



16 SEP 15 PM 4:02

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Office of the Mayor

SUBJECT: Kenneth Rainin Foundation Grant
Award

DATE: 9/15/16

RECOMMENDATION

Staff recommends that Council Adopt:

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO ACCEPT AND APPROPRIATE GRANT FUNDS FROM THE KENNETH RAININ FOUNDATION IN THE TOTAL AMOUNT OF FOUR HUNDRED SEVENTEEN THOUSAND SIX HUNDRED DOLLARS (\$417,600), WITH THE FIRST HALF, TWO HUNDRED EIGHT THOUSAND EIGHT HUNDRED DOLLARS (\$208,800), TO BE PAID UPON THE FOUNDATION'S RECEIPT OF THE SIGNED GRANT AGREEMENT, AND THE BALANCE TO BE PAID IN AUGUST 2017, TO BE USED TO FULLY FUND A PART TIME (80 PERCENT) POSITION AS THE MAYOR'S POLICY DIRECTOR FOR ART SPACES FOR A TWO-YEAR PERIOD.

BACKGROUND / LEGISLATIVE HISTORY

Last year, Mayor Schaaf established a Task Force to identify strategies for creating affordable space for arts organizations in Oakland to help stem the physical displacement of artists from Oakland. One specific recommendation of the Task Force was to add additional City staff to help with proactive policy work to better support the retention of Oakland's arts community, and to help build the capacity of the City to implement the Task Force recommendations.

Since the work of the Task Force was completed, the Mayor's office has been partnering closely with philanthropic and non-profit partners to move many of the Task Force recommendations forward. One of these partners, the Kenneth Rainin Foundation, an Oakland-based foundation, has approved a two-year grant to fund a new staff position – the Policy Director for Art Spaces (DAS) – in the Mayor's office. The mission of the Kenneth Rainin Foundation is to enhance quality of life by championing and sustaining the arts, promoting early childhood literacy, and supporting research to cure chronic disease.

ANALYSIS

Given the unique role that artists play in creating economic, cultural and social value for the City and its residents, Mayor Schaaf established the Task Force to identify specific strategies to stem the displacement of artists and arts organizations from Oakland in the face of escalating real estate prices. The multi-disciplinary Task Force included artists, representatives from arts organizations, architects, market-rate and affordable real estate developers, technical experts such as the Oakland Community Land Trust and Lawyers for the Arts, and City staff.

In January 2016, the Task Force made a number of recommendations to create more affordable art spaces, such as establishing a real estate acquisition strategy, creating anti-displacement loan and grant programs, and helping provide technical assistance for artists and arts organizations. It also recommended increasing the City's internal resources to support the arts. The City's internal staffing to support the arts has diminished over the years.

The Policy Director for Art Spaces, funded by the Kenneth Rainin Foundation, will work at the nexus of arts, real estate and city planning to identify real property solutions to supporting the arts in Oakland. This senior level position will work across city departments and collaborate with real estate developers, private property owners, non-profit technical assistance providers, businesses, civic leaders, funders and artists to preserve and support Oakland's artistic and cultural community.

The DAS will have a broad range of cross-sectoral responsibilities, such as:

- Work with philanthropic partners, non-profit organizations, other City departments, and technical experts to establish and implement a real estate acquisition strategy to create permanently affordable spaces for arts organizations
- Help devise and raise funds for an anti-displacement grant or loan fund or some other tool to help artist groups and organizations avoid or cope with imminent displacement.
- Working with the Planning & Building Department, identify and help implement zoning and land use policies to protect existing art spaces and create new ones in new real estate development projects
- Examine how public financing tools such as new market tax credits or community facilities districts might be used to create new art spaces
- Working with the Economic and Workforce Development Department, Cultural Arts Unit, help implement and market a robust portfolio of technical assistance programs to help artists and arts organizations strengthen their businesses to make it easier to remain in Oakland
- Working closely with the Mayor's Director of Equity and Strategic Partnerships, convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement. Match philanthropic foundation interests with the city priorities

A complete job overview is attached.

FISCAL IMPACT

The Kenneth Rainin Foundation grant will provide up to \$208,800 per year to fund an 80 percent position in the Mayor's Office for a two-year period. No City match is required. Funds will be deposited and appropriated in the Miscellaneous Grant Fund (2999), Mayor's Organization (01111) and a Project (to be established).

PUBLIC OUTREACH / INTEREST

Members of the Task Force, including arts organizations, non-profit technical assistance providers, affordable and market-rate developers, and others participated in the discussion about the recommendation to support increasing City staff to do this work. The job description was shaped in communication with the Kenneth Rainin Foundation.

COORDINATION

The Oakland City Attorney, Budget Office and Office of the City Administrator were consulted in the writing of this report.

SUSTAINABLE OPPORTUNITIES

Economic: The grant award from the Kenneth Rainin Foundation will enable to Mayor to fund a part time (80%) Policy Director of Art Spaces position for a two-year period. In turn, the director will work to coordinate and recruit additional fiscal resources for the City of Oakland to support arts and culture in Oakland, thus having a positive impact on the City as a whole. Arts are an important economic sector in Oakland, helping draw new investment and visitors, and also increasing the quality of life for residents. If additional funds are identified and approved during the two-year period, the Policy Director of Art Spaces position could be changed to a full time position.

Environmental: There are no environmental impacts.

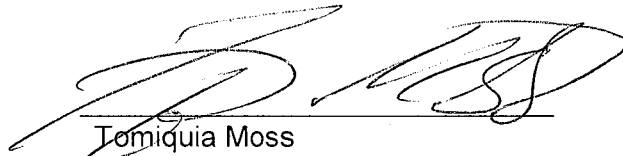
Social Equity: The DAS will convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement. The Task Force established a guiding principle focused on equity, stating that strategies that assist a diverse and broad group of artists and arts organizations are most desirable, given Oakland's geographically large and culturally varied landscape.

ACTION REQUESTED OF THE CITY COUNCIL

Authorize the City Administrator Or Designee To Accept And Appropriate Grant Funds From The Kenneth Rainin Foundation In The Total Amount Of Four Hundred Seventeen Thousand And Six Hundred Dollars (\$417,600) To Be Used To Fully Fund A Part Time (80 Percent) Position As The Mayor's Policy Director For Art Spaces For A Two-Year Period.

For questions regarding this report, please contact Joanne Karchmer, Interim Legislative and Governmental Affairs Director, Office of the Mayor, 510-238-7439.

Respectfully submitted,



Tomiquia Moss
Chief of Staff
Office of the Mayor

Prepared by:
Shereda Nosakhare, Deputy Chief of Staff
Office of the Mayor

Joanne Karchmer, Interim Director, Legislative
and Governmental Affairs
Office of the Mayor

Attachment A – Job Description

16 SEP 15 PM 4:02
OAKLAND

Approved as to Form and Legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Mayor Libby Schaaf

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO ACCEPT AND APPROPRIATE GRANT FUNDS FROM THE KENNETH RAININ FOUNDATION IN THE TOTAL AMOUNT OF FOUR HUNDRED SEVENTEEN THOUSAND SIX HUNDRED DOLLARS (\$417,600), WITH THE FIRST HALF, TWO HUNDRED EIGHT THOUSAND EIGHT HUNDRED DOLLARS (\$208,800), TO BE PAID UPON THE FOUNDATION'S RECEIPT OF THE SIGNED GRANT AGREEMENT, AND THE BALANCE TO BE PAID IN AUGUST 2017, TO BE USED TO FULLY FUND A PART TIME (80 PERCENT) POSITION AS THE MAYOR'S POLICY DIRECTOR FOR ART SPACES FOR A TWO-YEAR PERIOD.

WHEREAS, The Mayor's Policy Director for Art Spaces (DAS) is a new senior advisor position to the mayor, with the responsibility to work at the nexus of arts, real estate and city planning to identify real property solutions to supporting the arts in Oakland; and

WHEREAS, The DAS will work across city departments and collaborate with real estate developers, private property owners, non-profit technical assistance providers, businesses, civic leaders, funders and artists to preserve and support Oakland's artistic and cultural community; and

WHEREAS, The DAS will be expected, among other responsibilities, to devise and execute an anti-displacement grant or loan fund or some other tool to help artist groups and organizations avoid or cope with imminent displacement; work with the Planning and Building Department to identify and help implement zoning and land use policies to protect existing art spaces and create new ones in new real estate development projects; and support the creation of a real estate acquisition program to create affordable spaces for arts organizations; and

WHEREAS, The DAS will work closely with the Mayor's Director of Equity and Strategic Partnerships, convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating

artist displacement, and match philanthropic foundation interests with the city's priorities;
and

WHEREAS, The Kenneth Rainin Foundation will fund an 80% of full time Policy Director for Art Spaces position for a two-year period and no City match is required; and

WHEREAS, the grant funds will be deposited in Miscellaneous Grant Fund (2999), Mayor's Organization (01111), and a Project (To Be Created); now, therefore be it

RESOLVED: That the City Administrator or her designee is hereby authorized to accept and appropriate grant funds from the Kenneth Rainin Foundation in the amount of \$417,600.00, with the first half to be paid upon the Foundation's receipt of the signed grant agreement and the balance to be paid by August 31, 2017, to fully fund the Mayor's Policy Director for Art Spaces, an 80% position, for two years; and be it

FURTHER RESOLVED: That the \$417,600.00 in grant funds shall be deposited in the Miscellaneous Grant Fund (2999) and appropriated in the Miscellaneous Grant Fund (2999), Mayor's Organization (01111), and a Project (To Be Created) in fiscal years 2016 - 2017 and 2017 - 2018; and be it

FURTHER RESOLVED: That the City Administrator is hereby authorized to execute a grant agreement with the Kenneth Rainin Foundation to accept and appropriate funds in the amount of \$ 417,600.00 to fully fund the Mayor's Policy Director for Art Spaces, an 80% position, for a two-year period.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, and
PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of
the City of Oakland, California

16 SEP 15 PM 4:02

Attachment A

Job Description
Mayor's Policy Director, Art Spaces

Job Title

Policy Director, Arts Spaces

Department

Office of Mayor Libby Schaaf

Job Brief

Working at the nexus of arts, real estate and city planning, the Policy Director is charged with implementing specific initiatives and interventions to help stem the displacement of artists and arts organizations from Oakland. The work program builds off of, and implements, the recommendations of Mayor Schaaf's Task Force on Affordable Housing and Workspace released in January 2016.

The position will work across city departments and collaborate with real estate developers, private property owners, businesses, civic leaders, funders and artists to preserve and support Oakland's artistic and cultural community.

Responsibilities

Responsibilities may include the following:

- Work with philanthropic partners, non-profit organizations, other City departments, intermediary organizations and technical experts to establish and implement a real estate acquisition strategy that creates permanently affordable spaces for artists and arts organizations, in partnership with the Community Arts Stabilization Trust (CAST) in San Francisco.
- Help create a policy or program to lease City or other publically-owned property for arts uses at affordable rates, modeled on programs in Toronto and New York City.
- Help devise and execute an anti-displacement grant or loan fund or some other tool to help artist groups and organizations avoid or cope with imminent displacement.
- Working with the Planning & Building Department, identify and help implement zoning and land use policies to protect existing art spaces and create new ones in new real estate development projects. Strategies could include creating more restrictive land use and design controls in arts districts, cultural density bonuses, deed restrictions etc., informed by San Francisco's PDR policies in SOMA.
- Examine how public financing tools such as new market tax credits or community facilities districts might be used to create new art spaces
- Support the Cultural Arts Unit and technical assistance providers to implement and market a robust portfolio of technical assistance programs to help artists and arts organizations strengthen their businesses to help remain in Oakland

- Working closely with the Mayor's Director of Equity and Strategic Partnerships, convene philanthropic and other private funders to raise funds to support implementation of the priority initiatives around arts and culture and mitigating artist displacement. Match philanthropic foundation interests with the city's priorities.
- Coordinate with the Planning & Building Department and Cultural Arts Unit on the establishment of cultural districts, including codifying meaningful policies that help protect and support these districts once established.
- Coordinate with other City departments on improvements to, and stabilization of, existing city-owned arts and culture spaces, such as the Malonga Center for the Arts and the Calvin Simmons Theater.
- Work with an *external advisory panel* of arts organizations, artists, real estate developers, funders and technical experts to advise and serve as a sounding board and thought partners on implementation efforts.
- Establish an *inter-agency working group* of City departments required to support implementation efforts, including the Economic & Workforce Development, Planning and Building, Parks and Recreation and Public Works departments.
- Investigate other innovative, new tools and case studies for providing permanently affordable spaces for artists and arts and cultural organizations.

Requirements

- 10 years+ of city planning and/or real estate experience and experience working in local government.
- Experience working on public/private partnerships to create positive change and community benefit.
- Bachelor's degree in business, urban planning, or related fields required. Master's degree preferred.
- Knowledge of Oakland's art and culture community, potential real estate opportunities and partners, and the departments and agencies within local Oakland government.
- Working knowledge of land use and zoning tools, and how they can be used to protect and create spaces for artists and arts organizations.
- Working knowledge of private and public sector financing, including local, state and federal financing programs such as New Market Tax Credits, Historic Tax Credits and Community Facilities Districts.
- Excellent ability to prioritize, direct and execute multiple time-sensitive priorities with precision and integrity.
- Ability to motivate teams around common goals and project outcomes.
- Ability to work with a high level of discretion and good judgment.
- Excellent listener and communicator with diverse set of stakeholders.
- Possesses a positive, proactive and can do attitude.
- Exceptional, proven ability to be a leader and team player.