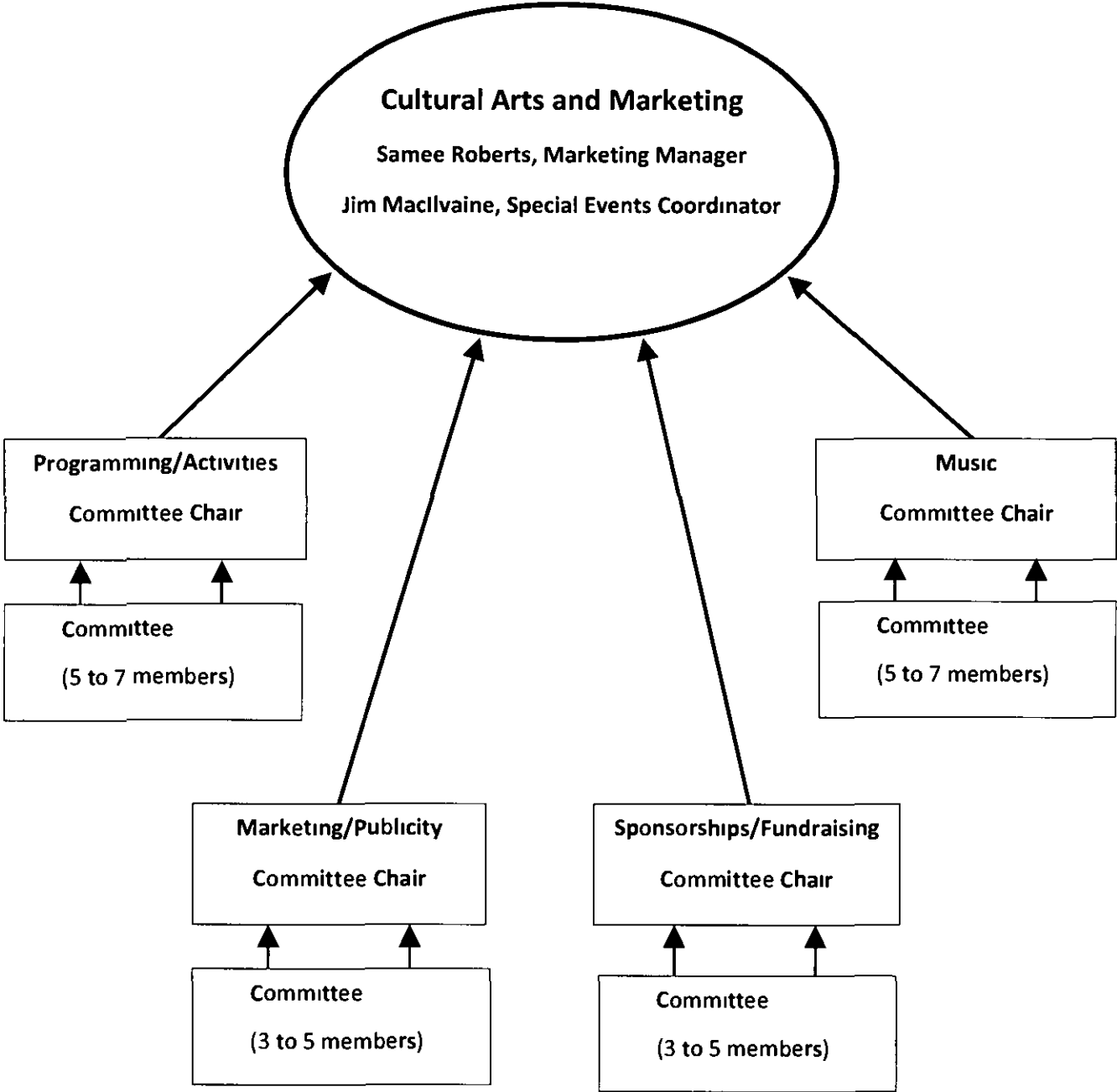

Rachel Flynn
Acting Director


~~KELLEY KAIN, Director~~
Department of Economic & Workforce Development

Prepared by
Samee Roberts, Marketing Manager
Cultural Arts & Marketing

Attachment A: Festival Task Force
Attachment B: Festival Timeline (Updated)

Art + Soul Oakland 2014
Festival Task Force



ATTACHMENT B

Art + Soul 2014 General Timeline (working document)

August 2013:

Debrief with staff and crew/prepare performance summary outline

Prepare 2014 festival timeline for Life Enrichment Committee

September/October 2013:

Settle finances/prepare final budget spreadsheet

Prepare five-year Art + Soul analysis for 12/10/13 Life Enrichment Committee to include the eight items from Councilmember Desley Brooks as detailed at the 7/23/13 Life Enrichment Committee meeting

November/December 2013:

Prepare 2014 festival budget to include in Agenda Report for 12/10/13 Life Enrichment Committee

Finalize five-year analysis for 12/10/13 Life Enrichment Committee to include the eight items from Councilmember Desley Brooks

December 2013:

Present Agenda report with five-year analysis and possible approaches for Art + Soul in 2014 and beyond to the 12/17/13 Life Enrichment Committee

January/February 2014:

Conduct online vendor and artisan survey

Prepare/distribute sponsor evaluations

February 2014:

Convene Festival Task Force (week of February 3)

Begin gathering input for potential programming, including musical acts

Initiate sponsorship strategy/recruitment

Review vendor history/surveys and develop outreach strategy for 2014 festival

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Art + Soul 2014 Timeline

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February/March 2014:

Initiate booking of musical acts based on input from Task Force **Music** Committee

Initiate outreach for programming components based on input from Task Force Programming Committee

Develop corporate/media sponsorship strategy based on input from Task Force Sponsorship/Fundraising Committee

Solicit applications from prospective artisans and non-profits through online registration system

Distribute food vendor/booth applications

March 2014:

Continue Task Force meetings

Distribute advance calendar release announcing **2014** dates

Continue music bookings – all stages

Continue to curate festival programming, exhibits and activities

Continue corporate/media sponsorship strategy/outreach

Begin development marketing/publicity plan based input from Task Force **Marketing/Publicity** Committee

March – May 2014:

Process vendor, booth applications, send confirmations

April 2014:

Continue music bookings – all stages

Continue to curate festival programming, exhibits and activities

Continue corporate/media sponsorship strategy/outreach

Continue development of marketing/publicity plan

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Art + Soul 2014 Timeline

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May 2014:

Continue Task Force meetings

Lineups due from community stage producers (blues, gospel, dance, etc)

Create final music lineups based on input from Task Force **Music Committee**

Finalize corporate/media sponsorships

Finalize marketing/publicity plan

June 2014:

Continue Task Force meetings

Issue master press release announcing dates, lineup, activities, sponsors (first week in June)

Commence marketing and advertising

Final vendor, artisan, commercial, food booth confirmations, assign booth locations, create map showing booth locations

July 2014:

Continue Task Force meetings

Finalize all event programming/components

Continue marketing/publicity (final blitz)

Implement festival operations

Prepared by Samee Roberts, Marketing Manager, Department of Economic & Workforce Development