



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Alexa Jeffress
Director, Economic and
Workforce Development
Department

SUBJECT: Fiscal Year 2021-22 Cultural Funding
Grants – Round Two

DATE: March 11, 2022

City Administrator Approval

Date:

Apr 7, 2022

RECOMMENDATION

Staff Recommends That The City Council Adopt A Resolution Awarding Grants To Nineteen (19) Oakland-based Nonprofit Organizations Providing Arts And Cultural Services In Oakland For Fiscal Year 2021-22 (Round Two), In A Total Amount Not To Exceed Three Hundred Sixteen Thousand Two Hundred Fifty (\$316,250).

EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the City Administrator to enter into nineteen (19) Cultural Services Grant Agreements with nineteen (19) Oakland-based nonprofit organizations who provide cultural services that reach all seven of the City of Oakland (City) Council Districts. These organizations support artistic excellence and cultural diversity through the provision of services and programming in community arts, while leveraging other government, corporate, and private spending on the arts in the City. The grant funds will support over 55 free festival events and activities this year and will expose over 240,020 participants (85 percent Oakland-based) to cultural arts services and programming. This attendance figure includes active participants, on-site audiences, virtual programming, and estimated internet site visitors.

The Funding Advisory Committee (FAC) of the City's Cultural Funding Program met on March 2, 2022 via Zoom conference to comment on staff's grant award recommendations.¹ The FAC unanimously supported the staff recommended funding allocations and the grantee pool for this category as Round Two of Fiscal Year (FY) 2021-22 Cultural Funding. The list of award recommendations and grant descriptions are included as **Attachment A**.

The proposed resolution would adopt the recommended FY 2021-22 allocation to award the proposed grants for FY 2021-22 Round Two Cultural Funding awards in the total amount of \$316,250 from the General Fund City Promotions Account.

¹ More information about the FAC is available on the City website:
<https://www.oaklandca.gov/topics/funding-advisory-committee>

BACKGROUND / LEGISLATIVE HISTORY

The Cultural Funding Program (CFP) was established by the City Council in 1985 as the City's mechanism to support Oakland-based nonprofit arts and cultural organizations through an annual competitive application process. These grants infuse Oakland's neighborhoods with arts and cultural activities that increase exposure to, understanding of, and respect for diverse cultural heritages, support arts activities that engage the community, and support hands-on arts instruction in Oakland's public schools. For FY 2021-22, CFP awards two rounds of funding, providing grants in four categories: Neighborhood Voices for Individual Artists, Neighborhood Voices for Organizations, Organizational Assistance, and Neighborhood Voices for Festivals (see below).

Round One- Approved at the November 16, 2021 City Council Meeting:

- Neighborhood Voices for Individual Artists
- Neighborhood Voices for Organizations
- Organizational Assistance

Round Two-To be considered at April 19, 2022 City Council Meeting:

- Neighborhood Voices for Festivals

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

The program is managed by the Cultural Affairs staff within the Economic & Workforce Development Department. To ensure transparency and public trust in the distribution of public funds for the arts in Oakland, the program has established policies, review procedures, and a panel system for evaluating applications.

The FAC is a volunteer body that provides input on matters relating to CFP policies and procedures. The FAC comments on staff allocation recommendations based on community peer reviewed panel ranking. The seven voting members of the FAC are recruited from the arts community and are elected by current FAC members. Oakland's CFP is one of the only local grant-making agencies in the State that allows applicants to address the community peer review panel during a three-minute discussion. The applicant's three-minute address is used to clarify any questions or misinterpretations that the applicant may have heard during the panel discussion.

On June 24, 2021 by Resolution No. 88717, the City Council approved an additional allocation of \$500,000 to the Cultural Funding Program for FY 2021-22. As part of this budget allocation, the Cultural Affairs Division was charged with supporting Oakland's flat land communities, as well as festival cultural in Oakland's neighborhoods. The \$500,000 budget allocation was in addition to the \$730,120 General Fund budget allocation for FY2021-22, which supports arts and cultural grants for the City of Oakland.

ANALYSIS AND POLICY ALTERNATIVES

Grant Review Panel Process

During the FY2021-22 Round Two application period, the CFP received a total of 28 applications from Oakland-based artists and nonprofit organizations for the Neighborhood Voices for Festivals category. Staff reviewed the applications and passed along those that closely met the guidelines to the grant review panelists. On February 23, 2022, CFP review panels evaluated eligible applications from 26 organizations. A total of 3 community/peer panelists, reviewed the eligible proposals. Staff reviewed scores and ranking of the applicants, creating a list of recommended grant awards based on applicant ranking by score and funds available, which were then forwarded to the FAC for their commentary. The FAC met on March 2, 2022, via Zoom conference to comment on staff’s recommendations and unanimously supported staff’s recommendation to fund 19 organization applicants.

Panelists thoroughly discussed, evaluated, and scored each proposal based on established criteria. In broad terms, the criteria for panel review are: (1) soundness of applicant’s plan for cultural services and quality of the program; (2) management ability of personnel and the fiscal soundness of the program or project; (3) the applicant’s ability to implement the proposed activities; identify and market services to potential audiences; and (4) how the applicant addresses cultural and racial equity. Upon completion of the review process and ranking of the applications, the staff was charged with determining a cut-off for grant awards and the allocation of funds. Applicants receiving an average score lower than 70 (from a possible 100 points) were automatically disqualified for funding. These funding allocations consider the applicants’ score and request amount.

Review Panel Recommendations and Statistics

Table 1 below shows the total number of applications received, reviewed, and recommended by the panel review panel for each category.

Table 1. Application Statistics

Round Two (FY2021-22) Grant Categories	No. of Applications Received	Total Awards	Award Rate	Amount Awarded
Neighborhood Voices for Festivals	28	19	68%	\$ 316,250
TOTALS	28	19	68%	\$ 316,250

The recommended grantees, provided in **Attachment A** are for festivals throughout the City in FY2021-22, and are estimated to serve the following demographics: 43% Black, 9.5% Latinx, 14.2% Asian American Pacific Islander, 4.8% Native American, 9.5% LGBTQ+, and 19% mixed race (general public).

An overview of the CFP Round Two grantmaking Application Statistics for FY2021-22 is included as **Attachment C**.

Distributing the Round Two Cultural Funding Program grants supports the Citywide goals of "Clean, Healthy, Sustainable Neighborhoods," and "Good Jobs, Vibrant Economy," as well as the Economic and Workforce Development Department goal of "Belonging and Social Cohesion."

FISCAL IMPACT

The cost to support these Cultural Funding Grants for Round Two is \$316,250 which is included in the FY 2021-22 budget and will be drawn from FY 2021-22 fund. This is budgeted as follows: \$316,250 from the General Purpose Fund (1010), Cultural Arts & Marketing Org (85511), Cultural Arts Grant Fund Project (1000166). See **Table 2** and **Table 3** below.

Table 2: Project Cost Summary

Cost Category	Description	Amount
Grant Disbursements	Grant disbursements to FY2021-22 Round Two, Festival grantees	\$316,250
Total Project:		\$316,250

Table 3: Project Funding Sources

Funding Source	Organization	Account	Project	Program	Amount
1010	85511	53311	1000166	SC02	\$316,250
Total Project:					\$316,250

PUBLIC OUTREACH / INTEREST

The availability and open application period for the FY 2021-22 Round Two grants was announced on November 18, 2021. Application guidelines and grant category descriptions were widely publicized for eight weeks until applications were due on January 13, 2022. Outreach included posting on the City website, social media sites and publications featuring cultural grant opportunities. Email notices were sent to interested groups including past grant applicants and all parties that contacted CFP staff for arts funding opportunities. CFP staff conducted public workshops and one-on-one technical assistance meetings for prospective applicants from December 2021 through the application deadline. A total of 37 people attended the public workshops via Zoom, and 20 prospective applicants received one-on-on technical assistance from CFP staff.

An Open Call invited community members to serve on peer review panels. Grant Review Panels convened to discuss and evaluate applications in open meetings, where applicants had the opportunity to attend and address the panel with a three-minute statement via Zoom. Grant Review Panels were open to the public and accessible through a public Zoom link.

COORDINATION

The Budget Bureau and City Attorney's Office has been consulted in the preparation of this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: Community-oriented arts activities bolster the cultural arts identity of Oakland, fortifying the City as a destination, bolstering the creative economy and creating positive publicity resulting in economic benefit. In two rounds of funding for FY 2021-22, CFP grantees will employ over 700 Oakland-based workers and support staff. Their activities generate local sales taxes and revenues for the City and local businesses. Many Oakland grantee organizations have received international notoriety and draw large crowds for their performances or artwork.

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

Race & Equity: The CFP offers an open, competitive process for applicants, resulting in awards to artists and arts organizations that represent all seven City Council Districts. American Sign Language (ASL) interpretation is available for deaf and hearing-impaired applicants, language translation services are provided through the City of Oakland's Equal Access Program, and staff performs outreach in communities with significant Asian, African-descent, Latinx, and immigrant populations. Social equity is achieved through outreach activities that include How-to-Apply Workshops, one-on-one technical assistance that targets under-represented communities, and the recruitment of grant review panelists that represent Oakland's diverse community. The Cultural Funding program provides support to artists and organizations that serve low-income, culturally-specific, Lesbian/Gay/Bisexual/Transgender/ Queer (LGBTQ), youth, disabled, and senior communities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt A Resolution Awarding Grants To Nineteen (19) Oakland-based Nonprofit Organizations Providing Arts And Cultural Services In Oakland For Fiscal Year 2021-22 (Round Two), In A Total Amount Not To Exceed Three Hundred Sixteen Thousand Two Hundred Fifty (\$316,250).

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

Respectfully submitted,



for

ALEXA JEFFRESS
Director, Economic & Workforce Development
Department

Reviewed by:
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Prepared by:
Raquel Iglesias, Program Analyst II
Cultural Funding Program

Attachments (3):

- A: FY 2021-22 Round Two-Grant Award Recommendations and Project Descriptions
- B: FY 2021-22 Description of Cultural Funding Program Grant Categories
- C: FY 2021-22 Round Two-Application Statistics