

**CITY OF OAKLAND  
AGENDA REPORT**

OFFICE OF THE CITY CLERK  
2006 MAY 31 PM 12:18

**TO:** Office of the City Administrator  
**ATTN:** Deborah Edgerly  
**FROM:** Cultural Arts & Marketing Division  
**DATE:** June 13, 2006

**RE: A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO CULTURAL SERVICES CONTRACTS WITH SEVENTY-THREE (73) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2006-2007 IN A TOTAL AMOUNT NOT TO EXCEED \$1,180,261.96**

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**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 funding recommendations for the Fiscal Year 2006-2007 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 guidelines and application materials 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 81 awards to 73 organizations and individual artists (some applicants are recommended for funding in two programs) that produce dance, music, theater, media, visual, or literary arts events, or provide art services, are recommended for funding in FY 2006-2007. 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 IMPACTS**

FY 2006-2007 funds for the Cultural Funding Program (CFP) are budgeted and available in two locations:

- 1) \$1,048,360 in the General Purpose Fund (1010); Non-Departmental, CCAD Cultural Program Organization (90523).
- 2) \$131,901.96 in the General Purpose Fund (1010); Cultural Funding Organization (62512).

Item No.: \_\_\_\_\_  
Life Enrichment Committee  
June 13, 2006

## **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 from 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 ensure the public trust in distribution of public funds. This created the foundation for how the Cultural Funding Program would be administered.

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

The City of Oakland and ORA funding to the nonprofit arts community increased dramatically from FY 1985-1986 to FY 1992-1993 (from \$295,000 to \$1,600,000). The impact of this increase to Oakland was the development of numerous new arts and cultural projects occurring in the Central District, the creation of new arts organizations, a dramatic new increase of artist residencies in Oakland public schools, and leveraging of more than \$8,000,000 per year in contributed and earned income by nonprofit organizations. However, due to significant City and ORA budget reductions, support of the Cultural Funding Program decreased by more the \$500,000 between FY 1995-1996 and FY 1998-1999. The ORA discontinued its support of the Cultural Funding Program in FY 1997-1998. In FY 2002-2003 the City's total annual allocation to the Program, including administrative expenses, was \$1,729,867. This total amount was made up of Non-Departmental funding of \$1,377,574 combined with Cultural Arts and Marketing Department (CAM) augmentation funds of \$352,293. The CAM augmentations were the only increases to the CFP budget in the last seven years, with the exception of a nine percent (9%) Non-Departmental increase to the arts education program in FY 2001-2002 and 2002-2003. Although the FY 2002-2003 total CFP budget originally supported 7 funding categories as well as administrative costs (exclusive of staff salaries), it was reduced mid-Fiscal Year (January 2003), eliminating two non-core programs (New Works/Creative Partnerships and the Young Artist Program). In response to the City's 2003 budget deficit the Cultural Funding Program's FY 2003-2005 budget cycle allocations were further reduced to support only four core funding programs 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 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 (FAC) 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 2006-2007

The following table provides information on the number of applications received for FY 2006-2007, and the subsequent panel recommendations:

	<b>Total # of applications received</b>	<b># of new* applications</b>	<b># of applications forwarded to panels**</b>	<b># of applications recommended for funding</b>
<b>Individual Artist Project Support</b>	45	32	43	20
<b>Organization Project Support</b>	31	20	29	23
<b>Art in the Schools</b>	30	11	29	14
<b>Organizational Assistance</b>	28	2	27	24
<b>TOTAL:</b>	<b>134</b>	<b>65</b>	<b>128</b>	<b>81</b>

\* "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, 59% of all applications forwarded for panel review were funded. 49% of all applications received were either a new applicant to the Cultural Funding Program, or new to a specific funding category. (See Attachment B for Program Descriptions.)

Panel Review Process:

In March 2006 four panels thoroughly evaluated proposals from the arts community for the FY 2006-2007 funding cycle for the Project Support, Art in the Schools, and Organizational Assistance programs. 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 often recruited from Bay Area cities other than Oakland in an effort to avoid conflict of interest. A panelist orientation was conducted in February 2006 to ensure that panelists understood their duties, role and the review process and had ample time to prepare.

Each program review panel has a minimum of five and maximum of eight panelists. A total of 29 panelists reviewed 128 applications in March 2006. 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 above noted areas of established criteria. In the case of the Organizational Assistance category, a site visit was made to the organization; during the site visit the assigned panelist went to the organization's facility and met with organizational staff and board members. Upon completion of the review process and ranking of the applications, panelists were charged with determining a cut-off for awards and the allocation of funds. Applicants that received an average score lower than 70 (out of 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 sum of requests and available dollars. However, requests recommended for funding that were less than \$5,000 did not experience any reductions.

All eligible Cultural Funding Program proposals were reviewed in March 2006, with the exception of one proposal in the Art in the Schools category. In late April, this application, from Claremont Middle School, was brought to our attention as missing. Staff requested a complete duplicate copy of the proposal, screened it to verify that it met minimum eligibility standards, and forwarded it for review by a panel composed of Funding Advisory Committee (FAC) members. The proposal was reviewed on May 15, 2006 at a Special Meeting; six members of the Committee were present, and Cultural Funding Program staff and the applicant's representative were also in attendance.

The same process and criteria applied to all Art in the Schools proposals were used to evaluate the Claremont Middle School application. The FAC Review Panel scored and then ranked the proposal, which had an average score of 80. Only proposals scoring 90 and above were eligible for funding in this program cycle. Based on the cutoff point and recommendation applied to all other Art in the Schools proposals as determined by the previous Review Panel, the Claremont Middle School proposal was not recommended for funding.

### Applicant Notification

All applicants were notified in writing of their appointed panel date and time of the public review process. After the panel review meetings, all applicants were again notified in writing of the panel recommendations. Applicants received a letter indicating their final score, whether or not they were recommended for funding, the award amount if they were recommended for funding, as well as the appeals process information. Additionally, consolidated panelists' written comments (anonymous) were created and sent with the award or non-award notification letters. 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 & Marketing Division 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 FAC. For FY 2006-2007 there were no requests to appeal the panel's decisions.

### **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 Oaklanders and visitors to the city.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

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 2006-2007 panel recommended awards for the Project Support, Art in the Schools, and Organizational Assistance Programs.

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 73 Oakland-based nonprofit organizations and artists proposing to provide arts and cultural services in Oakland during FY 2006-2007.

Respectfully submitted,



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

Prepared by:  
Andrea Leal  
Acting Cultural Funding Program Coordinator

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE

  
OFFICE OF THE CITY ADMINISTRATOR

# OAKLAND CITY COUNCIL

*HCKY*

RESOLUTION No. \_\_\_\_\_ C.M.S.

OFFICE OF THE CITY CLERK  
JAY LAMB

2006 MAY 31

**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO CULTURAL SERVICES CONTRACTS WITH SEVENTY-THREE (73) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2006-2007 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 2006, four funding review panels convened and forwarded recommendations to fund seventy-three (73) organizations and individual artists proposing to provide arts and/or cultural programming in the city of Oakland; and

**WHEREAS**, funding is budgeted for these contracts in FY 2006-07 and is available within the General Purpose Fund (1010); CCAD Cultural Programs Organization (90523) totaling \$1,048,360, and Cultural Funding Organization (62512) totaling \$131,901.96; and

**WHEREAS**, on June 13, 2006, 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	African Queens Youth Performance Company	\$4,000.00
Organizational Assistance - General Operating	AXIS Dance Company	\$32,565.00
Organizational Assistance - General Operating	Bay Area Blues Society	\$18,393.00
Organizational Assistance - General Operating	Creative Growth Art Center	\$54,090.86
Organizational Assistance - General Operating	Destiny Arts Center	\$32,087.50
Organizational Assistance - General Operating	Diamano Coura West African Dance Co.	\$12,147.69
Organizational Assistance - General Operating	Dimensions Dance Theater	\$26,180.85
Organizational Assistance - General Operating	EastSide Arts Alliance	\$32,305.95



Organizational Assistance - General Operating	Friends of Peralta Hacienda Historical Park	\$29,164.50
Organizational Assistance - General Operating	Museum of Children's Art (MOCHA)	\$74,140.40
Organizational Assistance - General Operating	Oakland East Bay Symphony	\$56,812.50
Organizational Assistance - General Operating	Oakland Interfaith Gospel Choir	\$26,082.00
Organizational Assistance - General Operating	Oakland Symphony Chorus	\$10,346.09
Organizational Assistance - General Operating	Oakland Youth Chorus	\$34,067.25
Organizational Assistance - General Operating	Oakland Youth Orchestra	\$15,000.00
Organizational Assistance - General Operating	Oaktown Jazz Workshops	\$8,622.81
Organizational Assistance - General Operating	Opera Piccola ("Small Works")	\$33,681.75
Organizational Assistance - General Operating	Pro Arts, Inc.	\$32,452.50
Organizational Assistance - General Operating	Purple Silk Music Education Foundation	\$10,401.45
Organizational Assistance - General Operating	Stagebridge	\$31,477.50
Organizational Assistance - Strategic Development	Tea Party Magazine	\$7,812.75
Organizational Assistance - Strategic Development	The Crucible	\$48,600.00
Organizational Assistance - General Operating	The Junior Center of Art and Science	\$24,349.50
Organizational Assistance - General Operating	Underworld Opera Company dba Oakland Opera Theater	\$13,418.15
Art in the Schools	Claudia Goodman-Hough	\$8,442.00
Art in the Schools	Debra Koppman	\$13,500.00
Art in the Schools	Dimensions Dance Theater, Inc.	\$16,000.00
Art in the Schools	East Bay Conservation Corps	\$16,000.00
Art in the Schools	Glenview Elementary	\$16,000.00
Art in the Schools	Museum of Children's Art	\$16,000.00
Art in the Schools	Oakland East Bay Symphony	\$16,000.00
Art in the Schools	Oakland Leaf	\$16,000.00
Art in the Schools	Oakland Youth Chorus	\$7,702.96
Art in the Schools	Opera Piccola	\$16,000.00
Art in the Schools	Peralta Parent Teacher Group	\$16,000.00
Art in the Schools	Prescott Clown Theatre	\$16,000.00
Art in the Schools	Purple Silk Music Education Foundation, Inc.	\$16,000.00
Art in the Schools	Stagebridge	\$16,000.00

Organization Project	21 Grand	\$5,368.00
Organization Project	Asian Community Mental Health Services	\$16,000.00
Organization Project	Attitudinal Healing Connection	\$4,000.00
Organization Project	Before Columbus	\$3,995.00
Organization Project	California Revels	\$16,000.00
Organization Project	Dance Afrik	\$4,140.00
Organization Project	Dance Elixir	\$4,000.00
Organization Project	East Bay Asian Local Development Corporation	\$4,999.00
Organization Project	East Oakland Youth Development Center	\$16,000.00
Organization Project	Ethiopian Community & Cultural Center	\$7,254.40
Organization Project	Friends of Oakland Parks and Recreation	\$16,000.00
Organization Project	K-Star Productions	\$8,000.00
Organization Project	Oakland Asian Cultural Center	\$4,872.00
Organization Project	Oakland Covenant House	\$12,800.00
Organization Project	Oakland East Bay Gay Men's Chorus	\$8,000.00
Organization Project	Oakland Jazz Choir	\$4,052.60
Organization Project	Oakland Leaf	\$16,000.00
Organization Project	Oakland Lyric Opera	\$2,760.00
Organization Project	Oakland Public Conservatory of Music	\$4,999.00
Organization Project	Prescott-Joseph Center for Community Enhancement	\$3,950.00
Organization Project	Theatre First	\$12,800.00
Organization Project	Unity Council	\$16,000.00
Organization Project	Youth UpRising	\$14,560.00
Individual Artist	Alan Leon	\$4,999.00
Individual Artist	Alex da Silva	\$4,999.00
Individual Artist	Daniel Camacho	\$4,999.00
Individual Artist	Dohee Lee	\$4,999.00
Individual Artist	Ene Osteraas-Constable	\$4,985.00
Individual Artist	Erika Mailman	\$4,999.00
Individual Artist	Harold Lawrence	\$4,999.00
Individual Artist	Jesus Barraza	\$4,999.00
Individual Artist	Joaquin Newman	\$4,999.00
Individual Artist	John Santos	\$4,999.00
Individual Artist	Julie Plasencia	\$4,999.00
Individual Artist	Lisa Mezzacappa	\$4,900.00
Individual Artist	Lori Anne Fischer	\$4,999.00
Individual Artist	Mateen Kemet	\$4,999.00
Individual Artist	Milta Ortiz	\$4,999.00
Individual Artist	Sam Mulberry	\$4,999.00
Individual Artist	Sarah Hirneisen	\$4,999.00
Individual Artist	Shailja Patel	\$4,999.00
Individual Artist	Stephen Tiffenson	\$4,999.00
Individual Artist	Todd Johnson	\$4,999.00

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

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

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

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

**FURTHER RESOLVED:** That the City Council hereby appoints the City Administrator or her designated representative as agent of the City to conduct all negotiations, execute and submit all documents, including but not limited to agreements, amendments, modifications, payment requests, and related actions which may be necessary for the completion of the aforementioned contracts in accordance with their basic purpose; and be it

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

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, 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