

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2009 SEP -3 PM 5:03

CITY OF OAKLAND

AGENDA REPORT

To: Office of the City Administrator
Attn: Dan Lindheim
From: Budget Office and Finance & Management Agency
Date: September 15, 2009

Subject: **Resolution Appropriating \$114,484 to the Cultural Arts and Marketing Division of the Community and Economic Development Agency and \$115,010 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) and A Status Report on the Implementation of Measure C To Provide Funding for Oakland Convention and Visitors Bureau, Oakland Zoo, Oakland Museum of California, Chabot Space and Science Center, and Cultural Arts Programs and Festivals**

SUMMARY

A resolution has been prepared to appropriate \$114,484 to the Cultural Arts and Marketing Division of the Community and Economic Development Agency (CEDA) and \$115,010 to Non-Departmental from Measure C proceeds for the purpose of granting such funds to cultural arts programs and festivals. Measure C is an initiative passed by the voters on July 21, 2009, to levy an additional three percent surcharge on the City's 11 percent Transient Occupancy Tax (Hotel Tax or TOT). Staff projects that this surcharge will generate \$1.84 million in FY 2009-10 (based on collections beginning November 1, 2009) and \$2.81 million in FY 2010-11. This voter-approved legislation allocates 50 percent of proceeds to the Oakland Convention and Visitors Bureau and 12.5 percent each to the Oakland Zoo; the Oakland Museum; the Chabot Space and Science Center; and cultural arts programs and festivals through the Cultural Arts and Marketing Division of CEDA and Non-Departmental, respectively. A separate report scheduled on the September 15, 2009 Life Enrichment Committee agenda proposes FY 2009-10 recipients of cultural arts programs and festivals and establishes a process by which such awards will be made in future years.

FISCAL IMPACT

The attached resolution will increase the FY 2009-10 appropriation for the Cultural Arts and Marketing Division of the Community and Economic Development Agency (CEDA) by \$229,494 for the purpose of granting these funds to cultural arts programs and festivals. Proceeds from the recently approved Measure C initiative are the source of this additional appropriation.

Resolution No. 81855 C.M.S. (*Attachment A*) approved by the City Council placed "Measure C" on the ballot for a Special Election. Voter approval authorized a three percent surcharge on rent charged by hotel/motel operators for the privilege of occupancy in any hotel in the City of

Item No. _____
Finance and Management Committee
September 15, 2009

Oakland. Based on projected total TOT revenues, staff estimates that the following surcharge revenues will be generated:

FY 2009-11 Estimated Hotel Tax Surcharge Revenue			
Fiscal Year	Estimated Hotel Tax Revenue	Proposed Surcharge (3%)	
	(11%)		
2009-10*	\$ 10,097,740	\$ 1,835,953	
2010-11	\$ 10,299,690	\$ 2,809,006	

**Based on collections beginning November 1, 2009 (eight months of collections).*

The resolution authorized the City Administrator to establish a separate, special fund to collect this revenue and distribute proceeds; staff will establish this fund in advance of collecting this revenue. The voters further approved allocation of proceeds as presented in the following table:

Allocation of Hotel Tax Surcharge Approved by Voters			
	Fiscal Year		
	2009-10*	2010-11	
Proposed Surcharge (3%)	\$ 1,835,953	\$ 2,809,006	
Oakland Convention and Visitor's Bureau	\$ 917,976	\$ 1,404,503	
Oakland Zoo	\$ 229,494	\$ 351,126	
Oakland Museum of California	\$ 229,494	\$ 351,126	
Chabot Space and Science Center	\$ 229,494	\$ 351,126	
Cultural arts programs and festivals	\$ 229,494	\$ 351,126	

**Based on collections beginning November 1, 2009 (eight months of collections).*

Proceeds intended for the OCVB, Oakland Zoo and Chabot Space and Science Center will be appropriated in the Non-Departmental organization. Proceeds earmarked for the Oakland Museum of California will be allocated to the Museum Department. Cultural arts programs and festival proceeds will be allocated to the Cultural Arts and Marketing Division of the Community and Economic Development Agency and Non-Departmental according to the attached resolution.

The enabling legislation requires that all monies be distributed on a monthly basis, following the month in which they are collected by the City. The surcharge goes into effect immediately after Council certifies the July 21, 2009 election results. (A separate staff report and resolution will be presented to the City Council at its September 22, 2009 meeting). The hotel/motel operators report their monthly TOT collections on or before the 10th day following the close of the month; therefore proceeds could be distributed to beneficiaries as soon as November 2009.

Staff proposes that an annual reconciliation of actual revenues and expenditures occur once the City's financial data is audited through the completion of the Comprehensive Annual Financial Report (CAFR). Such post-audit reconciliation will guarantee that the TOT Surcharge Fund does not under- or over-collect funds it is due based on objectively reviewed financial data.

BACKGROUND

On July 21, 2009, 76.6 percent of voters in Oakland passed Measure C, the initiative to levy an additional three percent surcharge on rent charged by the operator of a hotel for the privilege of occupancy in any hotel in the City of Oakland. This surcharge is in addition to the existing 11 percent tax specified in Section 4.24.031 of the Oakland Municipal Code. The enabling legislation allocates 50 percent of proceeds to the Oakland Convention and Visitors Bureau and 12.5 percent each to the Oakland Zoo, the Oakland Museum, the Chabot Space and Science Center and cultural arts programs and festivals.

The Measure C legislation provided no specific criteria on how the 12.5 percent of total revenues would be allocated to cultural arts programs and festivals. Staff proposes that the existing process by Cultural Arts and Marketing Division's Cultural Funding Program be the mechanism to distribute such funds. This process is further discussed in a separate staff report scheduled for the September 15, 2009 Life Enrichment Committee agenda.

KEY ISSUES AND IMPACTS

Implementing Measure C

Pursuant to Measure C, the three percent (3%) surcharge of the rent charged by the operator of a hotel/motel will be collected by the Revenue Division of the Finance and Management Agency. Immediately after the City Council certifies the Measure C election results, the TOT surcharge will take effect.

The Revenue Division will be notifying all registered hotel/motel operators immediately after Council certifies the ballot measure to begin collecting the new tax amount of fourteen percent (14%). The hotel/motel operators will then collect and report their monthly TOT on or before the 10th day following the close of the month. TOT funds will be deposited through the City's Point of Sale (POS) cashing system when it is received, and recorded in the Accounting Division's general ledger system. The City's POS system allows for timely receipt and collection of funds, while providing a reconciliation process that is integrated into the City's accounting system.

Prior to the collection of the new surcharge, the Accounting Division will create a special revenue fund as stated in Resolution No. 81855 C.M.S. The new TOT funds will automatically be separated into the General Purpose Fund (1010) portion, which is 11 percent and the special revenue fund portion (fund to be established in the 2xxx series), which is three percent.

Each year after audited financial results are available (CAFR), staff will undertake a reconciliation of the Transient Occupancy Tax surcharge fund revenues and budgeted appropriations to ensure that the TOT Surcharge Fund does not under- or over-collect funds it is due based on objectively reviewed financial data.

Proposed Funding for Cultural Arts Programs and Festivals

The passage of Measure C calls for 12.5 percent (\$229,494 in FY 2009-10) to be allocated to Cultural Arts Programs and Festivals. Staff recommends that the funds be distributed through two well established City programs managed by the Cultural Arts and Marketing Division of the Community and Economic Development Agency (CEDA) as follows:

Cultural Funding Program: \$114,484

These funds would make whole the 77 grants awarded to 70 Oakland organizations through the FY 2009-10 competitive grant process administered through the City's Cultural Funding Program. The Cultural Funding Program follows a clear, uniform process when awarding the annual grants. Guidelines and applications are distributed citywide via email, online marketing and placement of announcements at public libraries and community centers. Ten workshops serving hundreds of grant seekers were held at City Hall and in each of the seven Council districts. Professional peer panels were used to review and recommend grantees in an open, competitive public process. From the pool of 137 eligible applications, the selection panels recommended awarding 77 grants for arts and cultural services to 70 Oakland organizations, schools and individual artists totaling \$1,089,839. Panel recommendations were approved by the Funding Advisory Committee and the Cultural Affairs Commission in public session before being forwarded to City Council. A staff recommendation and resolution requesting Council approval of the FY 2009-10 grant awards has been placed on the agenda for the September 15, 2009 meeting of the Life Enrichment Committee. The total amount requested was revised from \$1,089,839 to \$974,647 to reflect a 10% reduction instituted by Council as a budget balancing measure on July 28, 2009. The grant awards were reduced 10% across the board, with grantees slated to receive 90 percent of their awards in anticipation of the final 10% being allocated upon receipt of the increased TOT revenue sometime between January 2010 and June 30, 2010. A complete list of the FY 2009-10 grantees is found in ***Attachment B***.

Art & Soul Festival: \$115,010

These funds would enable the City to continue hosting its annual flagship Art & Soul festival which attracts tens of thousands to downtown for two full days of cultural enrichment; provides a premier venue for thousands of local artists; showcases Oakland to the broader Bay Area region; leverages \$473,000 in non-City funding from sponsorships, concessions, admissions and vendor fees; and generates \$250,000 in in-kind media support and \$700,000 in free positive publicity for Oakland. The festival brings much needed foot traffic into the downtown area on a typically quiet weekend, promotes downtown and all of Oakland as a destination for arts and entertainment, and is a major element of the City's economic development strategy. The \$115,010 will enable the festival to stay alive by restoring the City's \$99,000 annual subsidy and the partially compensating for the loss of \$100,000 in corporate sponsorships due to the ailing national economy. Moreover, the funds will enable staff to place deposits on artists' fees and rental equipment, which is critical to securing the best rates. In past years, funding has not been

available until August which has left staff scrambling to secure artists and equipment in just a few short weeks, which often leads to higher costs.

SUSTAINABLE OPPORTUNITIES

There are no direct sustainable opportunities associated with this report.

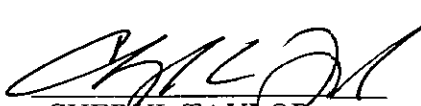
DISABILITY AND SENIOR ACCESS

There are no direct disability and senior access opportunities associated with this report.

RECOMMENDATION

Staff recommends that the City Council adopted the resolution and accept this report.

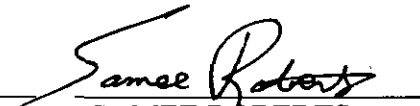
Respectfully submitted,



CHERYL TAYLOR
Budget Director



JOSEPH T. YEW JR.
Finance Director



SAMEE ROBERTS
Cultural Arts and
Marketing Manager

APPROVED FOR FORWARDING
TO THE FINANCE AND MANAGEMENT COMMITTEE:



Office of the City Administrator

Attachments

Attachment A: City Council Resolution No. 81855 C.M.S., March 17, 2009.


Attachment B: FY 2009-10 Cultural Arts Funding Program Grant Awardees

FILED
OFFICE OF THE CITY CLERK
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:

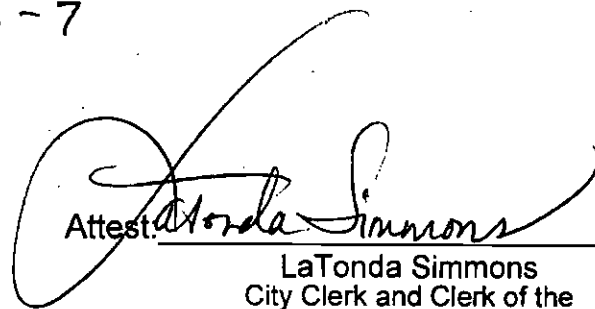
AYES- ~~Brooks~~, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND
PRESIDENT BRUNNER - 7

NOES- 0

ABSENT- 0

ABSTENTION- Brooks - 1

Attest:


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

FY09-10 INDIVIDUAL ARTIST PROJECT			
Applicant	Recommended GFP Allocation (100%)	Recommended TOT Allocation (0%)	Description
Sue Mark	\$4,999	\$0	Collaborative community project marksearch focusing on four downtown historic parks resulting in permanent self-guided walking tours.
Favianna Rodriguez	\$4,999	\$0	<i>American Dream</i> is an interdisciplinary project focusing on the printed poster and online media tools to tell the story of immigrant workers living in Oakland.
Nancy Mizuno Elliott	\$4,999	\$0	<i>Book Smart</i> will look at the political aspects of librarianship, and will examine the dependency of memory on geography and the relationship between public space and learning.
Marc Bamuthi Joseph	\$4,999	\$0	A community-based eco-equity theater project " <i>red, black, and GREEN: a blues</i> " that looks at the intersection of green economics and black psychology.
Jim McSilver	\$4,999	\$0	<i>Oakland Originals</i> is a series of short documentary videos that unearth the artists, musicians, thinkers, and do-ers that make Oakland a uniquely vibrant community.
Tecsia Evans	\$4,999	\$0	<i>Speak</i> uses modern jazz, spoken word, video documentary and rhythm and blues to share the intimate and real life stories of inspiring survivors of domestic abuse.
Scott Oliver	\$4,999	\$0	An audio guided walking tour of Lake Merritt composed of ambient field recordings, interviews, narration and culturally diverse music by local artists.
Andrew Chung	\$4,999	\$0	Staged and orchestrated production of <i>The Marriage of Figaro</i> at the Oakland Metro Operahouse.
Kristy Guevara-Flanagan	\$4,999	\$0	Three-part documentary feature that addresses the history and cultural influence of the comic book superheroine <i>Wonder Woman</i> .
Alan Leon	\$4,999	\$0	<i>Rediscovering Oakland Places</i> will include 20 watercolor paintings celebrating Oakland, community workshop sessions, and a culminating exhibition.
Lori Anne Fischer	\$4,999	\$0	Creation and design of hand-sewn dolls with children in long-term care and their families at two local hospitals.

FY09-10 INDIVIDUAL ARTIST PROJECT			
Applicant	Recommended GFP Allocation (100%)	Recommended TOT Allocation (0%)	Description
Kristine Holohan	\$4,999	\$0	<i>Installed Visions</i> engages youth to create installations using components of modern and historical Oakland culture.
Rita Sklar	\$4,999	\$0	Exhibition of 12 paintings of Oakland's diverse bird species.
Jaime Cortez	\$4,999	\$0	<i>Bang</i> is an anti-violence graphic novel that will be distributed to Oakland Middle Schools. The story will focus on Oakland youth and adults living with the aftermath of a senseless killing.
Derek Wright	\$4,989	\$0	Percussion courses in the Maracatu tradition of Brazilian music for Oakland youth.
Gina Telcocci	\$4,999	\$0	Mask-Making workshop using the traditions of many cultures. Materials will include papier-mâché, paint and recycled materials.
Leyya Mona Tawil	\$4,999	\$0	<i>Grace</i> is a performance work celebrating feminism through the lens of fashion, sex and sainthood.
Sam Mulberry	\$4,999	\$0	The Weekend Wake Up, a free, monthly event celebrating multi-disciplinary art.
Hugh Livingston	\$4,999	\$0	Sound-installation events that will explore the history of outdoor music making and memorial music throughout history.
Milta Ortiz	\$4,999	\$0	Creation of a series of writing and performance workshops based on the story of Chicana/Latinas as they negotiate the impact of war.
Destiny Muhammad	\$1,963	\$0	<i>Music to My Ears</i> brings the experience of the harp to underserved communities.
Lauren Elder	\$1,963	\$0	WashWorld: an eco-art project that combines architecture, landscape, water circulation, visual and performing arts.
INDIVIDUAL ARTIST PROJECT SUBTOTAL	\$103,895	\$0	

FY09-10 ORGANIZATION PROJECT

Applicant	Recommended TOT Allocation (10%)	Description
Purple Silk Music Education Foundation Inc.	\$1,518	Elementary school students are introduced to the joys of music through ongoing sequential instruction in traditional Chinese musical instruments.
Prescott Circus Theatre	\$2,012	After school Circus Arts training and performing opportunities for Oakland youth at 7 participating OUSD schools where students learn juggling, acrobatics, unicycling, stilt walking, balancing and clowning/acting skills combined with cultural performing traditions of African stilt dancing, hambone body percussion, and step dance.
Creative Growth Art Center	\$1,920	Around the Corner, Around the World consists of a series of art-making and outreach activities to build a gateway for artists with disabilities.
Oaktown Jazz Workshops	\$762	The <i>Intergenerational Jazz Band</i> program will partner youth with jazz musicians in a collaborative music-making experience.
Rhythmic Concepts, Inc.	\$1,004	In the Name of Love, a musical tribute with the Oakland Children's Choir, joins renowned musical artists that will bring people together to celebrate the life of Martin Luther King Jr.
KITKA Inc.	\$1,890	Folk song master artist residencies and community vocal workshops celebrating East European folkloric traditions.
Crosspulse, Inc.	\$1,200	30th Anniversary home season involving performances and workshops from the ensembles Slammin' All-Body Band, Crosspulse Percussion Ensemble and Crosspulse Rhythm Duo.
Youth UpRising	\$1,856	Multi-media training program for student artists who will use video to express youth perspectives on violence prevention, teen pregnancy prevention and youth leadership.
Rock Paper Scissors Collective, Inc	\$802	Partnership with local organizations to provide workshops taught by emerging artists that will be exhibited at RPSC. Monthly sliding scale classes will also be taught by exhibiting artists.
Youth Radio	\$1,800	Oakland Voices 2.0 will promote learning understanding and participation in the arts among Oakland youth through showcase events and regular broadcasting. Youth will integrate music, photography and other artistic expressions to engage the community.
ALICE: Arts and Literacy in Children's Education	\$0	Burning Libraries will feature professional aerialists, dancers, fire artists and community youth who will celebrate storytelling and Oakland's cultural diversity.
Tea Party Magazine, Inc	\$928	Publication that documents and showcases Oakland artists and cultural organizations.
Junior Center of Art and Science	\$1,744	Series of visual art and cultural programs for children ages 3 to 17 that will include outreach programs in school classrooms.
East Oakland Youth Development Center	\$1,700	Hands-on visual and performing arts for youth 6-18. Workshops engage participants in integrative and comprehensive arts programming.
Diamano Coura West African Dance Company	\$1,160	Presentation of <i>Collage des Cultures Africaines</i> , that includes drum, dance, health and wellness workshops.

**ORGANIZATION PROJECT
SUBTOTAL**

\$20,295

FY09-10 ART IN THE SCHOOLS

Applicant	Recommended TOT Allocation (10%)	Description
Purple Silk Music Education Foundation, Inc.	\$1,812	Elementary School students will be introduced to the joys of music through in-depth, sequential instruction in traditional Chinese musical instruments and opera.
Oakland East Bay Symphony	\$1,800	Music for Excellence (MUSE) provides comprehensive instrumental instruction to grades 3-12 by bringing professional musicians of Oakland East Bay Symphony into 18 public schools.
Stagebridge	\$1,794	<i>Storybridge</i> is an intergenerational program which strengthens students' artistic and literacy skills while learning the art of storytelling, and provides teacher training, mentoring and workshops which culminate in student performances.
Peralta Parent Teachers Group	\$1,758	Working with media artist Trena Noval and textile artist Ellen Oppenheimer students and staff will use art as a tool to do service work in the community.
Museum of Children's Art	\$1,746	The REACH/ New Highland Artist Residency Program provides year-long visual artist residencies serving an estimated 580 students in East Oakland.
Edna Brewer Middle School	\$917	Artist residency that will integrate textile arts and history as well as a provide expressive arts group for children of incarcerated parents. Residency will culminate in an exhibition.
Lighthouse Community Charter School	\$1,521	<i>Ancient Traditions Through Modern Eyes</i> is a multi-disciplinary art residency where students will study Mexican Folk Art, Trees of Life, Ancient Chinese Art, African Art, and brush painting.
Dimensions Dance Theater	\$1,728	Students will explore African dance as well as the history of these dances and the evolution from their African roots.
Woman's Will	\$883	Dramatic writing and performance program for 8th graders who will use theater games to research, write, edit and create 4 short plays.
Cantare Con Vivo	\$1,680	Cantare Children's Choir provides inner-city K-12 students with music education.
ALICE: Arts and Literacy in Children's Education	\$1,668	The <i>Ancestor Project</i> will integrate the visual and performing arts into an existing heritage related curriculum where students collect oral histories.
Debra Koppman	\$1,662	<i>Telling Our Stories</i> is a school-wide project where students will engage in hands-on art instruction in drawing, painting, book-making, murals, puppet and mask-making and literacy.
Diamano Coura West African Dance Company	\$1,081	Students will experience the African drum, costume making and dance techniques and explore how the art is integrated in language arts, social science and cultural studies.
North Oakland Community Charter School	\$1,081	School-wide arts integration program in the Visual and Performing Arts.

**ART IN THE SCHOOLS
SUBTOTAL**

\$21,131

FY08-09 AND FY09-10 ORGANIZATIONAL ASSISTANCE (continued)

Awardee	Recommended TOT Allocation (10%)	Description
Oakland Leaf	\$6,013	Improve and expand independent educational initiatives including youth arts and leadership program, Youth Roots, and Oakland Peace Camp a summer arts and social justice program.
Oakland Youth Orchestra	\$1,264	Orchestra recruitment, education, performances and development of scholarship programs targeted at talented low-income music students in the Oakland public schools.
Stagebridge	\$2,772	Expanded fee based classes and workshops for seniors at Arts First Oakland, classes and performances by Stagebridge artists at senior facilities, professional teaching artists and grandparent storytellers in elementary schools.
Oakland Interfaith Gospel Choir	\$388	Community Engagement Performances for disenfranchised and/or institutionalized individuals, community groups/non-profit organizations, Annual Holiday Concert, Oakland Interfaith Youth Gospel Choir and recording a 5th CD.
Attitudinal Healing Connection, Inc.	\$388	ArtEsteem, an award winning art and literacy program that helps students overcome their experience with living in underdeveloped social and economic conditions.

2nd YEAR

**ORGANIZATIONAL
ASSISTANCE SUBTOTAL** **\$73,058**

ORGANIZATION PROJECT **\$20,295**

ART IN THE SCHOOLS **\$21,131**

**TOTAL RECOMMENDED
TOT ALLOCATION** **\$114,484**

FILED
OFFICE OF THE CITY CLERK
OAKLAND

Approved as to Form and Legality


Oakland City Attorney's Office

2009 SEP -3 PM 5:04

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

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, _____, 2009

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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