



CITY OF OAKLAND

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OAKLAND

2018 MAY 10 PM 2: 04

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Mark Sawicki
Director, EWD

SUBJECT: Supplemental Report on Art & Soul Festival

DATE: April 24, 2018

City Administrator Approval

Date:

5/9/18

RECOMMENDATION

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

REASON FOR SUPPLEMENTAL REPORT

A report was presented on February 13, 2018 to the Life Enrichment Committee concerning Oakland's Art and Soul festival. The report included a history of the Art & Soul event; 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. Members of the community presented commentary on problems and concerns surrounding the production of the annual festival. A motion was approved by the Committee for staff to hold a meeting between the producers of Art & Soul and the West Coast Blues Society to discuss the issues and concerns presented to the Committee.

This supplemental report provides the outcome of meetings with the members of the West Coast Blues Society.

Meetings Between Art & Soul And West Coast Blues Society:

To establish trust, respect and show good faith in the meetings, the Cultural Affairs division hired an independent, third party facilitator to be present at the meetings between Art & Soul and the West Coast Blues Society. Through a recommendation from the City's Human Resources Department and Risk Management, a facilitator was hired through Peers Advocates, Dr. Angela Smith. She conducted 30-minute pre-meeting interviews with the parties to understand their point of view and gauge the issues that have arisen between them. The first meeting took place on March 29, and a second meeting on April 10, 2018, was required to finalize agreements between the parties. Each side had issues and concerns to voice and needed additional time to reach agreement on how to solve them.

Item: _____
Life Enrichment Committee
May 22, 2018

Agreements: The motion from the Committee called for a series of subjects to be discussed. The following are the concerns raised and the agreements made between the producers of the Art & Soul festival (Samee Roberts and Steven Tiffin) and the West Coast Blues Society (Ronnie Stewart).

Back line sound system: West Coast Blues Society will provide their own back line equipment for their stage. Art & Soul will pay the same amount as the previous rental vendor, Studio Instrument Rental, to the West Coast Blues Society and will have them sign a Hold Harmless agreement.

The naming of the stage: The main stage of the festival will remain "Art & Soul Main stage" in keeping with the festival's tradition. The name of the stage where the West Coast Blues Society will perform is still to be determined due to a potential location shift in the festival footprint based on two current construction projects in downtown. The name of the stage will match the location within the festival footprint, i.e. Clay Street Stage.

Food for backstage performers: West Coast Blues Society will provide their own food for their performers. Art & Soul will increase their fee paid to cover costs in line with previous year's expense. Art & Soul will provide water, ice and ice chests for back stage at the Blue's stage.

Employment and Equity: West Coast Blues Society will provide a stage manager of their choosing and that fee will be added to their total payment for their stage presentation by Art & Soul. Through the discussions, it was shared that there is a very diverse audience at the festival with 60% African Americans attending and close to 80% African American musicians performing on the stages of the festival. A high percentage of the paid Art & Soul staff that work the festival weekend are individuals of color.

Artist treatment: Both sides agreed to work on strengthening communications to resolve any issues promptly and to provide a safe work environment based on mutual respect.

Other issues:

Other issues were requested to be reported on:

Vendor engagement: The festival producers are pleased to report that vendor applications submitted for this year's festival are up 30% from the same period last year in all categories. As last year, there is expected to be a sell out on vendor booth spaces with a wait list. It is important to note that certain categories such as imported goods, graphic tees and nonprofits tend to fill more promptly so a cap is placed to ensure a wide variety of vendors at the festival.

Outreach and marketing: The festival producers will continue to highlight the Blues stage and their headliner performers in the festival marketing channels. The producers requested that the blues stage headliners be submitted no later than May 15 and the full lineup by June 1, 2018 in order to assist with marketing.

Memorandum of Understanding (MOU) with Art & Soul or other nonprofit organizations:

There are no MOUs with any of the organizations receiving Parades, Runs, Street Festival funding. (Measure C/Transient Occupancy Tax revenue)

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council receive an 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

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Economic & Workforce Development Department

Prepared by:
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Economic & Workforce Development Department