

CITY OF OAKLAND

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OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
EWD, Director

SUBJECT: Status Report On CFP Awards
FY 2016-17

DATE: March 20, 2017

City Administrator Approval

Date:

3/30/17

RECOMMENDATION

Staff Recommends That The City Council Receive A Status Report On Cultural Funding Program (CFP) Awards For Fiscal Year (FY) 2016-17, Outlining Citywide Distribution And Focusing On Coverage in Council District 6.

EXECUTIVE SUMMARY

At the January 24, 2017 meeting of the Life Enrichment Committee, staff was directed to return to committee with a report addressing the distribution of funds in District 6.

For Fiscal Year (FY), 2016-17, the CFP reported that Council District 6 had a decline in Art-in-the-Schools residencies funded by the program, from eight residencies in FY2015-16 to five residencies in FY2016-17. Committee members were concerned that this decline reflects lack of arts education services to District 6 residents. The Agenda Report and attachments submitted at the January 24, 2017 meeting only outlined district by district distribution of funds for the competitive Art-in-the-Schools category. The total allocation for the Art-in-the-Schools category is \$228,000. CFP received 23 applications for this category, and awarded 14 grants which in turn support 73 residences that vary in length of time and class sizes.

The CFP grantees in the Individual Artist Project, Organizational Assistance, and Organization Project categories will produce 17 separate arts events in District 6 for the current fiscal year. CFP staff provided a technical assistance workshop in District 6 on April 16, 2016, aimed to build the capacity of the artists and arts organization that choose to serve the residents of the District.

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BACKGROUND / LEGISLATIVE HISTORY

The Cultural Funding Program (CFP) is an annual program established by City Council in 1985 as the City's mechanism to support Oakland-based nonprofit arts and cultural organizations through a 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. The program provides funding in four categories; **Individual Artist Project; Organization Project; Art-in-Schools Project; and Organizational Assistance.**

Policies, review procedures, and a panel system of evaluating applications were established to ensure transparency and public trust in the distribution of public funds for the arts in Oakland. The CFP is one of the only local grant-making agencies that allow the applicants to address the panel during a three-minute period. The program is managed by Cultural Affairs staff within the Department of Economic & Workforce Development. The Funding Advisory Committee (FAC) reviews scores established by the panels, makes allocation recommendations based on panel ranking, and hears applicant appeals, if any. The FAC is a volunteer body providing input in matters relating to CFP policies and procedures. The seven voting members are recruited from the arts community, and are elected by current FAC members.

ANALYSIS AND POLICY ALTERNATIVES

The City of Oakland's Cultural Funding Program is just one of the many arts providers working in District 6. There are at least four other significant organizations/agencies that provide arts programming (residencies, workshops, teacher professional development, and arts assemblies) to schools located in Council District 6. The City of Oakland's Oakland Fund for Children and Youth, Bay Area Community Resources, Luna Dance Institute, and the California Arts Council all support school residencies and cultural activities in District 6. In addition, all of the Oakland Unified School District schools in this district support some of their own arts programming (visual art, music, or dance) that follows the California Visual Arts and Performing Arts Standards (CAVAPAS). Every child enrolled in an OUSD school in this district receives music, visual arts, or dance instruction through in-school or after school programming.

CFP staff will continue and deepen our outreach and technical assistance efforts through community workshops and one-on-one consultations with applicants who serve District 6. For the FY2017-18 round of applications, Digital Arts & Culinary Academy will host the workshop in Council District 6 on Saturday, April 8, 2017.

SELECTED DISTRICT 6 SCHOOLS with ARTS PROGRAMMING	Cultural Funding Program	OFCY	BACR	Luna Dance Institute	CAC	School provided arts programming
Burckhalter Elementary						X
Carl Munck Elementary			X			X
Frick Middle	X					x
Futures Elementary					X	x
Howard Elementary				X		x
Markham Elementary	X	X				x
Oakland Unity High	X					x
Oakland Unity Middle	X					x
Parker Elementary	X	X				x
Pride Elementary		X				x
Roots Academy					X	x
Skyline High	X					x

The Cultural Affairs Division is undertaking a Cultural Plan for Oakland, and arts education will be an area of study and recommended actions. Given that demand for cultural funding has grown by over 70 percent in recent years, staff is mindful of our charge to be equitable in our public panel process and technical assistance. This awareness, in turn, will likely lead to changes in outreach approaches and programming.

FISCAL IMPACT

There is no fiscal impact associated with this report as it is just informational.

PUBLIC OUTREACH / INTEREST

General Outreach and Process

Application guidelines and grant category deadlines were widely publicized from March through May, 2016. Outreach included posting on the City website, social media sites and publications featuring cultural grant opportunities, emailing the notice to interested groups including past grant applicants and all parties that contacted the City for arts funding opportunities, as well as announcement of the grant opportunity at public events. CFP staff conducted 10 public workshops for prospective applicants in April/May, 2016. A total of 175 people attended the public workshops.

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How-To-Apply workshops were used to engage and inform prospective/new grantees. 56 percent of this year's applicants were first-applicants, with the Individual Artist Project category receiving the majority of the new applications.

An open-call invitation was sent to community members to serve on peer review panels. 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. Panels were open to the public and were held July 8-20, 2016 in City Hall, Hearing Room 3.

Targeted Outreach to Districts 6 and 7

In light of prior concerns expressed by Councilmembers regarding outreach in Council Districts 6 and 7, CFP staff focused efforts in the following outreach activities: How-To-Apply workshops were held at Digital Arts & Culinary Academy (District 6), Youth Uprising (District 7), and East Oakland Youth Development Center (District 7). All of the workshops were well-attended, and included a significant number of new applicants. The Cultural Funding Coordinator conducted on-site, in-person, or phone meetings with the representatives from three District 7 organizations (Oakland Leaf, Youth Uprising, and Ile Omode School) and several organizations and artists that were proposing activities in **District 6** (Omnira Institute, Destiny Muhammad, Unity High School/Sam Mulberry, Monica Hastings Smith, Cairo McCorkran, Iminah Ahmad, Blanka Soltys) and **District 7** individual artists (Kehinde Kujichagulia-Seitu, Nicholas Motley, Naomi Quinones, Tamika Harris) to provide one-on-one technical assistance for the preparation of their grant applications.

COORDINATION

The report was prepared by Cultural Affairs staff in EWD, who gathered additional information from other arts organizations and programs regarding their additional efforts in D6 and D7.

SUSTAINABLE OPPORTUNITIES

Economic: Community-oriented arts activities bolster the cultural arts identity of Oakland, fortifying the City as a destination, and creating positive publicity resulting in varying levels of economic return. The Oakland Cultural Funding grantees employ over 500 cultural workers and support staff. Their activities generate local sales taxes and revenues for city and local businesses. Many Oakland grantee organizations have received international notoriety and draw large crowds for their performances or art work.

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

Social Equity: The Cultural Funding Program offers an open, competitive process for applicants, resulting in awards to artists and arts organizations that represent all seven Council districts. Social equity is achieved through outreach activities that include How-to-Apply

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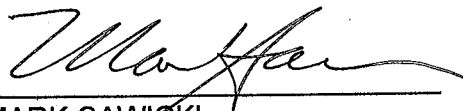
Workshops, one-on-one technical assistance provided by Cultural Funding Program staff, and the recruitment of review panelists that represent Oakland's diverse community. Staff targeted outreach to the underrepresented council districts and communities in an effort to ensure equitable distribution of funding. The FY2016-17 grantee roster includes art projects that provide support to artists and organizations that serve Oakland's seven Council Districts, low-income, culturally-specific, LGBTQ, youth, and senior communities.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Receive A Status Report On Cultural Funding Program (CFP) Awards For FY16-17, Outlining Citywide Distribution And Focusing On Coverage In Council District 6.

For more information, please contact Denise Pate (510) 238-7561.

Respectfully submitted,



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