

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2010 OCT 14 PM 6:34

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community & Economic Development Agency
DATE: October 26, 2010

RE: **A Resolution Authorizing the City Administrator to Enter Into Fifty-Seven (57) Cultural Services Grants To Fifty-One (51) Oakland-Based Nonprofit Organizations and Individual Artists Providing Arts and Cultural Services in Oakland During Fiscal Year 2010-2011 in A Total Amount Not to Exceed \$925,126**

SUMMARY

This resolution authorizes the City Administrator to enter into 57 grants in a total amount not to exceed \$925,126 to 51 Oakland-based nonprofit organizations and individual artists to produce events or provide services in dance, music, theater, media, visual and literary arts in Oakland during fiscal year 2010-2011. Following the City Council's approval of the FY 2010-11 Cultural Funding grant allocations in June, staff oversaw an application and review process which reflected the Council's funding priorities at that time, resulting in the grant recommendations contained in the resolution.

This report:

- 1) Describes the process used to review funding requests submitted by nonprofit organizations and artists in the Fiscal Year 2010-11 Cultural Funding Program (CFP) grant cycle;
- 2) Requests City Council approval of funding recommendations in the FY 2010-2011 grant categories of Individual Artist Project Support, Organization Project Support, and Art in the Schools; and
- 3) Requests City Council approval of Fiscal Year 2010-11 first year funding for two-year Organizational Assistance Program awardees.

Every year the Cultural Funding Program distributes program guidelines inviting applications for support of arts and cultural programming within Oakland. Panels of artists, nonprofit arts managers, and other citizens with expertise in the arts are convened to review and make funding recommendations on the eligible applications submitted. A total of 57 grant awards to 51 organizations and individual artists (some applicants are recommended for funding in two programs) are recommended for funding in FY 2010-11. City funding will support projects, ongoing programs and operating expenses of these organizations and artists. For CFP grant categories, see *Attachment A*.

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FISCAL IMPACT

FY 2010-11 funds for the Cultural Funding Program are budgeted as follows: \$725,126 in Non-Departmental (CCAD - Cultural Programs – 90523), General Purpose Fund (1010); and a projected total of \$2.4 million in revenues from the Transient Occupancy Tax (fund 2419) surcharge, of which \$200,000 will be set aside for artists grants (within the Cultural Funding Unit – 88742, and the Cultural Funding Program-Transient Occupancy Tax project –P391850). For any grants funded through the Cultural Funding Program that will contribute to the costs of works of permanent public art, the grantee/project sponsors shall maintain, at their expense, the public art improvements. Neither the City, the Community & Economic Development Agency, nor the Cultural Arts & Marketing Division will be responsible for ongoing maintenance of the public art improvements.

BACKGROUND

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. In 1985 the first funding policies and procedures were adopted, establishing the Cultural Funding Program (CFP) as the City's, and the Oakland Redevelopment Agency's, funding mechanism to support Oakland-based nonprofit arts and cultural organizations. Policies and review procedures were created and a panel system of evaluating applications established to ensure transparency and public trust in the distribution of public funds for the arts in Oakland.

The allocation for arts funding through the CFP grew from a starting budget of \$295,000 in FY 1985-86 to a high point of \$1,730,000 in FY 2002-03. The budget, which originally supported seven funding categories, was reduced in the FY 2003-05 budget cycle allocations to support only four core funding programs, with the FY 2004-05 allocation at \$1,307,000. Since then the City's General Purpose Fund contribution has been incrementally reduced each year. In FY 2009-2010, voters passed Measure C, which added a Transient Occupancy Tax (TOT) surcharge that in part funds the CFP.

For FY 2010-11, staff sought an allocation of \$1,089,839 for the Cultural Funding grants, the same total as approved in the City of Oakland FY 2009-10 budget. However, in light of the information available during budget deliberations regarding the competing demands on the City's General Purpose Fund, the Budget Office recommended and City Council approved a reduced budget of \$925,126 for Cultural Funding grants in FY 2010-11. This total includes \$725,126 from the General Purpose Fund and a projected \$200,000 from the TOT.

KEY ISSUES & IMPACTS

Applications Received for FY 2010-11

The following table provides information on the FY 2010-11 grant applicant pool and subsequent panel recommendations.

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	Total applications received	New* applications	Applications forwarded to panels**	Applications recommended for funding
Individual Artist Project Support	36	8	36	16
Organization Project Support	25	4	24	12
Art in the Schools	26	3	25	14
Organizational Assistance*** Two-Year Program 10-11 AND 11-12	26	3	26	15
TOTAL	113	18	111	57

* "New" is defined as an applicant that has not previously applied to this and/or any specific funding category.

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

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

For Cultural Funding Program 2010-11 Award Recommendations, see *Attachment B*. For Events/Activities Data and Art in the Schools Data, see *Attachment C*.

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 increase 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 workshops 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 and approves panel recommendations and hears applicant appeals if necessary.
9. Staff presents panel recommendations and the City Administrator's budget directives to the Cultural Affairs Commission for review. Funding recommendations are then forwarded to the Life Enrichment Committee of Oakland City Council.
10. City Council reviews and takes action on the funding recommendations.

Panel Reviews

In March 2010, four panels thoroughly evaluated proposals from the arts community for the FY 2010-11 funding cycle for the Individual Artist Project Support, Organization Project Support, Art in the Schools and Organizational Assistance grant programs. Panelists are drawn from a pool of names approved by the Funding Advisory Committee. 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 2010 to ensure that panelists understood their duties, their role and the review process, and had ample time to prepare.

A minimum of four and a maximum of eight panelists served on each program review panel. In March a total of 24 panelists reviewed 111 applications. Each funding category has comprehensive criteria specific to the category, but in broad terms, 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

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the program/project, (3) the applicant's ability to implement the proposed activities and identify and market to potential audiences, and (4) the extent to which 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. 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 receiving an average score lower than 70 (from a possible 104 points) were automatically disqualified for funding, as 70 is the minimum fundable score per Program policy. In most cases, applicant requests are reduced due to the variance between the sum of requests and available dollars. However, requests for funding under \$5,000 are not eligible for reductions.

Applicant Notification

Applicants were notified in writing of their appointed panel dates and times during the public review process. After panel review meetings, all applicants were notified in writing of the panel's recommendations. Each applicant received a letter indicating the final score given their proposal and whether or not it was recommended for funding. If recommended for funding, the recommended award amount was included. All applicants also received information regarding the appeals process. Additionally, applicants received consolidated written comments from panelists, as it has proven that this feedback is a valuable source of technical assistance.

Appeals Process

An applicant may request an appeal to have their funding application reconsidered if the applicant can prove that the panel's review of the application was faulty. Applicants may not appeal based on the panel score or panel comments. Appeals will be considered only for the following reasons:

- Material/information distributed from the Cultural Funding Program to the applicant and/or panelists (as documented) was incomplete or incorrect. However, 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 the application to occur.

Applicants must submit appeals in writing, presenting all evidence supporting their case. Eligible appeals are heard by the Funding Advisory Committee. No requests for appeals were received from the FY 2010-11 grant cycle recommendations.

Approvals

The Funding Advisory Committee unanimously approved all funding recommendations on July 14, 2010 and forwarded the recommendations to the Cultural Affairs Commission for approval. On July 26, 2010, the Cultural Affairs Commission voted on the Cultural Funding Program recommendations and unanimously approved all recommendations.

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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

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

The Funding Advisory Committee and the Cultural Affairs Commission recommend that City Council accept this report and approve the FY 2010-11 panel-recommended awards for the Cultural Funding Program's Individual Artist Project Support, Organization Project Support, and Art in the Schools grant categories, and approve the panel-recommended awards for the first year of the Organizational Assistance Program's two-year funding cycle, in a total amount not to exceed \$925,126.

Thoughtfully observing 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.

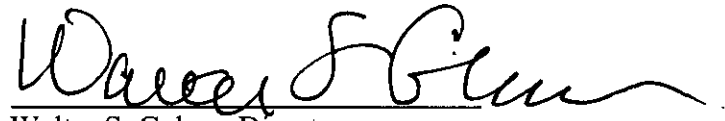
To the extent that the City Council continues to prioritize this use of General Fund resources, staff recommends the funding awards contained in the resolution which accompanies this staff report.

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ACTION REQUESTED OF THE CITY COUNCIL

That City Council accept this report and approve the FY 2010-11 panel-recommended awards for the Individual Artist Project Support, Organization Project Support, and Art in the Schools grant categories, and approve the panel-recommended awards for the first year of the Organizational Assistance Program's two-year funding cycle, in a total amount not to exceed \$925,126.

Respectfully submitted,



Walter S. Cohen, Director
Community & Economic Development Agency

Reviewed by:

Gregory Hunter, Deputy Director
Economic Development and Redevelopment

Prepared by:

Steven Huss, Cultural Arts Manager
Cultural Arts & Marketing Division

FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



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Individual Artist Project Support Program

The Individual Artist Project Support category supports Oakland-resident individual artists producing art activities in Oakland that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to, performances of dance, theater, and music, exhibitions, classes and workshops.

Organization Project Support Program

The Organization Project Support category supports Oakland-based 501(c)3 nonprofit organizations producing art activities in Oakland that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to, performances of dance, theater, music, exhibitions, classes and workshops.

Art in the Schools Program

The Art in the Schools category exposes Oakland public school students to quality, hands-on arts experiences in the school setting to educate them in the process of creating and producing work in a range of art forms, and to support and enhance the classroom curriculum. Funds will support arts residencies on the school site before, during or after school hours in which there is a long-term, in-depth interaction between professional artists and an ongoing group of students.

Organizational Assistance Program

The Organizational Assistance Program is a two-year program that supports Oakland-based 501(c)3 nonprofit arts organizations producing ongoing art and cultural activities that may include, but are not limited to, performances of dance, theater, music, exhibitions, classes and workshops for the benefit of the community. This program is designed to promote the health and stability of Oakland's nonprofit arts and culture providers. There are two levels to the Organizational Assistance Program: Level I – Strategic Development Support, and Level II – General Operating Support.

FY10-11 INDIVIDUAL ARTIST PROJECT				
Applicant	Total Recommendation	General Fund Portion	TOT Portion	Description
Claudine Naganuma	\$4,999.00	\$4,999.00	0	<i>Reveal</i> , personal stories of women over seventy that inspire us to discover heroines in our families and communities.
Kerri Gawryn	\$4,999.00	\$4,999.00	0	<i>The Beats Rhymes and Life Film Project</i> documents Oakland youth in a Hip-Hop therapy workshop that emphasizes a safe space and self-reflection.
Jeffery Wong	\$4,999.00	\$4,999.00	0	Creation of a new symphony score for the California Chinese Orchestra that will include traditional Chinese instruments.
James Gayles Jr.	\$4,999.00	\$4,999.00	0	<i>Latin JazzMasters</i> will feature portraits and collages of historical Latin Jazz Musicians associated with Oakland and the Bay Area.
Kurt Schweigman	\$4,999.00	\$4,999.00	0	Production of a book, <i>Relocation Experiences</i> , chronicling the emergence of American Indians from rural tribal lands to urban centers in Oakland.
Alan Leon	\$4,999.00	\$4,999.00	0	<i>Temescal Flows</i> , a large-scale mural of integrated horizontal and vertical waves related to neighborhood natural and cultural history.
Eric Kupers	\$4,999.00	\$4,999.00	0	<i>WonderSlow</i> , a 12-hour dance, music and theater performance procession about the environment.
Anthony Lucero	\$4,999.00	\$4,999.00	0	<i>Eastside Sushi</i> , a feature-length film that tells the story of a Latina living in East Oakland.
Kristine Holohan	\$4,999.00	\$4,999.00	0	<i>Pieces of a Community</i> , collaboration that will produce visual iconography in the form of installations.
Daniel Camacho	\$4,999.00	\$4,999.00	0	Creation of four "codices" to educate people about global issues using water, air, fire and earth.
Dohee Lee	\$4,999.00	\$4,999.00	0	<i>PURI 5</i> , an exhibition of photographs documenting the Korean War, Vietnam War and WWII.
Stephen Tiffenson	\$4,999.00	\$4,999.00	0	Large-scale puppet used for Carnival arts celebrating Caribbean nations of Trinidad and Tobago.
La Mantia	\$4,999.00	\$4,999.00	0	Recording performance of <i>Angelina Moor</i> , a new Amer-Caribbean dance rhythm.

Margaretta K. Mitchell	\$4,999.00	\$4,999.00	0	<i>The Phoenix Project</i> chronicles the restoration of an Oakland Hills home destroyed in the 1991 fire that will coincide with the 20th anniversary of the fire in October 2011.
Tomye Neal-Madison	\$4,999.00	\$4,999.00	0	Community art classes that will culminate in an exhibition about Oakland's cultures.
Lejon Loggins	\$4,890.00	\$4,890.00	0	<i>More Than A Number</i> is a traveling exhibition of 90 memorial programs of Oakland's fallen loved ones.
INDIVIDUAL ARTIST TOTAL	79,875.00	79,875.00	0	

FY10-11 ORGANIZATION PROJECT				
Applicant	Total Recommendation	General Fund Portion	TOT Portion	Description
Oakland Underground Film Festival	\$4,000.00	\$4,000.00	0	Oakland Film Festival emphasizing Oakland filmmakers, video and projection art that will entertain, educate and inspire.
Diamano Coura West African Dance Company	\$11,817.00	\$9,926.28	\$1,890.72	<i>Collage des Cultures Africaines</i> , community based dance, drum and health/wellness workshops for youth.
The Spanish Speaking Unity Council	\$19,000.00	\$15,960.00	\$3,040.00	Enhance awareness and understanding of the cultural celebration of Dia De Los Muertos throughout Oakland.
Bay Area Girls Rock Camp	\$4,999.00	\$4,999.00	0	An after-school music program that empowers young girls from Oakland to build tolerance and respect.
Purple Silk Music Education Foundation, Inc.	\$11,400.00	\$9,576.00	\$1,824.00	Free music education for the <i>Great Wall Youth Orchestra</i> , a youth program that provides traditional Chinese music instruction.
Higher Gliffs dba Community Rejuvenation Project	\$19,000.00	\$15,960.00	\$3,040.00	Production of six large-scale murals and community clean-up projects involving youth and community members.
The Junior Center of Art and Science	\$19,000.00	\$15,960.00	\$3,040.00	Children's Art School that provides visual arts for Oakland children ages 3-17.
Rock Paper Scissors Collective, Inc.	\$6,650.00	\$6,650.00	\$0.00	Do-it-Yourself arts education that will promote professional development for youth through mentorship, classes and gallery programming.
Cantare Con Vivo	\$19,000.00	\$15,960.00	\$3,040.00	<i>Lifting Every Voice - Connecting Community</i> , four concerts for underserved communities in East & West Oakland.
Bay Area Classical Harmonies	\$5,817.00	\$5,817.00	0	Two large-scale musical performances of <i>Sweeney Todd</i> , <i>The Demon Barber of Fleet Street</i> and Mozart's <i>Requiem</i> , both performed with a full orchestra.

Prescott Joseph Center for Community Enhancement	\$4,700.00	\$4,700.00	0	<i>Theater in the Yard</i> , a community based theater for West Oakland that provides aspiring artists an opportunity to collaborate with an experienced theater troupe in producing plays that reflect the realities of West Oakland.
K*Star* Productions	\$10,830.00	\$9,097.20	\$1,732.00	Premiere dance drama <i>Home Is That Way?</i> which will chronicle African and African American dance and culture .
ORGANIZATION PROJECT TOTAL	136,213.00	\$118,605.48	17,606.72	

FY10-11 ART IN THE SCHOOLS				
Applicant	Total Recommendation	General Fund Portion	TOT Portion	Description
Cantare Con Vivo	\$15,078.00	\$12,665.52	\$2,412.48	Cantare Children's Choir provides inner-city K-12 students with music education.
Stagebridge	\$15,078.00	\$12,665.52	\$2,412.48	<i>Storybridge</i> is an intergenerational program which strengthens students' artistic and literacy skills while learning the art of storytelling, and provides teacher training, mentoring and workshops which culminate in student performances.
Peralta Parent Teachers Group	\$15,078.00	\$12,665.52	\$2,412.48	Working with media artist Trena Noval and textile artist Ellen Oppenheimer students and staff will use art as a tool to do service work in the community.
Museum of Children's Art	\$12,966.00	\$10,891.44	\$2,074.56	Cleveland/RISE Artist Residency Program is a year-long residency that will serve 650 Oakland Elementary School students.
Oakland East Bay Symphony	\$15,078.00	\$12,665.52	\$2,412.48	MUSE is a comprehensive and sequential instrumental music instruction program that will serve grades 3-12 at 18 Oakland Public Schools.
Opera Piccola	\$15,078.00	\$12,665.52	\$2,412.48	ArtGate residencies will provide in-depth hands-on activities and classes in the performing arts.
ALICE: Arts and Literacy in Children's Education	\$15,078.00	\$12,665.52	\$2,412.48	After-School program bringing professional artists from a variety of disciplines to Oakland children.
Oakland Youth Chorus	\$12,715.00	\$10,680.60	\$2,034.40	Multicultural music education in choral singing, Afro-Caribbean percussion and African dance instruction to Fruitvale Elementary School students.
Youth Radio	\$14,312.00	\$12,022.08	\$2,289.92	Oakland High School's Visual Arts Academy will highlight youth arts culture in Oakland and South Africa. The collaboration will be showcased on the Youth Radio and Oakland High Visual Arts Academy websites.
East Bay Agency for Children	\$5,654.00	\$5,654.00	0	Visual Art and dance classes for K-5 students.

Debra Koppman	\$15,078.00	\$12,665.52	\$2,412.48	<i>Telling Our Stories</i> is a school-wide project that engages students with hands-on art instruction in drawing, painting, book-making, murals, puppet and mask-making and literacy.
ProArts	\$15,078.00	\$12,665.52	\$2,412.48	<i>Youth Fellows</i> will integrate arts education, exhibition opportunities, professional arts training, internships and youth development for Oakland youth and families.
Unity Schools dba Oakland Unity High School	\$11,308.00	\$9,498.72	\$1,809.28	<i>Arrow-Soul Ancestry</i> will provide students with mural arts instruction.
Dimensions Dance Theater	\$15,078.00	\$12,665.52	\$2,412.48	<i>Rites of Passage</i> will explore the migrations of Africa and its impact on the Americas expressing various dance and music traditions throughout history.
ART IN THE SCHOOLS TOTAL	\$192,657.00	\$162,736.52	\$29,920.48	

FY10-11 AND FY11-12 ORGANIZATIONAL ASSISTANCE

FY10-11 is the first year of a two-year grant. The second year of funding is contingent on Council approval and on staff evaluation of the grantee's interim report.

Awardee	Total Recommendation	General Fund Portion	TOT Portion	Description
Oakland East Bay Symphony	\$52,500.00	\$36,728.70	\$15,771.30	Supports the Symphony's Classical Music Series, Nutcracker performances, Concerts at Woodminster, Free Young People's Concerts, and the MUSic for Excellence Program.
Creative Growth Art Center	\$50,817.00	\$35,571.90	\$15,245.10	Studio arts instruction, gallery exhibition and promotion for over 150 adult artists with developmental, physical and emotional disabilities. Also supported are the Summer Youth Program, new media workshops, innovative Dialogues Visiting Artist Program.
EastSide Arts Alliance	\$33,763.00	\$23,634.10	\$10,128.90	Supporting Artistic and Educational programs, salaries and marketing expenses.
AXIS Dance Company	\$33,635.00	\$23,544.50	\$10,090.50	Education and outreach program Dance Access and Dance Access/KIDS! will offer ongoing programming of physically integrated dance classes, workshops, assemblies and presentations for adults and youth of all abilities.
Destiny Art Center	\$49,657.00	\$34,759.90	\$14,897.10	Classes, special workshops and performances that involve dance, martial arts and theater for Oakland youth.
Oakland Youth Chorus	\$50,489.00	\$35,342.30	\$15,146.70	Classes for Oakland elementary school students in choral singing, percussion and dance, as well as training and music theory.
Dimensions Dance Theater	\$25,500.00	\$17,850.00	\$7,650.00	Two seasons of multidisciplinary artistic collaborations with world-renowned artists.
Rythmic Concepts	\$13,500.00	\$9,450.00	\$4,050.00	Support of 5 core programs: MLK Tribute, Oakland Children's Community Choir, Bay Area Jazz Star Search, Jazz Camp West and Jam Camp West.
Prescott Circus	\$27,750.00	\$19,425.00	\$8,325.00	Support for an organization strategic plan and fund-development efforts.
Crosspulse	\$22,500.00	\$15,750.00	\$6,750.00	Support for performances, audio and video recordings, workshops and in-school programs, international residencies, tours, cross-cultural educational seminars.

Museum of Children's Art	\$40,774.00	\$28,541.80	\$12,232.20	Activities for Museum Programs, School Programs, Early Childhood Programs and Community Programs. Residencies will include more than 50 schools and preschools, family workshops, camps and exhibits.
Stagebridge	\$34,286.00	\$24,000.20	\$10,285.80	Classes and workshops for seniors and Arts First Oakland, classes and performances by artists at senior facilities, professional teaching artists and grandparent storytellers.
Savage Jazz Dance Company	\$8,212.00	\$8,212.00	0	Original dance works rooted in the jazz music tradition that will provide dance training for students of all economic levels. Outreach programs will present world-class performances.
Attitudinal Healing Connection	\$42,000.00	\$29,400.00	\$12,600.00	For support and capacity building for the ArtEsteem program in schools and communities throughout Oakland. ArtEsteem is an art and social justice program that provides visual and performing art classes for youth.
Oakland Opera Theater	\$30,998.00	\$21,698.60	\$9,299.40	Cultural programming providing contemporary opera in an urban setting.
ANNUAL ORGANIZATIONAL ASSISTANCE TOTAL	\$516,381.00	\$363,909.00	\$152,472.00	
GRAND TOTAL - ALL CATEGORIES	\$925,126.00	725,126.00	\$200,000.00	

- **FY10-11 Cultural Funding Panels reviewed, scored and ranked a total of 111 eligible Applications and made a total of 57 Funding Recommendations.** 2010-2011 represents year one of the Organizational Assistance granting period.

	IAP	OP	AS	OA	TOTAL
Received Applications	36	25	26	26	113
Applications Eligible for Funding	36	24	25	26	111
Recommendations	16	12	14	15	57

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

- **FY10-11 Total Application Requests of \$1,679,703.13 greatly exceeded the amount of Available Funds of \$925,126.00 – a funding gap of \$754,577.13.**

	IAP	OP	AS	OA	TOTAL
Total Requests	\$140,460.90	\$248,006.34	\$347,261.40	\$943,974.49	\$1,679,703.13
Available Funds	\$79,875.00	\$136,213.00	\$192,657.00	\$516,381.00	\$925,126.00
Difference	(\$60,585.90)	(\$111,793.34)	(\$154,604.40)	(\$427,593.49)	(\$754,577.13)

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

- **55% of the total amount requested has been recommended for funding.**
- **A total of 43,585 Events/Activities will be funded by Cultural Funding Program funds through the grant categories of Individual Artist Project Support, Organization Project Support and Organizational Assistance. (See next page for Art in the Schools statistics.)**
- **Of the 43,585 Events/Activities funded through the Cultural Funding Program, 30,338 will be FREE to the public.**
- **Approximately 485,312 participants will be exposed to Oakland Arts Organizations and Artists by events/activities and projects supported through the grant categories of Individual Artist Project Support, Organization Project Support and Organizational Assistance.**
- **Of the approximately 485,312 participants, it is estimated that 80% will be Oakland-based, and that 18% will directly, creatively participate in the funded activities and projects.**

▪ **Art in the Schools-Numbers Served:**

Total Students Served	8,869
Classes Per Week	271.5
Total Number of Classes	7,385

In 2010-2011 the Cultural Funding Program received project proposals for our Oakland Public School students to receive hands-on art instruction in World Music, Traditional Chinese Musical Instruments, Opera, Chorus, Symphony Strings, Storytelling, Textiles, Writing, Performance, Line, Color, Shape, Texture, Mexican Folk Art, Brush Painting, Ancient African Art, Mask Making, Creative Writing, Drawing, Book Making, Murals, African Drumming and Costume Making, Dance and Language Arts, among other skills and disciplines.

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

		TOTAL
District 1 (CM Brunner)	Peralta Elementary (2), Chabot Elementary, Kaiser Elementary, Claremont Middle, Oakland Technical High (2), Oakland International	8
District 2 (CM Kernighan)	Cleveland Elementary (3), Franklin Elementary (3), Roosevelt Elementary, MetWest Alternative, Oakland High (5), Refugee & Asylee SAP, Lakeview Elementary	15
District 3 (CM Nadel)	Lincoln Elementary, Martin Luther King Junior Elementary (2), Westlake Middle, Lafayette Elementary (2), Prescott Elementary	7
District 4 (CM Quan)	Laurel Elementary, Allendale Elementary, Fruitvale Elementary (3), Sequoia Elementary, Bret Harte Middle	7

District 5 (CM DeLaFuente)	Glenview Elementary (3), Global Family (2), Edna Brewer Middle School, Manzanita SEED, World/Achieve, Mandela High	9
District 6 (CM Brooks)	Melrose Leadership Academy, Markham Elementary (2), Greenleaf Elementary (2), Bridges Academy (2), Parker Elementary, Skyline High (2), Roots International, Oakland Unity High (2)	13
District 7 (CM Reid)	RISE Community School, Esperanza Academy (2), Elmhurst Elementary, Grass Valley Elementary, East Oakland School for the Arts, Lighthouse Community Charter	7

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Approved as to Form and Legality


Oakland City Attorney's Office

2010 OCT 14 PM 6:34 OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO FIFTY-SEVEN (57) CULTURAL SERVICES GRANTS TO FIFTY-ONE (51) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2010-2011 IN A TOTAL AMOUNT NOT TO EXCEED \$925,126.00

WHEREAS, in 1985, City Council adopted the first arts funding policies and procedures for the City of Oakland, establishing a panel system of evaluating funding proposals and distributing City funds to the arts; and

WHEREAS, the Cultural Funding Program is the City's funding mechanism to support Oakland-based nonprofit organizations and artists providing arts and cultural activities to the public; and

WHEREAS, the mission of the Cultural Funding Program is to fund Oakland-based art and cultural activities that reflect the diversity of the city for citizens of and visitors to Oakland, focusing on the key areas of General Support, Neighborhood Arts and Arts Education; and

WHEREAS, during March, 2010, four funding review panels convened and forwarded recommendations to award fifty-seven (57) grants to fifty-one (51) organizations and individual artists proposing to provide arts and/or cultural programming in the city of Oakland; and

WHEREAS, Fiscal Year 2010-11 funds for the Cultural Funding Program are budgeted as follows: \$725,126 in Non-Departmental (CCAD – Cultural Programs – 90523), General Purpose Fund (1010); and a projected total of \$2.4 million in revenues from the Transient Occupancy Tax (fund 2419) surcharge, of which \$200,000 will be set aside for artists' grants (within the Cultural Funding Unit – 88742, and the Cultural Funding Program-Transient Occupancy Tax project – P391850); and

WHEREAS, on October 26, 2010, the Life Enrichment Committee of City Council approved specific funding recommendations to nonprofit organizations and individual artists as follows:

Funding Program	Grantee	Amount	General Fund Portion	TOT Portion
Individual Artist Project	Claudine Naganuma	\$4,999.00	\$4,999.00	-
Individual Artist Project	Kerri Gawryn	\$4,999.00	\$4,999.00	-
Individual Artist Project	Jeffery Wong	\$4,999.00	\$4,999.00	-
Individual Artist Project	James Gayles Jr.	\$4,999.00	\$4,999.00	-
Individual Artist Project	Kurt Schweigman	\$4,999.00	\$4,999.00	-
Individual Artist Project	Alan Leon	\$4,999.00	\$4,999.00	-
Individual Artist Project	Eric Kupers	\$4,999.00	\$4,999.00	-
Individual Artist Project	Anthony Lucero	\$4,999.00	\$4,999.00	-
Individual Artist Project	Kristine Holohan	\$4,999.00	\$4,999.00	-
Individual Artist Project	Daniel Camacho	\$4,999.00	\$4,999.00	-
Individual Artist Project	Dohee Lee	\$4,999.00	\$4,999.00	-
Individual Artist Project	Stephen Tiffenson	\$4,999.00	\$4,999.00	-
Individual Artist Project	La Mantia	\$4,999.00	\$4,999.00	-
Individual Artist Project	Margaretta K. Mitchell	\$4,999.00	\$4,999.00	-
Individual Artist Project	Tomye Neal-Madison	\$4,999.00	\$4,999.00	-
Individual Artist Project	Lejon Loggins	\$4,890.00	\$4,890.00	-
Organization Project	Oakland Underground Film Festival	\$4,000.00	\$4,000.00	-
Organization Project	Diamano Coura West African Dance Company	\$11,817.00	\$9,926.28	\$1,890.72
Organization Project	The Spanish Speaking Unity Council	\$19,000.00	\$15,960.00	\$3,040.00
Organization Project	Bay Area Girls Rock Camp	\$4,999.00	\$4,999.00	-
Organization Project	Purple Silk Music Education Foundation, Inc.	\$11,400.00	\$9,576.00	\$1,824.00
Organization Project	Higher Gliffs dba Community Rejuvenation Project	\$19,000.00	\$15,960.00	\$3,040.00
Organization Project	The Junior Center of Art and Science	\$19,000.00	\$15,960.00	\$3,040.00
Organization Project	Rock Paper Scissors Collective, Inc	\$6,650.00	\$6,650.00	-
Organization Project	Cantare Con Vivo	\$19,000.00	\$15,960.00	\$3,040.00
Organization Project	Bay Area Classical Harmonies	\$5,817.00	\$5,817.00	-
Organization Project	Prescott Joseph Center for Community Enhancement	\$4,700.00	\$4,700.00	-
Organization Project	K*Star* Productions	\$10,830.00	\$9,097.20	\$1,732.00

Funding Program	Grantee	Amount	General Fund Portion	TOT Portion
Art in the Schools	Cantare Con Vivo	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	Stagebridge	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	Peralta Parent Teachers Group	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	Museum of Children's Art	\$12,966.00	\$10,891.44	\$2,074.56
Art in the Schools	Oakland East Bay Symphony	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	Opera Piccola	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	ALICE: Arts and Literacy in Children's Education	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	Oakland Youth Chorus	\$12,715.00	\$10,680.60	\$2,034.40
Art in the Schools	Youth Radio	\$14,312.00	\$12,022.08	\$2,289.92
Art in the Schools	East Bay Agency for Children	\$5,654.00	\$5,654.00	-
Art in the Schools	Debra Koppman	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	ProArts	\$15,078.00	\$12,665.52	\$2,412.48
Art in the Schools	Unity Schools dba Oakland Unity High School	\$11,308.00	\$9,498.72	\$1,809.28
Art in the Schools	Dimensions Dance Theater	\$15,078.00	\$12,665.52	\$2,412.48
Organizational Assistance	Oakland East Bay Symphony	\$52,500.00	\$23,544.50	\$10,090.50
Organizational Assistance	Creative Growth Art Center	\$50,817.00	\$34,759.90	\$14,897.10
Organizational Assistance	EastSide Arts Alliance	\$33,763.00	\$35,342.30	\$15,146.70
Organizational Assistance	AXIS	\$33,635.00	\$17,850.00	\$7,650.00
Organizational Assistance	Destiny Art Center	\$49,657.00	\$9,450.00	\$4,050.00
Organizational Assistance	Oakland Youth Chorus	\$50,489.00	\$19,425.00	\$8,325.00
Organizational Assistance	Dimensions Dance Theater	\$25,500.00	\$15,750.00	\$6,750.00
Organizational Assistance	Rhythmic Concepts	\$13,500.00	\$28,541.80	\$12,232.20
Organizational Assistance	Prescott Circus	\$27,750.00	\$24,000.20	\$10,285.80
Organizational Assistance	Crosspulse	\$22,500.00	\$23,544.50	\$10,090.50
Organizational Assistance	Museum of Children's Art	\$40,774.00	\$34,759.90	\$14,897.10
Organizational Assistance	Stagebridge	\$34,286.00	\$35,342.30	\$15,146.70
Organizational Assistance	Savage Jazz Dance Company	\$8,212.00	\$8,212.00	-
Organizational Assistance	Attitudinal Healing Connection	\$42,000.00	\$29,400.00	\$12,600.00
Organizational Assistance	Oakland Opera Theater	\$30,998.00	\$21,698.60	\$9,299.40

and

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

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

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

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

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

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

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DELAFUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

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