Cultural Arts Programs
Cultural Arts & Marketing Division

CITY OF OAKLAND

TO: Cultural Affairs Commission

ATTN: Dr. Matais Pouncil, Acting Chair

FROM: Kathy Littles, Ph.D., Cultural Funding Coordinator

DATE: February 22, 2010

RE: Funding Advisory Committee Recommendation to Approve Funding Review Panelists for the FY 2010-2011 Individual Artist Project Support, Organization Project Support, Art in the Schools and Organizational Assistance Funding Categories

SUMMARY

The Funding Advisory Committee recommends approval of the list of individuals to participate in four panels of six people each who will convene to review funding applications for the following Cultural Funding grant programs:

- Individual Artist Project Support (IAP)
- Organization Project Support (OP)
- Art in the Schools Support (AiS)
- Organizational Assistance (OA)

The panels will consist of individuals who have experience in and understanding of the artistic disciplines of the applicant pool, as well as expertise relevant to the specific program area. These panels help to support a fair and equitable application process to the Cultural Funding Program. Panels are convened on an annual basis for every funding program with the exception of the Organizational Assistance Program, which is a two-year award commitment pending awardees' interim reports and a satisfactory assessment of the funded program's fiscal stability.

Staff presented the proposed list of panelists (see attachment B) to the Funding Advisory Committee (FAC) at its regular meeting on January 27, 2010. The FAC approved the list by unanimous vote of the members present.

FISCAL IMPACT

There is no new fiscal impact on the General Fund resulting from the approval of the recommended panelists. The cost of running panels is built into the Council approved operational expenses of the program.

BACKGROUND

Prior to 1985 there was no formal procedure or criteria for evaluating and rewarding grants to Oakland-based nonprofit arts organizations and independent artists. The City charged the former Oakland Arts Council with the task of developing an equitable process for the distribution of City funds. In 1985 the first arts funding policies and procedures were adopted. Grant guidelines were established, application materials were developed and a panel system for evaluating

applications was designed. This created the foundation for the administration of the Cultural Funding Program.

PROGRAM DESCRIPTION

A panel of six individuals will be convened to review applications for the following programs (please see Attachment A for a description of each program):

- Individual Artist Project Support
- Organization Project Support
- Art in the Schools Support
- Organizational Assistance

Attempts are made to secure a diverse and qualified panelist pool for each panel. Panels are composed of individuals who have experience in and understanding of the artistic disciplines of the applicant pool as well as expertise relevant to the specific program area. When constituting panels, staff looks for the following areas of expertise:

1. Artistic (with an emphasis on artists serving as panelists)
2. Managerial (in various artistic disciplines)
3. Nonprofit management
4. Arts marketing
5. Producing and/or presenting
6. Knowledge of Oakland and its arts community

The panels will convene during the following dates to review funding applicants to the following programs:

- Individual Artist Project Support   March 11 - 12, 2010
  36 applications received
- Organization Project Support   March 18 -19, 2010
  25 applications received
- Art in the Schools   March 24 - 25, 2010
  26 applications received
- Organizational Assistance   April 1 - 2, 2010
  25 applications received

2010-2011 Cultural Funding Program Panelist Report

In previous years Cultural Funding Program Review Panelists have made recommendations on which applications to fund and how much should be awarded. These recommendations were then presented to the Funding Advisory Committee and the Oakland Cultural Affairs Commission for approval. This year due to the lack of a known budget at the time in which the panel will convene, the panelists will review and score all eligible applications in all grant categories. The Commission is responsible for forwarding final recommendations to the City Council based on available funds. Please see Attachment B for a list of 2010-2011 panelists.

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Stipend

Review Panelists will receive a small honorarium of $100 for each panel meeting day in addition to $50 for attending the panel orientation (mandatory for first-time panelists.) All Organizational Assistance panelists are required to conduct site visits to six organizations and prepare a brief summary of the visit during the panel review. Panelist will receive a small stipend for each visit in addition to the $100 for each panel review day. Meals during panel meetings will continue to be provided.

RECOMMENDATIONS

The FAC recommends that the Cultural Affairs Commission approve the list of individuals (Attachment B) to serve as panelists for FY 2010-2011 on the Individual Artist Project, Organization Project, Art in the Schools and Organizational Assistance review panels.

The FAC further recommends that in the event any of the below-named individuals are not available and/or additional individuals must be recruited, staff, with the assistance of the FAC co-chair, will identify and confirm the names of other qualified individuals to serve as panelists without returning to the Commission for approval.

Respectfully submitted,

Kathy Littles, Ph.D., Cultural Funding Coordinator

Overview of Programs

The Cultural Funding Program offers several funding opportunities for Oakland-based individuals and nonprofit organizations producing arts and cultural activities in Oakland.

Organization Project Support Program

The Organization Project Support category supports Oakland-based nonprofit organizations producing art activities in Oakland that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to, performances of dance, theater, music, exhibitions, classes and workshops.

Individual Artist Project Support Program

The Individual Artist Project Support category supports Oakland resident individual artists producing art activities in Oakland that culminate in a local public outcome for the benefit of the community. Such activities may include, but are not limited to performances of dance, theater, and music, exhibitions, classes and workshops.

Art in the Schools Program

The Art in the Schools category exposes young people in the Oakland public schools to quality, hands-on arts experiences in the school setting to educate them about the process of creating and producing arts, and to support and enhance the classroom curriculum. Funds will support arts residencies on the school site before, during or after school hours wherein there is a long-term, in-depth interaction between professional artists and an ongoing group of students.

Organizational Assistance Program

The Organizational Assistance Program (OAP) is a two-year program that supports Oakland-based 501(c)3 nonprofit arts organizations producing ongoing art and cultural activities that may include, but are not limited to, performances in dance, music or theater, classes and workshops, and exhibits, for the benefit of the community. The OAP is designed to promote the health and stabilization of Oakland's nonprofit arts and culture providers. There are two levels to the Organizational Assistance Program: Level I – Strategic Development Support, and Level II – General Operating Support.

2010-2011 Cultural Funding Program Panelists

Individual Artist Project
Janet Moore, Curator, Oakland
Veronica Graham, Art Instructor, Oakland
Eric Escobar, Film, Oakland
Margo Dunlap, Arts Administrator, grantee
Cynthia Winton-Henry, Arts Administrator, Inter-Play
Sue Mark, Artist, grantee

Organization Project Support
Margaret Southerland, Arts Consultant, SF
Dawn McMahan, Performing Artist, past applicant
Jenny Louie (FAC)
Stephanie Geter (CAC)
Amana Harris, Attitudinal Healing ED, grantee
Ebony McKinney (Formerly of the San Francisco Arts Commission)

Art in the Schools
Start J. Richardson, Teacher, Oakland
Lori Zook (CAC, and FAC liaison)
Destiny Muhammad, Musician, grantee
Bianca Yarborough, Performing Arts, Theatre
Sean Kennedy (CAC), Oakland
Desiray McFall, Film Maker, Oakland

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Organizational Assistance
Marc Vogl (FAC)
Matais Pouncil (CAC), Oakland
Umi Vaughn, Visual Artist, grantee
Nives Wetzel de Cediel, (FAC)
Anyka Barber, Arts Administrator
Jennifer Chen, Arts Administrator, grantee

FAC: Funding Advisory Committee
CAC: Cultural Affairs Commission