



CITY OF OAKLAND

AGENDA REPORT

DATE: December 3, 2020
TO: City Council and Members of the Public
FROM: Councilmember Nikki Fortunato Bas
SUBJECT: **Black Arts Movement and Business District Grant Authorization**

RECOMMENDATION

I respectfully request that the City Council adopt the following legislation:

A Resolution Awarding A Grant To The Black Arts Movement And Business District Community Development Corporation Of Oakland In An Amount Not To Exceed \$75,000 For Signage And Organizational Capacity Building to Mitigate The Erosion Of Cultural Identity And Diversity Within The Designated Black Arts Movement And Business District.

EXECUTIVE SUMMARY

As part of the Fiscal Year 2019-2021 adopted budget, I added the allocation of \$75,000 for signage and capacity building in the Black Arts Movement and Business District (BAMBD), with the intention of allocating the funding to the Black Arts Movement And Business District Community Development Corporation (BAMBD CDC). We are returning to Council to recommend that the funding be disbursed in the form of a grant to the BAMBD CDC. This funding commitment is contingent upon continued availability of funds within the City's approved Budget, as amended, and subject to grant terms as outlined below.

BACKGROUND / LEGISLATIVE HISTORY

On January 7, 2016, the City of Oakland City Council adopted Resolution 85958, which designates the 14th Street corridor from Oak Street to Frontage Road in Downtown Oakland and West Oakland as the "Black Arts Movement and Business District." The Black Arts Movement and Business District also includes the area on or within four blocks of 14th Street.

The goal of the District designation is to "highlight, celebrate, preserve and support the contributions of Oakland's Black artists and business owners and the corridor as a place central historically and currently to Oakland's black artists and black owned businesses." The designation is intended to help support a critical mass of arts and entertainment establishments in the area, and to help promote and celebrate the significant current and historical black

leaders, arts, political movements, enterprises and culture in the area. More specifically, the designation is intended to help bring resources to the area through grants and philanthropic funding, and for the City Administrator to consider other tools and incentives to support the implementation of the District including streamlined permitting, funding, staffing, and new placemaking elements in the District.

The Resolution also calls for the City's *Downtown Specific Plan* to include the District, and to consider policies that animate the public space, rejuvenate the streetscape, improve local business viability, improve public safety, and bring diverse people together in celebration of the District.

I added the allocation of \$75,000 for signage and capacity building within the BAMBD to the adopted budget for fiscal year 2019-2021, with the intention of allocating the funding to BAMBD CDC. We are returning to Council to make the specific allocation in order to achieve the Council's desired outcomes.

The BAMBD CDC a non-profit 501c3 was formed in July of 2016 with the mission to "Advocate, organize, create, develop, implement, foster, and ensure the thriving of BAMBD, Oakland, CA through vigilant organizing, development of infrastructure, and the creation of mechanisms for stewardship and advocacy." Its organizational values are based on five pillars: housing, commerce, arts & culture, vital human services, and (an) access to research and data publicly accessible via an online cultural archive. Since its founding, BAMBD CDC has generated financial investment in the District while working diligently to raise awareness and capacity for its animation through a variety of methods.

ANALYSIS AND POLICY ALTERNATIVES

The BAMBD is the first designated cultural zone in Oakland and plays a significant role in the historic and cultural foundation for Oakland. The continued support in developing a greater recognizable identity of the BAMBD through signage and capacity building of the BAMBD CDC would help leverage community efforts and funding to highlight, celebrate, preserve and support the contributions of Oakland's Black artists and business owners. The BAMBD CDC was formed specifically to support the BAMBD and is in the best position to implement culturally appropriate signage and the grant funding would enhance the organizational capacity allowing greater community outreach and further development of a support network to assist in the cultural and business development activities within the district.

The capacity building of community partners has been a strategic activity and has been supported by leveraging of grants and philanthropic support. This has been a successful model implemented in the City within the Fruitvale District and the success of the Unity Council which has become a vital community partner and facilitated additional resources outside of City support including development of a Community Benefit District that supports both the arts and business community.

FISCAL IMPACT

The above recommended grant will not exceed a total of \$75,000 which has already been allocated in the City's current Adopted Policy Budget for fiscal year 2019-2021 pursuant to Resolution No. 87759 C.M.S., 2019. These funds are being held in: General Purpose Fund (1010)/Economic Development Organization (85411)/Contract Contingencies Account (54011)/Business Improvement District Project (1000147)/Business Attraction, Retention and Expansion Program (SC11).

There is no further fiscal impact anticipated.

PUBLIC OUTREACH / INTEREST

Required public notification and input occurred prior to City Council's approval of the Adopted Policy Budget for fiscal year 2019-2021 in which the above allocation of up to \$75,000 for signage and capacity building appears.

COORDINATION

The Economic and Workforce Development Department and Finance Department were consulted in the preparation of this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: With the additional signage in the BAMBD, the placemaking elements help the community and visitors identify the importance of the BAMBD and start to build a greater awareness. In addition, the BAMBD CDC would use grant funding to support their cultural and business activities which would help bolster economic development activities.

Environmental: The BAMBD is a gateway within Downtown Oakland and is accessible from mass transit infrastructure. The support to strengthen and beautify the physical image of the affected commercial neighborhoods by cultural awareness and placemaking would create a unique destination for cultural events, goods and services allowing patrons to walk, bike, or utilize mass transit to limit vehicle trips and greenhouse gas emissions.

Race & Equity: The cultural and economic value of retaining and expanding black owned businesses and enhancing the cultural diversity of the district and Oakland are targeted within the City's Economic Strategy and Race and Equity Goals. The capacity building of BAMBD CDC supports community self-empowerment which, in turn, supports certain aspects of social equity. If approved, this grant will be awarded to an organization supporting black owned businesses and cultural groups within the BAMBD.

ACTION REQUESTED OF THE CITY COUNCIL

Councilmember Nikki Fortunato Bas
Subject: Black Arts Movement and Business District Grant Authorization

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For questions regarding this report, please contact Miya Saika Chen, Chief of Staff, Office of Councilmember Nikki Fortunato Bas, at mchen@oaklandca.gov.

Respectfully Submitted,



Nikki Fortunato Bas
Councilmember, District 2