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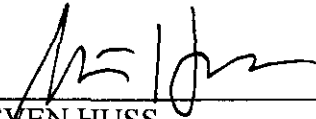
CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Cultural Arts & Marketing Division
DATE: February 27, 2007

RE: **Semiannual Report from the Cultural Affairs Commission**

Attached is a status report from the Cultural Affairs Commission detailing challenges and accomplishments since the Commission's last status report to City Council in October 2002. A representative from the Commission will be available to answer questions.

Respectfully submitted,



STEVEN HUSS
Acting Cultural Arts Programs Coordinator
Cultural Arts & Marketing Division

FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

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Life Enrichment Committee
February 27, 2007



Cultural Affairs Commission

February 27, 2007

LIFE ENRICHMENT COMMITTEE
Oakland City Council

RE: Semiannual Report from the Cultural Affairs Commission

Chairperson Chang and Members of the Committee:

SUMMARY

This report covers the activities of the Cultural Affairs Commission and the City of Oakland's cultural arts department from October 2002 through December 2006, and suggests areas for future action to improve quality and delivery of cultural arts services to Oakland's citizens and visitors.

FISCAL IMPACT

This report has no fiscal impact since no action is requested of City Council.

BACKGROUND

The Cultural Affairs Commission (CAC) was established by Ordinance 11323 C.M.S. in May 1991. The CAC has fifteen members who are appointed for staggered four-year terms. There are currently eleven seated Commissioners (see attached roster). As established by Ordinance 11323 C.M.S., and amended by Ordinance 11778 C.M.S. (1995), the goals, duties and functions of the CAC are to:

1. Advise the Mayor, City Council and City Administrator on all matters affecting cultural development in the community.
2. Review and comment on all community policies, programs and actions which affect arts and cultural development in the community.
3. Actively participate in the community cultural planning process and advise the City Council on recommendations arising out of said process affecting City support for cultural development.
4. Render advice and assistance to other City boards and commissions, to City departments and to private agencies on matters related to cultural affairs in the community.
5. Invite the Library Commission, Parks and Recreation Commission, and the Museum Foundation Board of Directors to participate in Cultural Affairs Commission meetings in a non-voting capacity.
6. Encourage and assist in the development of support to individual artists, traditional artists and non-profit arts organizations within Oakland.

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7. Make cultural planning reports and recommendations to the Mayor and City Council regarding actions to be taken by the City to fund, assist, and encourage activities in support of artistic, cultural and humanities activities in the City.
8. Advise the City on the placement of works of public art throughout the City and/or the inclusion of artists and design teams in certain City capital improvement projects.
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KEY ISSUES AND IMPACTS

Cultural Affairs Commission

CAC leadership observes that the reporting period from October 2002 to present has been a particularly challenging period in the history of the Commission and the cultural arts department. In June 2003, as part of reductions required to balance the City's FY 03-05 budget, four key staff positions were eliminated and multiple programs were cut. These reductions came on the heels of significant staff and program reductions several years earlier. Only the core programs of Cultural Funding and Public Art survived, with five staff members to manage them. (Soon after, a laid-off staffer was rehired part-time to continue the Oakland Artisan Marketplace program.)

With only the core arts funding programs remaining, each overseen by its own strong advisory committee, the larger Commission has struggled to reestablish a meaningful role in the life of the City and has at times questioned its own viability. However, as the current report will demonstrate, the past four years have been filled with significant accomplishments that underscore the vitality of the CAC and point the way toward the increasingly robust role the board expects to play in the growth and development of Oakland, under our new Mayor.

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During this reporting period there has been significant transition on the CAC board; only two members serving in October 2002 (Stephen Goldstine and Leslie Ann Jones) remain on the Commission and one of those (Jones) is in holdover status pending a replacement appointment. There are currently four vacancies on the Commission.

Highlights of the CAC's challenges and accomplishments in this period include:

- As part of the FY 03-05 adopted policy budget, the remaining core arts programs – Cultural Funding, Public Art and Oakland Artisan Marketplace – were consolidated under the Oakland Museum of California led by director Dennis Power. With Dr. Power's departure from the Museum, in July 2005 these programs were incorporated as part of the newly formed Cultural Arts & Marketing Division in the City Administrator's Office, under manager Samee Roberts. The collaboration with Marketing has proven beneficial in creating synergy in promoting Oakland as a city of arts and exploring ways to strengthen the arts as an economic resource. It has also brought much-needed publicity, special event planning and both web and graphic design support to Cultural Arts.
- In 2004 the CAC established a relationship with the Port of Oakland Public Art Committee through a liaison who serves on both boards.
- In early 2004, the Oakland Art Gallery reorganized, adopted a new management model and remained open with reduced hours. The Gallery is now a separate nonprofit organization partially funded by the City, with its own board of directors.
- In 2005 the CAC supported the development and launch of "Bayennale," a new biannual international visual arts festival centered in Oakland and sponsored by the Port of Oakland.
- In 2005-06 the CAC actively advocated on behalf of the Oakland Ballet Association, known as "one of the most accomplished and admired ballet companies in the West." Despite the heroic efforts of staff and board, Oakland Ballet was ultimately dissolved after 40 years of outstanding service to the community – a tremendous loss to the City of Oakland.
- In October 2005 the CAC adopted the first Artwork Gift Review Policy for use in evaluating gifts of art offered to the City of Oakland.
- In February 2005, the CAC initiated "Creative Prologue," a series of artistic performances and presentations that precede the regular business at the CAC's televised monthly meetings. Creative Prologue is a stimulating and meaningful way to share Oakland's wealth of artistic talent and build relationships between the CAC and its constituents.
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- In August 2006, on the recommendation of the Public Art Advisory Committee, the CAC endorsed "Remember Them," the private gift to the City of a major humanitarian monument planned for Fox Plaza Park in the Uptown development area. This was the first gift of public art reviewed through the new Artwork Gift Review Policy. All parties involved, including artist/donor Mario Chiodo, agreed that the City's comprehensive, diligent gifts policy and review process resulted in a better final proposal for this project.

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The CAC is a catalyst for positive change in Oakland's cultural scene. As a noteworthy example, following a lively public forum at a CAC meeting in fall of 2004, a group called the Coalition to Preserve Oakland's Cultural Venues (CPOCV) came together in response to a common need and began an initiative to provide resources and advocacy for the many emerging 'underground' galleries and art spaces that have contributed greatly to Oakland's vitality and garnered national media attention. CPOCV's original goal was to create a comprehensive guidebook that would help operators of potential arts venues to navigate the complex process of regulations and zoning to make their spaces fully legal. The CAC encouraged the project and provided seed money with which CPOCV was able to leverage additional funding from the San Francisco Foundation. After meeting with many City staffers, CPOCV members realized that the project could have wider repercussions than the guidebook alone and could potentially become a replicable model that other municipalities could adopt. The project has a projected completion date of August 2007.

Core Programs

The core arts programs in the Cultural Arts & Marketing Division remain fundamentally strong, though the Cultural Funding Program in particular struggles to meet the ever-increasing funding demands of Oakland artists and arts organizations. The Public Art Program has undertaken an ambitious slate of projects (largely funded through Measure DD bonds) with Council approval and is more active than ever. The key change since June 2003 is that the few remaining staff members must limit their focus to the administration of core programs and no longer have the time to develop and to provide a wide range of informational, technical and program resources – often requiring little expense other than staff hours. .

In this period, the Cultural Arts & Marketing Division has successfully developed, administered and implemented the following programs and services:

Cultural Funding Program

The Cultural Funding Program began Fiscal Year 2002-2003 with seven funding categories. In mid-fiscal year (January 2003), the budget was reduced, eliminating two non-core programs (New Works/Creative Partnerships and the Young Artist Program). In response to the City's 2003 budget deficit, the Cultural Funding Program's FY 2003-2005 budget cycle allocations were further reduced to support only four core funding programs.

Since the 2003/04 funding cycle, the Cultural Funding Program has:

- Awarded 312 grants totaling close to \$5 million to support the local arts community: 88 Individual Artist Project Support, 74 Organization Project Support, 51 Art in the Schools, and 99 Organizational Assistance program grants. (Note that the 51 Art in the Schools program grants supported a total of 231 arts residency programs in 181 Oakland Public Schools.)
- Emphasized outreach to new applicants. On average, approximately 50% of all program applicants fall under the definition of a "new applicant" to the Cultural Funding Program.

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Additional Cultural Funding Program accomplishments since 2003/04 include:

- Direct service improvements:
 - A website that serves applicants; applications, guidelines and contracting forms are downloadable.
 - Email communication with grantees and the program mailing list keeps constituents apprised of program opportunities and developments.
 - Cultural Funding Program Guidelines and Applications are distributed to Oakland Public Libraries and other key public places that serve the Oakland community.
 - Increased number of applicant workshops and attendance.
- Arts Loan Fund: Partnership with Northern California Grantmakers (NCG) enables Cultural Funding grantees to receive quick turnaround, short-term no-interest loans to help bridge the gap in funding. In 2005 and 2006, NCG's Arts Loan Fund Committee received nine loan requests from Oakland artists and arts organizations, and approved them all; four of the nine loans requested were collateralized with the applicant's Oakland Cultural Funding Program grant.
- Equal Access Translation Assistance Hotline: A dedicated phone line was created to reach limited-English-speaking program applicants.
- A post-panel questionnaire for both panelists and applicants was created as a tool to gather feedback to inform the funding process and make recommendations to the Funding Advisory Committee annually.
- Institution of funding caps in the Art in the Schools and Organization Project Support categories now assures a minimum number of grantees in each category and has contributed to the increase in the ratio of funded applicants to eligible applicants, an increase from 54% to 63% in one year since the caps were instituted.

The CAC suggests that increased funding to the Cultural Funding Program grant budget be a primary consideration as part of the City's FY 07-09 budget and beyond. The justifications for additional funding are as follows:

- Since FY 2002-2003 the Cultural Funding Program budget has suffered significant reductions to its annual grant budget, which has been reduced approximately 19% over this period, from \$1,445,717 to \$1,180,263.
- Over the past four grant cycles, a total of \$9,138,476 in funding requests have been received, but only \$4,966,026 could be awarded (just 54% of total funds requested).
- Since FY 2003-2004, an average of 94% of eligible applications reviewed have received panel scores high enough to be considerable "fundable". Due to budget constraints, Cultural Funding has only been able to fund slightly over 63% of these "fundable" applications.
- It should be noted that grantees in all funding categories except Individual Artist Project Support (and requests under \$5K) receive reductions to their requests in the award recommendation process. On average, awardees have received a 28% reduction to their request amount reflected in the award amount received.

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Public Art Program

Since October 2002, the Public Art Program has completed the following 14 projects with a total budget of approximately \$1,095,000 in public art funds through the City of Oakland Public Art Ordinance and the Oakland Redevelopment Agency Public Art Resolution:

- 12th Street/City Center BART entrances project – “Coming and Going from Sun Up to Sun Down,” murals and sculpture by Diana Pumpelly Bates (*downtown*)
- African American Museum & Library project – “A Journey of Promise,” mural by Daniel Galvez and Patricia A. Montgomery (*downtown*)
- Fire Station 8 history walk project by Jeff Norman (*North Oakland*)
- Oakland Coliseum Intercity Rail Platform project – “Bottom of the Ninth” sculptural installation by Horace Washington (*East Oakland*)
- I-880/Broadway Underpass sculpture and lighting project by “The Team of Five,” lead artist Nick Gomez (*downtown*)
- Valley Children’s Zoo project – “Tall Grass Habitat” sculptural environment by Robin Murez (*Oakland Hills*)
- Bella Vista Park project – Sculptural gate by Eric Powell (*East Oakland*)
- Five of seven Open Proposals 2004-05 projects: Murals and gates by Lauren Elder at Peralta Elementary School (*North Oakland*), *Cartoneria* sculpture by Ruben Guzman for Fruitvale Branch Library (*East Oakland*), temporary installation “The Unknown Island” by Sonja Meller in Lake Merritt, “Riveropolis” temporary fountain environment by Gregory Gavin and youth at Museum of Children’s Art (*downtown*), and sculptural arbors and gates by Gina Telcocci at the 55th Street Community Garden (*North Oakland*)
- Measure DD Union Point Park project – “Wave Oculus,” environmental art installation by Ned Kahn (*East Oakland*)
- Measure DD Waterfront Trail Marker design project – Prototype design by Mildred Howard working with Walter Hood, currently sited near the Jack London Aquatic Center at Estuary Park

Additionally, Public Art staff administered several projects at the Fruitvale Pedestrian Plaza with non-public art, Public Works Agency funding. The artists were Vicki Jo Sowell, Daniel Camacho and Gonzalo Hidalgo. Public Art staff also consulted on concept development and artist selection for the Loma Prieta Memorial Park project (West Oakland); the artists were Steve Gillman and Katherine Keefer.

In 2005, the Public Art Advisory Committee and the CAC approved the Measure DD Public Art Plan. The plan:

- Identifies key sites for maximization of public art dollars relative to Measure DD capital improvements, and
- Emphasizes the professional development of the program to move from proposal-based (RFP) selections, which limit artists’ engagement with the design team, to interview-based (RFQ) processes, which allow the artists to engage earlier in design development, in keeping with national standards and practices in the field.

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These points reflect a change in the character of all projects managed by the Public Art Program and overseen by the Public Art Advisory Committee and the CAC: to emphasize more integrated works and to consider individual projects in context of a Citywide vision for the public art collection.

Currently, Public Art staff is managing 10 public art projects on which artist selection has taken place and work is in various stages of development. As a model example, the Rockridge-Temescal Greenbelt Project is a collaboration of City and community; Measure DD and ADA funding will supplement available public art funds to develop an interpretive project designed by an artist for a community maintained park with ADA programming for children with disabilities.

Public Art Program staff is also:

- Developing a 'dual-platform' (book and website) Public Art Guide that will promote all publicly accessible art within Oakland, in the context of neighborhoods;
- Developing, with other leading Bay Area public art programs, professional development workshops for local artists interested in transitioning to public art; and
- Continuing a series of artists' meetings to develop a community-based plan for the Uptown public art program.

Critical needs relative to the Public Art Program that have come to the attention of the CAC and should be addressed as priorities in the future include:

- Maintenance funds for Measure DD projects.
- Additional staff and/or funding for temporary contract services to provide administrative assistance; management and monitoring of collection maintenance and conservation; and administration and/or curatorial oversight of the Uptown public art program.
- Additional funding for ongoing programming in conjunction with Uptown projects (if the programs prove popular).
- An Arts Marketing Specialist to market the Cultural Arts programs, help promote Oakland as a city of arts and provide marketing technical assistance to City-funded artists and arts organizations.

Oakland Artisan Marketplace

The Oakland Artisan Marketplace (OAM) is a completely self-sustaining program of the City of Oakland Cultural Arts & Marketing Division. Budget revenue comes solely from fees paid by artisans to participate in the program (\$220 annually, or \$110 for six months, per individual). An account has been established in the division to collect and disburse funds for the program. No other funds other than salary for one part-time staffer are used for this program.

Those most financially impacted by the marketplace are the artists and craftspersons themselves. One of the objectives of the program is to help artists and craftspersons develop the business of selling their work by providing inexpensive arts-selling space and marketing support. For many artisans this is their "job" and only source of income; with the help of the OAM it has become a viable career choice.

Accomplishments & future goals of the program include:

- Developed new versions of the Oakland Artisan Application and Handbook to further clarify (1) criteria for the selling of handcrafted items in the marketplace, (2) the advance lottery system for artisan market days, (3) regulations and guidelines for selling and setting up booths, (4) appropriate conduct at the Marketplace, and (5) management of the Marketplace.
- Continuing marketplace outreach efforts, the Application and Handbook were translated into Spanish and Chinese.
- Incoming artisans continue to be screened under the new criteria for acceptable items to be sold as outlined in the new Handbook.
- Postcards and posters are reprinted for on-going publicity and distribution.
- New sandwich boards and back-lit posters for the parking lot elevators at the Jack London Square marketplace location are being installed.
- Staff maintains the number of active artisan participants (100 maximum).
- Staff maintains a waitlist of new artisans wanting to participate in the program.
- Staff/contractors maintain and improve the Oakland Artisan Marketplace website to display arts and crafts available at the marketplace and increase exposure of the program.
- Application forms can now be downloaded from two Websites: oaklandculturalarts.org and oaklandartisanmarketplace.org.
- Staff conducts an annual free workshop for artisans to help them better their businesses.
- Staff convenes an annual forum, a casual meeting of artisans for group discussions.
- Staff works with other community groups and organizations to increase exposure of the Oakland Artisan Marketplace.

Other Programs

Craft & Cultural Arts Gallery

The Craft & Cultural Arts Gallery is located in the main floor lobby/atrium of the Elihu M. Harris State of California Office Building at 1515 Clay Street. The gallery opened in January 2001 and has continued to host rotating exhibitions of artwork in various media. On average, six exhibitions a year are featured, plus special exhibits, demonstrations, workshops, spoken word events and performances. Regular hours are Monday through Friday, 10 a.m. to 5 p.m., though the gallery also participates in "Third Thursdays-Oakland Art Night". All exhibitions and events are free and open to the public. The gallery is BART, AC Transit and wheelchair accessible.

The CAC notes that:

- From January 2001-June 2003 the gallery was funded by the City of Oakland Craft & Cultural Arts Department and the Elihu M. Harris State Office Building.
- Since July 2003 the gallery has been kept open by volunteers, artists and the support of the Elihu M. Harris State Office Building, with minimal financial support from the City of Oakland.
- The gallery is one of few in the downtown area able to exhibit large scale works. The gallery space is approximately 29' x 51' x 15' with high walls, enabling several internationally

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recognized local artists to exhibit large-scale works, while exposing the public to high-caliber fine art and sculpture in a public setting.

- Exhibitions are currently funded by donations; artists and art organizations share in costs of exhibits and profits from the sale of artwork.
- Keeping the gallery open has been difficult and a labor of love for the staff and selection committee, but even with limited resources, they have not lowered their standards; the gallery has continued to host high-quality and stimulating exhibits.
- With increased resources, staff can continue to maintain the quality of this very visible exhibition space. The community, artists and cultural/arts organizations would be better served if the City of Oakland were to fund and support the gallery, relieving the financial burden on individual artists and cultural/art organizations and allowing artists and organizations with more limited financial resources to participate in exhibits and events.
- Immediate needs of the gallery include: Funds for installation materials and supplies; a professional installer; paid staff; funds to pay performing artists; funds for refreshments at receptions and events; printing of promotional materials; and marketing support.

Third Thursdays – Oakland Art Night

On the Third Thursday of the month, year-round, arts patrons can spend the evening enjoying the diversity and quality of art available in Oakland galleries. The public can view exhibitions, attend artists' lectures and demonstrations, enjoy live performances of music, spoken word and dance, participate in receptions and experience other special cultural events. Additionally, one can listen to live music and dine at restaurants in walking distance of the galleries.

This coordinated promotion of events at Oakland's art galleries began in September 2001, with 19 galleries participating; by June 2003, roughly 30 galleries were involved. A Cultural Arts department staffer organized galleries from downtown to Jack London Square to stay open until 8:00 p.m. on the Third Thursday of every month to encourage cultural access and commerce in Oakland's downtown.

Since the 2003 staff cuts, the Third Thursdays program has operated at a severely reduced level, on a volunteer basis. Cultural Arts staff frequently receives requests from the public to reprint a brochure with map to all the downtown galleries, with updates, but there is no budget for the publication. When they were available, the brochures were located in galleries, hotels, restaurants and other public venues; the Oakland Marriott kept a stock of the brochure as an indispensable resource for guests. Though an internet version of the brochure is available (at www.oaklandartalliance.org), demand for the printed brochure remains high. There continue to be requests from new galleries and organizations to be added to the participating locations (most recently, the American Institute of Architects East Bay at 1405 Clay Street), and with reprinting of the brochure, the level of activity and interest in Third Thursdays-Oakland Art Night would further increase.

ArtPlaces Program (Ended 2003)

A partnership with ArtHouse (a program of California Lawyers for the Arts) that began in July 2001, ArtPlaces was a mechanism to address and find solutions to space issues for artists and arts organizations. The program provided a database of arts spaces and live/work units, provided direct technical assistance to arts organizations and artists seeking space for live/work, programming space, performance and multi-use, and created a monthly workshop series for artists/arts organizations. The City's participation in the program ended with the termination of the staff position attached to it in June 2003.

ACTION REQUESTED OF THE CITY COUNCIL

This report is for informational purposes only, and no action is requested of the City Council at this time.

Respectfully submitted,


ELIZABETH HARDY, Chair
Cultural Affairs Commission

Prepared by:
Steven Huss, Acting Cultural Arts Programs Coordinator

Attachment:
Cultural Affairs Commission Roster Feb. 2007

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CULTURAL AFFAIRS COMMISSION
Cultural Arts & Marketing Division

CULTURAL AFFAIRS COMMISSION ROSTER

Colleen Flaherty

Visual Artist

Term: 3/19/05 – 3/18/08

Elizabeth Hardy *Chair*

Arts Consultant

Term: 5/7/04 – 5/7/07

Uday Joshi

Program Director, Oakland School for the Arts

Term: 5/7/06 – 5/7/09

Lolita Ratchford

Performing Artist

Term: 5/8/04 – 5/7/07

Devin Satterfield

Gallery Operator

Term: 5/8/06 - 5/7/09

Velfrances Young-Dillard

Media Arts Consultant

Term: 5/7/06 - 5/7/09

Stephen Goldstine

Arts Educator

Term: 5/8/05 – 5/7/08

Leslie Ann Jones

Music Engineer

Term: 5/8/03 – 5/7/06 (in holdover status)

Nicole Neditch

Owner, Mama Bugg Café

Term: 5/8/05 – 5/7/08

Esteban Sabar

Owner, Esteban Sabar Gallery

Term: 5/8/06 - 5/7/09

Hershell West

Visual Artist

Term: 3/19/05 - 3/18/08

Lori Zook

Arts Funding Consultant

Term: 5/8/05 - 5/7/08

Date current: February 8, 2007



Cultural Affairs Commission

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LIFE ENRICHMENT COMMITTEE
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The CAC is a catalyst for positive change in Oakland's cultural scene. As a noteworthy example, following a lively public forum at a CAC meeting in fall of 2004, a group called the Coalition to Preserve Oakland's Cultural Venues (CPOCV) came together in response to a common need and began an initiative to provide resources and advocacy for the many emerging 'underground' galleries and art spaces that have contributed greatly to Oakland's vitality and garnered national media attention. CPOCV's original goal was to create a comprehensive guidebook that would help operators of potential arts venues to navigate the complex process of regulations and zoning to make their spaces fully legal. The CAC encouraged the project and provided seed money with which CPOCV was able to leverage additional funding from the San Francisco Foundation. After meeting with many City staffers, CPOCV members realized that the project could have wider repercussions than the guidebook alone and could potentially become a replicable model that other municipalities could adopt. The project has a projected completion date of August 2007.

Core Programs

The core arts programs in the Cultural Arts & Marketing Division remain fundamentally strong, though the Cultural Funding Program in particular struggles to meet the ever-increasing funding demands of Oakland artists and arts organizations. The Public Art Program has undertaken an ambitious slate of projects (largely funded through Measure DD bonds) with Council approval and is more active than ever. The key change since June 2003 is that the few remaining staff members must limit their focus to the administration of core programs and no longer have the time to develop and to provide a wide range of informational, technical and program resources – often requiring little expense other than staff hours. .

In this period, the Cultural Arts & Marketing Division has successfully developed, administered and implemented the following programs and services:

Cultural Funding Program

The Cultural Funding Program began Fiscal Year 2002-2003 with seven funding categories. In mid-fiscal year (January 2003), the budget was reduced, eliminating two non-core programs (New Works/Creative Partnerships and the Young Artist Program). In response to the City's 2003 budget deficit, the Cultural Funding Program's FY 2003-2005 budget cycle allocations were further reduced to support only four core funding programs.

Since the 2003/04 funding cycle, the Cultural Funding Program has:

- Awarded 312 grants totaling close to \$5 million to support the local arts community: 88 Individual Artist Project Support, 74 Organization Project Support, 51 Art in the Schools, and 99 Organizational Assistance program grants. (Note that the 51 Art in the Schools program grants supported a total of 231 arts residency programs in 181 Oakland Public Schools.)
- Emphasized outreach to new applicants. On average, approximately 50% of all program applicants fall under the definition of a "new applicant" to the Cultural Funding Program.

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Additional Cultural Funding Program accomplishments since 2003/04 include:

- Direct service improvements:
 - A website that serves applicants; applications, guidelines and contracting forms are downloadable.
 - Email communication with grantees and the program mailing list keeps constituents apprised of program opportunities and developments.
 - Cultural Funding Program Guidelines and Applications are distributed to Oakland Public Libraries and other key public places that serve the Oakland community.
 - Increased number of applicant workshops and attendance.
- Arts Loan Fund: Partnership with Northern California Grantmakers (NCG) enables Cultural Funding grantees to receive quick turnaround, short-term no-interest loans to help bridge the gap in funding. In 2005 and 2006, NCG's Arts Loan Fund Committee received nine loan requests from Oakland artists and arts organizations, and approved them all; four of the nine loans requested were collateralized with the applicant's Oakland Cultural Funding Program grant.
- Equal Access Translation Assistance Hotline: A dedicated phone line was created to reach limited-English-speaking program applicants.
- A post-panel questionnaire for both panelists and applicants was created as a tool to gather feedback to inform the funding process and make recommendations to the Funding Advisory Committee annually.
- Institution of funding caps in the Art in the Schools and Organization Project Support categories now assures a minimum number of grantees in each category and has contributed to the increase in the ratio of funded applicants to eligible applicants, an increase from 54% to 63% in one year since the caps were instituted.

The CAC suggests that increased funding to the Cultural Funding Program grant budget be a primary consideration as part of the City's FY 07-09 budget and beyond. The justifications for additional funding are as follows:

- Since FY 2002-2003 the Cultural Funding Program budget has suffered significant reductions to its annual grant budget, which has been reduced approximately 19% over this period, from \$1,445,717 to \$1,180,263.
- Over the past four grant cycles, a total of \$9,138,476 in funding requests have been received, but only \$4,966,026 could be awarded (just 54% of total funds requested).
- Since FY 2003-2004, an average of 94% of eligible applications reviewed have received panel scores high enough to be considerable "fundable". Due to budget constraints, Cultural Funding has only been able to fund slightly over 63% of these "fundable" applications.
- It should be noted that grantees in all funding categories except Individual Artist Project Support (and requests under \$5K) receive reductions to their requests in the award recommendation process. On average, awardees have received a 28% reduction to their request amount reflected in the award amount received.

Public Art Program

Since October 2002, the Public Art Program has completed the following 14 projects with a total budget of approximately \$1,095,000 in public art funds through the City of Oakland Public Art Ordinance and the Oakland Redevelopment Agency Public Art Resolution:

- 12th Street/City Center BART entrances project – “Coming and Going from Sun Up to Sun Down,” murals and sculpture by Diana Pumpelly Bates (*downtown*)
- African American Museum & Library project – “A Journey of Promise,” mural by Daniel Galvez and Patricia A. Montgomery (*downtown*)
- Fire Station 8 history walk project by Jeff Norman (*North Oakland*)
- Oakland Coliseum Intercity Rail Platform project – “Bottom of the Ninth” sculptural installation by Horace Washington (*East Oakland*)
- I-880/Broadway Underpass sculpture and lighting project by “The Team of Five,” lead artist Nick Gomez (*downtown*)
- Valley Children’s Zoo project – “Tall Grass Habitat” sculptural environment by Robin Murez (*Oakland Hills*)
- Bella Vista Park project – Sculptural gate by Eric Powell (*East Oakland*)
- Five of seven Open Proposals 2004-05 projects: Murals and gates by Lauren Elder at Peralta Elementary School (*North Oakland*), *Cartoneria* sculpture by Ruben Guzman for Fruitvale Branch Library (*East Oakland*), temporary installation “The Unknown Island” by Sonja Meller in Lake Merritt, “Riveropolis” temporary fountain environment by Gregory Gavin and youth at Museum of Children’s Art (*downtown*), and sculptural arbors and gates by Gina Telcocci at the 55th Street Community Garden (*North Oakland*)
- Measure DD Union Point Park project – “Wave Oculus,” environmental art installation by Ned Kahn (*East Oakland*)
- Measure DD Waterfront Trail Marker design project – Prototype design by Mildred Howard working with Walter Hood, currently sited near the Jack London Aquatic Center at Estuary Park

Additionally, Public Art staff administered several projects at the Fruitvale Pedestrian Plaza with non-public art, Public Works Agency funding. The artists were Vicki Jo Sowell, Daniel Camacho and Gonzalo Hidalgo. Public Art staff also consulted on concept development and artist selection for the Loma Prieta Memorial Park project (West Oakland); the artists were Steve Gillman and Katherine Keefer.

In 2005, the Public Art Advisory Committee and the CAC approved the Measure DD Public Art Plan. The plan:

- Identifies key sites for maximization of public art dollars relative to Measure DD capital improvements, and
- Emphasizes the professional development of the program to move from proposal-based (RFP) selections, which limit artists’ engagement with the design team, to interview-based (RFQ) processes, which allow the artists to engage earlier in design development, in keeping with national standards and practices in the field.

These points reflect a change in the character of all projects managed by the Public Art Program and overseen by the Public Art Advisory Committee and the CAC: to emphasize more integrated works and to consider individual projects in context of a Citywide vision for the public art collection.

Currently, Public Art staff is managing 10 public art projects on which artist selection has taken place and work is in various stages of development. As a model example, the Rockridge-Temescal Greenbelt Project is a collaboration of City and community; Measure DD and ADA funding will supplement available public art funds to develop an interpretive project designed by an artist for a community maintained park with ADA programming for children with disabilities.

Public Art Program staff is also:

- Developing a 'dual-platform' (book and website) Public Art Guide that will promote all publicly accessible art within Oakland, in the context of neighborhoods;
- Developing, with other leading Bay Area public art programs, professional development workshops for local artists interested in transitioning to public art; and
- Continuing a series of artists' meetings to develop a community-based plan for the Uptown public art program.

Critical needs relative to the Public Art Program that have come to the attention of the CAC and should be addressed as priorities in the future include:

- Maintenance funds for Measure DD projects.
- Additional staff and/or funding for temporary contract services to provide administrative assistance; management and monitoring of collection maintenance and conservation; and administration and/or curatorial oversight of the Uptown public art program.
- Additional funding for ongoing programming in conjunction with Uptown projects (if the programs prove popular).
- An Arts Marketing Specialist to market the Cultural Arts programs, help promote Oakland as a city of arts and provide marketing technical assistance to City-funded artists and arts organizations.

Oakland Artisan Marketplace

The Oakland Artisan Marketplace (OAM) is a completely self-sustaining program of the City of Oakland Cultural Arts & Marketing Division. Budget revenue comes solely from fees paid by artisans to participate in the program (\$220 annually, or \$110 for six months, per individual). An account has been established in the division to collect and disburse funds for the program. No other funds other than salary for one part-time staffer are used for this program.

Those most financially impacted by the marketplace are the artists and craftspersons themselves. One of the objectives of the program is to help artists and craftspersons develop the business of selling their work by providing inexpensive arts-selling space and marketing support. For many artisans this is their "job" and only source of income; with the help of the OAM it has become a viable career choice.

Accomplishments & future goals of the program include:

- Developed new versions of the Oakland Artisan Application and Handbook to further clarify (1) criteria for the selling of handcrafted items in the marketplace, (2) the advance lottery system for artisan market days, (3) regulations and guidelines for selling and setting up booths, (4) appropriate conduct at the Marketplace, and (5) management of the Marketplace.
- Continuing marketplace outreach efforts, the Application and Handbook were translated into Spanish and Chinese.
- Incoming artisans continue to be screened under the new criteria for acceptable items to be sold as outlined in the new Handbook.
- Postcards and posters are reprinted for on-going publicity and distribution.
- New sandwich boards and back-lit posters for the parking lot elevators at the Jack London Square marketplace location are being installed.
- Staff maintains the number of active artisan participants (100 maximum).
- Staff maintains a waitlist of new artisans wanting to participate in the program.
- Staff/contractors maintain and improve the Oakland Artisan Marketplace website to display arts and crafts available at the marketplace and increase exposure of the program.
- Application forms can now be downloaded from two Websites: oaklandculturalarts.org and oaklandartisanmarketplace.org.
- Staff conducts an annual free workshop for artisans to help them better their businesses.
- Staff convenes an annual forum, a casual meeting of artisans for group discussions.
- Staff works with other community groups and organizations to increase exposure of the Oakland Artisan Marketplace.

Other Programs

Craft & Cultural Arts Gallery

The Craft & Cultural Arts Gallery is located in the main floor lobby/atrium of the Elihu M. Harris State of California Office Building at 1515 Clay Street. The gallery opened in January 2001 and has continued to host rotating exhibitions of artwork in various media. On average, six exhibitions a year are featured, plus special exhibits, demonstrations, workshops, spoken word events and performances. Regular hours are Monday through Friday, 10 a.m. to 5 p.m., though the gallery also participates in "Third Thursdays-Oakland Art Night". All exhibitions and events are free and open to the public. The gallery is BART, AC Transit and wheelchair accessible.

The CAC notes that:

- From January 2001-June 2003 the gallery was funded by the City of Oakland Craft & Cultural Arts Department and the Elihu M. Harris State Office Building.
- Since July 2003 the gallery has been kept open by volunteers, artists and the support of the Elihu M. Harris State Office Building, with minimal financial support from the City of Oakland.
- The gallery is one of few in the downtown area able to exhibit large scale works. The gallery space is approximately 29'x 51' x 15' with high walls, enabling several internationally

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recognized local artists to exhibit large-scale works, while exposing the public to high-caliber fine art and sculpture in a public setting.

- Exhibitions are currently funded by donations; artists and art organizations share in costs of exhibits and profits from the sale of artwork.
- Keeping the gallery open has been difficult and a labor of love for the staff and selection committee, but even with limited resources, they have not lowered their standards; the gallery has continued to host high-quality and stimulating exhibits.
- With increased resources, staff can continue to maintain the quality of this very visible exhibition space. The community, artists and cultural/arts organizations would be better served if the City of Oakland were to fund and support the gallery, relieving the financial burden on individual artists and cultural/art organizations and allowing artists and organizations with more limited financial resources to participate in exhibits and events.
- Immediate needs of the gallery include: Funds for installation materials and supplies; a professional installer; paid staff; funds to pay performing artists; funds for refreshments at receptions and events; printing of promotional materials; and marketing support.

Third Thursdays – Oakland Art Night

On the Third Thursday of the month, year-round, arts patrons can spend the evening enjoying the diversity and quality of art available in Oakland galleries. The public can view exhibitions, attend artists' lectures and demonstrations, enjoy live performances of music, spoken word and dance, participate in receptions and experience other special cultural events. Additionally, one can listen to live music and dine at restaurants in walking distance of the galleries.

This coordinated promotion of events at Oakland's art galleries began in September 2001, with 19 galleries participating; by June 2003, roughly 30 galleries were involved. A Cultural Arts department staffer organized galleries from downtown to Jack London Square to stay open until 8:00 p.m. on the Third Thursday of every month to encourage cultural access and commerce in Oakland's downtown.

Since the 2003 staff cuts, the Third Thursdays program has operated at a severely reduced level, on a volunteer basis. Cultural Arts staff frequently receives requests from the public to reprint a brochure with map to all the downtown galleries, with updates, but there is no budget for the publication. When they were available, the brochures were located in galleries, hotels, restaurants and other public venues; the Oakland Marriott kept a stock of the brochure as an indispensable resource for guests. Though an internet version of the brochure is available (at www.oaklandartalliance.org), demand for the printed brochure remains high. There continue to be requests from new galleries and organizations to be added to the participating locations (most recently, the American Institute of Architects East Bay at 1405 Clay Street), and with reprinting of the brochure, the level of activity and interest in Third Thursdays-Oakland Art Night would further increase.

ArtPlaces Program (Ended 2003)

A partnership with ArtHouse (a program of California Lawyers for the Arts) that began in July 2001, ArtPlaces was a mechanism to address and find solutions to space issues for artists and arts organizations. The program provided a database of arts spaces and live/work units, provided direct technical assistance to arts organizations and artists seeking space for live/work, programming space, performance and multi-use, and created a monthly workshop series for artists/arts organizations. The City's participation in the program ended with the termination of the staff position attached to it in June 2003.

ACTION REQUESTED OF THE CITY COUNCIL

This report is for informational purposes only, and no action is requested of the City Council at this time.

Respectfully submitted,


ELIZABETH HARDY, Chair
Cultural Affairs Commission

Prepared by:
Steven Huss, Acting Cultural Arts Programs Coordinator

Attachment:
Cultural Affairs Commission Roster Feb. 2007

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CULTURAL AFFAIRS COMMISSION

Cultural Arts & Marketing Division

CULTURAL AFFAIRS COMMISSION ROSTER

Colleen Flaherty

Visual Artist

Term: 3/19/05 – 3/18/08

Elizabeth Hardy *Chair*

Arts Consultant

Term: 5/7/04 – 5/7/07

Uday Joshi

Program Director, Oakland School for the Arts

Term: 5/7/06 – 5/7/09

Lolita Ratchford

Performing Artist

Term: 5/8/04 – 5/7/07

Devin Satterfield

Gallery Operator

Term: 5/8/06 - 5/7/09

Velfrances Young-Dillard

Media Arts Consultant

Term: 5/7/06 - 5/7/09

Stephen Goldstine

Arts Educator

Term: 5/8/05 – 5/7/08

Leslie Ann Jones

Music Engineer

Term: 5/8/03 – 5/7/06 (in holdover status)

Nicole Neditch

Owner, Mama Buzz Café

Term: 5/8/05 – 5/7/08

Esteban Sabar

Owner, Esteban Sabar Gallery

Term: 5/8/06 - 5/7/09

Hershell West

Visual Artist

Term: 3/19/05 - 3/18/08

Lori Zook

Arts Funding Consultant

Term: 5/8/05 - 5/7/08

Date current: February 8, 2007