



CITY OF OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Informational Report on Art & Soul Festival

DATE: January 22, 2018

City Administrator Approval

Clara J. For SBL

Date

1/31/18

RECOMMENDATION

Staff Recommends That The City Council Receive An Informational Report From The City Administrator On The Art & Soul Festival.

EXCUTIVE SUMMARY

This report is in response to a request from Councilmember Lynette Gibson McElhaney at the October 4, 2017 Rules and Legislation Committee. The committee directed the City Administrator to prepare a report to the Life Enrichment Committee (LEC) concerning the Art and Soul Festival. This report includes a history of the Art & Soul events; the City's involvement in the creation, production, promotion, and funding; a description of the current process to produce the annual event; a list of performers and vendor satisfaction data from the past five years; and an analysis of the potential costs, benefits, and alternatives to issuing a Request for Proposals (RFP) to consider other organizations to produce the event or a similar event. Because the Art & Soul festival is an independent production by a nonprofit organization (*Art & Soul Oakland*), if the City were to issue an RFP and select an alternative event producer, it would also be considering an alternate event instead of Art & Soul. Staff would recommend instead that Council consider waiting until a proposed reestablished Cultural Affairs Commission can conduct a review and analysis of all the programs and events currently sponsored by the City's Parades, Runs and Street Festival fund, including Art & Soul, and make recommendations whether these or other events and programs should be considered for ongoing support, and about how to holistically integrate them into the festival culture of our City.

BACKGROUND / LEGISLATIVE HISTORY

Named in 2011 by the *San Francisco Chronicle* as one of the top 12 must-see summer festivals in Northern California – and multi-year *East Bay Express* and *Oakland Magazine* reader and editor poll winners, Art & Soul is centered in and around Frank Ogawa Plaza, encompassing 10 strollable city blocks with direct access from the 12th Street/City Center BART station. Art & Soul features art, food, live music and dance on four stages. National recording artists as well as accomplished and emerging Oakland/Bay Area bands are featured, performing live Blues, Rhythm & Blues (R&B), Funk, Soul, Rock, Jazz, Latin, Gospel and World sounds, among others. Unique to Art & Soul, live circus, turf and urban dance stages are also featured. Scores

Item: _____

Life Enrichment Committee
February 13, 2018

of artisans showcasing handcrafted works line the streets for guests to peruse. Booths feature a wide variety of food vendors, businesses, sponsors, nonprofit organizations and City departments.

Art & Soul's targeted audiences include: local residents, Bay Area residents and visitors, Northern California residents and visitors, Central Valley visitors in addition to visitors from all over California and even some who travel from out-of-state. Average attendance has been more than 16,000 persons over the five-year period between 2013 – 2017 (**Attachment A**). A massive Family Fun Zone (largest of any festival in Northern California) sports kid-friendly carnival rides, interactive art projects with Oakland-based nonprofit and community organizations, face painting, and a massive play area.

The festival's annual stage producers are all Oakland-based: West Coast Blues Society, Dance A Vision Entertainment, Love Center/Community of Unity (the late Edwin Hawkins) and Kinetic Arts Center. Over the five-year period from 2013 – 2017, 82 percent of the on-stage performers were Oakland-based or affiliated. (Art & Soul Entertainment 2013 – 2017 **Attachment B**)

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

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

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

In July 2009, Oakland voters approved Measure C adding an additional three percent to the existing 11 percent transient occupancy tax (TOT) that is charged on the room rate by hotels in

Oakland. (Resolution No. 81855 C.M.S. - **Attachment C**). The enabling legislation allocates 50 percent of the Measure C proceeds to Visit Oakland (formerly known as the Oakland Convention and Visitor's Bureau) and 12.5 percent each to the Oakland Zoo, the Oakland Museum, the Chabot Space and Science Center, and the City's Cultural Affairs programs and festivals.

Through Resolution No. 82305 C.M.S. (**Attachment D**) passed by City Council on September 22, 2009, proceeds from Measure C were appropriated to the Cultural Arts & Marketing Division of CEDA (now the Cultural Affairs Division of Economic Workforce and Development - EWD). The purpose was to grant the cultural arts programs through the existing Cultural Funding program, with a portion earmarked for festivals to further be appropriated for the purpose of funding the Art & Soul Festival. Of the 12.5 percent earmarked for cultural arts programs and festivals, the working percentages originally established by the Budget Bureau and continued since have been: 50 percent for Cultural Funding program, 28 percent for the Parades, Runs and Street Festival fund, and 22 percent for the Art & Soul Festival. The Parades, Runs and Street Festival fund provides support to pay for City fees (police staffing, fire inspections, public works, parks and rec) for long established, annual street festivals that include Chinatown Street Fest, Dia de los Muertos, Black Cowboy Parade, Oakland Pride, Temescal Street Fair, Oaktoberfest, Laurel Street Fair, Chinatown New Year's Bazaar, Rockridge Out and About, Malcom X JazzFest and Love Our Neighborhood Day.

ANALYSIS AND POLICY ALTERNATIVES

The City's annual sponsorship investment directly benefits the City Of Oakland by bringing a critical mass of people to the core of downtown on an otherwise quiet weekend; raises the profile of downtown as a regional destination for arts, culture and entertainment; generates valuable free publicity for downtown and Oakland through our media partners; connects residents and visitors with downtown; provides a safe, comfortable environment for cultural enrichment and expression; and casts a favorable light on downtown and Oakland in general.

Additionally, the festival provides at no charge to the City vast booth space and promotional support for the annual "City Expo" that features over a dozen City departments hosting informational tables that are frequented by the festival's large and diverse audience. Tables have included Environmental Services, Transportation, Police, Fire, Tax Compliance, Human Services, Neighborhood Services, Rent Adjustment, Mayor and Council Members.

Vendor Satisfaction

Vendor satisfaction is a hallmark of Art & Soul Oakland. During this five-year period the festival has managed and hosted 1085 vendors or an average of 217 vendors and exhibitors each year. Many vendors have been with the festival since the beginning. Vendor registration is at capacity every year in all categories (artisan, commercial, food, nonprofit and city departments), with waiting lists in some categories. Moreover, the festival excels in vendor relations, with support provided from start to finish - including on-site during the event.

RFP Process and Alternatives:

Because the Art & Soul festival is an independent production by a nonprofit organization (*Art & Soul Oakland*), the City is not able to issue an RFP for this particular event. Therefore, if City Council is interested in keeping the Art & Soul event, but would prefer making certain changes to the operation, staff could communicate and work with the event producer on these requests and suggestions. This would be an ideal time because preparation for the 2018 event is already underway (dates have been announced for July 28th and 29th).

If Council direction is to establish a new event other than Art & Soul, and subsequently issue an RFP, staff recommends waiting until after the 2018 Art & Soul festival is completed. With 2018 preparations, already well underway, a change in course at this juncture would pose a hardship for artists, vendors, suppliers, and the City. It is also not logistically feasible for City staff to conduct an RFP, make a selection of a new event and producer, obtain approval of Council, and then have the producer get the event up and running by late July 2018.

Staff recommends that City Council consider having the proposed reestablished Cultural Affairs Commission conduct a review and analysis of all the programs and events currently sponsored by the Parades, Runs and Street Festival fund, including Art & Soul. The Cultural Affairs Commission (CAC) last met in 2011 and is currently being reestablished through the Cultural Plan currently being authored by Roberto Bedoya, Cultural Affairs Manager. He will bring the complete Cultural Plan to the Life Enrichment Committee in a future meeting in the spring, 2018. The CAC's task would be to make recommendations about how to holistically integrate them into the festival culture of our City, and whether these or other events and programs should be considered for ongoing support.

FISCAL IMPACT

Currently there are two dedicated funds in the budget supporting the annual Art + Soul festival: 1010 General Fund for Marketing: 1010.85411.5XXXX.1000019.SC02 and 2419 Measure C funds: 2419 85511 53219 1000459 SC02 P391860 20385.

Budget allocations in support of Art & Soul

	1010 Marketing Funds Supporting Art & Soul	Percentage of annual Marketing budget	2419 Measure C funds	Percentage of annual 2419 TOT funds	TOTAL
FY2013-14	\$66,112.85	40.91%	\$111,787.02	22%	\$177,899.87
FY 2014-15	\$71,656.59	27.40%	\$143,186.51	22%	\$214,843.10
FY 2015-16	\$37,669.49	10.42%	\$142,177.58	22%	\$179,847.07
FY 2016-17	\$42,294.93	16.17%	\$151,663.74	22%	\$193,958.67
FY 2017-18	\$37,365.34	15.72%	\$110,967.13 (current fiscal year) *	22%	\$148,332.47

*Total funding for current fiscal year is unknown at this time due to anticipated "true up" by the Budget Bureau before the end of the current fiscal year

- 1010 General Funds for Marketing are used for radio, print, digital and outdoor advertising. This allocation was expanded in 2015 for the Art & Soul 15th Anniversary
- 2419 Measure C funds are used for Entertainment, Lodging, Hospitality, Marketing and Operations/Rental

In addition to the City's financial support, the Special Events Coordinator in the Cultural Affairs Division of EWD facilitates all necessary state, county and city permits and requirements as part of the annual festival planning.

PUBLIC OUTREACH / INTERESTS

There was no additional public outreach for this report beyond posting it on the City's website.

COORDINATION

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

SUSTAINABLE OPPORTUNITIES

Economic: Art & Soul supports economic development by bringing average attendance in excess of 16,000 attendees over the five-year period 2013 – 2017 (**Attachment A**) residents and visitors to downtown, promoting downtown and Oakland as a premier destination for arts & culture, and generating millions in positive publicity for Oakland. The festival also provides economic and employment opportunity for Oakland artists, workers, suppliers and vendors.

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

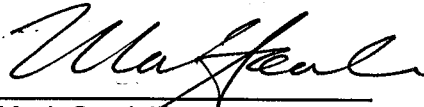
Social Equity: Art & Soul attracts one of the most culturally and ethnically diverse audiences of any annual event in Oakland as demonstrated through the festival's on-site audience survey showing the demographic breakdown as African-American 52.2 percent, Hispanic 9.6 percent, Asian 7.0 percent, White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

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council receive this Informational report from the City Administrator on the Art & Soul Festival.

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

Respectfully Submitted



Mark Sawicki
Director, EWD

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

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

Attachments (4):

- A: Art & Soul Festival Attendance 2013 – 2017
- B: Art & Soul Entertainment 2013 – 2017
- C: Resolution No. 81855 C.M.S.
- D: Resolution No. 82305 C.M.S.

Art & Soul - paid attendance
2013 - 2017

Attachment A

		Saturday	Sunday	TOTAL	
				paid attendance	
2013	\$15/adult, \$8 senior/youth	6,014	8,361	14,375	includes advance web sales
2014	\$10/adult, \$7 senior/youth	8,398	11,994	20,392	
2015	\$12/adult, \$7 senior/youth	8,101	9,929	18,030	
2016	\$12/adult, \$7 senior/youth	5,235	9,248	14,483	
2017	\$12/adult, \$7 senior/youth	5,751	7,307	13,058	

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

Average attendance of the five year period 16,068



Art & Soul
entertainment
2013 – 2017

2013 Art + Soul Oakland Entertainment

Saturday, August 3

Art + Soul Main Stage: 11th & Clay

1:30 – 2:30p The Rescues
3:00 – 4:00p Tristan Prettyman
4:30 – 5:45p Vintage Trouble
6:15 – 7:30p Lisa Loeb

EBX Plaza Stage: in front of City Hall

1:00 – 2:00p Superfinos VTO
2:30 – 3:30p Mara Hruby
4:00 – 5:30p Bang Data with Maisa Duke and Nonstop Banghra Dancers
6:00 – 7:30p Los Rakas

City Center Stage

12:30 – 1:30p Westlake Middle School Jazz Ensemble
2:00 – 3:00p Klaudia Promessi
3:30 – 4:30p Quinn Deveaux
5:00 – 6:15p Ray Obiedo
6:45 – 7:45p Gamelan X

Jefferson Street Stage: 11th & Jefferson

World Dance

Show & Tell Dance Party

Produced by Carla Service, Dance-A-Vision

12:30 – 7:30p Hot urban and world dance performances. Dance instruction and public dance party!

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1:30pm, 3:30pm, 5:30pm

2013 Art + Soul Oakland Entertainment – page two

Sunday, August 4

Art + Soul Main Stage: 11th & Clay

Hosted by the new R&B KBLX 102.9 FM

- 12:15 – 1:00p Big O
- 1:30 – 2:30p Amikeayla
- 3:00 – 4:15p ConFunkShun
- 4:45 – 6p Leela James

EBX Plaza Stage: in front of City Hall

Presented by the East Bay Express

Blues Heritage Showcase Produced by Ronnie Stewart, Bay Area Blues Society

- 12:00p Talk of the Town
- 12:40p Lovelight Blues Band
- 1:20p Bobby Webb & Smooth Blues
- 2:00p Michael Skinner & Final Touch
- 2:40p Jessie Brown & Purple Smoke
- Oakland Blues Divas
- 3:15p Margie Turner
- 3:25p Ella Pennewell
- 3:35p Rhonda Benin
- 3:45p Tia Carroll

Sunday Afternoon Gospel Hour

Produced by Terrance Kelly, Hosted by Councilmember Lynette Gibson McElhaney

- 4:00p Casey and Erica
- 4:15p Jovan Watkins
- 4:30p Robin Hodge-Williams and Purpose
- 4:45p Oakland Interfaith Gospel Choir
- Bay Area Blues Society Caravan of All Stars
- 5:00p Tommy Nunnelly
- 5:10p Wylie Trass
- 5:20p Teddy Blues Master Watson
- 5:30p Terrible Tom Bowden
- 5:50p Fillmore Slim
- 6:15p Johnny Rawls

City Center Stage Oakland Jams!

- 1:00 – 2:00p Lia Rose
- 2:30 – 3:30p Monica Pasqual
- 4:00 – 5:15p John Murry

Jefferson Street Stage: 11th & Jefferson

World Dance: Show & Tell Dance Party Produced by Carla Service, Dance-A-Vision

12:30 – 5:30p Hot urban and world dance performances. Dance instruction and public dance party!

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1:30pm, 3:30pm, 5:30pm

Art + Soul 2014 Entertainment

Saturday, August 2

Art + Soul Main Stage: 11th & Clay **Blues presented by the Bay Area Blues Society**

- 12:00 - 12:25 Tribute to Curtis Mayfield
- 12:35 - 1:00 Lovelight Blues Band
- 1:10 - 1:40 Alabama Mike and His Bama Boys
- 1:50 - 2:20 Twice as Good
- 2:30 - 3:20 Oakland Blues Divas featuring Margie Turner, Ella Pennewell, Promise, Tia Carroll and Wanda Diamond
- 3:20 - 4:20 Caravan of All-stars featuring Wylie Trass, Teddy "Blues Master" Watson, "Terrible Tom" Bowden, and Willie G
- 4:50 - 5:50 Tommy Castro and The Painkillers

Plaza Stage: in front of City Hall

- 12:15 - 3:00pm Turf Dance preliminaries
- 3:00 - 3:15pm BANDALOOOP
- 3:15 - 3:30pm National Poetry Slam performers
- 3:30 - 5:30pm Turf Dance finals

Clay Street Stage: 14th & Clay

Gospel Stage presented by Edwin Hawkins and the Community of Unity

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

Art + Soul 2014 Entertainment

Saturday, August 2 - page two

Jefferson Street stage: 12th & Jefferson

12:30 - 1:15pm Oakland Public Conservatory of Music
1:30 - 2:30pm The Fire Department
2:45 - 3:45pm Tanya Holland, other chef authors
4:00 - 4:45pm The Fire Department (2nd set)
5:00 - 6:00pm Oaktown Throwdown BBQ Competition Awards

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1pm, 3pm, 5pm

Sunday, August 3, 2014

Art + Soul Main Stage: 11th & Clay Hosted by R&B KBLX 102.9 FM

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

Plaza Stage: in front of City Hall

Produced by Carla Service, Dance-A-Vision

12:30 - 5:30pm World Dance Stage
+ National Poetry Slam performers

Clay Street stage: 14th & Clay

12:30 - 1:15pm Ensemble Mik Nawooj
1:45 - 2:30pm Jennifer Johns
3:00 - 4:00pm Alta California
4:45 - 6:00pm Pacific Mambo Orchestra

Jefferson Street stage: 12th & Jefferson

1:30- 2:30pm Oaktown Jazz Workshops
3:00 - 4:00pm T Sisters
4:30 - 5:30pm Oaktown Jazz Workshops

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1:30pm, 3:30pm, 5:30pm

2015 Art + Soul Entertainment

Saturday, August 1

Art + Soul Main Stage: 11th & Clay

Blues Showcase produced by the Ronnie Stewart and the West Coast Blues Society

- 12:30 - 1:15 Roharpo & The Real Deal Blues Band
- 1:30 - 2:15 Big Cat Tolefree and The Hypnotics
- 2:30 - 4:30 West Coast Blues Caravan of All Stars
Karl Bracy, Wanda Diamond, Teddy 'Blues Master' Watson, Wylie Trass,
Lil Jr. Crudup, Hollywood Jenkins, Willie G., and the Legendary Fillmore
Slim
- 4:50 - 5:45 Lenny Williams

EBX Plaza Stage Turf & All Styles Dance Battle (in front of City Hall)

Presented by YAK to the Bay

Bay Area's hottest dancers vie for cash prizes in high-flying competition.

- 12:30 - 3:00 Preliminaries: Turf & All Styles Dance Battle
- 3:00 - 3:20 BANDALOO: Renowned Oakland-based vertical dance pioneers in
breathtaking performance dancing on and off the wall of City Hall.
- 3:30 - 5:30 Finals: Turf & All Styles Dance Battle

Clay Street Stage Gospel Showcase: Clay Street Stage

Presented by Edwin Hawkins and Community of Unity

- 12:30 Community of Unity Choir
- 12:50 Brenda Jeff & Company
- 1:10 Jovan Watkins
- 1:30 Nona Brown & I.M.C.
- 1:50 Dayanna Griffin
- 2:10 Love Center Choir
- 2:30 Oakland Interfaith Gospel Choir
- 2:55 Ashling "Biscuit" Cole
- 3:15 Carl Mason & Voices of Celebration In Praise
- 3:35 Jayvyn Williams & Arising Generation
- 3:55 Byrd Sisters
- 4:15 Derrick Hall and Co.
- 4:35 Lawrence Matthews
- 5:00 The Porter Brothers & Genesis
- 5:25 Demetrius Tolefree

Jefferson Street Stage: 11th & Jefferson

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

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1pm, 3pm, 5pm

2015 Art + Soul Entertainment – page two

Sunday, August 2

Art + Soul Main Stage: 11th & Clay

Hosted by R&B KBLX 102.9 FM

1:00 - 2:00 Zakiya Harris feat. Elephantine

2:45 - 3:45 The Family Stone

4:30 - 5:45 Sheila E.

Elevate Oakland Showcase: Clay Street Stage

Presented by Elevate Oakland

12:30 Ryan Nicole, Stage Host/Oakland spoken word artist

12:35 Pacific Soul

1:15 DJ D Sharp

1:25 Elevate Oakland Co-Founders

Sheila E., Yoshi Akiba, Lynn Mabry and Jason Hofmann

1:35 Ray Obiedo with Leah Tysse

2:25 DJ D Sharp

2:35 Ryan Nicole

2:45 The League featuring Pete Tha, Bren Esco, J.A.I, Dominic

3:00 DJ D Sharp

3:10 34-56

3:40 Ashling "Biscuit" Cole

3:50 Martin Luther

4:30 DJ D Sharp

4:45 Kev Choice

EBX Plaza Stage Oakland Let's Dance! (In front of City Hall)

Presented by Carla Service/Dance-A-Vision, Oakland

12:30 - 5:30 Celebrating the Bay Area's many dance styles & cultures

National Poetry Slam Oakland Stage: 11th & Jefferson

Presented by National Poetry Slam Oakland

2:00 - 5:00 Hosted by Mona Webb. Also featuring DJ Yaddos

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1:30pm, 3:30pm, 5:30pm

2016 Art + Soul Entertainment

Saturday, August 20

Art + Soul Main Stage: 12th & Jefferson

Gospel Showcase Presented by Edwin Hawkins and A Community of Unity

- 12:30 Community In Praise CIP
- 12:50 Rusty Watson
- 1:00 Casey & Erica
- 1:20 Alfreda Lyons Campbell
- 1:40 The Standard
- 2:00 Love Center Choir
- 2:20 Dale Anthony & Faith Out Loud
- 2:40 Derrick Hall & Co.
- 3:00 Glad Tidings Virtuous Praise Women's Chorus
- 3:20 Special Guest: Chrystal Rucker
- 3:50 Leonard Bailey & Friends
- 4:10 Stabe Wilson
- 4:20 Nona Brown & I.M.C.
- 4:40 Sangn Sistas of Northern California
- 5:00 The Harvesters
- 5:25 Porter Brothers & Genesis Featuring First Lady Tiwana Porter and Mona Fields

Blues & BBQ Stage: 12th & Broadway

Presented by Ronnie Stewart & The West Coast Blues Society

- 12:30 Michael Skinner & Final Touch
- 1:30 Tebo's Howlin' Wolf Revue
- 2:30 Karl Bracey - Tribute to Prince
- 3:00 Chuck Wallace
- 3:30 Oakland Blues Divas: DeJeana Burkes, Lady Chico, and Xymphoni
- 4:15 Teddy "Blues Master" Watson
- 4:30 "Terrible" Tom Bowden
- 4:45 Legendary Fillmore Slim
- 5:15 Sonny Rhodes

Clay Street Stage: 14th & Clay *Oakland Jams!*

- 1:00 Willow Steps
- 2:00 Zeal Levin & Friends
- 3:30 Funkanauts
- 5:00 John Brothers Piano Company

Plaza Stage: In front of City Hall

- 12:30 – 2:30 Lori & RJ Show
- 3:00 – 6:00 Oakland Symphony Brass Quintet

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1pm, 3pm, 5pm

2016 Art + Soul Entertainment – page two

Sunday, August 21

Art + Soul Main Stage: 12th & Jefferson

Hosted by Sterling James from R&B KBLX 102.9 FM

1:00 Samaria
2:30 Chanté Moore
4:30 Tony Toni Toné

Broadway Stage: 12th & Broadway

12:45 Thr3ee
1:45 Linda Tillery & The Cultural Heritage Choir
3:00 Oakland Public Conservatory of Music
4:00 “Key to the City” Presentation
Oakland Public Conservatory of Music 10th Anniversary Commemoration
Angela Wellman, Founding Director
4:30 John Santos

Clay Street Stage: 14th & Clay

1:00 – 1:30 JAX Band
2:00 – 5:00 “All Star Underground” Performance art variety show

Plaza Stage: In front of City Hall

Urban dance performances produced by Carla Service & Dance-a-Vision

12:30 – 5:30 “Television to Stage”

Kinetic Arts Center Circus Stage: 14th & Jefferson

Performance Times: 1:30pm, 3:30pm, 5:30pm

2017 Art + Soul Entertainment

Saturday, August 19

Art + Soul Main Stage: 11th & Jefferson

In association with KBLX 102.9 FM and KRBQ Q102.1 FM

Hosted by: Armand Carr, KBLX

1:00 – 2:00 Adrian Marcel
2:45 – 3:45 Los Rakas
4:30 – 5:45 Goapele

Clay Street Stage: 14th & Clay

Gospel Showcase Presented by Edwin Hawkins & Community of Unity

12:30 Community in Praise
12:50 Sis Vanessa Murphy
1:05 Leonard Bailey and Friends
1:25 Olivet Institutional Missionary Baptist Church
1:45 Special Happy Birthday Tribute to Edwin Hawkins
2:00 Ja Ronn & FLOW
2:20 Dayanna Griffin Redic
2:35 Casey & Erica
2:55 The Citadel of Praise Baptist Church
3:15 Nona Brown & I.M.C.
3:35 Special Guest: Tasha Page-Lockhart
4:05 Kriss Ross
4:25 Lawrence Matthews & Friends
4:45 Derrick Hall & Co.
5:05-close Darnell Davis & Remnant

Oakland Jams Stage: 12th & Clay

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

Plaza Stage: In front of City Hall

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

Kinetic Arts Circus Stage: 14th & Jefferson

Performances: 1:00, 3:00, 5:00

Sunday, August 20

Art + Soul Main Stage: 11th & Jefferson

In association with KBLX 102.9 FM and Q102.1 FM

Hosted by Sterling James, KBLX

1:00 – 2:00 Sydney Nycole

2:45 – 3:45 Lakeside

4:30 – 5:45 Angie Stone

Clay Street Stage: 14th & Clay

West Coast Blues Society Presents:

12:30 - 1:00 Jimmy Smith Blues Band

1:15 – 2:15 Oakland Blues Divas

Baby Bee, Earnestine Barze, DeJeana Burkes, Margie Turner, Xymphoni and Lady Diva

2:30 – 3:40 West Coast Blues Caravan of All Stars

Chuck Wallace, Robert “Hollywood” Jenkins, Karl Bracy, Tommy Nunnely, Wylie Trass,
Terrible Tom Bowden, Willie G

3:50 – 4:20 Mechelle LaChaux

4:30 – 5:10 Stoney B Blues Band

5:20 – 5:45 Fillmore Slim

Oakland Jams Stage: 12th & Clay

12:45 – 1:30 CLEAN

2:00 – 3:00 Grand Avenue Soul

3:30 – 4:15 Midtown Social

4:45 – 5:30 Midtown Social

Plaza Stage: In front of City Hall

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

Kinetic Arts Circus Stage: 14th & Jefferson

Performances: 1:00, 3:00, 5:00

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**

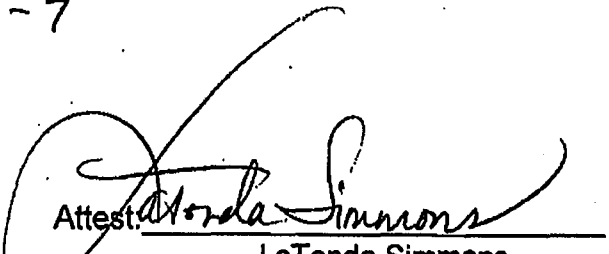
PASSED BY THE FOLLOWING VOTE:

AYES- ~~13~~ DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND
PRESIDENT BRUNNER - 7

NOES- 0

ABSENT- 0

ABSTENTION- Brooks - 1

Attest: 

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

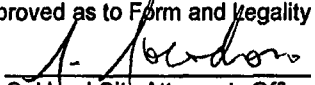
FILED
OFFICE OF THE CITY CLERK
OAKLAND

2009 SEP -3 PM 5: 04

OAKLAND CITY COUNCIL

Resolution No. 82305 C.M.S.

Introduced by Councilmember _____

Attachment D
Approved as to Form and Legality

Oakland City Attorney's Office

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

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

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

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

WHEREAS, in 1985, the City Council adopted the first arts funding policies and procedures for the City of Oakland, establishing a panel system of evaluating funding proposals and distributing City funds to the arts; and

WHEREAS, the Cultural Funding Program within the Cultural Arts and Marketing Division of the Community and Economic Development Agency (CEDA) is the City's funding mechanism to support Oakland-based nonprofit organizations and artists providing arts and cultural activities to the public; and

WHEREAS, the mission of the Cultural Funding Program is to fund Oakland-based art and cultural activities that reflect the diversity of the city for citizens of and visitors to Oakland, focusing on the key areas of General Support, Neighborhood Arts and Arts Education; now therefore be it

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

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

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

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, ~~DE LA FUENTE~~, KAPLAN, KERNIGHAN, ~~ROSS~~, QUAN, ~~REID~~, and PRESIDENT BRUNNER - 5

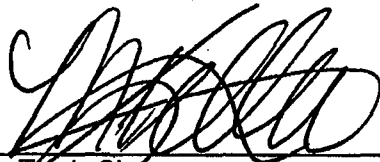
NOES - 0

ABSENT - 0

ABSTENTION - 0

Excused - De La Fuente, Nadel, Reid - 3

ATTEST:



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