

2009 SEP -3 PM 1:11

# CITY OF OAKLAND

## AGENDA REPORT

**TO:** Office of the City Administrator  
**ATTN:** Dan Lindheim  
**FROM:** Cultural Arts & Marketing Division  
**DATE:** September 15, 2009

**RE:** **A Resolution Authorizing the City Administrator to Enter Into Seventy-Seven (77) Cultural Services Grants To Seventy (70) Oakland-Based Nonprofit Organizations and Individual Artists Providing Arts and Cultural Services in Oakland During Fiscal Year 2009-2010 in A Total Amount Not to Exceed \$974,647**

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### SUMMARY

This resolution authorizes the City Administrator to enter into 77 grants totaling \$974,647 to 70 Oakland-based nonprofit organizations and individual artists to produce dance, music, theater, media, visual and literary arts events or provide art services in Oakland during fiscal year 2009-2010.

This report:

- 1) Describes the process used to review funding proposals submitted by nonprofit organizations and artists in the Fiscal Year 2009-10 Cultural Funding Program grant cycle;
- 2) Requests City Council approval of the funding recommendations for Fiscal Year 2009-2010 Project Support for Individual Artists, Arts Organizations, and Art in the Schools; and
- 3) Requests Council approval of the second year of funding for the two-year Organizational Assistance Program awardees.

Every year the Cultural Funding Program (CFP) distributes applications and guidelines 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 arts are convened to review and make funding recommendations on applications submitted for programs and projects. A total of 77 grant awards to 70 organizations and individual artists (some applicants are recommended for funding in two programs) are recommended for funding in FY 2009-10. City funding will support the projects, ongoing programs and operating expenses of these organizations and artists. For CFP grant program categories, see *Attachment A*.

### FISCAL IMPACT

FY 2009-10 funds for the Cultural Funding Program are budgeted as follows: \$974,647 in Non-Departmental (organization 90523), General Purpose Fund (1010), Non-project (0000000), City Promotion Account (53313), Community Promotion Program (CE04).

For FY 2009-10 City Council reduced the grant budget by \$55,000, from \$1,144,838.51 to \$1,089,838.51. The \$55,000 was used to restore the Cultural Funding Coordinator position to full-time after it had been reduced by Council to half-time in an October 2008 midyear budget adjustment. Council further reduced the grant program appropriation by \$114,484 (10% reduction) as part of additional budget balancing measures adopted at its meeting of July 28, 2009. To compensate for this reduction and maintain the funding recommendations originally made by the panelists in March 2009, staff has determined that the best approach is to institute the 10% reduction in three grant categories (Organization Project, Art in the Schools and Organizational Assistance) and return to Council later in the fiscal year with a recommendation to back fill the \$114,484 reduction through funds generated by the Transit Occupancy Tax (TOT) increase passed by voters on July 21, 2009.

## **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, a few arts organizations aware of the City's annual budgeting process and procedures successfully lobbied City Council and received funding. The arts community galvanized and asked City Council to establish a process that would provide equal access to City funds for all organizations. The arts community also requested that the City establish an office to manage City funding of the arts and provide support for the growth of, and access to, the arts within Oakland. In response, City Council charged the former Oakland Arts Council with developing a fair and equitable way to distribute public funds for community promotions (the City's General Fund) and public funds from the Oakland Redevelopment Agency (ORA).

In 1985 the first funding policies and procedures were adopted, establishing the Cultural Funding Program as the City's and ORA's funding mechanism to support Oakland-based nonprofit arts and cultural organizations. As such, 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.

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

From FY 1985-86 to FY 1992-93, City of Oakland and ORA funding to the nonprofit arts community increased dramatically (from \$295,000 to \$1,600,000). The impact of this increase was the development of numerous new arts and cultural projects occurring in the Central District, the creation of new arts organizations, a surge in artist residencies in Oakland public schools, and the leveraging by nonprofit organizations of more than \$8,000,000 per year in contributed and earned income.

However, due to recurring City and ORA budget reductions, support to the Cultural Funding Program decreased by more than \$500,000 between FY 1995-96 and FY 1998-99. In FY 1997-98 the ORA discontinued its support of the Cultural Funding Program. In FY 2002-03 the City's annual allocation to the Program, including administrative expenses, was \$1,729,867.

Although the FY 2002-03 total budget originally supported seven funding categories plus administrative costs (exclusive of staff salaries), it was reduced midyear (in 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 2003-05 budget cycle allocations were further reduced to support only four core funding programs, with annual program allocations for FY 2004-05 at \$1,306,517.

In FY 2005-06 the grant budget was decreased by another 10%, making the annual program allocation \$1,180,261.96. This figure did not include administrative expenses. During the FY 2007-08 budget development process a further reduction of 2.5% was imposed, resulting in a total of \$1,144,838.51 budgeted for grants in FY 2007-08. The FY 2008-09 grant budget was identical.

For FY 2009-10 City Council has reduced the grant budget by \$55,000, from \$1,144,838.51 to \$1,089,838.51. The amount of \$55,000 was used to restore the Cultural Funding Coordinator position to full-time after it had been reduced by Council to half-time in an October 2008 midyear budget adjustment. In addition, the grant budget was further reduced by \$114,484 (10% reduction) per Additional Balancing Measures adopted at the July 28 Council meeting.

## **PROGRAM DESCRIPTION**

### Mission and Goals of the Cultural Funding Program

The City of Oakland Cultural Funding Program (CFP) 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

Its broad goals to:

Goal I: 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: 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: 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 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 City Council.
10. City Council reviews and takes action on the funding recommendations.

### 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. Each organization is required to submit a year-end final report stating how they met the terms of their cultural services agreement, describing audience participation, and explaining any budget or program discrepancies. Staff thoroughly reviews 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 (e.g., major decrease in number of events or not reaching projected revenues or audiences), or when staff notes a major discrepancy during a site visit, the organization/artist is notified and provided consultation by CFP staff. In some instances a recipient has paid back or not claimed funds due to failure to provide the contracted services. Also, on certain occasions a recipient has been required to provide a free public benefit (e.g., free concert or dance performance, free classes) 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.

The two-year Organizational Assistance grantees must complete an Interim Report before the release of the second year of funding. Reporting consists of extensive financial documentation of the first-year grant and a narrative addressing questions pertaining to the organizations programs and related goals and objectives. Funds are released after staff approval of complete documentation.

### **KEY ISSUES & IMPACTS**

#### Applications Received for FY 2009-10

The following table provides information on the FY 2009-10 grant applicant pool and the subsequent panel recommendations.

	Applications received	New* applications	Applications forwarded to panels**	Applications recommended for funding
Individual Artist Project Support	50	18	48	22
Organization Project Support	30	9	30	19
Art in the Schools	25	2	25	15
Organizational Assistance*** Two-Year Program 08-09 & 09-10	32	21	31	21
<b>TOTAL:</b>	<b>137</b>	<b>50</b>	<b>134</b>	<b>77</b>

\* "New" is defined as an applicant that has never applied for this and/or any specific CFP funding category.

\*\* Ineligible and/or incomplete applications were not forwarded for panel review.

\*\*\*The Organizational Assistance Program is a two-year program that commenced in FY 2008-09. Fiscal year 2009-10 is the second year of this funding cycle.

In summary, 57% of all Individual Artist, Organization Project, Art in the Schools, and Organizational Assistance applications forwarded to the panel were recommended for funding. Thirty-seven percent of all applications received were from applicants that were new to the Cultural Funding Program or new to their specific funding category. For Cultural Funding Program 2009-10 Award Recommendations, see *Attachment B*. For Events/Activities Data and Art in the Schools Data, see *Attachment C*.

#### Panel Review Process

In March 2009 three panels evaluated proposals from the arts community for the FY 2009-10 funding cycle for the Individual Artist Project Support, Organization Project and Art in the Schools programs. Panelists are drawn from a pool of names approved by the Funding Advisory Committee. The selected panelists each year have diverse artistic experiences, 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 to prevent potential conflicts of interest. In February 2009 a panelist orientation was conducted to ensure that panelists understood their duties, their roles 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 15 panelists reviewed 103 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 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 CFP policy.

In most cases, applicant requests are reduced due to the variance between the sum of requests and available dollars. However, requests recommended for funding under \$5,000 were not eligible for reductions.

### Applicant Notification

Applicants were notified in writing of their appointed panel dates and times of the public review process. After the panel review meetings, all applicants were notified in writing of the panel's recommendations. Each applicant received a letter indicating their final score and whether or not they were 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. The motivation for providing all of this information is two-fold: (1) panelist comments are a valuable source of technical assistance to the applicant; (2) staff discloses as much information as possible about the panel process and results 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 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 are based strictly on the following criteria:

- Material/information distributed from the Cultural Arts & Marketing Department 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 Funding Advisory Committee. For FY 2009-10 no requests for appeals were submitted.

### Approvals

The Funding Advisory Committee unanimously approved all funding recommendations on July 8, 2009 and forwarded the recommendations to the Cultural Affairs Commission for approval. On July 27, 2009, the Cultural Affairs Commission voted on the Cultural Funding Program recommendations and unanimously approved all recommendations.

## **SUSTAINABLE OPPORTUNITIES**

Environmental:            There are no environmental opportunities or benefits resulting from any action outlined in this report.

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.

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

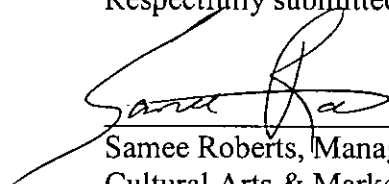
The only impacts and benefits to the disabled and senior citizen communities resulting from actions outlined in this report would be from the proposed activities for the applicants being recommended for funding. There are, among the applicants recommended for funding, a number of organizations that specifically 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 2009-10 panel-recommended awards for the Individual Artist Project Support, Organization Project Support and Art in the Schools funding categories, and approve the second year of the Organizational Assistance Program's two-year funding cycle, for a total amount of \$974,647 in grant awards.

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.

Respectfully submitted,



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Samee Roberts, Manager  
Cultural Arts & Marketing Division  
Office of the City Administrator

Prepared by:  
Kathy Littles, Ph.D. Cultural Funding Program  
Coordinator

APPROVED AND FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE:



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OFFICE OF THE CITY ADMINISTRATOR

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Life Enrichment Committee  
September 15, 2009

### **Organization Project Support Program**

The Organization Project Support category supports Oakland-based 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.

### **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.

### **Art in the Schools Program**

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

### **Organizational Assistance Program**

The Organizational Assistance Program (OAP) 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 in dance, music or theater, classes and workshops, and exhibits, for the benefit of the community. The OAP is designed to promote the health and stabilization 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.



<b>FY09-10 INDIVIDUAL ARTIST PROJECT</b>		
<b>Applicant</b>	<b>Recommendation</b>	<b>Description</b>
Sue Mark	\$4,999.00	Collaborative community project <b>marksearch</b> focusing on four downtown historic parks resulting in permanent self-guided walking tours.
Favianna Rodriguez	\$4,999.00	<i>American Dream</i> is an interdisciplinary project focusing on the printed poster and online media tools to tell the story of immigrant workers living in Oakland.
Nancy Mizuno Elliott	\$4,999.00	<i>Book Smart</i> will look at the political aspects of librarianship, and will examine the dependency of memory on geography and the relationship between public space and learning.
Marc Bamuthi Joseph	\$4,999.00	A community-based eco-equity theater project " <i>red, black, and GREEN: a blues</i> " that looks at the intersection of green economics and black psychology.
Jim McSilver	\$4,999.00	<i>Oakland Originals</i> is a series of short documentary videos that unearth the artists, musicians, thinkers, and do-ers that make Oakland a uniquely vibrant community.
Tecsia Evans	\$4,999.00	<i>Speak</i> uses modern jazz, spoken word, video documentary and rhythm and blues to share the intimate and real life stories of inspiring survivors of domestic abuse.
Scott Oliver	\$4,999.00	An audio guided walking tour of Lake Merritt composed of ambient field recordings, interviews, narration and culturally diverse music by local artists.
Andrew Chung	\$4,999.00	Staged and orchestrated production of <i>The Marriage of Figaro</i> at the Oakland Metro Operahouse.
Kristy Guevara-Flanagan	\$4,999.00	Three-part documentary feature that addresses the history and cultural influence of the comic book superheroine <i>Wonder Woman</i> .
Alan Leon	\$4,999.00	<i>Rediscovering Oakland Places</i> will include 20 watercolor paintings celebrating Oakland, community workshop sessions, and a culminating exhibition.
Lori Anne Fischer	\$4,999.00	Creation and design of hand-sewn dolls with children in long-term care and their families at two local hospitals.
Kristine Holohan	\$4,999.00	<i>Installed Visions</i> engages youth to create installations using components of modern and historical Oakland culture.
Rita Sklar	\$4,999.00	Exhibition of 12 paintings of Oakland's diverse bird species.
Jaime Cortez	\$4,999.00	<i>Bang</i> is an anti-violence graphic novel that will be distributed to Oakland Middle Schools. The story will focus on Oakland youth and adults living with the aftermath of a senseless killing.
Derek Wright	\$4,989.00	Percussion courses in the Maracatu tradition of Brazilian music for Oakland youth.
Gina Telcocci	\$4,999.00	Mask-Making workshop using the traditions of many cultures. Materials will include papier-mâché, paint and recycled materials.
Leyya Mona Tawil	\$4,999.00	<i>Grace</i> is a performance work celebrating feminism through the lens of fashion, sex and sainthood.

<b>Sam Mulberry</b>	<b>\$4,999.00</b>	The Weekend Wake Up, a free, monthly event celebrating multi-disciplinary art.
<b>Hugh Livingston</b>	<b>\$4,999.00</b>	Sound-installation events that will explore the history of outdoor music making and memorial music throughout history.
<b>Milta Ortiz</b>	<b>\$4,999.00</b>	Creation of a series of writing and performance workshops based on the story of Chicana/Latinas as they negotiate the impact of war.
<b>Destiny Muhammad</b>	<b>\$1,962.55</b>	<i>Music to My Ears</i> brings the experience of the harp to underserved communities.
<b>Lauren Elder</b>	<b>\$1,962.55</b>	WashWorld: an eco-art project that combines architecture, landscape, water circulation, visual and performing arts.

**INDIVIDUAL ARTIST**

**PROJECT TOTAL**

**\$103,895.10**

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## FY09-10 ORGANIZATION PROJECT

Applicant	Recommendation	Description
Purple Silk Music Education Foundation Inc.	<b>\$9,867.00</b>	Elementary school students are introduced to the joys of music through ongoing sequential instruction in traditional Chinese musical instruments.
Prescott Circus Theatre	<b>\$13,078.00</b>	After school Circus Arts training and performing opportunities for Oakland youth at 7 participating OUSD schools where students learn juggling, acrobatics, unicycling, stilt walking, balancing and clowning/acting skills combined with cultural performing traditions of African stilt dancing, hambone body percussion, and step dance.
Creative Growth Art Center	<b>\$12,480.00</b>	<i>Around the Corner, Around the World</i> consists of a series of art-making and outreach activities to build a gateway for artists with disabilities.
Oaktown Jazz Workshops	<b>\$4,950.40</b>	The <i>Intergenerational Jazz Band</i> program will partner youth with jazz musicians in a collaborative music-making experience.
Rhythmic Concepts, Inc.	<b>\$6,527.10</b>	<i>In the Name of Love</i> , a musical tribute with the Oakland Children's Choir, joins renowned musical artists that will bring people together to celebrate the life of Martin Luther King Jr.
Prescott Joseph Center for Community Enhancement	<b>\$4,966.50</b>	<i>Theater in the Yard</i> involves inner-city residents in the creation of art in their neighborhoods.
KITKA Inc.	<b>\$12,285.00</b>	Folk song master artist residencies and community vocal workshops celebrating East European folkloric traditions.
Crosspulse, Inc.	<b>\$7,798.05</b>	30th Anniversary home season involving performances and workshops from the ensembles Slammin' All-Body Band, Crosspulse Percussion Ensemble and Crosspulse Rhythm Duo.
Youth UpRising	<b>\$12,064.00</b>	Multi-media training program for student artists who will use video to express youth perspectives on violence prevention, teen pregnancy prevention and youth leadership.
Oakland Asian Cultural Center	<b>\$4,593.60</b>	Month-long jazz themed Asian Pacific American Heritage Festival <i>Jazz-Asian American Style</i> that will feature live performances by local Asian American jazz artists.
Rock Paper Scissors Collective, Inc	<b>\$5,215.54</b>	Partnership with local organizations to provide workshops taught by emerging artists that will be exhibited at RPSC. Monthly sliding scale classes will also be taught by exhibiting artists.
Youth Radio	<b>\$11,700.00</b>	<i>Oakland Voices 2.0</i> will promote learning understanding and participation in the arts among Oakland youth through showcase events and regular broadcasting. Youth will integrate music, photography and other artistic expressions to engage the community.

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<b>ALICE: Arts and Literacy in Children's Education</b>	<b>\$4,999.00</b>	<i>Burning Libraries</i> will feature professional aerialists, dancers, fire artists and community youth who will celebrate storytelling and Oakland's cultural diversity.
<b>Tea Party Magazine, Inc</b>	<b>\$6,028.80</b>	Publication that documents and showcases Oakland artists and cultural organizations.
<b>Junior Center of Art and Science</b>	<b>\$11,336.00</b>	Series of visual art and cultural programs for children ages 3 to 17 that will include outreach programs in school classrooms.
<b>East Oakland Youth Development Center</b>	<b>\$11,050.00</b>	Hands-on visual and performing arts for youth 6-18. Workshops engage participants in integrative and comprehensive arts programming.
<b>Music is Extraordinary</b>	<b>\$4,689.00</b>	Music lessons for students 10-17 who will participate in a full orchestra rehearsals and will have an opportunity to perform with the works of legendary American jazz artists.
<b>Diamano Coura West African Dance Company</b>	<b>\$7,536.82</b>	Presentation of <i>Collage des Cultures Africaines</i> , that includes drum, dance, health and wellness workshops.
<b>Community Women's Orchestra</b>	<b>\$1,835.46</b>	<i>Women and Music: 25 Years!</i> , will feature three concerts highlighted Oakland composers Martha Stoddard and Mary Watkins and internationally acclaimed composer Hilary Tann.

**ORGANIZATION PROJECT  
TOTAL**

**\$153,000.27**

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## FY09-10 ART IN THE SCHOOLS

Applicant	Recommendation	Description
Purple Silk Music Education Foundation, Inc.	<b>\$13,290.82</b>	Elementary School students will be introduced to the joys of music through in-depth, sequential instruction in traditional Chinese musical instruments and opera.
Oakland East Bay Symphony	<b>\$13,200.00</b>	Music for Excellence (MUSE) provides comprehensive instrumental instruction to grades 3-12 by bringing professional musicians of Oakland East Bay Symphony into 18 public schools.
Stagebridge	<b>\$13,156.00</b>	<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	<b>\$12,892.00</b>	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	<b>\$12,804.00</b>	The REACH/ New Highland Artist Residency Program provides year-long visual artist residencies serving an estimated 580 students in East Oakland.
East Bay Agency for Children	<b>\$4,999.00</b>	Eagles' Nest After School Program will provide arts enrichment to K-3 and 4-5 graders.
Edna Brewer Middle School	<b>\$6,723.59</b>	Artist residency that will integrate textile arts and history as well as a provide expressive arts group for children of incarcerated parents. Residency will culminate in an exhibition.
Lighthouse Community Charter School	<b>\$11,156.43</b>	<i>Ancient Traditions Through Modern Eyes</i> is a multi-disciplinary art residency where students will study Mexican Folk Art, Trees of Life, Ancient Chinese Art, African Art, and brush painting.
Dimensions Dance Theater	<b>\$12,672.00</b>	Students will explore African dance as well as the history of these dances and the evolution from their African roots.
Woman's Will	<b>\$6,475.64</b>	Dramatic writing and performance program for 8th graders who will use theater games to research, write, edit and create 4 short plays.
Cantare Con Vivo	<b>\$12,320.00</b>	Cantare Children's Choir provides inner-city K-12 students with music education.
ALICE: Arts and Literacy in Children's Education	<b>\$12,232.00</b>	The <i>Ancestor Project</i> will integrate the visual and performing arts into an existing heritage related curriculum where students collect oral histories.
Debra Koppman	<b>\$12,188.00</b>	<i>Telling Our Stories</i> is a school-wide project where students will engage in hands-on art instruction in drawing, painting, book-making, murals, puppet and mask-making and literacy.
Diamano Coura West African Dance Company	<b>\$7,813.41</b>	Students will experience the African drum, costume making and dance techniques and explore how the art is integrated in language arts, social science and cultural studies.

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North Oakland Community Charter School	\$7,813.41	School-wide arts integration program in the Visual and Performing Arts.
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**ART IN THE SCHOOLS**

**TOTAL** **\$159,736.30**

## FY08-09 AND FY09-10 ORGANIZATIONAL ASSISTANCE

*FY09-10 is the second year of a two-year grant. Approval of these grants is contingent on Council approval and staff evaluation of the interim report. Awards below are for General Operating Support except where noted.*

<b>Awardee</b>	<b>Annual Award</b>	<b>Description</b>
<b>Creative Growth Art Center</b>	<b>\$44,221.67</b>	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, book publication and special joint efforts with alternative partners.
<b>EastSide Arts Alliance</b>	<b>\$29,790.73</b>	Year round free arts workshops for youth, ongoing music, dance, theater, literary events and the annual Malcolm X JazzArts Festival.
<b>The Crucible</b>	<b>\$44,798.25</b>	Year round arts education programs consisting of workshops, classes and collaborative events that serve more than 20,000 youth and adults each year in their West Oakland arts studio.
<b>Museum of Children's Art</b>	<b>\$47,282.88</b>	Supporting museum programs, School Programs and Community Programs serving 25,000 children per year in a range of art and arts learning experiences.
<b>AXIS Dance Company</b>	<b>\$23,480.86</b>	Supporting Artistic and Educational programs, salaries and marketing expenses.
<b>Oakland East Bay Symphony</b>	<b>\$51,369.12</b>	Supports the symphony's Classical Music Series, commissioning of new works, education and outreach programs, artistic costs, pro-rated administrative expenses, concert production and costs associated with the marketing and promotion of these programs.
<b>Friends of Peralta Hacienda Historical Park</b>	<b>\$23,667.56</b>	Supports youth and general community art classes and events, focusing on multi-cultural exchange via storytelling, visual public arts, digital storytelling, and other mediums. Low-cost and culture based historical field trips for 3rd and 4th graders, park exhibits featuring audio recordings of neighbors and additions to the Community Recipe Book.
<b>African Queens Youth Performance Company</b>	<b>\$4,500.00</b>	Pan African dance training as a tool for helping build self-esteem, cultural awareness, and social responsibility and leadership skills among girls ages 8-18.
<b>Oakland Youth Chorus</b>	<b>\$43,177.92</b>	Multi-cultural music education and performance program for youth, fostering talent, confidence and community. Providing school-based programs in 23 Oakland schools, as well as performing choruses for middle and high school aged youth.

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<b>Destiny Arts Center</b>	<b>\$32,485.01</b>	Immersive theater/dance/stagecraft experience for approximately 30 youth, after school and weekend dance and martial arts classes for youth ages 3-18, the Teddy Bears Program, serving children 3-6.
<b>Dimensions Dance Theater, Inc.</b>	<b>\$19,439.89</b>	A year long series of community performances and open showcases throughout Oakland to acknowledge and celebrate the company's 35 year history of dance making. This year's theme is Nurturing the Community and Celebrating the Future.
<b>Underworld Opera Company dba Oakland Opera Theater</b>	<b>\$24,956.75</b>	Performing arts activities at the Oakland Metro Operahouse. Exposing Oaklanders to great African-American and multi-ethnic traditions in opera and performing arts while creating new traditions that speak to the community.
<b>Pro Arts, Inc.</b>	<b>\$21,470.52</b>	Strategic Development for support and programming during a facility relocation and strategic planning process.
<b>Oakland Leaf</b>	<b>\$37,792.13</b>	Improve and expand independent educational initiatives including youth arts and leadership program, Youth Roots, and Oakland Peace Camp a summer arts and social justice program.
<b>Savage Jazz Dance Company</b>	<b>\$6,408.13</b>	Oakland based dance performances, outreach and educational programs.
<b>Oakland Youth Orchestra</b>	<b>\$17,310.38</b>	Orchestra recruitment, education, performances and development of scholarship programs targeted at talented low-income music students in the Oakland public schools.
<b>Stagebridge</b>	<b>\$23,814.20</b>	Expanded fee based classes and workshops for seniors at Arts First Oakland, classes and performances by Stagebridge artists at senior facilities, professional teaching artists and grandparent storytellers in elementary schools.
<b>Woman's Will</b>	<b>\$4,740.96</b>	Board development plan to help transition from advisory/management capacity to an active fundraising board, to add members, bolster diversity and provide training to support growth of company from all volunteer to professional, including creating plans to boost major donor development and event development.
<b>Oakland Interfaith Gospel Choir</b>	<b>\$12,520.87</b>	Community Engagement Performances for disenfranchised and/or institutionalized individuals, community groups/non-profit organizations, Annual Holiday Concert, Oakland Interfaith Youth Gospel Choir and recording a 5th CD.
<b>Attitudinal Healing Connection, Inc.</b>	<b>\$12,520.87</b>	ArtEsteem, an award winning art and literacy program that helps students overcome their experience with living in underdeveloped social and economic conditions.

**ANNUAL ORGANIZATIONAL ASSISTANCE TOTAL                    \$558,015.33**

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- **FY09-10 Cultural Funding Panels reviewed, scored and ranked a total of 134 eligible Applications and made a total of 77 Funding Recommendations.** Of the 21 Organizational Assistance Awardees, 18 were in for General Operating Support and 3 were for Strategic Development Support. 2009-2010 represents year two of the Organizational Assistance granting period.

	IAP	OP	AS	OA	TOTAL
<b>Reviewed Applications</b>	48	30	25	31	<b>134</b>
<b>Scores Eligible for Funding</b>	40	29	24	29	<b>122</b>
<b>Recommendations</b>	<b>22</b>	<b>19</b>	<b>15</b>	<b>21</b>	<b>77</b>

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

- **FY09-10 Total Panel Requests of \$2,369,568.33 were more than twice the amount of Available Funds of \$974,647.00, engendering a difference of \$1,394,921.33.**

	IAP	OP	AS	OA	TOTAL
<b>Available Funds</b>	\$103,895.10	\$153,000.27	\$159,736.30	\$558,015.33	<b>\$974,647.00</b>
<b>Total Panel Requests</b>	\$238,667.00	\$397,967.00	\$415,488.00	\$1,317,446.33	<b>\$2,369,568.33</b>
<b>Difference</b>	<b>(\$134,771.90)</b>	<b>(\$244,966.73)</b>	<b>(\$255,751.70)</b>	<b>(\$759,431.00)</b>	<b>(\$1,394,921.33)</b>

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

- **63% of applicants with scores eligible for funding have been recommended for funding. Eligible Scores are 70.00 and above.**
- **A total of 19,024 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.**
- **Of the 19,024 Events/Activities funded through the Cultural Funding Program, 11,598 will be FREE to the public.**
- **Approximately 581,517 participants will be exposed to Oakland Arts Organizations and Artists through Cultural Funding Program events/activities and projects. This number includes projects that are through the grant categories of Individual Artist Project Support, Organization Project Support and Organizational Assistance.**

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

<b>Total Students Served</b>	7,195
<b>Total Classes Provided</b>	7,513

- In 2009-2010 Oakland Public School students will receive hands-on art instruction in World Music, Traditional Chinese Musical Instruments, Opera, Symphony Strings, Storytelling, Textiles, Writing, Performance, Line, Color, Shape, Texture, Mexican Folk Art, Kites, Brush Painting, Ancient African Art, Mask Making, Creative Writing, Drawing, Book Making, Murals, Puppets, African Drumming and Costume Making, Dance and Language Arts.

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

		<b>TOTAL</b>
<b>District 1 (CM Brunner)</b>	Chabot Elem, Claremont Elem, Kaiser Elem, Oakland Tech (2), Sanfoka Academy, NOCS	<b>6</b>
<b>District 2 (CM Kernighan)</b>	Lincoln Elem (2), Cleveland Elem (2), Franklin Elem (2), Oakland High (2), Roosevelt Middle, Lakeview Elem	<b>6</b>
<b>District 3 (CM Nadel)</b>	Lafayette Elem (3), MLK Elem (2), Westlake Middle	<b>3</b>
<b>District 4 (CM Quan)</b>	COVA, Montera Middle, Allendale Elem, Laurel Elem, Fruitvale Elem (2), Sequioa Elem	<b>6</b>
<b>District 5 (CM DeLaFuente)</b>	Edna Brewer (3), Glenview Elem, Hawthorne Family Resource Center, Franklin Elem, Manzanita Community	<b>5</b>
<b>District 6 (CM Brooks)</b>	Parker Elem, Skyline High (2), Center for Elder Independence, Markham, Melrose Leadership, Carl Munck Elem	<b>6</b>
<b>District 7 (CM Reid)</b>	Esperanza Academy, New Highland, REACH, Lighthouse, EOSA, Grass Valley Elem	<b>6</b>

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 SEP -3 PM 1:12

Approved as to Form and Legality

Oakland City Attorney's Office

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO SEVENTY-SEVEN (77) CULTURAL SERVICES GRANTS TO SEVENTY (70) OAKLAND-BASED NONPROFIT ORGANIZATIONS AND INDIVIDUAL ARTISTS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND DURING FISCAL YEAR 2009-2010 IN A TOTAL AMOUNT NOT TO EXCEED \$974,647.00**

**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, 2009, three funding review panels convened and forwarded recommendations to award seventy-seven (77) grants to seventy (70) 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 the FY 2009-2010 budget and is available within the Non-Departmental Organization (90523), General Purpose Fund (1010), Non-project (0000000), City Promotion Account (53313), Community Promotion Program (CE04); and

**WHEREAS**, on September 15, 2009, the Life Enrichment Committee of City Council approved specific funding recommendations to nonprofit organizations and individual artists as follows:

Funding Program	Grantee	Amount
Individual Artist Project	Sue Mark	\$4,999.00
Individual Artist Project	Favianna Rodriguez	\$4,999.00
Individual Artist Project	Nancy Mizuno Elliot	\$4,999.00
Individual Artist Project	Marc Bamuthi Joseph	\$4,999.00
Individual Artist Project	Jim McSilver	\$4,999.00
Individual Artist Project	Tecsia Evans	\$4,999.00
Individual Artist Project	Scott Oliver	\$4,999.00
Individual Artist Project	Andrew Chung	\$4,999.00
Individual Artist Project	Kristy Guevara-Flanagan	\$4,999.00
Individual Artist Project	Alan Leon	\$4,999.00
Individual Artist Project	Lori Anne Fischer	\$4,999.00

(Continued)

<b>Funding Program</b>	<b>Grantee</b>	<b>Amount</b>
Individual Artist Project	Kristine Holohan	\$4,999.00
Individual Artist Project	Rita Sklar	\$4,999.00
Individual Artist Project	Jaime Cortez	\$4,999.00
Individual Artist Project	Derek Wright	\$4,989.00
Individual Artist Project	Gina Telcocci	\$4,999.00
Individual Artist Project	Leyya Mona Tawil	\$4,999.00
Individual Artist Project	Sam Mulberry	\$4,999.00
Individual Artist Project	Hugh Livingston	\$4,999.00
Individual Artist Project	Milta Ortiz	\$4,999.00
Individual Artist Project	Destiny Muhammad	\$1,962.55
Individual Artist Project	Lauren Elder	\$1,962.55
Organization Project	Purple Silk Music Education Foundation Inc.	\$9,867.00
Organization Project	Prescott Circus Theatre	\$13,078.00
Organization Project	Creative Growth Art Center	\$12,480.00
Organization Project	Oaktown Jazz Workshops	\$4,950.40
Organization Project	Rhythmic Concepts	\$6,527.10
Organization Project	Prescott Joseph Center for Community Enhancement	\$4,966.50
Organization Project	KITKA Inc.	\$12,285.00
Organization Project	Crosspulse, Inc.	\$7,798.05
Organization Project	Youth UpRising	\$12,064.00
Organization Project	Oakland Asian Cultural Center	\$4,593.60
Organization Project	Rock Paper Scissors Collective, Inc.	\$5,215.54
Organization Project	Youth Radio	\$11,700.00
Organization Project	ALICE: Arts and Literacy in Children's Education	\$4,999.00
Organization Project	Tea Party Magazine	\$6,028.80
Organization Project	Junior Center of Art and Science	\$11,336.00
Organization Project	East Oakland Youth Development Center	\$11,050.00
Organization Project	Music is Extraordinary	\$4,689.00
Organization Project	Diamano Coura West African Dance Company	\$7,536.82
Organization Project	Community Women's Orchestra	\$1,835.46
Art in the Schools	Purple Silk Music Education Foundation, Inc.	\$13,290.82
Art in the Schools	Oakland East Bay Symphony	\$13,200.00
Art in the Schools	Stagebridge	\$13,156.00
Art in the Schools	Peralta Parent Teachers Group	\$12,892.00
Art in the Schools	Museum of Children's Art	\$12,804.00
Art in the Schools	East Bay Agency for Children	\$4,999.00
Art in the Schools	Edna Brewer Middle School	\$6,723.59
Art in the Schools	Lighthouse Community Charter School	\$11,156.43
Art in the Schools	Dimensions Dance Theater	\$12,672.00
Art in the Schools	Woman's Will	\$6,475.64
Art in the Schools	Cantare Con Vivo	\$12,320.00
Art in the Schools	ALICE: Arts and Literacy in Children's Education	\$12,232.00
Art in the Schools	Debra Koppman	\$12,188.00
Art in the Schools	Diamano Coura West African Dance Company	\$7,813.41
Art in the Schools	North Oakland Community Charter School	\$7,813.41
Organizational Assistance	Creative Growth Art Center	\$44,221.67
Organizational Assistance	EastSide Arts Alliance	\$29,790.73
Organizational Assistance	The Crucible	\$44,798.25
Organizational Assistance	Museum of Children's Art	\$47,282.88
Organizational Assistance	AXIS Dance Company	\$23,480.86
Organizational Assistance	Oakland East Bay Symphony	\$51,369.12
Organizational Assistance	Friends of Peralta Hacienda Historical Park	\$23,667.56

(Continued)		
Funding Program	Grantee	Amount
Organizational Assistance	Oakland Youth Chorus	\$43,177.92
Organizational Assistance	Opera Piccola	\$32,266.63
Organizational Assistance	Destiny Arts Center	\$32,485.01
Organizational Assistance	Dimensions Dance Theater, Inc.	\$19,439.89
Organizational Assistance	Underworld Opera Company dba Oakland Opera Theater	\$24,956.75
Organizational Assistance	Pro Arts, Inc.	\$21,470.52
Organizational Assistance	Oakland Leaf	\$37,792.13
Organizational Assistance	Savage Jazz Dance Company	\$6,408.13
Organizational Assistance	Oakland Youth Orchestra	\$17,310.38
Organizational Assistance	Stagebridge	\$23,814.20
Organizational Assistance	Woman's Will	\$4,740.96
Organizational Assistance	Oakland Interfaith Gospel Choir	\$12,520.87
Organizational Assistance	Attitudinal Healing Connection, Inc.	\$12,520.87
Organizational Assistance	Oakland Youth Chorus	\$43,177.92

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; now 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 his 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, \_\_\_\_\_, 2009

**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