



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Alexa Jeffress
EWD, Director

SUBJECT: FY2020-21 Cultural Funding
Grants-Round One

DATE: September 21, 2020

City Administrator Approval 

Date: October 5, 2020

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into Twenty-Six (26) Grant Agreements With Twenty-Six (26) Oakland-Based Nonprofit Organizations Providing Arts And Cultural Services In Oakland During Fiscal Year 2020-2021 (Round One), In A Total Amount Not To Exceed \$643,299.

EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the City Administrator to enter into Cultural Services Grant Agreements with twenty-six (26) Oakland-based nonprofit organizations who provide cultural services that reach all seven of Oakland's Council Districts. These organizations support artistic excellence and cultural diversity through 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 11,309 individual arts events and activities, most of them offered free or low-cost to the public and will expose over 254,000 participants (81 percent Oakland-based) to cultural arts services and programming. The list of award recommendations and grant descriptions are included as **Attachment A**.

The Funding Advisory Committee (FAC) of the Cultural Funding Program (CFP) met on July 22, 2020 via Zoom conference to review this recommendation for second-year funding for this grant category. The Advisory Committee approved funding allocations and the grantee pool for the Organizational Assistance category as Round One for fiscal year (FY) 2020-21 Cultural Funding in the total amount of \$643,298.40 including \$420,036.61 from the General Fund balance and \$223,261.79 from the Transient Occupancy Tax Fund in FY 2020-2021.

These grant awards will be used for the selected organizations' FY 2020-21 general operating expenses. These organizations have reported an estimated loss of approximately \$5 million dollars since the March 2020 COVID-19 Shelter-in-Place, and these funds are critical to allow these organizations to continue to provide essential cultural services to the Oakland community.

BACKGROUND / LEGISLATIVE HISTORY

Cultural Funding Program Overview

The CFP is an annual program established by the City Council in 1985 as the City's mechanism to support Oakland-based nonprofit arts and cultural organizations through a 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 2020-21, CFP will provide funding in the following categories:

Round One - To be approved at the October 20, 2020 City Council meeting:

- Organization Assistance, Second-year grant awards.

Round Two - To be approved at a January 2021 City Council meeting:

- Neighborhood Voices for Organizations; and
- Neighborhood Voices for Individual Artists.

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

The program is managed by Cultural Affairs staff within the Department of Economic & Workforce Development (EWD). Policies, review procedures, and a panel system of evaluating applications were established to ensure transparency and public trust in the distribution of public funds for the arts in Oakland. FAC reviews scores established by the panels, makes allocation recommendations based on panel ranking, and hears applicant appeals, if any. FAC is a volunteer body providing input in matters relating to CFP policies and procedures. The seven voting members are recruited from the arts community and are elected by current Advisory Committee members.

With City Council support, CFP grants have historically been funded from the General Purpose Fund (GPF). In FY 2009-2010, voters passed Measure C, adding a Transient Occupancy Tax (TOT) surcharge that supplements CFP funding, with a commensurate budgeted reduction in GPF support for the grants program.

Cultural Funding Program Impact

Approximately 254,497 participants, residents, and visitors will be exposed to the arts through CFP events, activities and projects. This figure includes active participants, on-site audiences, virtual programming, and estimated internet site visitors.

ANALYSIS AND POLICY ALTERNATIVES

Racial Equity Impact Analysis

In the spring of 2017, the Cultural Affairs Division of the EWD Department 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 general 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. The City is 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.*¹

The Cultural Affairs Division was successful in securing resources from the Surdna Foundation to conduct the cultural and racial equity impact analysis. This led to the hiring of LeaderSpring, who began the 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.² LeaderSpring is currently gathering data through interviews with Cultural Affairs Division staff, CFP grantees and grant review panelists, CFP Advisory Committee members, Cultural Affairs Commissioners and Oakland community arts leaders. They will collect and analyze the data from their interviews, review division documents, and present their report with recommendations in January 2021.

Grant Review Panel Process

On June 17, 2019, a CFP review panel evaluated proposals from 29 organizations for two-year funding for the Organizational Assistance category. A total of six, community/peer panelists, reviewed the eligible proposals. Scores and ranking of the applicants were forwarded to the CFP Advisory Committee for approval. The Advisory Committee determined grant awards based on applicant ranking by score and funds available and voted unanimously to recommend the City Council approve funding to 26 of the Organizational Assistance applicants. On October 15, 2019, the first year Organizational Assistance awards were approved along with the recommendations for the FY 2019-20 Individual Artist Project, Art in the Schools, and Organization Project categories (Resolution No. 87890 C.M.S.). The Advisory Committee met on July 22, 2020 via Zoom conference to review this recommendation for second-year funding for this grant category.

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. Upon completion of the review process and ranking of the applications, the Advisory Committee was charged with determining 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 for funding. These funding allocations consider the applicants’ score, request amount, and budget size.

¹ Belonging in Oakland: A Cultural Development Plan. March 2018. <https://cao-94612.s3.amazonaws.com/documents/oak070756.pdf>

² LeaderSpring website www.leaderspring.org/consulting

The list of recipients is provided in Attachment A. Most awards are direct to the arts organization, however, one, to the Crucible, is made through a fiscal sponsor as described below.

The Crucible’s FY 2020-21 Award through Fiscal Receiver Independent Arts & Media

The Crucible was approved to receive FY 2019-20 funding in the two-year, Organizational Assistance category. Though this organization has received Cultural Funding since 2003, this year the City’s Risk Management Division was unable to approve their insurance documents for FY 2019-20. The Crucible’s primary work is based in metal and fire arts. The Crucible has received funding from CFP since 2004 and has consistently ranked high in the panel process.

To resolve this issue, The Crucible has secured a fiscal sponsor to receive the CFP grant on their behalf. Independent Arts & Media (IAM), a nonprofit 501(c)3 organization will serve as their fiscal sponsor. The FY 2020-21 Council Resolution lists IAM as the grantee. IAM currently carries the appropriate insurance coverage that satisfies the City of Oakland Schedule Q requirements. The grant award listed on the FY 2020-21 Round One Cultural Funding Resolution reflects both the FY 2019-20 and the FY 2020-21 awards, as well as the 10 percent fiscal sponsorship fee to IAM. The Crucible has submitted the fiscal sponsorship agreement to CFP staff, signed by IAM and is listed as **Attachment C** in this report.

Notes Regarding Review Panel Recommendations and Statistics

Table 1 below shows the total number of applications received, reviewed and recommended by the evaluation panel for the Organizational Assistance category.

Table 1. Application Statistics

Round One (FY 2020-21) Year Two Funding	No. of applications received In FY 2019-20	Total Awards	FY 2019-20 Applications Awarded	Amount Awarded
Organizational Assistance	29	26	89%	\$643,298.40

FISCAL IMPACT

The one-time cost to support these Cultural Funding Grants for Round One will be \$643,298.40, which is included in the FY 2020-21 budget in Fund 1010-General Purpose Fund, Organization (90523)- (CCAD-Cultural Programs), Account (53311) - (City Promotions), Project (1000166 (Cultural Arts Grant Fund). These funds will be drawn from Fiscal Year 2020-21 funds. This one-time cost is budgeted as follows: \$420,036.61,120 from Fund 1010-General Purpose Fund, Organization (90523)-CCAD-Cultural Programs, Project (1000166), and \$334,880 from the Transient Occupancy Tax surcharge, which will be reserved for arts grants in the Measure C: Transient Occupancy Tax (TOT) Surcharge Fund (2419), Cultural Arts & Marketing Org (85511), and Cultural Funding Program TOT Project (1000458). A project cost summary is shown in **Table 2** below.

Table 2: Project Cost Summary

Cost Category	Description	Amount
Grant Disbursements	Grant disbursements to FY2020-21 Cultural Funding grantees in the Organizational Assistance category for Year Two funding	\$ 643,298.40
Total Project:		\$ 643,298.40

A breakdown of the appropriated project funding sources is included **Table 3:**

Table 3: Project Funding Sources

Funding Source	Organization	Account	Project	Program	Amount
General Purpose Fund 1010	90523	53311	1000166	SC02	\$420,036.61
Transient Occupancy Tax 2419	85511	54912	1000458	CE02	\$223,261.79
Total Project:					\$643,298.40

PUBLIC OUTREACH / INTEREST

The availability and open application period for FY 2019-20 CFP grants was announced in Spring 2019. Application guidelines and grant category deadlines were widely publicized from March through May 2019. 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. Announcement were made at public events. CFP staff conducted public workshops and one-on-one technical assistance meetings for prospective applicants from April through May 2019. A total of 79 people attended the public workshops, and 38 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. Grant Review Panels were open to the public and held in City Hall hearing rooms.

COORDINATION

The City Attorney's Office and the Budget Bureau were consulted in the preparation of this report and resolution. The Advisory Committee has also been consulted and made the award recommendations herein presented to the City Council.

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. The Oakland CFP grantees employ over 650 cultural workers and support staff. Their activities generate local sales taxes and revenues for city and local businesses. Many Oakland grantee organizations have received international notoriety and draw large crowds for their performances or artwork.

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

Race & Equity: The CFP offers an open, competitive process for applicants, resulting in awards to artists and arts organizations that represent all seven Council Districts. American Sign Language 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. 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 CFP provides support to artists and organizations that serve low-income, culturally-specific, Lesbian/Gay/Bisexual/Transgender/ Queer, youth, disabled, and senior communities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That the City Council Adopt a Resolution Authorizing the City Administrator to Enter into Twenty-Six (26) Grant Agreements to Twenty-Six (26) Oakland-Based Nonprofit Organizations Providing Arts and Cultural Services in Oakland During Fiscal Year 2020-2021 (Round One), In A Total Amount Not To Exceed \$643,299.

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

Respectfully submitted,



ALEXA JEFFRESS
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Attachments (3)

- A: FY20-21 Round One-Grant Award Recommendations and Project Descriptions
- B: FY20-21 Description of Grant Categories
- C: Fiscal sponsorship agreement between Independent Arts & Media and The Crucible