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2019 APR 11 PM 5:45

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Mark Sawicki  
Director, EWD

**SUBJECT:** FY2018-19 Cultural Funding Grants  
ROUND TWO

**DATE:** April 1, 2019

City Administrator Approval

Date:

4/11/19

## RECOMMENDATION

**Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into Grant Agreements With Eight (8) Oakland-based Nonprofit Organizations Providing Arts And Cultural Services In Oakland, As Part Of The Pilot Grant Program "Neighborhood Voices: Belonging In Oakland," During Fiscal Year 2018-19, In A Total Amount Not To Exceed \$80,000.**

## EXECUTIVE SUMMARY

Adoption of the proposed resolution will authorize the City Administrator to enter into eight (8) Cultural Services Grant Agreements with eight (8) Oakland-based nonprofit organizations who will partner with a collaborating organization to provide cultural services in Oakland. These organizations and artists support artistic excellence and cultural diversity through the provision of services in dance, music, theater, media, digital, visual, literary, and community arts, while leveraging other government, corporate, and private spending on the arts in Oakland.

The Funding Advisory Committee (FAC) met on March 6, 2019 to review the recommendations of the Funding Review Panels. The FAC voted unanimously to recommend that the City Council award the proposed grants, totaling \$80,000 using funds from the General Fund balance for Fiscal Year (FY) 2018-2019. A complete list of FY2018-19 Round Two Grant Applicants and Recommended Awards can be found in **Attachment A**.

For FY2018-19, the Cultural Funding program will award Cultural Service grants in two separate rounds. On September 17, 2018, City Council approved the Round One awards in a total of \$1,136,253.64 to 69 Oakland-based individual artists and nonprofit organizations. This report details the request to award the applications that were submitted for the Round Two FY2018-19 January 27, 2019 deadline.

Item: \_\_\_\_\_  
Life Enrichment Committee  
April 23, 2019

## **BACKGROUND / LEGISLATIVE HISTORY**

### ***Program Overview***

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 has provided funding in six categories:

- Individual Artist Project;
- Organization Project;
- Art-in-Schools Project;
- Neighborhood Voices;
- Strategic Development for Emerging Organizations; and
- Organizational Assistance

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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. Oakland's CFP is one of the only local, grant-making agencies that allow the applicants to address the panel during a three-minute period. The applicant's three-minute address is used to clarify any questions or misinterpretations that the applicant may have heard during the panel discussion. 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.

With Council support, CFP grants have historically been funded from the General-Purpose Fund (GPF). In FY 2009-10, voters passed Measure C, adding a Transient Occupancy Tax (TOT) surcharge that supplements CFP funding, with a commensurate budgeted reduction in GPF support for the grants program.

## **ANALYSIS AND POLICY ALTERNATIVES**

***Neighborhood Voices: Belong in Oakland (VOICES)*** is a pilot grant program seeking to lift up seldom-heard voices of Oakland's neighborhoods by supporting the expression, recognition, and understanding of the array of diverse communities that make Oakland unique, vibrant, and resilient. This program is part of the launch of *Belonging in Oakland*, the City of Oakland's new cultural development plan that aims to promote cultural equity, belonging, and well-being for all the communities of Oakland.

VOICES was designed to highlight and support community-based cultural expressions, stories, histories, and heritage of the many communities in Oakland's neighborhoods—particularly ones that historically have not received equitable investments of resources or recognition.

Applications were encouraged from the following:

- Cultural groups that have received little or no support from the City of Oakland;
- Racial/ethnic-specific communities or other types of communities that are under-recognized or lack visibility in Oakland generally;
- Neighborhoods with few formal cultural resources (such as, cultural centers, performance venues, art galleries, cultural education programs, etc.);
- Partners who are deeply grounded and engaged in the neighborhood where the project is based

On February 13, 2019, a selected committee of panel reviewers met to discuss, score and rank 27 proposals from applicants for the VOICES grant. Panelists thoroughly discussed, evaluated and scored each proposal based on established criteria. In broad terms, the criteria for panel review are: (1) soundness of applicant's plan for artistic/cultural services and quality of the artistic product; (2) management ability of personnel and the fiscal soundness of the program or project; (3) the applicant's ability to implement the proposed activities; identify and market services to potential audiences; and (4) the extent to which the applicant's activities fulfill the goals of the CFP. Upon completion of the review process and ranking of the applications, the FAC was charged with determining a cut-off for grant awards and the allocation of funds. Applicants receiving an average score lower than 70 (from a possible 100 points) were automatically disqualified for funding. A score of 70 or below indicates that the application met the evaluation criteria marginally or needs improvement.

At a public meeting on March 6, 2019, the FAC determined grant awards based on applicant ranking by score and funds available, and voted unanimously to recommend the City Council award a total of eight grants to eight artists and organizations. The eight grants recommended in FY 2018-19 will support projects that will serve six (6) council districts and involve collaborations between 16 Oakland-based organizations.

A total of 76 Events/Activities will be funded by the CFP through the VOICES grant category. Of the 76 Events/Activities funded, 67 will be offered free to the public. Approximately 18,759 participants will be exposed to arts programming and activities through these funded events activities and projects. This figure includes participants and audiences. Of the participants exposed to funded art experiences, an estimated 92% will be Oakland-based, and 874 will be directly engaged in the funded activities and projects. A complete list of descriptions for recommended projects can be found in **Attachment B**.

**Notes Regarding Review Panel Recommendations**

**Table 1** shows the total number of applications received, reviewed and recommended by the evaluation panels for this grant category.

**Applications Recommended**

No. of applications received	Total Awards	% OF Applications Recommended for Funding	Amount Awarded
27	8	29%	\$80,000.00

**Table 2** shows the total number of activities that will funded, number of activities that will offered free to the public, number of participants that will be directly engaged, number of paid Oakland artists, and the Council districts served.

**Application Statistics**

LEAD ORGANIZATION	Number of activities funded	Number of Free Activities	Number directly engaged	Number EXPOSED	# of Paid Oakland artists	Districts served
Friends of Peralta Hacienda Historical Park	10	10	20	15000	17	3, 5
Building Opportunities for Self-Sufficiency (BOSS)	4	4	10	1000	2	1, 3
Social Good Fund for Peacock Rebellion	7	7	7	120	11	3, 5
Center for Empowering Refugees and Immigrants	6	2	50	250	2	2,3
The Flight Deck for BAMBD <sup>1</sup>	5	4	12	500	12	3
American Friends Service Committee	7	3	150	265	16	3,7
Designing Justice Designing Spaces	7	7	550		4	3
Sarah Webster Fabio Center for Social Justice	30	30	125	750	35	6
<b>TOTALS</b>	<b>76</b>	<b>67</b>	<b>874</b>	<b>17885</b>	<b>99</b>	<b>1,2,3,5,6,7</b>

<sup>1</sup> Black Arts Movement Business District

### **FISCAL IMPACT**

Fiscal Year 2018-19 funds for the Cultural Funding Program are budgeted as follows: \$80,000 in General Purpose Fund (1010), CCAD-Cultural Programs Org (90523), Project (1000166).

### **PUBLIC OUTREACH / INTEREST**

How-to-Apply Workshops were held at City Hall and at East Oakland Youth Development Center. Representatives from over 40 non-profit and grassroots social service, arts, and education organizations attended the workshops.

An Open Call invited community members to serve on a peer review panel. A panel convened to discuss and evaluate applications in an open meeting, where applicants had the opportunity to attend and address the panel with a three-minute statement. The panel review meeting was open to the public and held February 13, 2019 in City Hall, Hearing Room 3.

### **COORDINATION**

The City Attorney's Office and the Budget Bureau have been consulted in the preparation of this report and resolution. The FAC has also been consulted, and made the award recommendations herein presented to the City Council

### **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 650 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 Workshops, one-on-one technical assistance provided by Cultural Funding Program staff, and the recruitment of review panelists that represent Oakland's diverse community. The Cultural

Funding program provided additional support to artists and organizations that serve low-income, culturally-specific, Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ), youth, and senior communities.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That The City Council Adopt A Resolution Authorizing The City Administrator To Enter Into Grant Agreements with eight (8) Oakland-based Individual Artists And Nonprofit Organizations Providing Arts And Cultural Services In Oakland During Fiscal Year 2018-19, In A Total Amount Not To Exceed \$80,000.

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

Respectfully submitted,



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MARK SAWICKI  
Director, Economic & Workforce Development

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Reviewed by:  
Roberto Bedoya, Cultural Affairs Manager

Prepared by:  
Denise Pate, Cultural Funding Coordinator  
Cultural Affairs Division

**Attachments (2)**

***Attachment A: FY18-19 Round Two Grant Recommendations and Applicant Rank***

***Attachment B: FY18-19 Neighborhood Voices Project Descriptions***

**ATTACHMENT A**

**City of Oakland, Cultural Funding Program  
 FY18-19 Round Two: NEIGHBORHOOD VOICES  
 GRANT RECOMMENDATIONS and APPLICANT RANK**

<b>APPLICANTS</b>				<b>Available Funds</b>
<b>LEAD ORGANIZATION</b>	<b>Collaborating Organization</b>	<b>SCORE</b>	<b>REQUEST AMOUNT</b>	<b>\$ 80,000.00</b>
Friends of Peralta Hacienda Historical Park	Street Level Health Project	97.17	\$ 10,000.00	\$ 70,000.00
Building Opportunities for Self-Sufficiency	James Calhoun, cultural practitioner	96	\$ 10,000.00	\$ 60,000.00
Social Good Fund for Peacock Rebellion	Oakland Community Land Trust	95.67	\$ 10,000.00	\$ 50,000.00
Center for Empowering Refugees and Immigrants	ARTogether	94.17	\$ 10,000.00	\$ 40,000.00
The Flight Deck for BAMBD, CDC	Lower Bottom Playaz	94	\$ 10,000.00	\$ 30,000.00
American Friends Service Committee	Rudsdale High School	93.83	\$ 10,000.00	\$ 20,000.00
Designing Justice Designing Spaces	The Butterfly Movement	93.33	\$ 10,000.00	\$ 10,000.00
Sarah Webster Fabio Center for Social Justice	ACDPublic Health; OPLibrary	93	\$ 10,000.00	\$ -
Asian Health Services	Oakland Chinatown Coalition	91.5	\$ 10,000.00	\$ (10,000.00)
Omnira Institute	Eastside Arts Alliance	91.4	\$ 10,000.00	\$ (20,000.00)
Music is Extraordinary dba OPC	East Bay Asian Local Development Corporation	91.4	\$ 10,000.00	\$ (30,000.00)
Overcomers with Hope Studios, Inc.	The Veterans Community Media Network	90.33	\$ 10,000.00	\$ (40,000.00)
Oakland Gay Men's Chorus	Oakland Youth Chorus	89.33	\$ 10,000.00	\$ (50,000.00)
Center for Young Womens Development	Studio Grand and Mamacitas Café	89.17	\$ 10,000.00	\$ (60,000.00)
The Oakland Second Line Project	MJ's Brass Boppers	89	\$ 10,000.00	\$ (70,000.00)
Habari Ummah	Lighthouse Mosque	89.6	\$ 10,000.00	\$ (80,000.00)
The Crucible	Lincoln Family Services	88	\$ 10,000.00	\$ (90,000.00)
United Roots	Green Eyed Media	87.67	\$ 10,000.00	\$ (100,000.00)
Re-Present Media	Oakland Neighbors Inspiring Trust	87.4	\$ 10,000.00	\$ (110,000.00)
API/OACC	Aileen Suzara, cultural practitioner	87	\$ 10,000.00	\$ (120,000.00)
Community Rejuvenation Project	Black Resurgents	86.83	\$ 10,000.00	\$ (130,000.00)
Islamic Cultural Center of Northern CA.	Zawaya	86.33	\$ 10,000.00	\$ (140,000.00)
The Umoja Festival	Urban Afro Society	85.17	\$ 10,000.00	\$ (150,000.00)
The House of Malico	Lower Grand Radio	84.67	\$ 10,000.00	\$ (160,000.00)
SambaFunk!	Malonga Arts Resident Association	84.4	\$ 10,000.00	\$ (170,000.00)
GUILD	West Oakland Collective	81.17	\$ 10,000.00	\$ (180,000.00)
Dance Elixir	Arab.AMP	77.5	\$ 10,000.00	\$ (190,000.00)

ATTACHMENT B  
PROJECT DESCRIPTIONS-FY18-19; Neighborhood Voices

City of Oakland, Cultural Funding Program						
FY18-19 Round Two Recommendations: NEIGHBORHOOD VOICES						
Project Descriptions						
LEAD ORGANIZATION	PARTNERING ORGANIZATION	PROJECT DESCRIPTION	Not to Exceed	General Fund	TOTAL	
Friends of Peralta Hacienda Historical Park	Street Level Health Project	<i>La Colectiva</i> , undocumented day laborers who organize through Street Level Health Project to create a new street theater piece; The project will inform the public about the lives, hardships, cultural riches, and talents of Oakland's day laborers, while engaging the performers in activities that develop leadership and a sense of agency.	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Building Opportunities for Self-Sufficiency	James Calhoun, cultural practitioner	"THIS CIRCLE RIGHT HERE (TCRH)." The TCRH project will recruit West Oakland youth to receive video/filmmaking education and hands-on experience, and create a documentary that highlights the voices, stories, and experiences of gun and gang-involved youth and families in West Oakland neighborhoods.	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Social Good Fund for Peacock Rebellion	Oakland Community Land Trust	Peacock Rebellion and Oakland-based Artist in Residence Lauren Benetua, will partner with the Oakland Community Land Trust to recruit and coach a cohort of trans and gender non-conforming (gnc) people of color (poc) artists to develop a racial justice trans liberation coloring book that will depict the strength, resilience, and healing of trans people of color (TPOC) in the past, present and future, illustrating the residents and tenants of East Oakland's Liberated 23rd Ave land trust.	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Center for Empowering Refugees and Immigrants	ARTogether	<i>I am Oakland: Voices of Second Generation Southeast Asian Youth</i> is a series of poetry writing/storytelling workshops and community performances by the children and grandchildren of Southeast Asian refugee and immigrant communities living in Oakland.	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
The Flight Deck for BAMBD, CDC	Lower Bottom Playaz	<i>Here!</i> , is a project from a cultural anthropological lens that pairs public art pieces, (murals), from the Lower Bottoms neighborhood in West Oakland, the residential portion of the Black Arts Movement Business District, with free, live site-specific performances that will be presented in the commercial portion of the Black Arts Movement Business District (BAMBD).	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
American Friends Service Committee	Rudsdale High School	<i>Make Oakland the Town Again</i> is a two-fold project that will produce a community-based mural in Deep East Oakland and a youth-led poetry anthology that will be published and distributed to Oakland Unified School District students.	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	



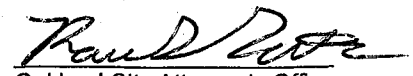
ATTACHMENT B  
PROJECT DESCRIPTIONS-FY18-19; Neighborhood Voices

LEAD ORGANIZATION	PARTNERING ORGANIZATION	PROJECT DESCRIPTION	Not to Exceed	General Fund	TOTAL
<p style="text-align: center;"><b>Designing Justice Designing Spaces</b></p>	<p style="text-align: center;"><b>The Butterfly Movement</b></p>	<p>The Pop-Up Village (The Village) is a site activation tool that harnesses the power of design to catalyze the magic that emerges when people and programs come together in public space. Its mission is to use mobile architecture and active programming to turn blighted and/or vacant urban outdoor spaces into regenerative community hubs.</p>	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
<p style="text-align: center;"><b>Sarah Webster Fabio Center for Social Justice</b></p>	<p style="text-align: center;"><b>ACDPublic Health; OPLibrary</b></p>	<p>For the second phase of <i>Resistance, Resilience, Anticipation</i>, a story project with audio and/or video recorded stories from residents in six Elmhurst's neighborhoods. The Sarah Webster Fabio Center will work with Daphne Muse to craft reflective stories from the elders in this community. These are place-based stories about the experience of living not only in East Oakland but in the flatlands of "deep East Oakland".</p>	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
<b>TOTAL</b>			<b>\$ 80,000.00</b>	<b>\$ 80,000.00</b>	<b>\$ 80,000.00</b>

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2019 APR 11 PM 5:45

Approved as to Form and Legality

  
Oakland City Attorney's Office  
Ravi J. Patel

## OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO EIGHT GRANT AGREEMENTS WITH EIGHT OAKLAND-BASED NONPROFIT ORGANIZATIONS PROVIDING ARTS AND CULTURAL SERVICES IN OAKLAND, AS PART OF THE PILOT GRANT PROGRAM "NEIGHBORHOOD VOICES: BELONGING IN OAKLAND," DURING FISCAL YEAR 2018-19, IN A TOTAL AMOUNT NOT TO EXCEED \$80,000.**

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**WHEREAS**, in 1985, 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 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, through four, core grant making categories for Individual Artist Projects, Organization Projects, Organizational Assistance, and Art in the Schools; and

**WHEREAS**, the Cultural Funding Program established two grant rounds for FY18-19, and on September 17, 2019 the City Council approved the grant awards for round one of the FY18-19, this resolution outlines the grant allocations for Round Two; and

**WHEREAS**, on February 13, 2019, a review panel convened and forwarded recommendations to award grants to eight (8) organizations proposing to provide arts and cultural programming to the citizens of Oakland; and

**WHEREAS**, Fiscal Year 2018-19 funds for the Cultural Funding Program are budgeted in General Purpose Fund (1010), CCAD-Cultural Programs Org (90523), Cultural Arts Grant Fund Project (1000166); and

**WHEREAS**, on March 6, 2019 the City of Oakland Funding Advisory Committee met to review the final grant recommendations for all categories, and voted unanimously to recommend to City Council that these grants be funded in the amounts listed herein; and

**WHEREAS**, the City of Oakland Funding Advisory Committee recommends specific funding to nonprofit organizations as follows; now, therefore, be it

**RESOLVED:** That the Oakland City Council hereby authorizes a grant to each organization listed below not to exceed the amount detailed:

<b>ORGANIZATION</b>	<b>Amount Not To Exceed</b>	<b>General Fund Allocation</b>
<b>Friends of Peralta Hacienda Historical Park</b>	\$ 10,000.00	\$ 10,000.00
<b>Building Opportunities for Self-Sufficiency</b>	\$ 10,000.00	\$ 10,000.00
<b>Social Good Fund for Peacock Rebellion</b>	\$ 10,000.00	\$ 10,000.00
<b>Center for Empowering Refugees and Immigrants</b>	\$ 10,000.00	\$ 10,000.00
<b>The Flight Deck for BAMBD, CDC</b>	\$ 10,000.00	\$ 10,000.00
<b>American Friends Service Committee</b>	\$ 10,000.00	\$ 10,000.00
<b>Designing Justice Designing Spaces</b>	\$ 10,000.00	\$ 10,000.00
<b>Sarah Webster Fabio Center for Social Justice</b>	\$ 10,000.00	\$ 10,000.00
<b>TOTAL</b>	<b>\$ 80,000.00</b>	<b>\$ 80,000.00</b>

; and be it

**FURTHER RESOLVED:** That the above grants shall be paid from the Fiscal Year 2018-19 funds budgeted in the amount of \$80,000 in General Purpose Fund (1010), Org (90523), Cultural Arts Grant Fund Project (1000166); and be it

**FURTHER RESOLVED:** That in the event any of the above grants are not encumbered, that those funds shall revert to the Cultural Funding Program for use in other categories of support; and be it

**FURTHER RESOLVED:** That the City Council hereby authorizes the City Administrator to conduct all negotiations, execute and submit all documents, including but not limited to agreements, amendments, modifications, payment requests, and related actions which may be necessary for the completion of the grants, without returning to Council; and be it

**FURTHER RESOLVED:** That the Office of the City Attorney will review the grant agreements for form and legality, and a copy will be filed in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FORTANATO BAS, GALLO, GIBSON MCELHANEY, KALB, TAYLOR, THAO,  
REID AND PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of the  
City of Oakland, California

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