

CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Agenda
Monday, July 26, 2021
4:00 – 7:00 PM**

Pursuant to the Governor's Executive Order N-29-20, all members of the Cultural Affairs Commission and Cultural Affairs Division will join the meeting via phone/video conference and no teleconference locations are required.

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/92777072068>

Or One tap mobile:

US: +14086380968,,92777072068# or +16699006833,,92777072068#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799
or +1 646 876 9923 or +1 301 715 8592 or +1 312 626 6799

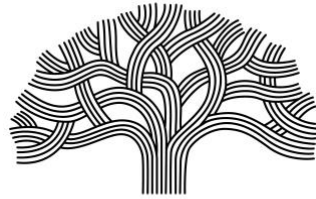
Webinar ID: 927 7707 2068

International numbers available: <https://us06web.zoom.us/j/92777072068>

There are three ways to submit public comment during Public Comment and Open Forum:

• **eComment:** Send your comment directly to Cultural Affairs Commission staff BEFORE the meeting via email NBalram@oaklandca.gov • **Comment by Zoom video conference:** Click the “Raise Your Hand” button to request to speak during Public Comment or Open Forum. You will be permitted to speak during your turn, allowed to comment, and after the allotted time, re-muted. Instructions on how to “Raise Your Hand” is available at: <https://support.zoom.us/hc/en-us/articles/205566129> - Raise-Hand-In-Webinar. • **Comment by phone:** Call on one of the above listed phone numbers. You will be prompted to “Raise Your Hand” by pressing “*9” to speak when Public Comment and Open Forum is taken. You will be permitted to speak during your turn, allowed to comment, and after the allotted time, re-muted. Please unmute yourself by pressing *6. If you have any questions, please email Neha Balram, Program Analyst for the Cultural Affairs Commission at NBalram@oaklandca.gov.

Oakland Cultural Affairs Division of the Economic & Workforce Development Department
1 Frank H. Ogawa Plaza, 9th fl. Oakland, CA 94612
www.oaklandculturalarts.org



CITY OF OAKLAND

**Cultural Affairs Commission
Regular Meeting Agenda
Monday, July 26, 2021
4:00 – 7:00 PM**

Roll Call/Call to Order

1. **Welcome**
2. **Guest Speaker: Corrina Gould (Co-Founder/Co-Director, Sogorea Te' Land Trust)**
3. **Artist Spotlight: Dr. Ayodele Nzinga (Oakland Poet Laureate)**
4. **Action Item 1: Approval of Minutes from April 26, 2021**
5. **Cultural Affairs Division Manager's Update**
 - Cultural Affairs Division Budget Overview
 - City Budget FY 2021-2023
 - The Andrew W. Mellon Foundation Grant for Cultural Strategist in Government
 - Expanded Special Activity Permits Division (Greg Minor, Assistant to the City Administrator)
 - Guest Speakers on Festival Culture – Oakland TOT Recipients
 - **Steven Tiffin** (Vice President/Director of Operations, Heart of the Town Events) (Rockridge Out and About, District 1)
 - **Shifra de Benedictis-Kessner** (Executive Director of the Temescal Business Improvement District) (Temescal Street Fair, District 1)
 - **Elena Serrano** (Program Director of Eastside Arts Alliance) (Malcom X Jazz Festival, District 2)
 - **Jessica Chen** (Executive Director, Oakland Chinatown Chamber of Commerce) (Chinatown StreetFest and Lunar New Year Bazaar, District 2)
 - **Shari Godinez** (Executive Director, Koreatown Northgate CBD) (Oakland First Fridays, District 3)
 - **Frank Ciglar** (Board Member, Oakland Pride) (Oakland Pride, District 3)
 - **Wilbert McAlister** (President, The Oakland Black Cowboy Association) (Black Cowboy Parade, District 3)

- **Daniel Swafford** (Executive Director, Laurel District Association and Founder/Managing Director, Oaktoberfest) (Laurel Street Fair and Oaktoberfest, District 4)
- **Itzel Diaz-Romo** (Senior Manager of Communications and External Affairs, The Unity Council) (Dia de los Muertos, District 5)
- **Samee Roberts** (President/Executive Director, Heart of the Town Events) (Art and Soul, District 3)

6. Public Comment

7. Action Item 2: Vice Chair Vote

- Candidates: Kev Choice and Michelle Mush Lee

8. Commissioner Discussion: New Potential Ad-hoc Teams

9. Open Forum

10. Announcements & Oakland Artist Acknowledgements

- Remembering: Paul Mooney, Shock G, and Gift of Gab
- 2021 Newly Elected Member, American Academy of Arts and Letters: Walter Hood (Architecture)

11. Closing

Next regular meeting: September 27, 2021 via Teleconference

Adjourn

♿ This meeting location is wheelchair accessible. To request disability-related accommodations or to request American Sign Language (ASL), Cantonese, Mandarin, or Spanish language interpreter, please email NBalram@oaklandca.gov or call (510) 238-4949 Or 711 (for Relay Service) at least five (5) business days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities.

Esta reunión es accesible para sillas de ruedas. Si desea solicitar adaptaciones relacionadas con discapacidades, o para pedir un intérprete de en español, Cantones, mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a NBalram@oaklandca.gov o llame al (510) 238-4949 o al 711 para servicio de retransmisión (Relay service) por lo menos cinco días hábiles antes de la reunión. Se le pide de favor que no use perfumes a esta reunión como cortesía para los que tienen sensibilidad a los productos químicos. Gracias.

會場有適合輪椅出入設施。需要殘障輔助設施, 手語, 西班牙語, 粵語或國語翻譯服務, 請在會議前五個工作天電郵 NBalram@oaklandca.gov 或致電 (510) 238-4949 或 711 (電話傳達服務)。請避免塗搽香氛產品, 參加者可能對化學成分敏感。

Địa điểm tổ chức cuộc họp có đường dành riêng cho xe lăn. Đề yêu cầu các phương tiện hỗ trợ phục vụ người khuyết tật hoặc yêu cầu thông dịch viên ASL, tiếng Quảng Đông, tiếng Quan Thoại hoặc tiếng Tây Ban Nha, vui lòng gửi email đến địa chỉ NBalram@oaklandca.gov hoặc gọi đến số (510) 238-4949 hoặc 711 (với Dịch vụ Tiếp âm) ít nhất năm (5) ngày làm việc trước khi cuộc họp diễn ra. Vui lòng không sử dụng các sản phẩm có mùi thơm khi tham gia cuộc họp này như một phép lịch sự đối với những người tham dự nhạy cảm đối với các chất hóa học.

Cultural Affairs Division - Economic & Workforce Development Department

Cultural Affairs Commission Secretary – Neha Balram

Phone: (510) 238-4949

Recorded Agenda: (510) 238-2386

Telecommunications Relay Service: 711



Corrina Gould

(Lisjan Ohlone) Corrina Gould is the tribal spokesperson for the Confederated Villages of Lisjan/Ohlone. Born and raised in her ancestral homeland, the Ohlone territory of Huchiun, she is the mother of three and grandmother of four. Corrina has worked on preserving and protecting the ancient burial sites of her ancestors throughout the Bay Area for decades. She is a Co-Founder/Co-Director of the Sogorea Te' Land Trust.

Sogorea Te' Land Trust is an urban Indigenous women-led land trust based in the San Francisco Bay Area that facilitates the return of Indigenous land to Indigenous people.

Through the practices of repatriation, cultural revitalization, and land restoration, Sogorea Te' calls on native and non-native peoples to heal and transform the legacies of colonization, genocide, and patriarchy and to do the work our ancestors and future generations are calling us to do.

We envision a Bay Area in which Ohlone language and ceremony are an active, thriving part of the cultural landscape, where Ohlone place names and history is known and recognized and where intertribal Indigenous communities have affordable housing, social services, cultural centers and land to live, work and pray on.



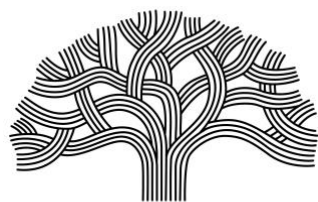
Dr. Ayodele Nzinga

Ayodele Nzinga is the founding producing director of the Lower Bottom Playaz, Inc., Oakland's oldest North American Theater Company. Nzinga is a multi-disciplined creative force; a brilliant actress, producing director, playwright, poet, dramaturg, performance consultant, educator, and community advocate. She is the founder of Lower Bottom Playaz Summer Theater Day Camp, established in 2007, a performance-based Literacy through the Arts day camp that provides enrichment activity for youth 5-18.

She is the founding Director of the Black Arts Movement Business District Community Development Corporation, Oakland, (BAMBD CDC); and founding producer of BAMBDFEST an annual international month-long arts and cultural festival celebrating and hosted by the Black Arts Movement and Business District in Oakland CA.

Nzinga holds an MFA in Writing and Consciousness; a Ph.D. in Transformative Education & Change; is a Cal-Shakes Artist Investigator Alumni; a Helen Crocker Russell Arts Leadership Fellow; a member of the Alameda County Women's Hall of Fame; recognized by Theater Bay Area as one of the 40 faces in the Bay Area that changed the face of theater in the Bay Area; is recognized by the August Wilson House as the only director in the world to direct the complete August Wilson Century Cycle in chronological order. Nzinga's work for the stage has been reviewed internationally.

Dr. Nzinga was selected to be the inaugural Oakland Poet Laureate in June 2021 and will serve a two-year term.



CITY OF OAKLAND

Cultural Affairs Commission
DRAFT Regular Meeting Minutes
Monday, April 26, 2021
4:01 – 7:12 PM

Members in Attendance: Diane Sanchez (Chair), Kev Choice (Vice Chair), Roy Chan, Jennifer Easton, J. K. Fowler, Michelle Mush Lee, Vanessa Whang, Theo Aytchan Williams

Members in Attendance: Charmin Roundtree-Baaqee

Staff in Attendance: Roberto Bedoya, Neha Balram, Denise Pate, Kristen Zarembo

Guests: Daniel B. Summerhill

Roll Call/Call to Order

1. Welcome

Meeting called to order by Commissioner Sanchez at 4:01 PM. She provided a brief overview of the meeting agenda.

2. Land Acknowledgement

Commissioner Sanchez led the Land Acknowledgement. She asked the Commissioners to reflect on the current statement and see if they ideas for how to better shine a spotlight on the Ohlone people and their stories.

On behalf of the Cultural Affairs Commission:

I want to take a moment to honor the traditions and territory we are a part of. Those of us on the land we now know as Oakland and lands all the way up to Albany are in Huichin, the unceded territory of the Chochenyo-speaking Confederated Villages of Lisjan Ohlone. We stand with the Lisjan people and their right to legal recognition and benefits from the US Government.

3. Artist Spotlight: Daniel B. Summerhill

Commissioner Fowler introduced local poet Daniel B. Summerhill who presented several published and unpublished works. Summerhill is Assistant Professor of Poetry/Social Action and Composition Studies at California State University Monterey Bay. His work has appeared in or is forthcoming in *Rust + Moth*, *Button*

Poetry, Flypaper, Cogs, The Hellebore and others. His collection *Divine, Divine, Divine* is available now from Oakland based-Nomadic Press.

4. Action Item 1: Approval of Minutes from March 22, 2021

Motion to approve the meeting minutes from March 22, 2021 made by Commissioner Chan; seconded by Commissioner Choice.

Chan	AYE
Choice	AYE
Easton	AYE
Fowler	AYE
Lee	AYE
Whang	AYE
Williams	AYE
Sanchez	AYE

The motion passed.

5. Cultural Affairs Division Manager's Update

Roberto Bedoya provided an update on the Cultural Affairs Division's needs for the FY 2021-2023 Budget Cycle. He noted that Annalee Allen's position was frozen upon her retirement in early 2021 and is hoping that the City chooses to unfreeze the position and re-establish its duties to support Public Art and festival-related permitting. Bedoya reminded the Commissioners that there is a predicted revenue shortfall of \$229M due to a loss of TOT funds (Transient Occupancy Tax) because of the pandemic.

He noted that he and Denise Pate have determined the following priorities for the Cultural Funding Program if the Division's budget is severely impacted by cuts in this next cycle. Priorities included: 1) Support Organizational Assistance funding, and 2) Support Neighborhood Voices

Bedoya noted that he is pleased with the media and public response to the launch of the Poet Laureate Program and expressed his gratitude to Commissioner Fowler for his work on launching the program.

Commissioners Choice and Lee expressed an interest in advocating to support festival culture in the next budget cycle.

6. Public Comment

The following members of the public made a comment: Assata Olugbala, Hiroko Kurihara, Aydoele Nzinga, Dominique Enriquez, Lyz Luke, and Favianna Rodriguez.

7. Update on Oakland Poet Laureate

Commissioner Fowler provided an update on the Oakland Poet Laureate program. He noted that the nomination window is from April 19-May 19. The Oakland Poet

Laureate Oversight Committee (OPLOC) will convene in May and includes Roberto Bedoya (Cultural Affairs Manager), Greer Nakadegawa-Lee (Oakland Youth Poet Laureate), Tonya M. Foster (literary community member), Michelle Mush Lee (CAC member), J. K. Fowler (CAC member). The plan is to announce the next Poet Laureate by early June.

Commissioner Fowler noted that the OPLOC will consider the following criteria in the review process:

- Understanding of the multiplicity of the aesthetic speeches of the city and consideration of the ways literature, heritage practices, film, arts practices, etc. illuminate how Oaklanders express their poetic souls.
- Command of poetry as a craft
- Affirmation of a poetic voice that expresses Oakland's diversity, beauty, and distinctions.
- Community engagement experience and ability to communicate well across a diverse range of communities
- Understanding of civic narratives around equity, culture, and belonging

8. Guided Discussion

Budget + Case-making

Commissioners Easton and Whang led a presentation and discussion on the Cultural Affairs Division budget (slides copied at the end of the minutes). Commissioner Easton noted that to that the City projected a \$72M budget deficit by the end of FY 2020-21. The use of Rainy Day funds, a hiring freeze, and layoffs of 500+ part-time employees brought lowered the deficit to \$44M. The projected deficit for the FY 2021-23 budget cycle is \$274M.

Commissioner Whang highlighted the Cultural Affairs Division's response to Covid-19 and the funds it was able to get out to the community in the summer of 2020.

- Cultural Affairs was able to leverage **\$1.425M** in CARES Act funds getting an average of \$2.6K to 349 ind. artists and \$10K to 51 arts nonprofits. 70%+ went to POC artists & 18% to non-binary/trans artists.
- **\$193K** in additional CARES Act funds were accessed for 14 free technical assistance workshops in digital media tools and production provided by Youth Speaks, YR Media, and Zoo Labs.
- Cultural Affairs created a partnership that is bringing **\$900K** in new funding for BIPOC artists & communities to reimagine a just Oakland in 2020-2023.

Commissioner Whang went into further detail about the Cultural Funding Program award rate data. She noted that Oakland continues to lose artists and cultural workers and the declining investment in the Cultural Affairs Division contributes to the problem. Considering inflation, the Division's Cultural Funding Program is operating at a loss of approximately \$2M based off the 1980's grantmaking budget.

Constituent Outreach

Commissioner Choice talked about recent challenges community members have faced while trying to activate Lake Merritt for artistic expression, community gathering, and vending. He noted that public comment periods and town halls, such as the one the Commission co-hosted with the Alameda County Public Health Department, are useful ways to hear concerns from the public and share information. The Commissioners discussed budget priorities and advocacy strategies. Commissioner Choice noted that there is a need for an arts advocacy town hall.

Advocacy Strategy

Commissioner Lee summarized that the Commission should establish a collective narrative about the goal and talking points with a script before starting a conversation with City Council about the Cultural Affairs Division's and community's funding needs. She noted that the Commission needs to determine the strategy for engaging the artist community in their advocacy push for the next 8-9 weeks. The Commissioners agreed to establish a small informal group to begin the advocacy process.

9. Open Forum

The following members of the public made a comment: Indi McCassey, Assata Olugbala, Tyese Wortham, Oscar Edwards, Favianna Rodriguez, Melanie Wofford.

10. Announcements & Oakland Artist Acknowledgements

Commissioner Williams led the group in a brief and thoughtful memorial of the following Oakland artists who recently passed away. Commissioner Choice asked for a moment of silence.

- Zeke Nealy, Haitian Master Drummer & Historian
- Raphael Matingou, Congolese Drummer & Storyteller
- Alassane Kone, Senegalese Master teacher & Artistic Director
- Shock G, Musician, rapper, and lead vocalist for the Digital Underground

11. Closing

Commissioner Choice thanked the Commissioners, City staff, and the public for joining the meeting.


Commissioner Williams made a motion to close the meeting; seconded by Commissioner Whang.

The meeting adjourned at 7:12 PM.

**BACKGROUND INFORMATION FOR
THE FY 2021-23 BUDGET PROCESS**

APRIL 26, 2021

THE BUDGET PROCESS TIMELINE

- March: City Council releases their budget priorities
 - April: Mayor garners community input
 - May 1: Mayor releases Proposed FY 2021-23 Budget
 - May-June: City Council leads public budget forums
 - June: City Council develops alternative proposals
 - June 30: City Council adopts final FY 2021-23 spending plan
- 

CHALLENGES FOR THE FY 2021-23 BUDGET

- In December 2020, there was a **\$72M** projected deficit for the end of FY 2020-21.
- To reduce the deficit, the Rainy Day reserve was used & cuts were made (e.g. to police/fire, 500+ PT employees laid off, hiring freezes, etc.)
- The remaining projected deficit for FY 2020-21 is **\$44M**.
- The projected deficit for the FY 2021-23 budget cycle is **\$274M**.

BUT: Oakland will receive ~\$192M from the federal ARP.

SUPPORT IN THE TIME OF COVID-19

- Cultural Affairs was able to leverage **\$1.425M** in CARES Act funds getting an average of \$2.6K to 349 ind. artists and \$10K to 51 arts nonprofits. 70%+ went to POC artists & 18% to non-binary/trans artists.
- **\$193K** in additional CARES Act funds were accessed for 14 free technical assistance workshops in digital media tools and production provided by Youth Speaks, YR Media, and Zoo Labs.
- Cultural Affairs created a partnership that is bringing **\$900K** in new funding for BIPOC artists & communities to reimagine a just Oakland in 2020-2023.

CFP GRANTMAKING HISTORY

Year	Grants Budget	Applications	Grants	Award Rate
FY 2017-18	\$1,004,605	152	70	46% (37%)
FY 2018-19	\$1,216,253	165	80	53% (46%)
FY 2019-20	\$1,221,044	171	91	53% (46%)
FY 2020-21	\$1,123,299	208	63	30% (21%)

The percentages in () discounts the two-year Org. Assistance grants and represent a truer award rate of the one-year competitive grantmaking.

OTHER FACTS & FIGURES

- TOT underwrites Cultural Affairs' fairs & festivals activity, and around 30% of grantmaking
- TOT dropped 25% in FY 2019-20 and in FY 2020-21 is projected to be \$8.24M, a 82% drop compared to FY 2018-19 revenues.
- Cultural Affairs lost over \$400K in programmatic funds and a half-time position due to the FY 2020-21 cutbacks.
- The highest grantmaking budget since the 1980s was \$1,600,000 in FY 1992-93. In today's dollars that would be over \$3M.



City of
OAKLAND
California



Media Contacts:

Harry Hamilton
Marketing Coordinator
Economic & Workforce
Development Dept.
hjhilton@oaklandca.gov
510-238-6766

Alaina Long
Director of Operations &
Communications
alaina@oaklandfund.org
407-455-4579

FOR IMMEDIATE RELEASE

July 15, 2021

Grant Award to Foster Creative Solutions in Oakland City Government Announced

\$900,000 Grant will embed 12 Cultural Strategists in City Departments

Oakland, CA – The Andrew W. Mellon Foundation has approved a grant of \$900,000 to the New Venture Fund, in partnership with the Oakland Fund for Public Innovation and the City’s Cultural Affairs Division. The grant will support placement of 12 cultural strategists within City of Oakland government. These engagements infuse creative problem-solving in the participating City departments. This new grant funding expands the Cultural Strategist in Government (CSIG) program beyond a 2019 pilot.

“These creative minds working with our dedicated City staff will help develop new solutions to old problems,” said Oakland Mayor Libby Schaaf. “Engaging the breadth of creative talent from our communities will strengthen the bonds between residents and government while resolving real-world challenges.”

The inaugural cultural strategist pilot coincided with the release of the [City’s Cultural Plan “Belonging in Oakland: A Cultural Development Plan”](#) to embody the plan’s tagline – “Equity is the Driving Force, Culture is the Frame, and Belonging is the Goal.” The artistic thought partners supported by the Mellon Foundation grant will work with individual City departments to serve Oaklanders in ways that foster civic belonging and community well-being. Two of the 12 cultural strategists will be engaged for up to two years, while the other 10 will be embedded for up to one year.

“The Oakland Fund for Public Innovation is excited to support the expansion of the Cultural Strategist in Government program,” said Juma Crawford, the nonprofit’s Chief Executive Officer. “We believe that innovation comes from the inherent talent and people who are from – and live in – the communities of Oakland. This program will advance the critical work of ensuring that, as a city, we continue to put people first and strive for equity and belonging for all Oaklanders.”

Cultural strategists are individuals working in the realm of culture, art making and aesthetic practices who bring unique skill sets and perspectives to bear on thorny problems. They could be artists, artist-activists, creative entrepreneurs, traditional culture bearers, community historians or others who are knowledgeable about culturally specific practices, history or heritage relevant to residents of Oakland and who are interested in serving the community.

As thought partners to government departments, the CSIG fellows do not exclusively make “objects.” Instead, they make policy arguments via strategies for cultural shifts crucial to the work of realizing a Just City and civic belonging. The CSIG program is an investment in creative thinkers who imagine and test new ways of working from a position inside government that advances how dialogue, deliberation, risk and innovation can impact governmental systems as we work to operationalize civic belonging.

(more)

Tentative Project Timeline

August 5 – CSIG call for proposals posted on www.OaklandCulturalArts.org

August 26 – CSIG proposals due from interested individuals

September 21 – Announcement of selected cultural strategists

October 4 – Strategists begin engagements with City departments

About New Venture Fund

The New Venture Fund collaborates with change leaders to build a fair, healthy, and sustainable world for all people. We help implement a range of public-interest projects on issues such as conservation, global health, public policy, international development, education, disaster recovery, and the arts.

About the Cultural Affairs Division

The Cultural Affairs Division is housed in the City's Economic & Workforce Development Department. The division includes the City's cultural funding program, which provides approximately \$1 million in grants to support the arts in Oakland; the public art program, which has more than \$1 million in funds currently dedicated for public art installations across Oakland and staff working on special events and film production permitting.

About the Oakland Fund for Public Innovation

The Oakland Fund for Public Innovation reaches across the city, engaging private partners to innovate, test and scale ideas that enhance Oakland. The Fund strives to improve the prosperity, safety and quality of life for all Oaklanders with projects that:

- Build a more trustworthy and responsive government
- Allow Oaklanders to stay rooted and thrive in our city
- Create a more vibrant and connected Oakland for all who live, work and play here.

About The Andrew W. Mellon Foundation

The Andrew W. Mellon Foundation is the nation's largest supporter of the arts and humanities. Since 1969, the Foundation has been guided by its core belief that the humanities and arts are essential to human understanding. The Foundation believes that the arts and humanities are where we express our complex humanity, and that everyone deserves the beauty, transcendence, and freedom that can be found there. Through our grants, we seek to build just communities enriched by meaning and empowered by critical thinking, where ideas and imagination can thrive.

#



CITY OF OAKLAND
Cultural Affairs Commission

TO: Diane Sanchez, Chair, Chair Cultural Affairs Commission
FROM: Roberto Bedoya, Jim Macilvaine, and Greg Minor
Department of Economic and Workforce Development
DATE: July 23, 2021
**SUBJECT: UPDATE ON FESTIVAL FUNDING AND TRANSITION OF SPECIAL
EVENT PERMITTING FROM THE OAKLAND POLICE DEPARTMENT**

SUMMARY

In past budget years, the City of Oakland has made a portion of annual Transient Occupancy Tax (TOT), also known as hotel tax, revenue available to support festivals. However, the COVID-19 pandemic caused a significant decrease in tourism to Oakland during the past 17 months, and as a result, the City only has a fraction of the typical TOT revenue available in the 2021-2022 Fiscal Year to support festivals over the next twelve months.

The reduced amount of existing TOT funds can provide some support through approximately November 2021 to those festivals that have previously relied on City funding and intend to go on this year. Staff recommends moving forward with dispersing funds to those festivals, while also gathering data on who benefits from each event, and developing an updated process for distributing additional funds allocated to the Cultural Affairs Division (CAD) in the recently adopted City Budget, which includes festival support among other program areas. This approach will assist festival culture and entrepreneurs as they emerge from the COVID-19 pandemic as well as inform an equitable distribution of City funds for festivals in the future.

In parallel, the City is transitioning the permitting of special events from the Oakland Police Department (OPD) to the Special Activity Permits Division¹ pursuant to City Council Resolution 88236. Currently, an interdepartmental working group is streamlining special event permitting into a “one-stop shop” application process and examining how to standardize and reduce security and fire costs. Staff anticipates completing these updates and presenting amendments to the City’s special event permit and street closure ordinances to the City Council this fall.

BACKGROUND / LEGISLATIVE HISTORY

Measure C Funds

In July 2009 Oakland voters approved Measure C, a three percent hotel tax surcharge that provides funding for 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, with 50 percent of funds directed towards OCVB and 12.5 percent each

¹ In the FY 2021-2023 City Budget, the Special Activity Permits Division moved from the City Administrator’s Office to the Department of Economic and Workforce Development.

to the remaining programs. Measure C funds have produced approximately \$334,929 annually² for in-kind support to the following festivals: First Friday, Laurel Street Fair, Chinatown StreetFest, Oakland Pride, Rockridge Out and About, Black Cowboy Parade, Oaktoberfest, Dia de los Muertos, Chinatown Lunar New Year Bazaar, Malcolm X Jazz Festival, and Temescal Street Fair.

COVID-19 led to a sharp decline in hotel visitors in 2020 and the first half of 2021, which in turn led to a sharp decline in hotel tax revenues. As of this writing, the City only has approximately \$65,000 in available tax revenue for festivals in Fiscal Year (FY) 2021-2022. This leaves a gap of more than \$300,000 to address the cost of police, fire prevention, and public works costs that the City traditionally provides to the eleven festivals outlined above (See **Attachment A** for an estimate of costs per event).

Fiscal Years 2021-2023 Adopted Budget

In the recently adopted City Budget, the City Council has set aside funding for cultural affairs programs, including for grants and festival support, with direction to City staff to “focus this funding on flatlands neighborhoods below 580, including East Oakland, West Oakland, Fruitvale, San Antonio, Chinatown, Little Saigon/Eastlake, Laurel, Brookdale.” Specifically, City Council has made \$500,000 available in FY 2021-2022 and \$1,000,000 for FY 2022-2023 for this purpose. Staff anticipates returning to City Council with a detailed equitable plan for distributing these new funds.

Transition of Special Event Permitting

In the summer of 2020, the City Council adopted Resolution No. 88236, which requested that the City Administration submit amendments to the City of Oakland special events and street closure ordinances to move the permitting of events from OPD. Resolution No. 88236 did not provide any resources to support this transfer, meaning this Resolution assigned new functions to existing under-resourced staff. During the last year when public health orders prohibited gatherings, City staff focused its limited resources on existing assignments and COVID-19 responses, such as the Flex Streets Initiative to help restaurants and retailers operate outdoors, and the Lake Merritt vending program to support vendors impacted by the pandemic. However, in the recently adopted FY 2021-2023 City Budget, the City Council has made funding available for one permit technician position that will assist with the processing of special event permit applications once that position is filled.

In the interim, staff is working on a number of fronts to both facilitate the transition of special events permitting from OPD and improve related programs. First, staff has convened an interdepartmental working group to streamline the special event permit application into a “one-stop shop” approach to simplify the process for event applicants and improve internal communication. Currently, event applicants need to apply for permits separately with multiple departments for one event. Second, staff is finalizing the internal workflow and developing a

² See 2019 analysis of Measure C funds here:
<https://oakland.legistar.com/LegislationDetail.aspx?ID=4135022&GUID=F53645C2-9C70-4BF2-9B36-4A9C7E778338&Options=&Search=>

new permit fee to reflect this updated approach. Third, staff is researching best practices to develop transparent and objective security requirements. Fourth, staff is exploring approaches to reducing fire prevention bureau costs associated with events. Staff anticipates completing these updates and presenting amendments to the special event and short-term encroachment ordinances to the City Council this fall.

ANALYSIS AND POLICY ALTERNATIVES

Recommended Approach

In the short term, staff recommends dispersing the TOT available to those festivals that have historically relied on City support through November of this year at which point staff anticipates the current TOT funds will be exhausted. Although there is insufficient TOT revenue to provide funding beyond November, distributing existing funds now can serve as a bridge until the City develops a process for dispersing the \$500,000 allocated by the City Council in FY 2021-2022 for CAD programs that will include a focus on festival culture throughout the City. Furthermore, funding festivals in the short term offers an opportunity to collect data on the vendors and staff that take part in these festivals, which will allow the City to make an informed decision in the long term as to how to most equitably distribute funds for festivals.

Alternative Approaches

There are innumerable alternative approaches to dispersing the limited funds currently available for festivals, however, these alternatives either require time to develop and/or may unnecessarily jeopardize events in the short term. For example, one alternative approach could be to spread the TOT funds across as many festivals as possible as opposed to funding those festivals that take place between now and November. While this approach would fund the most festivals, it may not benefit the most people, or support the areas of the City that the City Council has prioritized. Another approach could be to pool the TOT revenues with the \$500,000 available for cultural arts programming targeted for flatland neighborhoods, but this would leave those festivals that have historically relied on City support in limbo as they wait for the City to develop and finalize a process for distributing funds.

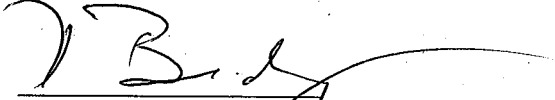
FISCAL IMPACT

There is no fiscal impact associated with this report, however, the facilitation of festivals and events in Oakland can increase business ownership and employment opportunity for local entrepreneurs, event vendors and surrounding businesses.

RECOMMENDATION

Staff recommends that the Cultural Affairs Commission accept this informational report.

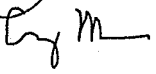
Respectfully submitted,



ROBERTO BEDOYA
Cultural Affairs Manager



JIM MACILVAINE
Special Events Coordinator



GREG MINOR
Assistant to the City Administrator

Attachment A: *Estimated In-Kind Festival Costs for FY 2021-2022*

Measure C / Parades Runs Street Festival fund: FY 21 - 22

(Based on covering 100% of City Fees)

ESTIMATE
Based on
previous year's
actuals

Event	Date of event	Department	ESTIMATED expense	Notes
First Friday (D3 - Fife)	various	Fire	\$69,600.00	\$5800 per month x 12 mos
Produced by Koreatown Northgate Community Benefit District		OPD	\$144,000.00	\$12000 per month x 12 mos
Laurel Street Fair (D4 - Thao)	August	Public Works	\$1,500.00	
Produced by Laurel District Association		Fire	\$5,800.00	
		OPD	\$4,000.00	
Chinatown StreetFest (D2 - Bas)	August	Public Works	\$1,300.00	
Produced by Oakland Chinatown Chamber of Commerce		Fire	\$9,500.00	
		OPD	\$11,000.00	
Oakland Pride (D3 - Fife)	September	Public Works	\$0.00	
Produced by Oakland Pride		Fire	\$12,000.00	
		OPD	\$16,000.00	
Rockridge Out and About (D1 - Kalb)	September	Public Works	\$500.00	
Produced by Rockridge District Association		Fire	\$5,000.00	
		OPD	\$2,000.00	
Black Cowboy Parade (D3 - Fife)	October	Public Works	\$2,000.00	
Produced by the Oakland Black Cowboy Association		Fire	\$2,700.00	
		OPD	\$7,500.00	
		Parks	\$1,660.00	
Oaktoberfest (D4 - Thao)	October	Public Works		
Produced by the Dimond Improvement Association		Fire	\$12,000.00	
		OPD	\$11,000.00	
Dia de los Muertos (D5 - Gallo)	Late Oct/early Nov	Public Works	\$3,000.00	
Produced by the Unity Council		Fire	\$11,000.00	
		OPD	\$36,000.00	
Chinatown Lunar New Year Bazaar (D2 - Bas)	January/February	Public Works	\$1,000.00	
Produced by Oakland Chinatown Chamber of Commerce		Fire	\$2,700.00	
		OPD	\$7,500.00	
Malcom X Jazz Festival (D2 - Bas)	May	Park fee	\$1,400.00	
Produced by the EastSide Arts Alliance		Ranger fee	\$0.00	
		Fire	\$2,700.00	
Temescal Street Fair (D1 - Kalb)	June	Public Works	\$0.00	
Produced by Temescal Telegraph Business Improvement District		Fire	\$11,000.00	
		OPD	\$4,000.00	
TOTAL to fully fund community festival city costs			\$399,360.00	

Kev Choice Vice Chair Statement

It has been a great honor and privilege to serve as Vice-Chair of the Cultural Affairs Commission during this last year. As an Oakland native, it meant so much to me to be selected to the commission and being elected by my fellow commissioners as our Vice-Chair in our first year back, was extremely meaningful to me. I took pride in being able to support our Chair, Dianne Sanchez, in her numerous efforts seen and unseen, in order to make sure our commission is effective and efficient in serving our arts and culture community. From helping put together meeting agendas, booking our artist in spotlight, creating space for commissioner dialogue and discussion, to finding ways to make sure our meetings were a space community can be heard, to keeping our meetings on track and on time, I was dedicated to the vice-chair position and its duties. I would love to be able to continue to do this work another term and continue to make an impact on arts and culture for my people and community.

I took pride in supporting my fellow commissioners in all the amazing ideas, thoughts, and strategies they brought to our work, making sure they felt seen, valued, and supported. From creating events like “Stories of Solidarity” town hall, where we highlighted collaborations between Asian and Black artist in our city, to our “Artist in Action” town hall, where we brought together one of the strongest coalitions of arts and culture advocates seen in Oakland in years, I was committed to creating space for our artist community to be healed, inspired, uplifted, and activated. I also sat in as a representative on meetings with Alameda County Health around opening guidelines for our venues, which brought valuable information to our cultural space workers. Another attribute I possess that brings value to my role as vice-chair is in relationships with key members of our city council, who we are here to advise and support in their work and efforts. Many have called on me for advice on important discussions around arts and culture in our community and how to better support our sector.

Most of all, being a representative of my arts and culture community, and fighting for their tremendous contributions to our city to be supported, was some of the most rewarding work as a commissioner. Being integral in the advocacy work that led to the first significant increase in our Cultural Affairs Department funding in 30 years was a tremendous victory for us all. I feel we are just at the beginning of the amazing opportunities of advocacy, creating opportunity, and uplifting our arts and culture community in ways like never before, but long overdue. I am asking for your support in being selected Vice-Chair for another term, to continue this amazing work.

July 21, 2021

To my fellow Cultural Affairs Commissioners and residents of the City of Oakland:

I am writing to submit my name for consideration for the City of Oakland's Cultural Affairs Commission's Vice-Chair open position.

To understand my committed to and vision for the future of cultural equity and arts in Oakland, it is important to consider the sanctum in which my commitment to public service, cultural equity and arts advocacy came to be.

During the summer of 1996, among a small, justice-oriented group of community activists at the Korean Community Center of the East Bay (KCCEB) is where, and with whom, I first discovered my political voice. I was 14 when I was invited by KCCEB to serve as a Youth Cultural Leader learning about the cultural complexities and social conditions of the Korean Diaspora in America. That summer, in tiny, run-down office space in North Oakland that always smelled of Korean barbeque, I learned of tenacious and necessary fights for racial justice my modern ancestors led and participated in. I lost and found myself, again and again, inside stories of solidarity: trafficked Asian and Pacific Islander women of another generation and continent, who banded together when they were kidnapped and enslaved as Comfort Women during the Japanese occupation of Korea; Black, Indigenous, Latinx, Asian and Pacific Islander American freedom fighters who stood together to depose divide-and-conquer tactics in South Central during the 1992 Los Angeles uprisings. Somewhere that summer, I determined my voice was created to lift and lionize the struggles and strengths of girls and women who understand life in *the in-between*; of grandmothers who moved like mine; and of AAPI artists, culture-bearers, shamans, healers and creative leaders whose legacies I had just inherited.

Since then, I have travelled to neighborhoods and cities across many dividing lines putting thoughts into words and constellating creative acts across the country. In 2019, I discovered my passion for policy and public sector service. I was honored to be invited to serve as one of the City of Oakland's Cultural Affairs Division's Cultural Strategist-in-Government (CSIG), where I worked with city departments to infuse policy making with new creative and culturally-competent thinking and problem-solving to promote civic belonging and well-being. Soon after, I was asked to serve on the City's Cultural Affairs Commission, an advisory body to the Mayor, City Council, and City Administrator on matters affecting cultural development in Oakland. I've leveraged both my experience and relationships in these roles to build a coalition of Oakland artists, arts institutions, elected officials and business leaders, who have since come together to work to draft community agreements and policy recommendations on behalf of the city's Black, Indigenous, Asian, Pacific Islander, Latinx cultural communities.

There's much more I can share but, perhaps, what is most important to know about me is that I am a storyteller, a poet. I am a mother. I am a social entrepreneur and civic leader whose commitment is to an embodied ethic of justice and belonging, wherever I am invited in.

When Grace Lee Boggs said, "Expanding our imaginations is what is required," she empowered countless people around the world to find the strength within, and together, defy hate and overcome immense legal, social and cultural challenges. Her words still hold true today. My vision for the future of the Commission, as well as broader cultural life in Oakland, exists inside Boggs' expanding imagination. I look forward to serving each district, region and neighborhood of our extraordinary city to see how artists and cultural workers might lead this effort in even more significant ways.

Thank you for your consideration.

Ever Forward,
Michelle Mush Lee