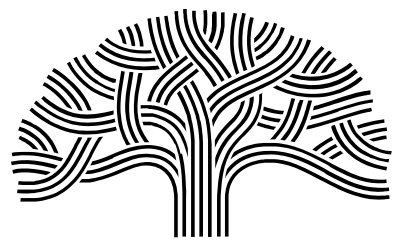


In form a t i o n a l R e p o r t
f r o m O a k l a n d C u l t u r a l
A f f a i r s D i v i s i o n (C A D)

Roberto Bedoya
Cultural Affairs Manager
Economic & Workforce Development

Diane Sanchez
Chair
Cultural Affairs Commission

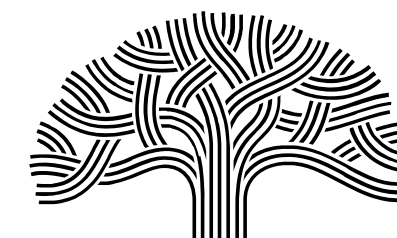


CITY OF
OAKLAND



Cultural Affairs Division Overview

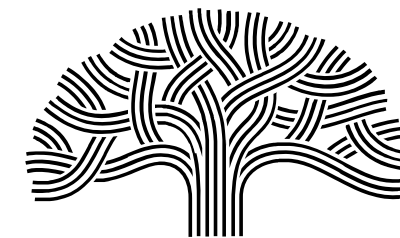
- **The Mission: Increase investment in Oakland in a way that contributes to the growth of the City's economy, fosters fiscal sustainability, expands job opportunities for all Oakland residents, and enhances the City's sense of place and quality of life.**



**CITY OF
OAKLAND**

Cultural Affairs Division Overview

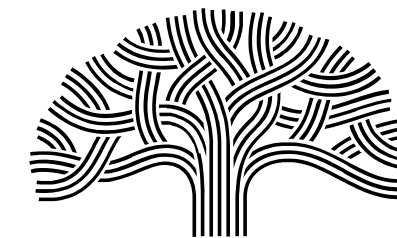
- **Programs & Activities: The Cultural Funding Program and the the Public Art Program. It provides professional development opportunities for artists and arts organizations, nurtures philanthropic partnerships, and supports special events.**



CITY OF
OAKLAND

Cultural Affairs Division Overview

- **Advisory Bodies: The Cultural Affairs Commission and the Public Art Advisory Committee are advisory bodies appointed by the Mayor and City Council. The Funding Advisory Committee is a volunteer committee of arts community members.**

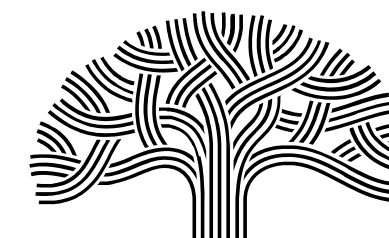


CITY OF
OAKLAND

Belonging in Oakland: A Cultural Development Plan

- **Tagline:**

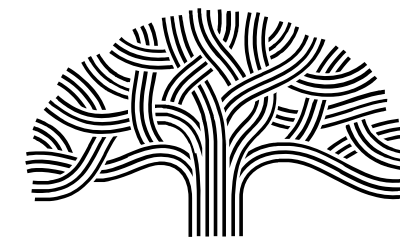
**Equity is the Driving Force. Culture is the Frame.
Belonging is the Goal.**



**CITY OF
OAKLAND**

Belonging in Oakland: A Cultural Development Plan

- **Oakland's first cultural plan adopted by City Council in 30 years (summer 2018).**
- **Telescopic & Microscopic Review included: community, civic leaders, grantees, research into the economic & social impact of the arts, and a survey of the public**

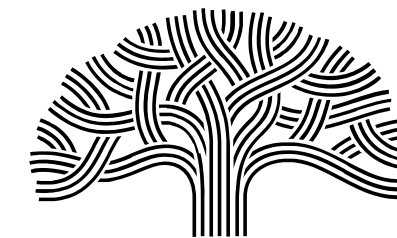


**CITY OF
OAKLAND**

Belonging in Oakland: A Cultural Development Plan

- **Implementation of the Cultural Plan:**

- 1. Recognize Oakland's cultural vibrancy exists in all sectors, in all neighborhoods, and in all communities**

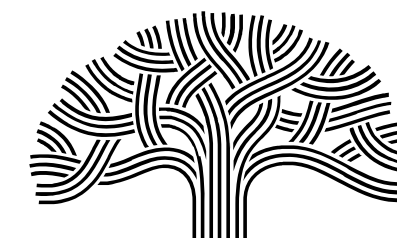


**CITY OF
OAKLAND**

Belonging in Oakland: A Cultural Development Plan

- **Implementation of the Cultural Plan:**

2. Understand the health of cultural life is inextricably tied to the existence and quality of cultural spaces, neighborhood places, and the civic cultural commons

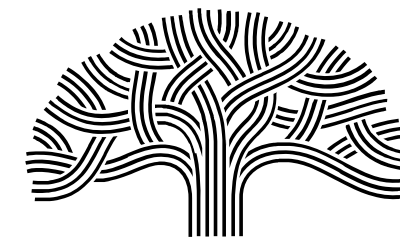


**CITY OF
OAKLAND**

Belonging in Oakland: A Cultural Development Plan

- **Implementation of the Cultural Plan:**

3. Promote the necessity to work across government and collaborate with City colleagues to effectively promote cultural equity program



**CITY OF
OAKLAND**

Cultural Funding Program Overview



**Dedication/Kiazi & Massengo (drummers)
(photo: Spencer Wilkinson)**



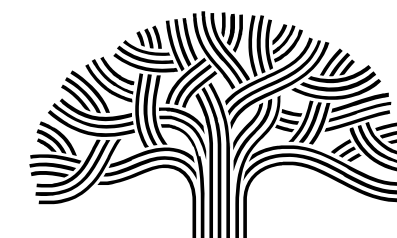
**Dia de los Muertos
installation in Fruitvale
neighborhood (photo:
Vanessa Whang).**



**Naomi Diouf (dancer/Artistic Director)
Diamano Coura West African Dance
Company)**

Cultural Funding Program Overview

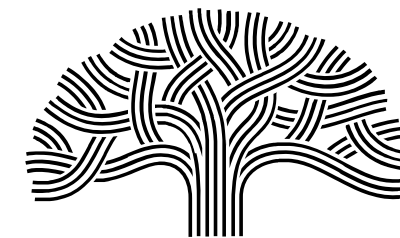
- **Awards approximately \$2 million to Oakland artists and nonprofit organizations.**
- **Four Grant Categories: Neighborhood Voices for Individual Artists, Neighborhood Voices for Organizations, Organizational Assistance, and Neighborhood Voices for Festivals.**



**CITY OF
OAKLAND**

Cultural Funding Program Overview

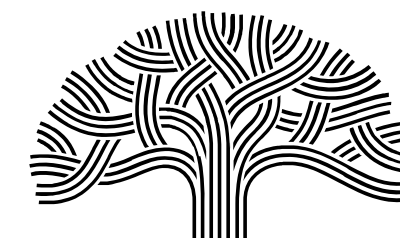
- **Grants are awarded by City Council after a competitive and transparent application process that includes a public peer panel review and discussion session, and recommendations vetted by the volunteer community members called the Funding Advisory Committee**



**CITY OF
OAKLAND**

Cultural Funding Program Grants FY 2022-23

FY2022-23 Funding Category	No. of Applications Received	Total Awards	% of Applications Awarded	Average Award Amount	Amount Awarded
Organizational Assistance	31	23	74%	\$32,609.00	\$750,000.00
Individual Artists	44	20	45%	\$10,000.00	\$200,000.00
Festivals	45	26	58%	\$16,744.00	\$435,350.00
Organization Programs	34	20	59%	\$20,000.00	\$400,000.00
CITY-FUNDED TOTALS	154	89	59%	\$19,838.25	\$1,785,350.00
Creative Economies of Belonging (NEA)	19	17	89%	\$26,500.00	\$450,500.00
GRANTMAKING TOTAL	173	106	65%	\$21,170.60	\$2,235,850.00



**CITY OF
OAKLAND**

Public Art Program Overview

- **1.5% for Art Ordinance for Capital Improvement Projects (CIP) funded through an 1.5% allocation from all eligible City of Oakland capital improvement projects (CIP), eligible grant revenue as well as private contributions.**

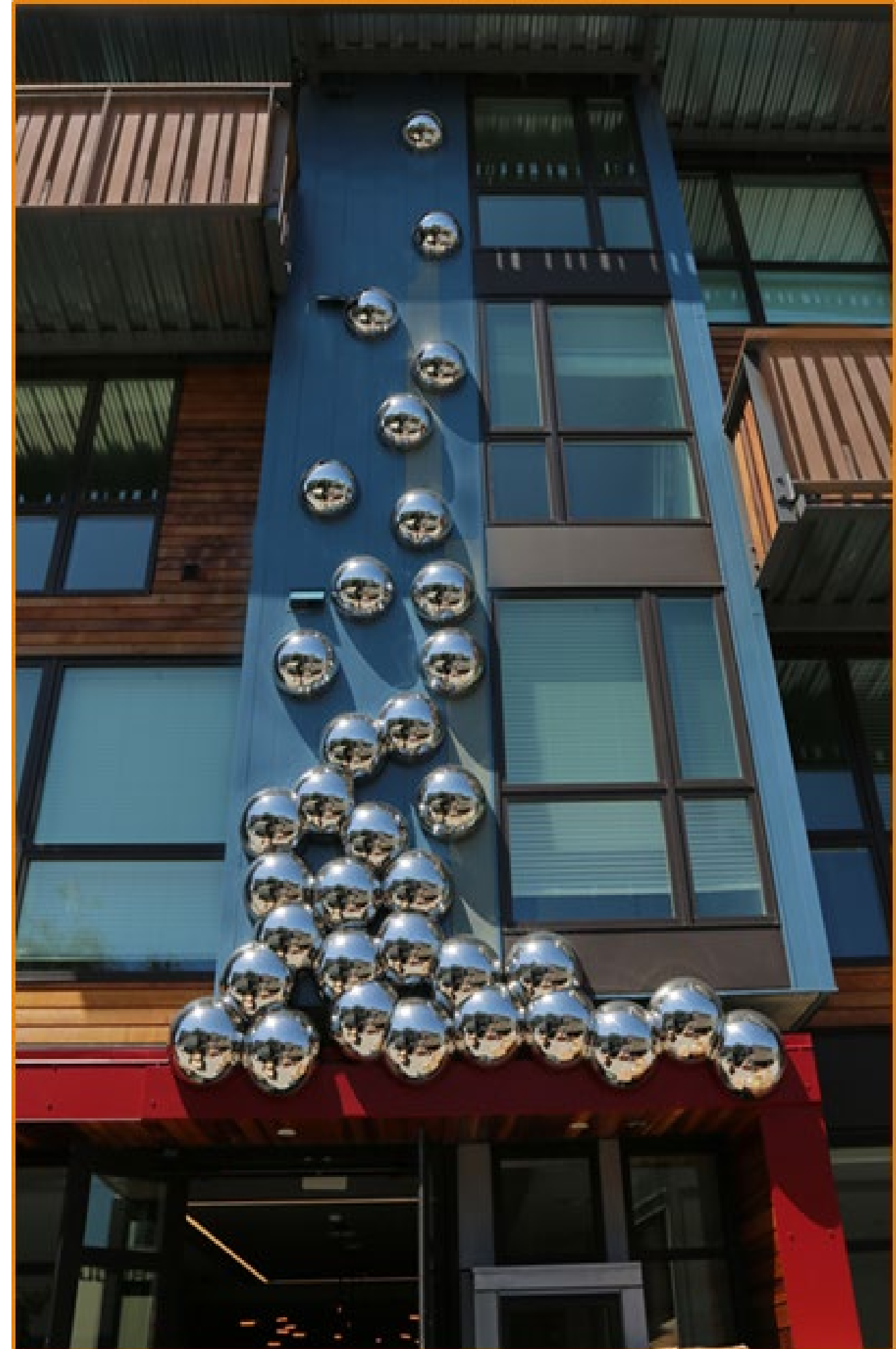
**Makkewekes” at Lakeside Green
Streets (Snow Park)
Artist Team: Wowhaus**



Public Art Program Overview

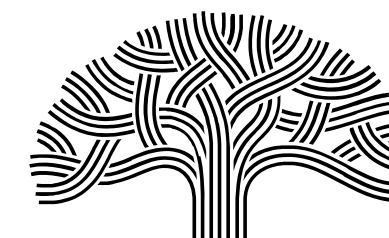
- **0.5 - 1% Art Ordinance for Private Development Projects funded through the 2014 OMC adopted requirement for 0.5% of residential or 1% of nonresidential private development costs.**

**21st & San Pablo – Junction
Artist: Randy Colosky**



Public Art Program Overview

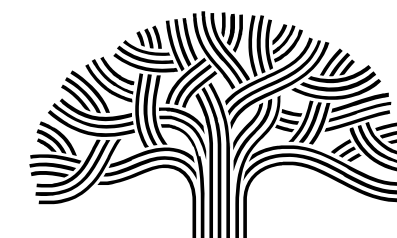
- **Program staff oversee implementation of City projects, maintenance of the Civic Art collection, compliance with private requirements, act as facilitator and artist advocate for projects on public property (City/Caltrans/BART).**
- **Public Art Advisory Committee (PAAC) review projects and advise the City Administrator, Mayor, and City Council.**



**CITY OF
OAKLAND**

Special Program : Belonging in Oakland : A Just City Cultural Fund

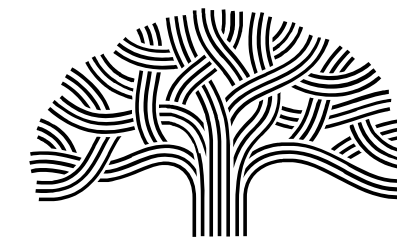
- **Public-private funding collaborative between CAD, the East Bay Community Foundation, and the Akonadi Foundation**
- **In 2020: 12 grants of \$25,000 to artists and arts organizations**
- **In 2021: 8 two-year grants of \$800,000 to projects with varied topics such as Black fathers, Indigenous visions of the land, Black joy and Black genius, and other marginalized voices.**



**CITY OF
OAKLAND**

Special Program : Cultural Strategists-in-Government

- **Goal to co-create new ways of fulfilling equity aspirations where City workers collaborate with cultural strategists In its pilot iteration, the CSIG Program embedded 6 CSIGs into 5 City entities**
- **With Oakland Fund for Public Innovation, CAD secured a \$900,000 grant from the Andrew W. Mellon Foundation to expand the program to place CSIGs in 11 different City entities.**



**CITY OF
OAKLAND**

Special Program : Cultural Strategists-in-Government

1. African American Museum and Library at Oakland

1. Dept. of Race and Equity

2. Dept. of Transportation

3. Dept. of Violence Prevention

4. Economic and Workforce

Development Dept. (Public Art)

5. Human Services Dept. (Head Start)

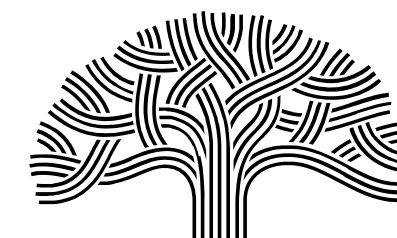
6. Office of the City Administrator (Communications)

8. Oakland Public Works (Environmental Services Div.)

9. Office of the City Council President

10. Office of the Mayor (AssistHub)

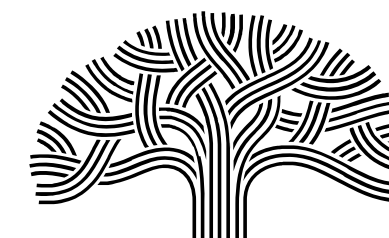
11. Planning & Building



**CITY OF
OAKLAND**

Special Program : Poet Laureate

- **In 2021 the Cultural Affairs Commission supported the research, development, and launch an adult Oakland Poet Laureate Program**
- **Competitive application review process by commission members and external literary arts community**
- **Oakland poet, Dr. Ayodele Nzinga was appointed by the Mayor to serve in this two-year role.**

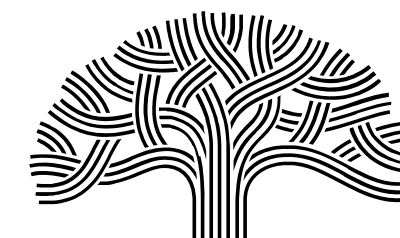


**CITY OF
OAKLAND**

Cultural Affairs Division Staffing

- **The Division is at a 38.5% vacancy rate.**

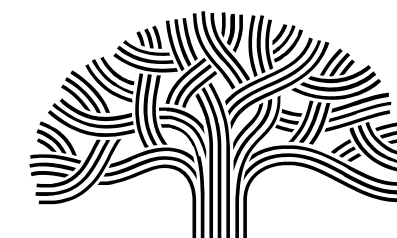
Position	Budgeted	Filled	Vacant
Manager	1	1	0
Program Analyst III (Public Art)	1	1	0
Program Analyst III (Cultural Funding Program)	1	1	0
Program Analyst II (Admin/Cultural Affairs Commission)	1	1	0
Program Analyst II (Public Art)	1	0	1
Program Analyst II (Cultural Funding Program)	1	0	1
Program Analyst II PPT (Admin)	0.5	0	0.5
Total	6.5	4	2.5



**CITY OF
OAKLAND**

Cultural Affairs Commission Overview

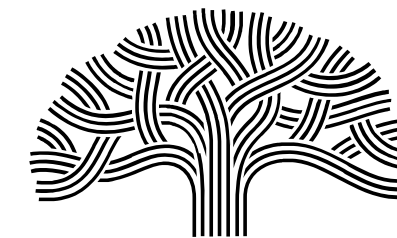
- **1980 Ordinance No. 9969 C.M.S adopted creating the Oakland Arts Council (present day Cultural Affairs Commission or CAC)**
- **2011 CAC enters a decade long hiatus**
- **2018 Cultural Plan is adopted by Council; Plan calls for re-establishment of the CAC**



**CITY OF
OAKLAND**

Cultural Affairs Commission Overview

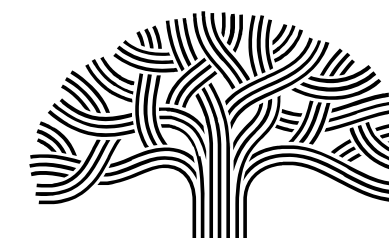
- **2020 The CAC is re-established with new members and shelter-in-place begins a week prior to their first meeting**
- **2020 to present CAC has regular meetings and engages with elected officials, City departments and volunteer boards, and the cultural community**



CITY OF
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Cultural Affairs Commission: Activities Highlights

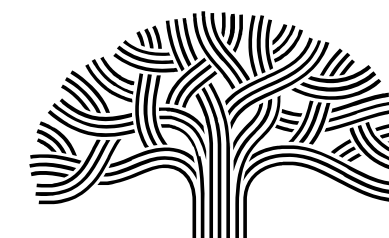
- **City Relationships: Planning and Building (DOSP + General Plan staff), Public Works (Bureau of Environment), Parks & Recreation Advisory, Committee, Special Activity Permits Division**
- **Public Relationships: Center for Cultural Power, Artist As First Responder, Sogorea Te' Land Trust, East Bay Arts and Culture Alliance, Alameda County Arts Commission, East Bay Venue Coalition**



**CITY OF
OAKLAND**

Cultural Affairs Commission: Activities Highlights

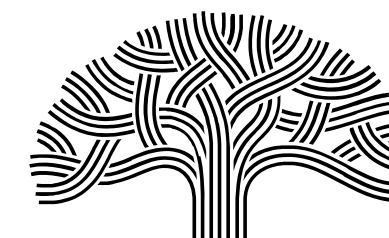
- **Community Engagement Activities:** co-hosted virtual and in person including town halls, information sessions, and celebrations
- **Advocacy:** advocate for resources for arts and culture in Oakland with City Council, Alameda County, State of CA, and private funders.



**CITY OF
OAKLAND**

The Goods and the Good

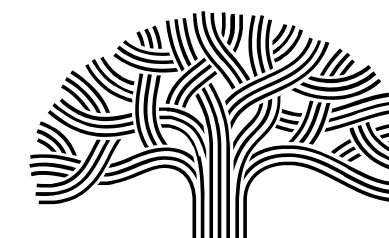
- **Economic impact of the non-profit cultural sector is \$83 million (217 non-profits). Employ 1,489 FTE, hire 2,500 contractors, serves over 800,000 audience members.**
- **Oakland is home to 1,055 arts and cultural business. Produces \$390 million in gross sales and hire 4,064 employees.**
- **The city is also home to over 35 community serving organizations that support cultural creativity and social justice work.**



**CITY OF
OAKLAND**

The Goods and the Good

- **The Division supports the social networks that make Oakland a livable city through grantmaking, public art, and special projects that focus on Belonging**
- **Our city's distinctness and identity is rooted in the value and belief in the public good that manifest in social networks animated by our grantees that affirm our ethically just and aesthetically diverse civic life.**

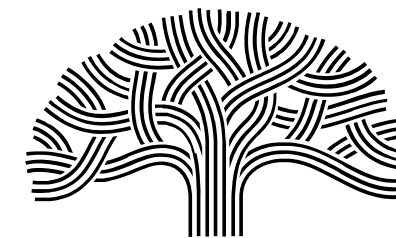


**CITY OF
OAKLAND**

The Goods and the Good

- **U.S. Surgeon General on the Healing Effects of Social Connection and Community in this post COVID-19 and racial reckoning moment:**

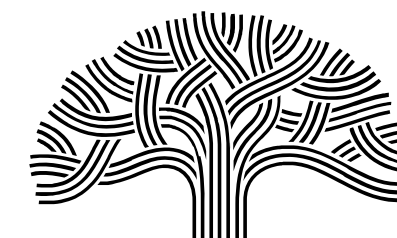
“A Culture of Connection is vital to creating the changes needed, in society. The culture of connection rests on core values of kindness, respect, and commitment to one another”



**CITY OF
OAKLAND**

The Goods and the Good

The Cultural Affairs Division values and supports the economic and social impact of our sector and underscores these values through its work on operatizing belonging.



**CITY OF
OAKLAND**

LEARN MORE

Learn about the City's Cultural Funding Program, the Public Art Program, professional development programs for artists and arts organizations, and volunteer advisory bodies of the City.

[OAKLANDCA.GOV/topics/arts-and-culture-in-oakland](https://oaklandca.gov/topics/arts-and-culture-in-oakland)