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OFFICE OF THE CITY CLERK
OAKLAND
2009 JAN 29 PM 4:34

CITY OF OAKLAND
AGENDA REPORT

To: Office of the City Administrator
Attn: Dan Lindheim
From: Cultural Arts & Marketing Division
Date: February 10, 2009

RE: Resolution Authorizing the City Administrator to Accept and Appropriate a Grant of Up To \$100,000 from the Open Circle Foundation to the City of Oakland Public Art Program to Support "Open Proposals 2009-2010" Public Art Projects

SUMMARY

This resolution authorizes the City Administrator to accept a grant of up to \$100,000 from the Open Circle Foundation to the City of Oakland Public Art Program to be used to fund Oakland-based artists and community organizations to create public art projects for Oakland neighborhoods through the "Open Proposals 2009-2010".

FISCAL IMPACT

The grant funds will be appropriated within the Public Art Fund (5505), Public Art Organization (62511), in a project to be established. This grant does not require any General Purpose Fund match. The Open Circle Foundation requires that funds be expended for the intended purpose. The program will be administered by existing, budgeted Public Art Program staff.

BACKGROUND

The Open Circle Foundation, an Oakland-based philanthropic organization administered through the East Bay Community Foundation, has awarded the City of Oakland Public Art Program a grant of up to \$100,000 to fund the Open Proposals 2009-2010 program. Open Proposals invites artists, community organizations and neighborhood groups to submit proposals for the creation of public art projects throughout Oakland, encouraging the engagement of citizens in the conceptualization and creation of public art projects that will resonate and have meaning for their neighborhoods and for Oakland as a whole.

KEY ISSUES AND IMPACTS

The grant award stipulates that Open Circle Foundation funding must be wholly dedicated to public art project expenses, supporting artists and their community partners in the conceptualization, design, fabrication and installation of publicly accessible projects sited on public or private property. The Public Art Program will match the Open Circle contribution by covering the costs of selecting, administering, publicizing and maintaining these community-based public art projects.

The Open Proposals program fulfills the City's commitment (set forth in the 1989 Public Art Program Policies and Procedures) to periodically offer special project opportunities that enable community members to propose sites and concepts for public art projects in Oakland. From 1991 to 1994, 15 public art projects were completed in Oakland with two rounds of Open Proposals funding. Reviving

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the successful program in 2004, the City commissioned seven new temporary and permanent community-driven public art projects throughout Oakland.

Some of the city's most lasting, innovative, and iconic public art projects have been realized through Open Proposals. They include Seyed Alavi's thought-provoking *Words by Roads* text pieces located on four I-580 underpasses throughout the city and Larry Sultan & Mike Mandel's photo-mosaic artwork on the exterior of DeFremery Pool in West Oakland.

At its meeting on December 8, 2008, the Cultural Affairs Commission unanimously voted to recommend that City Council accept this grant from the Open Circle Foundation to fund the Open Proposals program.

PROGRAM DESCRIPTION

Once Council approves acceptance of funds, Public Art staff will begin administering the selection process by writing a Request for Qualifications/Call for Artists that will be widely circulated within Oakland. A selection panel will be assembled that will include one member of the Open Circle Foundation board, one member of the Public Art Advisory Committee, Bay Area artists and Oakland community representatives. Staff anticipates that the RFQ will be available by the end of February 2009, and that all Open Proposals projects will be completed by December 31, 2010.

This grant also establishes an important precedent for a foundation/city partnership for the purpose of creating public artworks. Most foundations that fund the arts do not make awards to government agencies but focus on nonprofit arts organizations. This example will set a strong and encouraging precedent to other foundations and grant makers to consider collaborating with the City of Oakland Public Art Program that may result in more grant awards in the future.

SUSTAINABLE OPPORTUNITIES

Economic: Public artworks funded through Open Proposals will enhance and enrich the visual environment and use of publicly accessible spaces, thereby strengthening the economic value of Oakland communities. All artists selected must live and/or work in Oakland and will be required to hire Oakland artisans and fabricators for any work they cannot personally execute on this project, to the extent that it is reasonably feasible.

Environmental: The artworks funded through Open Proposals will have no adverse environmental impact on public sites and surrounding communities. For permanent projects, artists will be required to fabricate all elements from materials suitable for heavy public use, without surfaces, edges or protrusions subject to vandalism.

Social Equity: The public artworks will enhance the aesthetic aspects of their neighborhood sites, adding to the quality of life for residents of and visitors to the surrounding communities.

DISABILITY AND SENIOR CITIZEN ACCESS

Public Art Program staff will require funded artists to work with the appropriate City departments to ensure accessibility by the disability and senior citizen communities.

ACTION REQUESTED OF THE CITY COUNCIL

That Council approves the resolution to accept a grant from Open Circle Foundation of up to \$100,000 in support of the Open Proposals 2009-2010 program, to fund public art projects administered by the City of Oakland Public Art Program for communities throughout Oakland.

Respectfully submitted,



SAMEE L. ROBERTS, MANAGER
Cultural Arts & Marketing Division
Office of the City Administrator

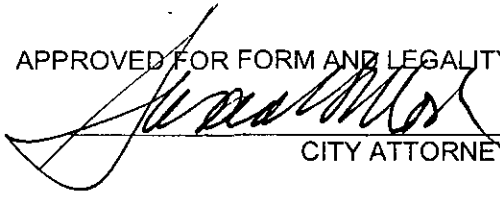
Report prepared by:
Steven Huss, Cultural Arts Programs Coordinator

APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2009 JAN 29 PM 4:35

APPROVED FOR FORM AND LEGALITY

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT AND APPROPRIATE A GRANT OF UP TO \$100,000 FROM THE OPEN CIRCLE FOUNDATION TO THE CITY OF OAKLAND PUBLIC ART PROGRAM TO SUPPORT "OPEN PROPOSALS 2009-2010" PUBLIC ART PROJECTS

WHEREAS, the Board of Directors of the Open Circle Foundation voted to award the City of Oakland Public Art Program a grant of up to \$100,000 to fund permanent and temporary public art projects in Oakland; and

WHEREAS, the East Bay Community Foundation has agreed to administer this grant on behalf of the Open Circle Foundation; and

WHEREAS, the process to select the artists and artworks will be administered by Public Art Program staff in accordance with the 1989 1½ Percent for Art Ordinance and Public Art Program Regulations adopted by City Council; and

WHEREAS, this grant will augment existing City funding for public art, and the resulting public art projects will provide economic opportunity for Oakland-based artists and improve the quality of life in Oakland's neighborhoods; now, therefore, be it

RESOLVED, that the City Administrator is hereby authorized to accept and appropriate a grant from the Open Circle Foundation of up to \$100,000 for public artworks in Oakland through the Open Proposals 2009-2010 program to be administered by the City of Oakland Public Art Program, and be it further

RESOLVED, that these grant funds will be appropriated in the Public Art Fund (5505), Public Art Organization (62511), in a project to be established.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, DE LA FUENTE, 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