



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Alexa Jeffress
Director, Economic and
Workforce Development
Department

SUBJECT: Fiscal Year 2021-22 Cultural Funding
Grants - Round One

DATE: November 16, 2021

City Administrator Approval

Date: Nov 4, 2021

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Awarding Grants To Sixty-Nine (69) Oakland-based Artists And Nonprofit Organizations Providing Arts And Cultural Services In Oakland During Fiscal Year 2021-2022 (Round One), In A Total Amount Not To Exceed \$1,265,500.

EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the City Administrator to enter into sixty-nine (69) Cultural Services Grant Agreements with sixty-nine (69) Oakland-based artists and nonprofit organizations who provide cultural services that reach all seven of Oakland's Council Districts. These organizations support artistic excellence and cultural diversity through the provision of services and programming in dance, music, theater, media, digital, visual, literary, and community arts, while leveraging other government, corporate, and private spending on the arts in Oakland. The grant funds will support over 4,510 individual arts events and activities, most of them offered free or low-cost to the public and will expose over 209,725 participants (80 percent Oakland-based) to cultural arts services and programming. This attendance figure includes active participants, on-site audiences, virtual programming, and estimated internet site visitors.

The Funding Advisory Committee (FAC) of the City's Cultural Funding Program met on September 15, 2021 and October 15, 2021 via Zoom conference to comment on staff's grant award recommendations.¹ The FAC unanimously supported the staff recommended funding allocations and the grantee pool for this category as Round One of Fiscal Year (FY) 2021-22 Cultural Funding. The list of award recommendations and grant descriptions are included as **Attachment A**.

The proposed resolution would adopt the recommended FY 2021-22 allocation to award the proposed grants for FY 2021-22 Round One Cultural Funding awards in the total amount of

¹ More information about the FAC is available on the City website:
<https://www.oaklandca.gov/topics/funding-advisory-committee>

\$1,265,500, including \$892,595 from the General Fund City Promotions Account and \$372,905 from the Transient Occupancy Tax Fund, in FY 2021-2022.

BACKGROUND / LEGISLATIVE HISTORY

Program Overview

The Cultural Funding Program (CFP) was established by the City Council in 1985 as the City's mechanism to support Oakland-based nonprofit arts and cultural organizations through an annual competitive application process. These grants infuse Oakland's neighborhoods with arts and cultural activities that increase exposure to, understanding of, and respect for diverse cultural heritages, support arts activities that engage the community, and support hands-on arts instruction in Oakland's public schools. For FY 2021-22, CFP will award two rounds of funding, providing grants in four categories: Neighborhood Voices for Individual Artists, Neighborhood Voices for Organizations, Organizational Assistance, and Neighborhood Voices for Festivals (see below).

Round One-To be considered at the November 16, 2021 City Council Meeting:

- Neighborhood Voices for Individual Artists
- Neighborhood Voices for Organizations
- Organizational Assistance

Round Two-To be approved at a March 2022 City Council Meeting:

- Neighborhood Voices for Festivals

An overview of the CFP grant categories is included as ***Attachment B***.

The program is managed by Cultural Affairs staff within the Economic & Workforce Development Department. To ensure transparency and public trust in the distribution of public funds for the arts in Oakland, the program has established policies, review procedures, and a panel system for evaluating applications.

The FAC is a volunteer body that provides input on matters relating to CFP policies and procedures. The FAC comments on staff allocation recommendations based on community peer reviewed panel ranking, and hears applicant appeals, if any. The seven voting members of the FAC are recruited from the arts community and are elected by current FAC members. Oakland's CFP is one of the only local grant-making agencies in the State that allows applicants to address the community peer reviewed panel during a three-minute discussion. The applicant's three-minute address is used to clarify any questions or misinterpretations that the applicant may have heard during the panel discussion.

With City Council support, CFP grants have historically been funded from the General Purpose Fund. In FY 2009-2010, Oakland voters approved Measure C, implementing a Transient Occupancy Tax (TOT) surcharge that supplements CFP funding.

On June 24, 2021 by Resolution No. 88717, the City Council approved allocation of \$1,500,000.00 to CFP grants. This budget allocation increased by \$500,000 in comparison to the \$1,000,000 FY20-21 CFP budget allocation.

The additional \$500,000 in funds allocated to Cultural Funding for FY 2021-2022 is supporting \$265,500 in additional Round One grants for organizations and individual artists who are serving flatland neighborhoods in Oakland. The balance of approximately \$234,500 is planned to be committed to grant awards for Festivals in Round Two. Cultural Funding staff has drafted guidelines for a Festival Grant Program which will support festival culture throughout the city. This grant opportunity is expected to launch December 2021 and will be supported by the remaining fund allocation. Recommendations from this grant category will be presented to City Council in early 2022.

ANALYSIS AND POLICY ALTERNATIVES

Racial Equity Impact Analysis

In the spring of 2017, the Cultural Affairs Division embarked on the process of creating a Cultural Plan for the City of Oakland. The cultural planning process began with a research and discovery phase that included individual interviews and small group meetings with over 70 people, and an extensive field literature and City document review. Meetings were targeted to the cultural community and public. An online survey was offered as an additional vehicle for community input. Approximately 300 community members attended the in-person meetings and about 450 surveys were received. In 2018, the Cultural Plan “Belonging in Oakland: A Cultural Development Plan” was released and included an action plan and recommendations to foreground equity. Cultural Affairs staff are currently in Phase One of the action plan: *Perform a cultural and racial equity impact analysis of current programs, policies, and procedures and explore asset-based approaches.*²

The Cultural Affairs Division secured resources from the Surdna Foundation to conduct the cultural and racial equity impact analysis and hired the consultant LeaderSpring to begin the analysis work in January 2020. LeaderSpring’s work is anchored in the idea that racial diversity, equity, and inclusion through belonging are 21st century leadership competencies. Through its consulting services, LeaderSpring advances the work of foundations, corporations, public agencies, and nonprofit organizations by strengthening leadership competencies, building organizational capacity, and creating communities of leaders driven to impact change.³ LeaderSpring is currently gathering data through a review of Cultural Affairs Division documents and interviews with Division staff, CFP grantees and grant review panelists, FAC members, Cultural Affairs Commissioners and Oakland community arts leaders. After conducting an analysis of this data, LeaderSpring will prepare a report and present to the Cultural Affairs Commission on October 25, 2021, which will be followed by an informational memo distributed to City Council.

Grant Review Panel Process

During the FY 2021-22 Round One application period, the Cultural Funding Program received a total of 115 applications from Oakland-based artists and nonprofit organizations for the Neighborhood Voices for Individual Artists, Neighborhood Voices for Organizations, and the

² [Belonging in Oakland: A Cultural Development Plan](https://cao-94612.s3.amazonaws.com/documents/oak070756.pdf). March 2018. <https://cao-94612.s3.amazonaws.com/documents/oak070756.pdf>

³ LeaderSpring website: www.leaderspring.org/consulting

Organizational Assistance categories. Staff reviewed the applications and passed along those that closely met the guidelines to the grant review panelists. From August 27-September 3, 2021, CFP review panels evaluated eligible applications from 72 organizations and 41 individual artists. A total of 13 community/peer panelists, reviewed the eligible proposals. Staff reviewed scores and ranking of the applicants, creating a list of recommended grant awards based on applicant ranking by score and funds available, which were then forwarded to the FAC for their commentary. The FAC met on September 15, 2021 and on October 15, 2021 via Zoom conference to comment on staff's recommendations and unanimously supported staff's recommendation to fund 48 organizations and 21 individual artist applicants.

Panelists thoroughly discussed, evaluated and scored each proposal based on established criteria. In broad terms, the criteria for panel review are: (1) soundness of applicant's plan for artistic/cultural services and quality of the artistic product; (2) management ability of personnel and the fiscal soundness of the program or project; (3) the applicant's ability to implement the proposed activities; identify and market services to potential audiences; and (4) the extent to which the applicant's activities fulfill the goals of the CFP. This year's application criteria included a section that addressed cultural and racial equity. Applicants were asked to address racial disparities and how their programming closes the gap for communities impacted by them, by creating opportunities for them to engage. Upon completion of the review process and ranking of the applications, staff determined a cut-off for grant awards and the allocation of funds. Applicants receiving an average score lower than 70 (from a possible 100 points) were automatically disqualified from funding. These funding allocations consider the applicants' score, request amount, and budget size. Round One application statistics are included in **Attachment C**. The CFP's cultural services grant awards process and services provided by Oakland artists and non-profits under the grant agreements support and advance the Citywide Priority of **housing, economic and cultural security**.

Notes Regarding Review Panel Recommendations and Statistics

Table 1 below shows the total number of applications received, reviewed and recommended by the panel review panel for each category.

Table 1. Application Statistics

Round One (FY21-22) Grant Categories	No. of Applications Received	Total Awards	Award Rate	Total Amount Awarded	Average Award Amount*
Neighborhood Voices for Individuals	43	21	46%	\$ 147,000	\$7,000.00
Neighborhood Voices for Organizations	41	24	58%	\$ 448,500	\$18,687.50
Organizational Assistance (Two-year award)	31	24	77%	\$ 670,000	\$27,916.00
TOTALS	115	69	60%	\$ 1,265,500.00	

*For a complete list of grantee award amounts, please see Attachment A.

FISCAL IMPACT

The cost to support these Cultural Funding Grants for Round One will be \$1,265,500 which is included in the FY 2021-22 budget and will be drawn from FY 2021-22 fund. This is budgeted as follows: \$892,595 from the General Purpose Fund (1010), Cultural Arts & Marketing Org (85511), Cultural Arts Grant Fund Project (1000166) and \$372,905 from the Transient Occupancy Tax surcharge, which will be reserved for arts grants in Measure C Transient Occupancy Tax (TOT), Surcharge Fund (2419), Cultural Arts & Marketing Org (85511), TOT Surcharge: Cultural Grants Project (1000458).

Table 2 provides a breakdown of the project cost summary, and the appropriated project funding sources are included in **Table 3**.

Table 2: Project Cost Summary

Cost Category	Description	Amount
Grant Disbursements	Grant disbursements to FY2021-22 Round One, Cultural Funding grantees	\$1,265,500
Total Project:		\$1,265,500

Table 3: Project Funding Sources

Funding Source	Organization	Account	Project	Program	Amount
General Purpose Fund 1010	85511	53311	1000166	IP50	\$892,595
Transient Occupancy Tax 2419	85511	54912	1000458	CE02	\$372,905
Total Project:					\$1,265,500

PUBLIC OUTREACH / INTEREST

The availability and open application period for the FY 2021-22 Round One grants was announced on June 15, 2021. Application guidelines and grant category descriptions were widely publicized for four weeks. Outreach included posting on the City website, social media sites and publications featuring cultural grant opportunities. Email notices were sent to interested groups including past grant applicants and all parties that contacted CFP staff for arts funding opportunities. CFP staff conducted public workshops and one-on-one technical assistance meetings for prospective applicants from July 2021 through the application deadline. A total of 86 people attended the public workshops via Zoom, and 21 prospective applicants received one-on-on technical assistance from CFP staff.

An Open Call invited community members to serve on peer review panels. Grant Review Panels convened to discuss and evaluate applications in open meetings, where applicants had the

opportunity to attend and address the panel with a three-minute statement via Zoom. Grant Review Panels were open to the public and accessible through a public Zoom link.

COORDINATION

The Budget Bureau has been consulted in the preparation of this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: Community-oriented arts activities bolster the cultural arts identity of Oakland, fortifying the City as a destination, bolstering the creative economy and creating positive publicity resulting in economic benefit. In two rounds of funding for FY 2020-21, CFP grantees will employ over 700 Oakland-based workers and support staff. Their activities generate local sales taxes and revenues for the City and local businesses. Many Oakland grantee organizations have received international notoriety and draw large crowds for their performances or art work.

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

Race & Equity: The Cultural Funding Program offers an open, competitive process for applicants, resulting in awards to artists and arts organizations that represent all seven City Council Districts. American Sign Language (ASL) interpretation is available for deaf and hearing impaired applicants, language translation services are provided through the City of Oakland's Equal Access Program, and staff performs outreach in communities with significant Asian, African-descent, Latinx, and immigrant populations. Social equity is achieved through outreach activities that include How-to-Apply Workshops, one-on-one technical assistance that targets under-represented communities, and the recruitment of grant review panelists that represent Oakland's diverse community. The Cultural Funding program provides support to artists and organizations that serve low-income, culturally-specific, Lesbian/Gay/Bisexual/Transgender/Queer (LGBTQ), youth, disabled, and senior communities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That the City Council Adopt a Resolution Awarding Grant Agreements to Sixty-Nine (69) Oakland-based Individual artists and Nonprofit Organizations Providing Arts and Cultural Services in Oakland During Fiscal Year 2021-2022 (Round One), In A Total Amount Not to Exceed \$1,265,500.

For questions regarding this report, please contact Roberto Bedoya, Cultural Affairs Manager, at (510) 238-2136.

Respectfully submitted,



ALEXA JEFFRESS
Director, Economic & Workforce Development

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Cultural Funding Program

Attachments (3):

- A: FY 2021-22 Round One-Grant Award Recommendations and Project Descriptions
- B: FY 2021-22 Description of Cultural Funding Program Grant Categories
- C: FY 2021-22 Round One-Application Statistics