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# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Mark Sawicki  
Director, EWD

**SUBJECT:** Informational Report on the Art & Soul Festival

**DATE:** September 16, 2019

City Administrator Approval

Date

9/26/19

## RECOMMENDATION

**Staff Recommends That The City Council Receive An Informational Report On The Performance Of The Art & Soul Festival And Its Non-Profit Operator Including Detailed Financial And Programmatic Outcomes From The Past Five Years (2014-2018).**

## EXECUTIVE SUMMARY

This report was prepared in response to a request from Councilmember Lynette Gibson McElhaney at the July 11, 2019 Rules and Legislation Committee. The Committee directed the City Administrator to prepare a report to the Finance and Management Committee and the Life Enrichment Committee. This report includes a history of the Art & Soul events; the City's involvement in the creation, production, promotion, and funding; a financial statement of revenue and expenses; a list of participating vendors in the festival; and a list of stage performers from 2014-2018.

## BACKGROUND / LEGISLATIVE HISTORY

The Art & Soul Festival features art, food, live music and dance on four stages. It is centered in and around Frank Ogawa Plaza, encompassing 10 strollable city blocks with direct access from the 12th Street/City Center BART station. National recording artists as well as accomplished and emerging Oakland/Bay Area bands are featured, performing live Blues, Rhythm & Blues (R&B), Funk, Soul, Rock, Jazz, Latin, Gospel and World sounds, among others. Unique to Art & Soul, live circus, turf and urban dance stages are also featured. Scores of artisans showcasing handcrafted works line the streets for guests to peruse. Booths feature a wide variety of food vendors, businesses, sponsors, nonprofit organizations and City departments.

Art & Soul's targeted audiences include: local residents, Bay Area residents and visitors, Northern California residents and visitors, Central Valley visitors in addition to visitors from all over California and some who travel from out-of-state. Average attendance has been more than 15,000 persons over the five-year period between 2014 – 2018 (**Attachment A**).

Item: \_\_\_\_\_  
Finance and Life Enrichment Committee  
October 8, 2019

A large Family Fun Zone sports kid-friendly carnival rides, interactive art projects with Oakland-based nonprofit and community organizations, face painting, and a play area on the lawn in front of City Hall.

The festival's annual stage producers are all Oakland-based: West Coast Blues Society, Dance A Vision Entertainment, Community of Unity (the late Edwin Hawkins) and Kinetic Arts Center. Over the five-year period from 2014 – 2018, 82 percent of the on-stage performers were Oakland-based or affiliated (See Art & Soul Entertainment 2014 – 2018 in **Attachment B**)

The Art & Soul festival was spearheaded in 2001 by Mayor Jerry Brown to fuel downtown revitalization by drawing critical mass for a regional festival showcasing Oakland/East Bay art, music and culture. Staff in what was then the City's Craft & Cultural Arts Department were charged with developing a plan to launch the event by summer/fall 2001. Staff determined that the best approach would be to seek private-sector partners, sponsors and producers to both launch and sustain the event over time. For the first six years of the festival, the City's Cultural Arts & Marketing office worked with an Oakland-based production company on the fiscal management, bookkeeping and production operations. For the past decade, the annual festival has been produced by *Art & Soul Oakland*, a California 501(c)3 not-for-profit entity, in close collaboration with the City of Oakland, its principal sponsor. Since summer 2015, Samee Roberts, the City's former Cultural Arts & Marketing Manager, has served as president of the board of the nonprofit. As the producer, the nonprofit is responsible for all aspects of operating the festival including all management, budget, marketing, operations, and hiring of temporary weekend staff. This nonprofit structure provides the flexibility to solicit sponsorships, charge vendor booth fees, obtain a State of California liquor license and collect gate admissions.

The festival is supported by a sizeable marketing budget which includes outdoor, print, radio, television and online advertising throughout Northern California. Key outlets include KBLX radio station, Bay Area News Group papers, Oakland Magazine, Yelp, San Francisco Chronicle, East Bay Express, Oakland Post, etc. The festival also has an aggressive social marketing strategy that is attracting a very diverse Facebook community.

In July 2009, Oakland voters approved Measure C adding an additional three percent to the existing eleven percent transient occupancy tax (TOT) that is charged on the room rate by hotels in Oakland (Resolution No. 81855 C.M.S. - **Attachment C**). The enabling legislation allocates 50 percent of the Measure C proceeds to Visit Oakland (formerly known as the Oakland Convention and Visitor's Bureau) and 12.5 percent each to the Oakland Zoo, the Oakland Museum, the Chabot Space and Science Center, and the City's Cultural Affairs programs and festivals.

Through Resolution No. 82305 C.M.S. (**Attachment D**) passed by City Council on September 22, 2009, proceeds from the TOT revenues, a 0.375 percent portion of Measure C funds were appropriated to the Cultural Arts & Marketing Division of the Community and Economic Development Agency (now the Cultural Affairs Division of Economic Workforce and Development - EWD). The purpose was to allocate grant funds to the existing Cultural Funding program, with a portion earmarked for festivals to further be appropriated for the purpose of funding the Art & Soul Festival. Of this 0.375 percent earmarked for cultural arts programs and festivals, the working percentages originally established by the Budget Bureau and continued since have been: 50 percent for Cultural Funding program, 28 percent for the Parades, Runs

Item: \_\_\_\_\_

and Street Festival fund, and 22 percent for the Art & Soul Festival. The Parades, Runs and Street Festival fund provides support to pay for City fees (Police staffing, Fire inspections, Public Works, Parks and Rec) for long established, annual street festivals that include Chinatown Street Fest, Dia de los Muertos, Black Cowboy Parade, Oakland Pride, Temescal Street Fair, Oaktoberfest, Laurel Street Fair, Chinatown New Year's Bazaar, Rockridge Out and About, and Malcom X JazzFest.

## **ANALYSIS AND POLICY ALTERNATIVES**

Since 2015 admission has been set at \$12.00 for adults; \$7.00 for seniors and youth ages 13-17; and children 12 and under are admitted free. In 2018, youth 18 and under were admitted for free. The festival earns revenue from gate admission, sponsorship, vendor booth fees, beverage and merchandise sales for 80.3 percent on average of the total budget for the event. The City's sponsorship supports a portion of the entertainment booking as well as part of the marketing and operational expenses.

## **FINANCIAL STATEMENT:**

**Attachment E** provides the expense and revenue financial report of the Festival from 2014–2018, showing city of Oakland Measure C/TOT funds and financial data provided by Art & Soul Oakland, the nonprofit organization.

The annual production of the Art & Soul festival consists of five major revenue streams. The first four listed are generated and managed by the nonprofit organization, Art & Soul Oakland.

- Vendor booth fees
- Admission gate receipts
- Beverage and Merchandise
- Sponsorship
- City Sponsorship (Measure C/TOT funds)

Festival expenses as administered by the nonprofit organization, Art & Soul Oakland.

- Entertainment
- Operations & Rentals
- Marketing

## **VENDORS:**

Vendor satisfaction is a hallmark of Art & Soul Oakland. During this five-year period the festival has managed and hosted 1071 vendors or an average of 214 vendors and exhibitors each year. Many vendors have been with the festival since the beginning. Vendor registration is at capacity every year in all categories (artisan, commercial, food, nonprofit and city departments), with waiting lists in most categories. Moreover, the festival excels in vendor relations, with support provided from start to finish - including on-site during the event. **Attachment F** provides a complete list of vendors at the Festival from 2014-2018.

The City's annual sponsorship investment directly benefits the City Of Oakland by bringing a critical mass of people to the core of downtown on an otherwise quiet weekend; raises the profile of downtown as a regional destination for arts, culture and entertainment; generates valuable free publicity for downtown and Oakland through our media partners; connects residents and visitors with downtown; provides a safe, comfortable environment for cultural enrichment and expression; and casts a favorable light on downtown and Oakland in general. The decline in attendance figures has altered the economic impact of Art and Soul and its robustness. It highlights a number of questions regarding return on investment of TOT funds into the Festival and the established of economic benchmarks for the festival. How is the management of Art and Soul advancing economic impact? How are the City's racial equity goals being served by the festival? Is there further research to be done by the Cultural Affairs Commission or a marketing consultant that can further assess the Festival's social and economic impact?

Additionally, the Festival provides at no charge to the City vast booth space and promotional support for the annual "City Expo" that features over a dozen City departments hosting informational tables that are frequented by the festival's large and diverse audience. Tables have included Environmental Services, Transportation, Police, Fire, Tax Compliance, Human Services, Neighborhood Services, Rent Adjustment, Mayor and Council Members. The in-kind value of this 100 foot "City Expo" tent is estimate to be \$3000 of potential rentable vendor space.

#### **PUBLIC OUTREACH / INTERESTS**

No outreach was deemed necessary for this item beyond the standard City Council noticing procedures.

#### **COORDINATION**

This report has been prepared by staff in the Cultural Affairs Division of Economic & Workforce Development Department (EWD) in collaboration with other EWD staff, Finance Department, City Administrator's Office, and Office of the City Attorney.

#### **SUSTAINABLE OPPORTUNITIES**

**Economic:** Art & Soul supports economic development by drawing an average attendance in excess of 16,000 attendees over the five-year period of 2014 – 2018 (**Attachment A**) bringing residents and visitors to downtown, promoting downtown and Oakland as a premier destination for arts & culture, and generating millions in positive publicity for Oakland. The Festival also provides economic and employment opportunity for Oakland artists, workers, suppliers and vendors.

**Environmental:** Art & Soul adheres to the City's trash diversion policies by using separation containers for recycling, landfill, and compost, as well as offering a bike valet to encourage alternative transportation options.

**Social Equity:** Art & Soul attracts one of the most culturally and ethnically diverse audiences of any annual event in Oakland as demonstrated through the festival's on-site audience survey showing the demographic breakdown as African-American 52.2 percent, Hispanic 9.6 percent, Asian 7.0 percent, White 26.7 percent, Other 4.4 percent, Male 42.9 percent, and Female 57.1 percent.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council receive this Informational Report On The Performance Of The Art & Soul Festival And Its Non-Profit Operator Including Detailed Financial And Programmatic Outcomes From The Past Five Years (2014-2018).

For questions regarding this report, please contact Jim Macilvaine, Special Events Coordinator at 510-238-2933.

Respectfully Submitted



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Mark Sawicki  
Director, EWD

Reviewed by:  
Roberto Bedoya, Cultural Affairs Manager  
Economic & Workforce Development Department

Prepared by:  
Jim Macilvaine, Special Events Coordinator,  
Economic & Workforce Development Department

Attachments (5):

- A: Art & Soul Festival attendance 2014-2018
- B: Art & Soul Entertainment 2014-2018
- C: Resolution No. 81855 C.M.S.
- D: Resolution No. 82305 C.M.S.
- E: Art & Soul expense and revenue financial report 2014-2018
- F: Art & Soul vendor list, by category 2014-2018

**Art & Soul - paid attendance  
2014 - 2018**

Attachment A

		<b>Saturday</b>	<b>Sunday</b>	<b>TOTAL</b>			
				<b>paid attendance</b>			
2014	\$10/adult, \$7 senior/youth	8,398	11,994	<b>20,392</b>			
2015	\$12/adult, \$7 senior/youth	8,101	9,929	<b>18,030</b>			
2016	\$12/adult, \$7 senior/youth	5,235	9,248	<b>14,483</b>			
2017	\$12/adult, \$7 senior/youth	5,751	7,307	<b>13,058</b>			
2018	\$12/adult, \$7 senior/youth	4,355	6,455	<b>10,810</b>	18 and under free		

***Does not include kids under 12, vendors, sponsors or VIP guest tickets***

**Average attendance of the five year period 15,355**

**Art + Soul Oakland  
Summary of Performing Artists (2014 – 2018)**

**Attachment B**

**2018**

49 of 56 Oakland = 87.5% Oakland

*\* gospel choirs counted as groups, not individual choir members*

*\* turf dance competition participant residency unavailable/not listed – mostly local*

**2017**

48 of 55 were Oakland performers = 87% Oakland

*\* gospel choirs counted as groups, not individual choir members*

*\* turf dance competition participant residency unavailable/not listed – mostly local*

**2016**

49 of 54 Oakland = 90% Oakland

*\* gospel choirs counted as groups, not individual choir members*

*\* turf dance competition participant residency unavailable/not listed – mostly Oakland*

**2015**

70 of 75 Oakland = 93% Oakland

*\* gospel choirs counted as groups, not individual choir members*

*\* turf dance competition participant residency unavailable/not listed – mostly Oakland*

**2014**

62 of 66 Oakland = 93% Oakland

*\* gospel choirs counted as groups, not individual choir members*

*\* turf dance competition participant residency unavailable/not listed – mostly Oakland*

**Five-year average – 2014 thru 2018**

**Oakland artists = 90.1%**

# Event Map & Performance Times

Saturday, August 2, noon - 6p | Sunday, August 3, noon - 6p

**STAGES**

- A** Plaza Art + Soul Main
- B** Art + Soul Main
- C** Jefferson St.
- D** Clay St.

**INFO**

- Information
- Event Shirts
- Guest Services
- Media Check-In

**Restrooms**

**BART**

**Parking**

**One Way**

**First Aid**

**ATM**

## SATURDAY, AUGUST 2

### Art + Soul Main Stage

Blues Showcase  
Produced by the Bonnie Stewart and the Bay Area Blues Society

- 12:00 - 12:25p Trinda to Curtis Mayfield
- 12:25 - 1:00p Lovelight Blues Band
- 1:10 - 1:40p Alabama Mike and His Bama Boys
- 1:50 - 2:20p Twice as Good
- 2:30 - 3:20p Oakland Blues Divas feat. Margie Turner, Ella Pennewell, Promise, Tia Carroll and Wanda Diamond
- 3:20 - 4:20p Caravan of All-stars featuring Wylie Trass, Teddy "Blues Master" Watson, "Terrible Tom" Bowden, and Willie G
- 4:50 - 5:50p Tommy Castro and The Pinkletters

### EBX Plaza Stage

Turt & All Styles Dance Battle  
Presented by YAK to the Bay

- 3:00 - 3:15p Preliminaries: Turt & All Styles Dance Battle
- 3:15 - 3:30p BANDALOOP
- 3:30 - 5:30p World renowned vertical dance pioneers dance off the wall of City Hall National Poetry Slam Preview
- 3:30 - 5:30p Finals: Turt & All-Styles Dance Battle

### Clay Street Stage

Gospel Showcase  
Presented by Edwin Hawkins and A Community of Unity

- 12:15 - 12:30p A Community of Unity
- 12:35 - 12:50p Pamela Sharp
- 12:55 - 1:15p Terrace Kelly & Oakland Interfaith Gospel Choir
- 1:15 - 1:30p Progeny
- 1:35 - 1:50p Anthony Washington and Levettal Movement
- 1:55 - 2:10p Stabe Wilson and the Gospel Jazz Experience
- 2:15 - 2:30p Robin J. Williams and Peace Reconstructed
- 2:35 - 2:50p Love Center Choir
- 2:55 - 3:10p Lawrence Matthews
- 3:15 - 3:30p Chaurice
- 3:35 - 3:50p Spirit
- 3:55 - 4:10p Jaron & F.L.O.W
- 4:15 - 4:30p Olivet Institutional Choir
- 4:35 - 4:50p Chris Haynes & Ethology
- 4:55 - 5:10p Daeta Moore
- 5:15 - 5:30p Devin Watkins & Fresh Hair
- 5:35 - 5:40p Demetrius Telfree

### Jefferson Street Stage

- 12:30 - 1:15p Oakland Public Conservatory of Music
- 1:30 - 2:30p The Fire Department "California Chef of the Year" Tanya Holland of BBO Reimagine Health and B-Side BBQ, Oakland
- 2:45 - 3:45p Brown Sugar Kitchen and B-Side BBQ, Oakland
- 4:00 - 4:45p Mayor Jojo Oppenheimer to present Tanya Holland with Key to the City at 2:45p
- 5:00 - 6:00p The Fire Department to present Tanya Holland with Key to the City at 2:45p Awards Ceremony, Oakland Throwdown BBQ Competition

## SUNDAY, AUGUST 3

### Art + Soul Main Stage

Funk/R&B Dance Party  
Hosted by R&B RBXL 102.9 FM

- 12:45 - 1:30p Five Tempting Men
- 2:00 - 2:45p Jazz Band
- 3:15 - 4:15p Rose Royce
- 4:45 - 5:45p Lakeside

### EBX Plaza Stage

All Styles Dance Contest  
Produced by Carla Service, Dance-A-Vision, Oakland

- 12:30 - 2:00p All Styles Dance Contest
- 2:00 - 2:15p Jazz, Modern, Hip-Hop + more
- 2:15 - 5:30p National Poetry Slam Preview
- All Styles Dance Contest

### Clay Street Stage

Latin Dance Party!

- 12:30 - 1:15p Ensemble M&K Nawood
- 1:45 - 2:30p Jennifer Johns
- 3:00 - 4:00p Alta California
- 4:45 - 6:00p Pacific Mambo Orchestra

### Jefferson Street Stage

- 1:30 - 2:30p Oakland Jazz Workshops
- 3:00 - 4:00p T Sisters
- 4:30 - 5:30p Oakland Jazz Workshops



Oakland's T Sisters bring their crowd-pleasing American Jazz blues harmony to the Jefferson Street Stage on Sunday.

\*Times are confirmed, but subject to change.

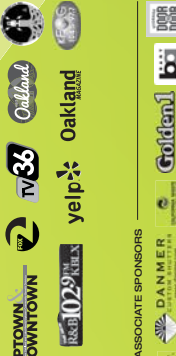
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# Event Map & Performance Times

Saturday, August 1, noon - 6:00p Sunday August 2, noon - 6:00p



## SATURDAY, AUGUST 1

### Art + Soul Main Stage

**Blues Showcase**  
 Produced by the **Ronnie Stewart and the West Coast Blues Society**  
 12:30 - 1:15 Ronny & The Real Deal Blues Band  
 1:30 - 2:15 Big Cat Telefree and The Hypnotics  
 2:30 - 4:30 Karl Bracy, Wanda Diamond, Teddy Blues Master Watson, Wylie Trass, Li Jr. Crudup, Hollywood Jenkins, Willie G., and the Legendary Filmore Slim Lenny Williams

### Clay Street Stage

**Gospel Showcases**  
 Presented by **Edwin Hawkins and Community of Unity**  
 12:30 Community of Unity Choir  
 12:50 Brenda, Jeff & Company  
 1:10 Jovan Watkins  
 1:30 Nona Brown & J.M.C.  
 2:10 Dayana Griffin  
 2:30 Love Center Choir  
 2:55 Oakland Interfaith Gospel Choir  
 3:15 Ashling "Biscuit" Cole  
 3:35 Jayvon Williams & Arising Generation  
 3:55 Byrd Sisters  
 4:15 Derrick Hall and Co.  
 4:35 Lawrence Matthews & Genesis  
 5:00 The Porter Brothers & Genesis  
 5:25 Demetrius Telefree

### EBX Plaza Stage

**Turf & All Styles Dance Battle**  
 Presented by **YAK to the Bay**  
 Bay Area's hottest dancers vie for cash prizes in high-flying competition.  
 12:30 - 3:00 Preliminaries: Turf & All Styles Dance Battle  
 3:00 - 3:20 **BANDALOOP** - Renowned Oakland-based vertical dance pioneers in breathtaking performance dancing on and off the wall of City Hall.  
 3:30 - 5:30 Finals: Turf & All Styles Dance Battle

### Jefferson Street Stage

2:00 - 2:45 Willow Steps  
 3:15 - 4:15 Diamond Moodie  
 4:45 - 5:30 Willow Steps

**Kinetic Arts Center Circus Stage**  
 14th & Jefferson  
 1:00 - 5:00 Oakland's acclaimed circus school and performance company dazzles with acrobats, aerialists and acrobats and downs

## SUNDAY, AUGUST 2

### Art + Soul Main Stage

Hosted by **R&B KBLX 102.9 FM**  
 1:00 - 2:00 Zakuya Harris feat. Elephantine  
 2:45 - 3:45 The Family Stone  
 4:30 - 5:45 Shella E.

### Elevate Oakland Showcase

**(Clay Street Stage)**  
 Presented by **Elevate Oakland**  
 12:30 Ryan Nicole, Stage Host/Oakland-spokenword artist  
 12:35 Pacific Soul  
 1:15 D.J.D Sharp  
 1:25 Elevate Oakland Co-Founders  
 1:35 Sheila E., Vesta Akiba, Lynn Mabry and Jason Hofmann  
 2:25 Rev. Oshiede with Leah Tyisse  
 2:35 D.J.D Sharp  
 2:45 Ryan Nicole  
 3:00 The League featuring Pete Tha, Brem Esco, J.A.I., and Dominic  
 3:45 DJ D Sharp  
 3:56 34-56  
 4:00 Ashling "Biscuit" Cole  
 4:30 Martin Luther  
 4:45 DJ D Sharp  
 4:45 Kev Choice

### EBX Plaza Stage

**Oakland Let's Dance!**  
 Presented by **Carla Sanchez/Dances-A-Vision, Oakland**  
 12:30 - 5:30 Celebrating the Bay Area's many dance styles and cultures

### National Poetry Slam Oakland Stage

Hosted by **Mona Webb**. Also featuring DJ Veddas  
 2:00 - 5:00  
**Team Oakland**  
 Ve Bellows  
 RJ Blue  
 J. L. Mee  
 Caleb  
 Grace  
**Team Berkeley**  
 Jazz Suif  
 Jordan Bennett  
 Brandon Melendez  
 Jessica Merchant  
 Terry Taphin  
**Team Palo Alto**  
 Mike Long  
 Hilda Coshen  
 Casey Calder  
 Jay Saluja  
 Mike Fogarty  
 Patrick Oshlund  
**West City All-Stars & Friends**  
 Nazarah  
 Denise Jolly  
 Caligula 6  
 Jason Bayani  
 D'ara White  
 Amber Flame  
 Sorani Kelee  
 Furcibus  
 Dazle Rustin Grego

### Kinetic Arts Center Circus Stage

14th & Jefferson  
 Performance Times:  
 Saturday 1pm, 3pm, 5pm  
 Sunday 1:30pm, 3:30pm, 5:30pm  
 See page 6 for details

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ENTERTAINMENT PARTNERS

DA Vision, Elevate Oakland, Bandaloop, R&B 102.9 FM, KBLX



# SATURDAY, AUGUST 19

ART + SOUL MAIN STAGE ▶ 11th & Jefferson

In association with



Hosted by:  
Armand Carr, KBLX



ADRIAN MARCEL 1:00 – 2:00



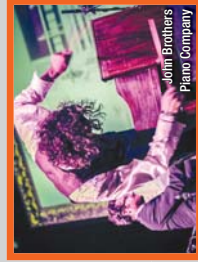
LOS RAKAS 2:45 – 3:45



GOAPELE 4:30 – 5:45

## Oakland Jams Stage

▶ 12th & Clay



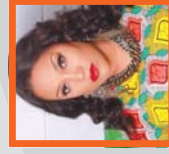
1:30 – 2:30 Keyya B  
3:00 – 4:00 John Brothers Piano Company  
4:30 – 5:30 John Brothers Piano Company

## Clay Street Stage

▶ 14th & Clay

Edwin Hawkins & Community of Unity Present:

- Lawrence Matthews & Friends
- Dayanna Griffin Redic
- Sis Vanessa Murphy
- Kris Ross
- Leonard Bailey and Friends
- Olivet Institutional Choir
- Ja Rom & FL OW
- Ezell Ealy III & Friends
- CP Community In Praise
- Nona Brown & IMC
- Derrick Hall & Co.



Special Guest:  
Tasha Page-Lockhart  
@ 3:20 pm

## Plaza Stage

▶ In Front of City Hall



12:30 – 5:30  
Yak to the Bay Presents:  
Turt Dance Battle

## Kinetic Arts Circus Stage

▶ 14th & Jefferson

Performance times on Saturday & Sunday:  
1:00, 3:00, 5:00



# SUNDAY, AUGUST 20

ART + SOUL MAIN STAGE ▶ 11th & Jefferson

In association with



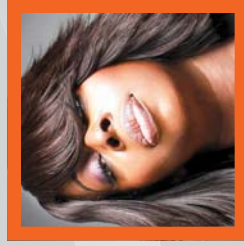
Hosted by:  
Sterling James, KBLX



SYDNEY NYCOLE 1:00 – 2:00



LAKESIDE 2:45 – 3:45



ANGIE STONE 4:30 – 5:45

## Plaza Stage

▶ In Front of City Hall



12:30 – 5:30  
Dance-A-Vision Oakland Presents:  
World & Urban Dance Showcase

## Clay Street Stage

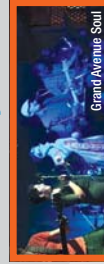
▶ 14th & Clay

West Coast Blues Society Presents:

- 12:30 - 1:00 Jimmy Smith Blues Band
- 1:15 - 2:15 Baby Bee, Ernestine Barze, Deleana Brakes, Marge Turner, Xymphon and Lady Diva
- 2:30 - 3:40 Chuck Wallace, Karl Bracy, Tommy Murnelly, Robert "Hollywood" Jenkins, Wylie Trass, Terrible Tom Bowden, Willie G
- 3:50 - 4:20 Mechele LaChaux
- 4:30 - 5:10 Stoney B Blues Band
- 5:20 - 5:45 Fillmore's Slim

## Oakland Jams Stage

▶ 12th & Clay



Grand Avenue Soul



Midtown Social

12:45 – 1:30 CLEAN  
2:00 – 3:00 Grand Avenue Soul  
3:30 – 4:15 Midtown Social  
4:45 – 5:30 Midtown Social



Stoney B Blues Band



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OAKLAND

APPROVED AS TO FORM AND LEGALITY

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_  
09 MAR 19 PM 4: 24

  
CITY ATTORNEY

**OAKLAND CITY COUNCIL**  
**81855**  
RESOLUTION NO. \_\_\_\_\_ C.M.S.

**RESOLUTION SUBMITTING, ON THE COUNCIL'S OWN MOTION, TO THE ELECTORS AT A SPECIAL MUNICIPAL ELECTION THAT IS NOT LESS THAN 88 DAYS AND NO MORE THAN 150 DAYS AFTER THE DATE THE COUNCIL PASSES THIS RESOLUTION, A PROPOSED ORDINANCE AMENDING THE OAKLAND MUNICIPAL CODE IN ORDER TO PROVIDE FOR A THREE PERCENT SURCHARGE TO THE CITY'S TRANSIENT OCCUPANCY TAX (HOTEL TAX) TO PROVIDE FUNDING TO THE OAKLAND CONVENTION AND VISITORS BUREAU (OCVB) TO SUPPORT PROGRAMS TO INCREASE TOURISM IN OAKLAND, AND TO THE OAKLAND ZOO, OAKLAND MUSEUM OF CALIFORNIA, CHABOT SPACE AND SCIENCE CENTER AND THE CULTURAL ARTS PROGRAMS AND FESTIVALS**

**WHEREAS**, the City Council of the City of Oakland desires to amend the Oakland Municipal Code in order to provide for a supplemental three percent (3%) transient occupancy tax, in addition to the eleven percent tax specified in Section 4.24.030; and

**WHEREAS**, tourism promotions and marketing programs will build greater awareness of the City of Oakland as a tourist, meeting, and event destination; and

**WHEREAS**, Oakland visitors and residents benefit from quality cultural and educational experiences and institutions located within the city; and

**WHEREAS**, the Oakland Zoo, the Oakland Museum of California, the Chabot Space and Science Center, and Cultural Arts programs and Festivals are valuable assets that enhance the quality of life of Oakland residents; and

**WHEREAS**; the increasing costs of maintenance and operations and dwindling private resources are ongoing threats to the viability of Oakland's most valuable institutions; and

**WHEREAS**, it is the desire of the City Council to establish a steady stream of revenue for Oakland Convention And Visitors Bureau ("OCVB"), the Oakland Zoo, the Oakland Museum of California, the Chabot Space and Science Center and Cultural Arts Programs and Festivals; and

**WHEREAS**, in many cities tourism programs and regional cultural institutions such as these, are funded from hotel taxes; and

**WHEREAS**, these institutions attract a large number of visitors to the City of Oakland; and

**WHEREAS**, all revenues received from the 3% increase in transient occupancy tax shall be allocated as follows: 50% to OCVB for its expenses and promoting tourism activities, and 12.5% each to the Oakland Zoo, the Oakland Museum of California, the Chabot Space and Science Center and Cultural Arts Programs and Festivals; and

**WHEREAS**, this economic investment in OCVB, the Oakland Zoo, the Oakland Museum of California, the Chabot Space & Science Center, and the Cultural Arts Programs & Festivals will enhance the City of Oakland's attractiveness to visitors and provide employment and enrichment to the City's residents; and

**WHEREAS**, OCVB, the Oakland Zoo, the Oakland Museum of California, the Chabot Space and Science Center and the Cultural Arts Programs and Festivals shall engage in marketing efforts to promote the City of Oakland; now, therefore be it

**RESOLVED**: That the City Council hereby authorizes and directs the City Clerk, at least 88 days prior to the next municipal election to file with the Alameda County Board of Supervisors and the County Clerk certified copies of this resolution; and be it

**FURTHER RESOLVED**: That the City Council of the City of Oakland does hereby submit to the voters at a special municipal election that is not less than 88 days and no more than 150 days after the date the council passes this resolution the following:

**SECTION 1.** The Oakland Municipal Code is hereby amended by adding Section 4.24.031 to read as follows:

**Section 4.24.031. Imposition of surcharge.**

A. There shall be a tax of three percent (3%) of the rent charged by the operator of a hotel, in addition to the eleven percent tax specified in Section 4.24.030, for the privilege of occupancy in any hotel in the City of Oakland (the "Surcharge"). Subject to subsection E, below, the Surcharge so collected shall be appropriated to the Oakland Convention and Visitors Bureau (OCVB), the Oakland Zoo, the Oakland Museum of California, the Chabot Space and Science Center and the Cultural Arts Programs and Festivals as follows: 50% (fifty percent) to OCVB, 12.5% (twelve point five percent) to the Oakland Zoo, 12.5% (twelve point five percent) to the Oakland Museum of California, 12.5% (twelve point five percent) to Chabot Space and Science Center and 12.5% (twelve point five percent) for Cultural Arts Programs and Festivals. The Surcharge shall be not be appropriated for any purpose other than specifically set forth in this subsection. Appropriations will be subject to applicable City of Oakland policies.

B. Said Surcharge constitutes a debt owed by the transient to the city which is extinguished only by payment to the operator of the hotel at the time the rent is paid. If the rent is paid in installments, a proportionate share of the Surcharge shall be due upon the transient's ceasing to occupy space in the hotel. If for any reason the Surcharge due is not paid to the operator of the hotel, the Tax Administrator may require that such a Surcharge shall be paid directly to the Tax Administrator.

C. All funds collected by the City from the Surcharge imposed by this section shall be immediately segregated from all other funds collected and shall be deposited into a special fund in the City treasury (the "Surcharge Fund"). All monies in the Surcharge Fund shall be distributed pursuant to subsection A herein on a monthly basis, following the month in which they were collected by the City.

D. Pursuant to Section 4.24.050, on the receipt provided to the transient, the operator may state the current eleven percent (11%) tax specified in Section 4.24.030 and the three percent (3%) Surcharge as a single transient occupancy tax of fourteen percent (14%).

E. Annual Audit. An independent audit or review shall be performed annually as provided by Government Code sections 50075.1 and 50075.3 to assure accountability and the proper disbursement of the proceeds of this Surcharge in accordance with the purposes stated herein. Surcharge proceeds may be used to pay for the audit or review.

**SECTION 2.** This ordinance shall be effective upon 2/3 vote approval by Oakland voters at an election, or such later date as required by state law, and may not be repealed or amended except by a subsequent vote of the voters of Oakland.

**SECTION 3. Severability:** If any article, section, subsection sentence, clause or phrase of this ordinance is held to be invalid or unconstitutional, the offending portion shall be severed and shall not affect the validity of remaining portions which shall remain in full force and effect.

**SECTION 4.** This Ordinance is exempt from the California Environmental Quality Act, Public Resources Code section 21000 et seq., including without limitation" Public Resources Code section 21065, CEQA Guidelines 15378(b)(4) and 15061(b)(3), as it can be seen with certainty that there is no possibility that the activity authorized herein may have a significant effect on the environment.

**SECTION 5.** There are existing transient occupancy taxes that are general taxes, the proceeds of which are deposited in the general fund. The Surcharge revenues received as a result of this ordinance will be used for the purposes set forth in Section 4.24.031 and thus are special taxes.

**FURTHER RESOLVED:** The City Council hereby authorizes and directs the City Clerk of the City of Oakland (the "City Clerk") at least 88 days prior to the next general or special municipal election, to file with the Alameda County Clerk certified copies of this resolution.

**FURTHER RESOLVED:** The City Council does hereby request that the Board of Supervisors of Alameda County include on the ballots and sample ballots the recitals and measure language contained in this resolution to be voted on by the voters of the qualified electors of the City of Oakland.

**FURTHER RESOLVED:** The City Clerk is hereby directed to cause the posting, publication and printing of notices of this Resolution and proposed ordinance, pursuant to the requirements of the Charter of the City of Oakland, and the Government and Elections Codes of the State of California.

**FURTHER RESOLVED:** The City Council does hereby request that the Registrar of Voters of the County of Alameda perform necessary services in connection with said election.

**FURTHER RESOLVED:** The City Clerk is hereby directed to obtain printing supplies and services as required for said election.

**FURTHER RESOLVED:** The City Clerk is hereby authorized to provide such other services and supplies in connection with said election as may be required by the laws of the State of California and the Charter of the City of Oakland.

**FURTHER RESOLVED:** In accordance with the Election Code and Chapter 11 of the Oakland Municipal Code, the City Clerk shall fix and determine a date for submission of arguments for or against said measure, and said date shall be posted in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, MARCH \_\_\_\_, 2009 **MAR 17 2009**

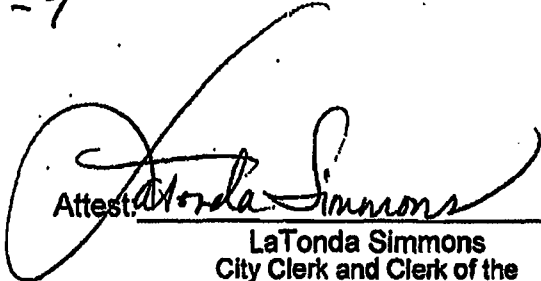
PASSED BY THE FOLLOWING VOTE:

AYES- ~~8~~ DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT BRUNNER - 7

NOES- 0

ABSENT- 0

ABSTENTION- Brooks - 1

Attest:   
LaTonda Simmons  
City Clerk and Clerk of the  
Council of the City of Oakland, California

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2009 SEP -3 PM 5:04

**OAKLAND CITY COUNCIL**

Resolution No. 82305 C.M.S.

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

Attachment D  
Approved as to Form and Legality  
*A. Gordon*  
Oakland City Attorney's Office

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**RESOLUTION APPROPRIATING \$114,484 TO THE CULTURAL ARTS AND MARKETING DIVISION OF THE COMMUNITY AND ECONOMIC DEVELOPMENT AGENCY AND \$115,050 TO NON-DEPARTMENTAL FROM MEASURE C PROCEEDS, A VOTER-APPROVED INITIATIVE TO LEVY A THREE PERCENT SURCHARGE ON THE CITY'S TRANSIENT OCCUPANCY TAX (HOTEL TAX)**

**WHEREAS**, Resolution No. 81855 C.M.S. approved by the City Council placed "Measure C" on the ballot for a special election on July 21, 2009 to amend the Oakland Municipal Code by adding a tax of three percent of the rent charged by the operator of a hotel, in addition to the eleven percent existing tax, for the privilege of occupancy in any hotel in the City of Oakland; and

**WHEREAS**, Oakland voters approved Measure C on July 21, 2009 by 76.6 percent; and

**WHEREAS**, 12.5 percent of said surcharge would be appropriated to cultural arts programs and festivals generally; and

**WHEREAS**, in 1985, the 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 within the Cultural Arts and Marketing Division of the Community and Economic Development Agency (CEDA) 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; now therefore be it



**RESOLVED:** that estimated proceeds from the Transient Occupancy Tax (TOT) surcharge earmarked for cultural arts programs in the amount of \$114,484 be appropriated to the Cultural Arts and Marketing Division of CEDA for the purpose of granting to cultural arts programs through the existing Cultural Funding Program; and be it further

**RESOLVED:** that estimated proceeds from the Transient Occupancy Tax (TOT) surcharge earmarked for festival in the amount of \$115,010 be appropriated to the Non-Departmental organization for the purpose of the Art and Soul Festival.

IN COUNCIL, OAKLAND, CALIFORNIA, SEP 22 2009, 2009

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, ~~BRUNNER~~, KAPLAN, KERNIGHAN, ~~QUAN~~, ~~REID~~, and PRESIDENT BRUNNER - 5

NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - De La Fuente, Nadel, Reid - 3

ATTEST:



LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

**Art + Soul Expense and Revenue financial report**

**Attachment E**

**Total Expenses**

1010 Marketing funds												
	supporting A + S Print ads & outdoor billboards	Measure C / TOT funds: Entertainment	Measure C / TOT funds: Operations / Rentals	Measure C / TOT funds: Marketing	City money TOTAL for year	Percent of TOTAL budget	Art + Soul festival Entertainment	Art + Soul Operations / Rentals	Art + Soul festival Marketing	Art + Soul festival Totals	Gross Production Expenses	
2014	\$ 71,657	\$ 40,950	\$ 63,191	\$ 7,517	\$ 183,315	29%	\$ 80,421	\$ 328,577	\$ 38,301	\$ 447,299	\$ 630,614	
2015	\$ 37,669	\$ 80,703	\$ 74,125	\$ 15,370	\$ 207,867	32%	\$ 58,855	\$ 354,525	\$ 25,903	\$ 439,283	\$ 647,150	
2016	\$ 42,295	\$ 77,351	\$ 67,020	\$ 20,462	\$ 207,128	34%	\$ 47,515	\$ 331,917	\$ 18,604	\$ 398,036	\$ 605,164	
2017	\$ 37,365	\$ 75,700	\$ 73,292	\$ 500	\$ 186,857	34%	\$ 45,261	\$ 301,835	\$ 22,617	\$ 369,713	\$ 556,570	
2018	\$ 46,171	\$ 115,950	\$ 80,349	\$ 12,170	\$ 254,640	45%	\$ 21,495	\$ 271,586	\$ 24,268	\$ 317,349	\$ 571,989	

**Revenue: Art + Soul festival (as reported by the nonprofit)**

	Gate admissions	Ticket prices:	Vendor booth fees	Beverage + Merchandise	Sponsorship	Total Revenue	Net Cost
2014	\$ 192,076.00	\$10 / \$7	\$ 81,996.00	\$ 60,980.00	\$ 110,000.00	\$ 445,052	\$ (185,562)
2015	\$ 193,329.00	\$12 / \$7	\$ 103,481.00	\$ 71,339.00	\$ 70,500.00	\$ 438,649	\$ (208,501)
2016	\$ 156,498.00	\$12 / \$7	\$ 107,642.00	\$ 58,947.00	\$ 74,950.00	\$ 398,037	\$ (207,127)
2017	\$ 145,154.00	\$12 / \$7	\$ 90,690.00	\$ 50,498.00	\$ 41,456.00	\$ 327,798	\$ (228,772)
2018	\$ 131,252.00	\$15 / \$8	\$ 97,338.00	\$ 47,009.00	\$ 41,750.00	\$ 317,349	\$ (254,640)

**Art + Soul Expense and Revenue financial report**

**Attachment E**

**Total Expenses**

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**2014**

<b>Booth Category</b>	<b>Business / Organization Name</b>
Artisan	Art of Aquarius
Artisan	Ashley Bell Art and Illustration
Artisan	Backstage Boutique
Artisan	Beads and Things by Stacey Monique
Artisan	Bedezine
Artisan	Big Chop Accessories
Artisan	Carmela's Nappy Love
Artisan	Charlie Frank's Pies
Artisan	Chubtastic (sharing with Yo Mama's)
Artisan	Clothes for the Soul
Artisan	Craig Baxter
Artisan	Crochet N Love
Artisan	Curvy Couture by Ricee's Pieces
Artisan	DeMo Jewelry Designs
Artisan	Designs in the Light
Artisan	Dog Day Spice Rub
Artisan	Dorry Custom Jewelry
Artisan	Elegant Designs
Artisan	Entermuseblues Art
Artisan	Erin Crawford Fine Art
Artisan	Estilo Clothing
Artisan	Fabulous Fabrics
Artisan	Fly Dye Art and Clothing
Artisan	Gentle Hands Natural Soap
Artisan	Glamour Girl Sports Jewelry
Artisan	Gneiss Wood
Artisan	Indigenous Creators
Artisan	Jimiking Art Fashion
Artisan	John Hanses Photography
Artisan	Johobo Handbags
Artisan	KarinsArt.com
Artisan	Kevin Woodson Art and Craft
Artisan	Kulcha Coloring Works Inc.
Artisan	Latisha Baker Artworks
Artisan	Lavish Empire
Artisan	Leroy Parker Artist
Artisan	Lower Artworks
Artisan	Ms. Lyn's Creations
Artisan	Nappy Ink
Artisan	Neoterica Designs
Artisan	Patrick's Famous Pies
Artisan	Print Champions
Artisan	RakuWear
Artisan	Reclamation Republic
Artisan	Remarkable Art and Designs

Art + Soul vendor list - by category 2014 - 2018

Artisan	Right Before My Eyes
Artisan	Rising Sun Visuals
Artisan	Ruby Bird Press
Artisan	S&K Creations
Artisan	Scraped Knee - Art of Matt Leunig
Artisan	Sew In Love
Artisan	Silly Yeti
Artisan	SistahBoo:Unique By All Means
Artisan	Skincare by Feleciai
Artisan	Soldadera
Artisan	Studio B
Artisan	Sunny G Collection
Artisan	Sweet Nanny's Candle Shoppe
Artisan	Tsering Jewelery
Artisan	Uhuru Foods & Pies
Artisan	wanawake
Artisan	Wear It Owt!
Artisan	WordPlay Multimedia, LLC
Artisan	YO MAMA'S (sharing with Chubtastic)
Artisan	Young Jewels and Blessed Things
Artisan	Youth Radio
Artisan	Yvonne's Southern Sweets
Artisan	Zeyma Collection
Commercial	Africa By Design
Commercial	Arts Africains
Commercial	Ashay by the Bay
Commercial	Casey's Art
Commercial	Creations Of Color
Commercial	D.C.'s Sportstop
Commercial	dekijewels
Commercial	Diva Pro Defense
Commercial	Enat Winery
Commercial	High Velocity
Commercial	Himalayan Traditions
Commercial	I Love Being Black
Commercial	Ikavu
Commercial	Indigo's Designs Reloaded
Commercial	jidu huang
Commercial	Mimosa Enterprises dba American Windspinners
Commercial	NATURAL SPLENDOR
Commercial	Newfangles
Commercial	Oakland Organics
Commercial	Oaklandish
Commercial	Old School Copes
Commercial	Rashon's Rings and Accessories
Commercial	Sankofa African Art
Commercial	Sazzy Boutique
Commercial	Sista Girl Clothing
Commercial	Sistah Girls Art & Gifts

Art + Soul vendor list - by category 2014 - 2018

Commercial	Snow Region Gift Shop
Commercial	Tera Tera
Commercial	The Source Chiropractic
Commercial	The Wholesale Sunglass Outlet and more
Commercial	TURF GEAR
Commercial	Urban University
Commercial	U-Shaka, Inc.
Commercial	Val's plus size
Commercial	Vu Tran Chiropractic Wellness
Commercial	World of Braids
City Expo	Parking Citation
City Expo	Revenue Division
City Expo	OPD Recruitment
City Expo	Human Services
City Expo	City Attorney (Sat. only)
City Expo	Bus. Assistance Center (Sun. only)
City Expo	Neighborhood Service Program
City Expo	Park & Rec
City Expo	Fire Prevention
City Expo	Mayor's Commission on Person with Disabilities (Sat.)
City Expo	Citizen's Police Review Board (Sun.)
City Expo	Council member McElhaney
City Expo	Mayor's Office
Food	Aroma Concessions
Food	CACAO MILK BAR
Food	Delicious Kettle Corn
Food	Ethiopian Cultural & Community Center
Food	Festifest
Food	Grand Lake Kitchen
Food	It's The Sauce!
Food	Kinetic Arts Center
Food	Mike Hutslar Catering
Food	NEW ORLEANS
Food	Nita Bee's Tastys
Food	Nora Cocina Espanola
Food	Rib & Thing BBQ
Food	Sankofa
Food	SEYMART
Food	Tante's
Food	Thai Stick
Food	The Roasted Corn
Food	The Spot
Food	Williams Catering
Non-Profit	Alameda County CASA
Non-Profit	Alpha Nu Sigma chapter of Phi Beta Sigma Fraternity, Inc.
Non-Profit	Assemblymember Rob Bonta, 18th District Office
Non-Profit	Berkeley Repertory Theatre
Non-Profit	Bryan Parker for Oakland Mayor

Art + Soul vendor list - by category 2014 - 2018

Non-Profit	Center for Independent Living
Non-Profit	City CarShare
Non-Profit	Community Alliance for Learning
Non-Profit	Faces of Oakland
Non-Profit	Family Builders by Adoption
Non-Profit	Friends of Faith, Inc.
Non-Profit	Health and Human Resources Education Center
Non-Profit	Kaplan For Oakland Mayor 2014
Non-Profit	O, Well! The Overall Wellness Movement
Non-Profit	Oakland Pride
Non-Profit	Patten Academy of Christian Education
Non-Profit	Peers Envisioning and Engaging in Recovery Services
Non-Profit	Samuel Merritt University
Non-Profit	San Jose Jazz
Non-Profit	SEEDS Community Resolution Center
Non-Profit	Serenity House
Non-Profit	The National Poetry Slam / Poetry Slam Inc
Non-Profit	True Healing Collective
Non-Profit	ROAR
Sponsor	Corrigan Sports Enterprises- Oakland Running festival
Sponsor	Golden 1 Credit Union
Sponsor	Wine Advisors
Sponsor	Hai Huang DDS Professional Corp
Sponsor	Autocom Nissan of Oakland
Sponsor	Autocom Infiniti of Oakland
Sponsor	The San Francisco Foundation
Sponsor	McDonald's
Sponsor	Lowe's Home Improvement
Sponsor	Comcast
Sponsor	California Waste Solutions
Sponsor	Golden State Warriors
Sponsor	California Waste Solutions

**2015**

Vendor Category	Business Name
Artisan	Wear It Owt
Artisan	Simple Little Stitches
Artisan	Al Atles Enterprises
Artisan	Bismillah Body Shop
Artisan	Entermusblues Art
Artisan	Stuck On An Eyeland
Artisan	Dorry Custom Jewelry
Artisan	Wire & Stone
Artisan	ANGELIEN ARTS
Artisan	Herbcraft
Artisan	Ra'KuWear
Artisan	CanDid Art Accessories
Artisan	Rahne' Bath & Beauty
Artisan	BeDezine

Art + Soul vendor list - by category 2014 - 2018

Attachment F

Artisan	Red Gingko
Artisan	Recover Your Thoughts (Spiral Binding)
Artisan	Zeyma collection
Artisan	Symbolry
Artisan	Art Beat Events and Gallery
Artisan	Ashley Bell Art and Illustration
Artisan	Natural Couture Hair and Skin Products
Artisan	Chubtastic Bottle Art
Artisan	Redefining Elegance Waist Beads
Artisan	Gneiss Wood
Artisan	Remarkable Art and Designs
Artisan	Silly Yeti
Artisan	S.A.C. of Clay
Artisan	Tenzing Collections
Artisan	Sunny G Designs
Artisan	Beautifully Mine Accessories
Artisan	The Core Creations
Artisan	JOHOBO HANDBAGS
Artisan	Craft Me A Dream
Artisan	Rolay Designs
Artisan	Sew In Love
Artisan	Tricia Ann's Jewelryland
Artisan	Cover~Ups & Things
Artisan	Visionary Artist Carolyn Quan
Artisan	Estilo Clothing
Artisan	Native Sol
Artisan	BrownStone Creation & Marc Anthony Arts
Artisan	Skincare by Feleciai
Artisan	Charlie Frank's Pies
Artisan	Monica's Brittle Chips
Artisan	FLY DYE ART & CLOTHING
Artisan	Ms Lyn's Creations
Artisan	Neoterica Designs
Artisan	TDP Sports
Artisan	Backstage-Boutique
Artisan	Garimo's Real Soap Studio (used to be UP N' ATOM brands)
Artisan	KarinsArt.com
Artisan	Li's in ernational Trading
Artisan	Leroy Parker
Artisan	Royaltee's Rhinestone Apparel & Accessories
Artisan	Forrealism
Artisan	Back 2 Nature Skincare & Wellness
Artisan	Rainbow Gems
Artisan	Lifted State Apparel
Artisan	Ring Around The Toezees
Artisan	Forever Audacious
Artisan	Black Ink Caricatures
Artisan	by Stacey Monique
Artisan	Ady Jewelry



Art + Soul vendor list - by category 2014 - 2018

Artisan	Curlee
Artisan	Siblings 2nd Glance
Artisan	Love. Soy. Life.
Artisan	Sistah Girls Designs
Artisan	Print Champions
Artisan	M'Powered Threads & Soul Beautiful
Artisan	SistahBoo:Unique By All Means
Artisan	Yvonne's Southern Sweets
Artisan	OLD SCHOOL COPEs
Artisan	Big Chop Accessories
Artisan	Indigenous Creators
Artisan	Feminine Funk
Artisan	Himalayan Gift House
Artisan	Tamarmag's Unique Creations
Artisan	Timbuctu State
Artisan	Derm Appetit'
Artisan	Easy growin designs
Commercial	Creations Of Color
Commercial	Beast Oakland
Commercial	YAZA
Commercial	Nu Lyfe Gifts
Commercial	KENYAN SAFARI DESIGNS
Commercial	Ashay By The Bay
Commercial	Sista Girl Clothing
Commercial	Tera Tera
Commercial	Natural Splendor
Commercial	Casey's Art
Commercial	The Make-up Bar
Commercial	Dekijewels
Commercial	High Velocity
Commercial	OAKLANDISH
Commercial	Sankofa African Arts & Jewelry
Commercial	The Source Chiropractic
Commercial	GrubMarket.com
Commercial	Top it Off
Commercial	Newfangles
Commercial	Life Law Group, LLP
Commercial	Tsering Jewelry
Commercial	Nirvana Jewel
Commercial	On The Runway Boutique
Commercial	I Love Being Black
Commercial	Himalayan Traditions
Commercial	Bam Bu Clothing
Commercial	Mary Kay, Inc.
Commercial	Thupten jewelry
Commercial	Diva Pro Defense
Commercial	Farm Fresh To You
Commercial	Chanya Bartel
Commercial	D.C.'s Sportstop

Art + Soul vendor list - by category 2014 - 2018

Commercial	Albo African Gift Shop
Commercial	The Ward Firm
Commercial	Sacred Touch Cosmetics LLC
Commercial	Bolce
Commercial	Terlingua Sauce Company
Commercial	Ellis Eye & Laser Medical Center
Commercial	Prickly Pig
Commercial	Enat Winery
Commercial	Rashon's Rings & Accessories
Commercial	Cheetah Girl Boutique
Commercial	Lake Merritt Dental
Commercial	Kuli Kuli Foods
Commercial	Oakland Dust
Commercial	Life Chiropractic
Food	Pearson's Cajun Foods
Food	CACAO Milk Bar
Food	Delicious Kettle Corn
Food	Mike Hutslar
Food	NEW ORLEANS CATERING
Food	Nita Bee 's Tastys
Food	Sankofa
Food	SEYMART
Food	Tante's
Food	The Roasted Corn
Food	Uhuru Foods & Pies
Mural	ArtIsMobilus
Non-Profit	ROAR (Resources for Oakland's Active Retirees)
Non-Profit	Save Oakland Sports
Non-Profit	Sandre Swanson for Senate
Non-Profit	Finding Alternative Directions F.A.D. Prevention Programs
Non-Profit	Friends of Faith, Inc.
Non-Profit	Samuel Merritt University
Non-Profit	LifeLong Medical Care
Non-Profit	San Jose Jazz
Non-Profit	Patten Academy of Christian Education
Non-Profit	Office of Congresswoman Lee
Non-Profit	Assemblymember Rob Bonta's Office
Non-Profit	Alameda County CASA
Non-Profit	Seneca Family Of Agencies
Non-Profit	PEERS
Non-Profit	Alpha Nu Sigma Chapter of Phi Beta Sigma Fraternity, Inc.
Non-Profit	Oakland Pride
Non-Profit	Family Builders by Adoption
Non-Profit	Education for Change
Non-Profit	Roses in Concrete Community School
Non-Profit	Wardrobe for Opportunity
Non-Profit	Alameda County Registrar of Voters
Non-Profit	City CarShare
Non-Profit	Attitudinal Healing Connection

Art + Soul vendor list - by category 2014 - 2018

Non-Profit	League of Women Voters of Oakland
Sponsor	Blue Moon Brewing Company
Sponsor	Oakland Central
Sponsor	Barefoot Wine
Sponsor	Golden One Credit Union
Sponsor	PG&E / A2Z Media
Sponsor	Coke sampling / Ignition
Sponsor	Oakland Running Festival
Sponsor	Danmer Custom Shutters
Sponsor	Comcast
Sponsor	Renewal By Andersen of the Bay Area
Sponsor	Oakland Organics
Sponsor	McDonalds/Lime Media
Sponsor	KBLX 102.9 FM
Sponsor	Kinetic Arts Center
Sponsor	Oakland Magazine
Sponsor	Get Screened Oakland
Sponsor	Golden State Warriors

**2016**

Vendor Category	Business/Organization Name
Artisan	Aaron Lee Art
Artisan	Ady Jewelry
Artisan	Art of Letters Photography
Artisan	Azteca Negra
Artisan	Baja Nights Jewelry
Artisan	Bayview Hunters Point Foundation
Artisan	Beach Bangles Jewelry
Artisan	Beast Oakland
Artisan	Beautifully Mine Accessories
Artisan	BeDezine
Artisan	Berkeley Buds
Artisan	Big Chop Accessories
Artisan	Bismillah Body Shop
Artisan	Black Don't Crack
Artisan	Bolsa Vida
Artisan	Brooks Jewelers
Artisan	BrownStone Creations
Artisan	by Stacey Monique
Artisan	CanDid Art Accessories
Artisan	Carmela's Nappy Love
Artisan	Charlie Flowers
Artisan	Charlie Frank's Pies
Artisan	Christopher Mangum Paintings
Artisan	ChurchGurl
Artisan	Clothes For The Soul
Artisan	Codacraft Designs
Artisan	Cosmos Arts And Crafts
Artisan	Dancing Otter, LLC

Art + Soul vendor list - by category 2014 - 2018

Attachment F

Artisan	Dare Devil Defense
Artisan	Dell Shugga Art (Flatlands Art)
Artisan	Designs by Zahra
Artisan	Dorry Custom Jewelry and Craft
Artisan	Dream Divas
Artisan	Dream World Designs by Carolyn Quan
Artisan	Entermuseblues Art
Artisan	Ephemeral Henna
Artisan	Estilo Clothing
Artisan	Fabulous Fabrics
Artisan	Fama African art
Artisan	Fantabela
Artisan	Feral City
Artisan	Fly Dye Art & Clothing
Artisan	Freaky Wallet
Artisan	GL Gift (Fast Trade)
Artisan	Hutch Handcrafted Jewelry
Artisan	Illumere
Artisan	JazzyBowTies
Artisan	Johobohandbags
Artisan	Kalani Ware Art
Artisan	Kenneth Gatewood Art
Artisan	Korrupt Label
Artisan	Latisha Baker Artworks
Artisan	Lavish Empire
Artisan	Lightsmith Laser
Artisan	Mandalevy Designs (Entropy Retail)
Artisan	Monica Stewart
Artisan	Monica's Brittle Chips
Artisan	M'Powered Threads
Artisan	Ms Lyn's Creations
Artisan	Natural Fire
Artisan	Neoterica Designs
Artisan	Noprints
Artisan	Norman Reed Designs
Artisan	Nostalgic Tones
Artisan	Oakland's Own
Artisan	Oasis-Scrubs
Artisan	Old School Copes
Artisan	Once Upon A Candle
Artisan	Oz+Otz
Artisan	Patricks Famous Pies
Artisan	Paul Goguen - Sewer Cover Art
Artisan	Phyllis Emelda & Company
Artisan	Print Champion/Speakingteez
Artisan	PureSource Crystals aka Rainbow Gems
Artisan	Razzle Dazzle
Artisan	Reclamation Republic
Artisan	Redwood Tees

Art + Soul vendor list - by category 2014 - 2018

Artisan	Remarkable Art and Designs
Artisan	Ring Around The Toezees
Artisan	Sean Levon Nash
Artisan	Siblings
Artisan	SiGiDiArt
Artisan	Silly Yeti
Artisan	Simply Salma's Trasures
Artisan	SistahBoo: Unique By All Means
Artisan	Size Sexy T-Shirt Boutique
Artisan	Skincare by Feleciai
Artisan	Sky Oak Co.
Artisan	Soapy Faith
Artisan	Storyboard Lamps
Artisan	Studio Firebaugh
Artisan	Symbolry
Artisan	TDP Sports
Artisan	The Core Creations
Artisan	The Didi Jewelry Project
Artisan	Thinkgaila
Artisan	Timbuctu State
Artisan	Too Fly Not To Fly
Artisan	Tricia Ann's Jewelryland
Artisan	Tuesday At Three
Artisan	Wanawake
Artisan	Wear It Owt
Artisan	West Love
Artisan	Wilfred Designs
Artisan	You Are So Beautiful Conferences
Artisan	Yvonne's Southern Sweets
Artisan	Zeallionaire Enterprises
Artisan	Zeyma collection
City Expo	Business Assistance Center
City Expo	Citizens' Police Review Board
City Expo	City Attorney's Office
City Expo	City Council District 3
City Expo	CITY OF OAKLAND REVENUE DIVISION
City Expo	Friends of the Gardens at Lake Merritt
City Expo	HUMAN SERVICES DPT
City Expo	Mayor's Office
City Expo	Oakland Animal Shelter
City Expo	Oakland Fire Dept.
City Expo	Oakland Parks & Recreation
City Expo	Oakland Police Department
City Expo	Oakland Public Works
City Expo	OPD/Neighborhood Services Unit
Commercial	Africa BY Design
Commercial	All World Imports
Commercial	Art Mafia
Commercial	Arts Africains

Art + Soul vendor list - by category 2014 - 2018

Commercial	Ashay by the Bay
Commercial	Assurance Depot
Commercial	Authentic Queens Boutique
Commercial	Baizaar
Commercial	Bapsons
Commercial	Broussards Creole Foods
Commercial	Chanya Bartel
Commercial	Cheetah Girl Boutique
Commercial	Creations Of Color
Commercial	Derek' Co
Commercial	Diva Pro Defense
Commercial	Elusive Enterprize
Commercial	Farm Fresh To You
Commercial	Foo Foo Fashions
Commercial	GrubMarket.com
Commercial	High Velocity
Commercial	I Love Being Black
Commercial	Imperfect Produce
Commercial	Indigene Cellars
Commercial	Kahanda Saleem
Commercial	Kenyan Safari Designs
Commercial	Laurel Ashely Off The Rack
Commercial	Look of Distinction
Commercial	Monkey Temple
Commercial	Natural Splendor
Commercial	Nu Lyfe Gifts
Commercial	On the Runway
Commercial	Optimized Wellness Center
Commercial	Pridehatz
Commercial	Rapten Gift
Commercial	Rashon's Rings & Accessories
Commercial	Sankofa African Arts
Commercial	Sharon Crum
Commercial	Silver Chic
Commercial	Snow Region Gifts
Commercial	Styled to Kill
Commercial	The Peruvian Outfitter
Commercial	The Source Chiroptactic
Commercial	Tibet Horizon
Commercial	Turf Gear
Food	alaMar Kitchen & Bar
Food	Aroma Concessions
Food	Cacao milk bar
Food	Delicious Kettle Corn
Food	Gorgeous Gorilla
Food	Gourmet Faire
Food	Hookt mini doughnuts
Food	Martin/Hunter Ent.-Foods
Food	Mike Hutslar

Art + Soul vendor list - by category 2014 - 2018

Food	New Orleans Catering
Food	Nita Bee's Tastys
Food	Ovo Tavern & Eatery
Food	Paris Baguette
Food	Pearson Catering
Food	Rainbow Italian Ice
Food	Real Cool Frozen Treats
Food	Sankofa
Food	Seymart
Food	Stick-N-Grilled (Thai Stick)
Food	Tante's
Food	The Juice Masters
Food	Uhuru Foods & Pies
Food	Williams Catering
Non-Profit	Alameda County CASA
Non-Profit	Alameda County Registrar Of Voters
Non-Profit	Alameda County Social Services Agency
Non-Profit	Assemblymember Rob Bonta
Non-Profit	Berkeley Repertory Theatre
Non-Profit	Oakland Recycles
Non-Profit	Center for Sustainable Energy
Non-Profit	CoachArt
Non-Profit	CORE Kitchen
Non-Profit	Covered CA booth Sponsored by CA-CAIR
Non-Profit	Fad Prevention Program
Non-Profit	Family Builders by Adoption
Non-Profit	First Unitarian Church of Oakland
Non-Profit	Friends of Faith, Inc.
Non-Profit	Hillary For America
Non-Profit	Lateefah for BART
Non-Profit	League of Women Voters of Oakland
Non-Profit	LifeLong Medical Care
Non-Profit	Merritt Community College
Non-Profit	No on Grocery Tax
Non-Profit	Oakland SPOKES Bike Valet
Non-Profit	Office of Congresswoman Barbara Lee
Non-Profit	Peers Envisioning & Engaging in Recovery Services
Non-Profit	Phi Beta Sigma Fraternity, Inc.
Non-Profit	Restore Women's Wellness Centers
Non-Profit	San Francisco Police Dept
Non-Profit	San Jose Police Dept
Non-Profit	Sandre Swanson for Senate
Non-Profit	Save Oakland Sports
Non-Profit	The Institute for the Advanced Study of Black Family Life & Culture, Inc.
Non-Profit	True Vine Ministries
Non-Profit	Wardrobe for Opportunity
Non-Profit	West Oakland Health Council
Sponsor	1544 Events
Sponsor	BART

Art + Soul vendor list - by category 2014 - 2018

Sponsor	Blue Moon
Sponsor	Blue Waters Marketing
Sponsor	Breather
Sponsor	Can-Am Spyder
Sponsor	Comcast
Sponsor	Corrigan Sports Enterprises
Sponsor	Evercar
Sponsor	Get Screened Oakland
Sponsor	Golden 1 Credit Union
Sponsor	Goldrush Getaways
Sponsor	Kinetic Arts Center
Sponsor	McDonald's
Sponsor	Nationwide Insurance
Sponsor	Natural Cannabis Company
Sponsor	Nu Revelations
Sponsor	Oakland Central
Sponsor	Oakland Magazine
Sponsor	Provident Credit Union
Sponsor	Renewal By Andersen of the Bay Area
Sponsor	ROAR
Sponsor	SF Chronicle

**2017**

Vendor Category	Business/Organization Name
Artisan	SIGiDiArt
Artisan	Lisa Yvette's Creative Allure
Artisan	Bismillah Body Shop
Artisan	EntermuseBlues Art
Artisan	Zeyma collection
Artisan	Sticks and Stones Tees & More
Artisan	Latisha Baker Artworks
Artisan	Designs By Ivory
Artisan	La Touche Designs
Artisan	CanDid Art Accessories
Artisan	Monique's Creations
Artisan	Back 2 Nature Skincare & Wellness
Artisan	Ray Darten
Artisan	Evolve with Mary Crafts
Artisan	Fly Dye Art and Clothing
Artisan	Symbolry
Artisan	UniqueFITZ
Artisan	Heart to Hands
Artisan	Freedom Soul Media
Artisan	White Sage Wellness
Artisan	Zoe Chen Design
Artisan	Every Thing Colorful
Artisan	Remarkable Art
Artisan	Silly Yeti
Artisan	Paper Sweetly



Art + Soul vendor list - by category 2014 - 2018

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Artisan	Razzle Dazzle
Artisan	Honey
Artisan	Lightsmith Laser
Artisan	Once Upon A Candle
Artisan	The Core Creations
Artisan	Woolables
Artisan	Wear it Owt
Artisan	Know Your Soul Music
Artisan	Xklusive Magik
Artisan	Tricia Ann's Jewelryland
Artisan	J and S
Artisan	Johobohandbags
Artisan	Lola's African Apparel
Artisan	West Love
Artisan	Brownstone Creation
Artisan	Skincare by Feleciai
Artisan	Recyclent
Artisan	Polymer Garden
Artisan	Sew In Love
Artisan	Iconic Vinyl Reclaimed Wood Art
Artisan	Marco Lazo-Gemforest
Artisan	Nubian chic designs
Artisan	Emma Atterbury Art
Artisan	Sean Levon Nash
Artisan	Eiar Candle
Artisan	Soul Flower Farm
Artisan	Fama African art
Artisan	Ephemeral Henna
Artisan	Illistine's Crochet Boutique
Artisan	Holistic Haze
Artisan	Pure Source Crystals
Artisan	Creative Works By Chas
Artisan	E-Face
Artisan	Backstage Boutique
Artisan	Estilo Clothing
Artisan	Sibling Clothing
Artisan	Ring Around The Toezees
Artisan	Tenzing Collections
Artisan	Extravagant Gift Baskets
Artisan	Shaia Spice
Artisan	RC Designs and Paula M Designs
Artisan	Melvin the Sad...(ish) Robot
Artisan	JazzyBowTies
Artisan	Ade Dream
Artisan	Northgate Imports
Artisan	The Didi Jewelry Project
Artisan	Beast Oakland
Artisan	Print Champions
Artisan	M'Powered Threads

Art + Soul vendor list - by category 2014 - 2018

Attachment F

Artisan	Oz+Ötz
Artisan	Look of Distinction
Artisan	Sistahboo:Unique By All Means
Artisan	Feminine funk
Artisan	Zee Cee Art
Artisan	I Love Being Black
Artisan	100 Percent Limited
Artisan	Bart Bridge
Artisan	Oakland Dust
Artisan	NoPrints
Artisan	Lavish Empire
Artisan	Isiko Wear
Artisan	Sky Oak Co.
Artisan	Oakland's Own
Artisan	Big Chop Accessories
Artisan	Street Threadz Apparel
Artisan	Old School Copes
City Expo	City of Oakland - Tax Compliance Section
City Expo	Human Services Dept
City Expo	City of Oakland
City Expo	OAKLAND CALL CENTER
City Expo	Oakland Fire Department
City Expo	Oakland Parks, Recreation & Youth Development
City Expo	Oakland Police Department Recruiting
City Expo	Oakland Police Department\Neighborhood Services Division
City Expo	Oakland Public Works & Department of Transportation
City Expo	Parking Citation Assistance Center
Commercial	Creations Of Color
Commercial	Tsuro Collection
Commercial	Imperfect Produce
Commercial	Nu Lyfe Gifts
Commercial	Silver Chic
Commercial	Kenyan Safari Designs
Commercial	Sudan Rose & Co.
Commercial	NATURALSPLENDOR
Commercial	High Velocity
Commercial	Sankofa African Arts & Jewelry
Commercial	The Source Chiropractic
Commercial	Snow Region Gifts
Commercial	Derek's Co
Commercial	Optimized Wellness Center
Commercial	All World Imports
Commercial	Rashons Rings Accessories
Commercial	Monica's Closet
Commercial	Pride Hatz
Commercial	Elusive Enterprize
Commercial	Baazaar
Commercial	Spend
Commercial	Paris Perfumes,Exotic Oils,etc.

Art + Soul vendor list - by category 2014 - 2018

Commercial	Snowregion Gift Shop
Commercial	BodyMechanix Fitness Cooperative
Commercial	Amazing You Boutique
Commercial	Lake Merritt Dental
Commercial	Africa By Design
Commercial	Alejandros Trade
Commercial	Authentic Queens Boutique
Commercial	Cheetah Girl Boutique
Commercial	The Hair Gym Academy Salon
Commercial	Albo African Gift Shop
Commercial	Assurance Depot
Commercial	Viva La Revolution
Commercial	Wine and Design
Commercial	Monkey Temple
Family Fun Zone	Oakland Public Library
Family Fun Zone	Lego Jeep
Family Fun Zone	East Bay Depot for Creative Reuse
Family Fun Zone	Jonique Lozada
Family Fun Zone	State Farm
Family Fun Zone	MOCHA
Food	Real Cool Frozen Treats
Food	Mike Hutslar
Food	Seymart
Food	Gorgeous Gorilla
Food	Nita Bee's Tastys
Food	Tante's LLC
Food	Rosine's Ginger Juice
Food	Rainbow Italian Ice
Food	Uhuru Foods & Pies
Food	The Roasted Corn
Food	Southern Comfort Kitchen
Food	Delicious Kettle Corn
Food	Bombzies BBQ
Food	Aroma Concessions, Inc
Food	By the Beach Caribbean Cuisine
Food	Olivia's Southern Cusine
Food	Cacao Milk Bar
Food	Antonik's BBQ
Food	Ovo Tavern & Eatery
Food	Jamaican Joint Catering
Food	World Class Kettle Korn
Food	Barcote Ethiopian Restaurant
Food	Lord of the Ribs BBQ
Food - Commerical	Charlie Frank's Pies
Food - Commerical	New Orleans Bill wholesale
Food - Commerical	Enat Winery
Food - Commerical	Yvonne's Southern Sweets
Food - Commerical	Patricks Famous Pies
Food - Commerical	Indigené Cellars

Art + Soul vendor list - by category 2014 - 2018

Non-Profit	F.A.D. Prevention Programs
Non-Profit	League of Women Voters of Oakland
Non-Profit	LifeLong Medical Care
Non-Profit	Berkeley Repertory Theatre
Non-Profit	Alameda County Social Services
Non-Profit	Health & Human Resource Education Center
Non-Profit	San Jose Police Department
Non-Profit	Samuel Merritt University
Non-Profit	Center for Elders' Independence
Non-Profit	OCCUR
Non-Profit	NAACP Oakland
Non-Profit	Barbara Lee for Congress
Non-Profit	A Safe Place
Non-Profit	Oakland Pride
Non-Profit	ASM. Bonta\Thurmond
Non-Profit	Seva Foundation
Non-Profit	Oakland Ski Club
Non-Profit	Peralta Community College district
Non-Profit	Alameda Alliance for Health
Non-Profit	Alameda County Registrar Of Voters
Non-Profit	The Berkeley School
Non-Profit	Loyola Marymount University
Non-Profit	COPA Inc.
Non-Profit	Roses in Concrete Community School
Non-Profit	Girl Scouts of Northern California
Non-Profit	Bayview Hunters Point Foundation
Non-Profit	Bay Area Alternative Press
Non-Profit	StandWithUs
Non-Profit	Holy Names High School
Non-Profit	Aurum Preparatory Academy
Non-Profit	San Francisco Police Department
Non-Profit	Oakland A's Community Fund
Non-Profit	First Unitarian Church of Oakland
Non-Profit	Life Goes On Foundation
Non-Profit	Family Builders by Adoption
Non-Profit	Phi Beta Sigma Fraternity, Inc.
Non-Profit	Education for Change
Non-Profit	Alipato Project
Non-Profit	Peers Envisioning & Engaging in Recovery Services
Non-Profit	Alameda County CASA
Non-Profit	Conscious Voices
Sponsor	R.O.A.R
Sponsor	Ford Go Bike
Sponsor	Oakland Central
Sponsor	Dance-a-Vision
Sponsor	Turf Dance
Sponsor	Community of Unity
Sponsor	Bay Area Blues Society
Sponsor	Humboldt Creamery

Art + Soul vendor list - by category 2014 - 2018

Sponsor	Golden State Warriors
Sponsor	Comcast
Sponsor	Oakland Running Festival
Sponsor	Golden 1 Credit Union
Sponsor	BART
Sponsor	Natural Cannabis
Sponsor	Gig Car Share
Sponsor	Art Murmur
Sponsor	Renewal By Andersen
Sponsor	Kinetic Arts Center
Sponsor	Paris Baguette
Sponsor	San Francisco Chronicle
Sponsor	Verizon
Sponsor	State Farm Insurance
Sponsor	KBLX
Sponsor	Oakland Spokes

**2018**

Vendor Category	Business Name
Artisan	8 AM Fashion
Artisan	ABaca Art
Artisan	Ady Jewelry
Artisan	African Wood Carving & Handicrafts
Artisan	Audrey B Boutique
Artisan	Back 2 Nature
Artisan	Beast Oakland
Artisan	Better Black
Artisan	Beyond Visions Boutique
Artisan	Bismillah Body Shop
Artisan	Black Don't Crack
Artisan	Black label Tees
Artisan	BMJ Art Shop
Artisan	Brownstone Creation
Artisan	Carla J's Art
Artisan	Cathy's Designs
Artisan	Charlie Franks Pies
Artisan	Chiamé
Artisan	cielitolindo
Artisan	Creative Works By Chas
Artisan	Crystal's Closet (Siblings)
Artisan	Designs By IvoryB
Artisan	Desry Scott Visual Artist
Artisan	Empire Cultural Products
Artisan	Entermusblues Art
Artisan	Evolve with Mary
Artisan	Fama African art
Artisan	Fantabela
Artisan	FireChilde Glass Studio
Artisan	Fly Dye Art & Clothing

Art + Soul vendor list - by category 2014 - 2018

Artisan	Freedom Soul Media
Artisan	Geoknotic
Artisan	Hair Therapy
Artisan	Hand in Hand Henna
Artisan	Hey Carter! Books
Artisan	Home Right Online
Artisan	I Love Being Black
Artisan	Illistine's Crochet Boutique
Artisan	Infinite Creations By Natalie
Artisan	Island Memories SF
Artisan	Jays art
Artisan	JazzyBowTies
Artisan	Johobohandbags
Artisan	KarinsArt
Artisan	Latisha Baker Artworks
Artisan	Li's International Trading
Artisan	Lola's Arican Apparel
Artisan	Look of Distinction
Artisan	Masami
Artisan	Meghan Makes Do
Artisan	Monolisa
Artisan	NorthgateCo.
Artisan	Nubian Chic Designs
Artisan	Nubian Queen Natural Beauty
Artisan	Oakland's Own
Artisan	Oldschoolcopes
Artisan	Oz + Ötz
Artisan	Patricks Famous Pies
Artisan	Phyllis Emelda Studio
Artisan	PillowSwag
Artisan	Print Champion/ Zain Print and Design
Artisan	Redefining Elegance Waist Beads
Artisan	Remarkable Art
Artisan	Robbin Mary Lee Designs
Artisan	Rose Hill Art
Artisan	Saucy Selections Boutique
Artisan	SiGiDiArt
Artisan	Silver Chic
Artisan	SistahBoo: Unique By All Means
Artisan	SKY   OAK CO.
Artisan	Sticks and Stones Tees & More
Artisan	Sudan Somalirose & Co.
Artisan	Sweet Scentsations
Artisan	Sweet Yvonne's Vegan Bites
Artisan	Tenzing Collections
Artisan	The Core Creations
Artisan	The Inspired Group, LLC
Artisan	Tricia Ann's Jewelryland
Artisan	Tsuro Collection

Art + Soul vendor list - by category 2014 - 2018

Artisan	Uniquely U
Artisan	wanawake Hats & handbags
Artisan	West Love
Artisan	You Are So Beautiful YOUUnique Boutique
Artisan	Yvonne's Southern Sweets
Artisan	Zee Cee Art
City Expo	Audit & Business Tax units/ Revenue Bureau
City Expo	City of Oakland City Planning Department
City Expo	City of Oakland Housing & Community Development/HRC/RAP
City Expo	Human Services Department
City Expo	Oakland City Attorney's Office
City Expo	Oakland Fire Department
City Expo	Oakland Parks, Recreation & Youth Development
City Expo	Oakland Police Department
City Expo	Oakland Police Department/ Neighborhood Services Section
City Expo	Oakland Public Works
City Expo	Parking Citation Assistance Ctr & Collections Unit
City Expo	Public Ethics Commission
City Expo	PW Environmental Services Division
Commercial	Africa By Design trading as Jozi Trading
Commercial	African House
Commercial	Albo African Gift Shop
Commercial	All Weather Fashion
Commercial	All World Imports
Commercial	Amazing You Boutique
Commercial	Archie's Place
Commercial	Aset Rising
Commercial	Ashay by the Bay
Commercial	Assurance Depot LLC
Commercial	Bella Bling Jewelry
Commercial	Black Rain
Commercial	Blkmpwr (Black Empower), LLC.
Commercial	Body Mechanix Laurel District
Commercial	Caia's Cookies
Commercial	Casey's Art
Commercial	Cheetah Girl Boutique
Commercial	Creations Of Color
Commercial	D.C.'s Sportstop
Commercial	D'Attitudes
Commercial	Derek's Co
Commercial	Diva's Way
Commercial	Earthwear
Commercial	Enat Winery
Commercial	Escama Studio
Commercial	Farm Fresh To You
Commercial	H.E.L.P
Commercial	Healthy Go Lucky
Commercial	High Velocity
Commercial	Imperfect Produce

Art + Soul vendor list - by category 2014 - 2018

Commercial	Indigene Cellars
Commercial	Jade Ma Trading Co.
Commercial	Kandi Wrapped Boutique
Commercial	KingTeesApparel
Commercial	Kue Handmade
Commercial	Lincoln Heritage insurance
Commercial	Mate Masie Curation
Commercial	Monica's Closet
Commercial	Nature's Quality Hair Care
Commercial	Nextdoor.com
Commercial	Optimized Wellness Center
Commercial	Poli's Trading Company
Commercial	Pridehatz
Commercial	RASHON'S UNIQUE STYLE AKA RASHON'S RINGS & Accessories
Commercial	Sankofa African Arts and Jewelry
Commercial	Snow Region Gifts
Commercial	Spend Los Angeles
Commercial	Viva La Revolution
Commercial	Wine & Design Oakland/Jack London
Commercial	Your Special Piece - Paparazzi
Commercial	Zatoon
Family Fun Zone	Alphabet Rockers
Family Fun Zone	Arts for Oakland Kids
Family Fun Zone	Oakland Public Library
Food Vendor	Angela Lemonade
Food Vendor	Aroma Concessions, Inc
Food Vendor	Cacao Milk Bar
Food Vendor	Calabash Catereing
Food Vendor	Caribbeanspice
Food Vendor	Delicious Kettle Corn
Food Vendor	Halal Bites Of Chicago
Food Vendor	Hidden Star Orchards
Food Vendor	Nita Bees Tastys
Food Vendor	Noonie's Vending & Catering, LLC
Food Vendor	Ovo Tavern & Eatery
Food Vendor	Rainbow Italian Ice
Food Vendor	ROSINE'S GINGER JUICE
Food Vendor	Roux and Vine Catering
Food Vendor	Sankofa (food vendor)
Food Vendor	Seymart
Food Vendor	Southern Comfort Kitchen
Food Vendor	Stick-N-Grill
Food Vendor	Tante's LLC
Food Vendor	The Bearded Chef
Food Vendor	The Roasted Corn
Food Vendor	Uhuru Foods & Pies
Food Vendor	Uncle Mikes giant bad ass sausage
Non-Profit	A Safe Place
Non-Profit	Alameda Alliance for Health



Art + Soul vendor list - by category 2014 - 2018

Non-Profit	Alameda County CASA
Non-Profit	Alameda County Public Health Department
Non-Profit	American Council of Teachers Inc
Non-Profit	Assemblymember Rob Bonta
Non-Profit	Aurum Preparatory Academy
Non-Profit	Barbara Lee for Congress
Non-Profit	Center for Sustainable Energy
Non-Profit	City of Oakland Department of Transportation
Non-Profit	Covered CA Booth sponsored by CA CAIR, inc
Non-Profit	EA Family Services
Non-Profit	Education for change
Non-Profit	Everybody's Cool: Humanity First
Non-Profit	F.A.D. Finding Alternative Directions
Non-Profit	Family Builders by Adoption
Non-Profit	KIPP Bay Area Schools
Non-Profit	Life Goes On Foundation
Non-Profit	LifeLong Medical Care
Non-Profit	Margot's Community Center
Non-Profit	NAACP - OAKLAND BRANCH 1051
Non-Profit	Northern CA Chapter Coalition of Black Trade Unionists
Non-Profit	Oak311
Non-Profit	Oakland Pride
Non-Profit	Oakland Promise
Non-Profit	Pacific Boychoir Academy
Non-Profit	Peers Envisioning and Engaging in Recovery Services
Non-Profit	Peralta Community College District
Non-Profit	Phi Beta Sigma - Alpha Nu Sigma
Non-Profit	Roots Community Health Center - Clean 360
Non-Profit	Save The Children/DialogueDirect,Inc.
Non-Profit	Sharon Randolph Foundation
Non-Profit	Stand With Us
Non-Profit	The Berkeley School
Non-Profit	The Stride Center
Sponsor	BART
Sponsor	Bay Area Blues Society
Sponsor	Cabot Creamery Cooperative
Sponsor	City of Oakland, Mayor's Office
Sponsor	Comcast-Xfinity
Sponsor	Community of Unity - Gospel Stage
Sponsor	Dance-a-Vision Entertainment
Sponsor	East Bay Community Energy
Sponsor	Farmers Insurance: Ruth Stroup Agency
Sponsor	Gig Car Share
Sponsor	Golden State Warriors
Sponsor	Green Guyz Collective
Sponsor	JWilliams Staffing
Sponsor	Kapor Center
Sponsor	KBLX 102.9
Sponsor	Kinetic Arts Center

Art + Soul vendor list - by category 2014 - 2018

Attachment F

Sponsor	Marketing Minds on behalf of T-Mobile
Sponsor	Natural Cannabis Company
Sponsor	NUG/Cannabis On Fire
Sponsor	Oakland Athletics
Sponsor	Oakland Central
Sponsor	Oakland Recycles
Sponsor	Project Baseline
Sponsor	Renewal by Andersen
Sponsor	State Farm
Sponsor	Stygian Bourbon