



## FY2022-23 Neighborhood Voices for Festivals Grant Program

*For Festivals that will take place between July 1, 2022 and June 30, 2023*

**Application Portal Opens:** Monday May 16, 2022, 10:00AM

**Application Deadline:** Thursday July 7, 2022, 5:00PM

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*If you, or someone you know, would benefit from these guidelines being translated to another language, please contact Raquel Iglesias in the Cultural Affairs Division at [riglesias@oaklandca.gov](mailto:riglesias@oaklandca.gov).*

## PURPOSE

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*Neighborhood Voices for Festivals* builds belonging in City of Oakland neighborhoods through culturally-engaged festival culture.

Festivals, including small-scale and first-time festivals to large scale and established festivals, are defined as a wide variety of in-person Oakland events that are free and always open to the public. This grant opportunity funds Oakland organizations conducting festivals aimed at fostering community resilience and creative well-being.

For more information on the City of Oakland's Cultural Plan, visit: <https://www.oaklandca.gov/resources/cultural-plan>

### Program Description

*Neighborhood Voices for Festivals* amplifies the cultural expressions, stories, and heritage found within Oakland's neighborhoods and their community members who historically have not received equitable investments of resources or recognition.

Neighborhood Voices for Festivals encourages applications from Oakland-based community builders that are focused on building neighborhood vibrancy and community cohesion. Festivals to be supported may include, but are not limited to: cultural heritage practices, performances in dance, music or theater, visual art and public arts exhibitions/events, and literary presentations, that are rooted in a sense of place.

Applications from the following are encouraged:

- Festivals that lift-up the cultural identity of a people or the historical significance of a neighborhood;
- Racial/ethnic-specific communities or other types of communities that are under-recognized or lack visibility in Oakland;
- Festivals in neighborhoods with few formal cultural resources (such as, cultural centers, performance venues, art galleries, cultural education programs, etc.); and
- Partners who are deeply grounded and engaged in the neighborhood where the festival is based.

## ELIGIBILITY

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If you are a first-time applicant or have questions regarding eligibility, please contact Raquel Iglesias at [riglesias@oaklandca.gov](mailto:riglesias@oaklandca.gov)

*Please Note: Individuals are ineligible for this grant category.*

1. **Proof of Residency:** Applicant organizations must be based in Oakland at the time of the application and maintain Oakland residency throughout the grant period. Applicants must submit proof of organization's residency by submitting a copy of one of the following: utility bill (landline phone, PG&E, water, or cable bill), rental lease, or mortgage documentation. P.O. Box is not acceptable.
2. **Registered Non-Profit:** Applicant must be a registered nonprofit in good standing with the State of California and have IRS 501c3 status with a street address in Oakland.
3. **Federal Regulation Compliance:** Applicants must comply with all federal regulations pertaining to federal grant recipients by meeting the provisions of Section 504 of the Rehabilitation Act of 1963; Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Americans with Disabilities Act and Age Discrimination Act of 1975.
4. **Evidence of Insurance:** Once the grant is awarded, organizations must show evidence of:
  - o General Commercial Liability insurance, \$2M per occurrence (\$1M reduction request available);
  - o Workers Compensation insurance, \$1M per occurrence (if organization has employees);
  - o Auto insurance, \$1M per occurrence (if applicable); and
5. **Abuse and Sexual Molestation Insurance,** \$1M per occurrence (if working with vulnerable populations, which include but are not limited to: youth under the age of 18, the unhoused community, people with developmental disabilities, Alzheimer's, Dementia)
6. **Arts & Culture Focus:** Organizations that are not primarily arts and/or cultural providers are eligible only if this will be an arts and cultural festival. Sporting events, Conferences, Symposiums and Summits are not eligible for this grant opportunity.

### Using a Fiscal Sponsor

Unincorporated, Oakland-based organizations applying under a fiscal sponsor must meet the following requirements:

2. **Non-Profit Organization Eligibility:** The Fiscal Sponsor must be California-based non-profit organizations and meet the eligibility requirements stipulated for incorporated organizations applying for this grant program as detailed on page 3.

3. **Insurance Requirements:** Fiscal Sponsors must meet City of Oakland Insurance Requirements and cover the applying organizations activities. Once the grant is awarded, the fiscal sponsor must show evidence of:
  - General Commercial Liability insurance by project, \$2M per occurrence (\$1M reduction request available);
  - Workers Compensation insurance, \$1M per occurrence (if organization has employees);
  - Auto insurance, \$1M per occurrence (if applicable); and
  - Abuse and Sexual Molestation insurance, \$1M per occurrence (if working with vulnerable populations, which include but are not limited to: youth under the age of 18, the unhoused community, people with developmental disabilities, Alzheimer’s, Dementia).
  
4. **Fiscal Sponsorship Agreement:** A comprehensive, written agreement from the fiscal sponsor must accompany the application and include the following: (1) Description of the exact nature of the services to be provided by this fiscal sponsor in terms of financial arrangement, application preparation and reporting/grant compliance; (2) The fiscal sponsorship fee; and (3) Qualifications/resume and contact information of the fiscal sponsor’s staff person who will serve as the primary liaison with the non-501c3 organization’s lead person.

*Please Note: If awarded, the grant documents will be emailed to the Fiscal Sponsor and must be completed by and reflective of the Fiscal Sponsor. These documents include the Grant Agreement, Schedule documents, Insurance, and Financial and Tax Information.*

## REQUEST AMOUNT

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Neighborhood Voices for Festivals grants can support only a portion of an organization’s festival budget. Request amounts for Festival Grants are based on the following:

- Applicants may request up to 50% of the projected expenses for the festival, not to exceed \$20,000.
- Festivals are required to match the City’s grant at a minimum of 1:1. (i.e., for every dollar of the City’s award, the recipient organization must secure an additional dollar). In-kind contributions may be counted toward this match.
- Other Cultural Funding Program grant funds may not be used to meet the match.
- Only one application to this category is allowed per fiscal year, per organization and per festival.
- Requests must be based on the budget of the festival only, not the organization’s entire budget.

### Eligible Expenses:

- Artistic and administrative personnel salaries, wages, and/or fees
- Office, rehearsal or necessary rental space
- General office supplies related to the project
- Marketing, promotion and publicity expenses

- Equipment Rental
- City Permit Costs

### Ineligible Expenses:

- Activities occurring outside of Oakland
- Fundraising events
- Food and beverages that comprise over 50% of the festival budget
- Out-of-state travel
- Major equipment purchases (\$750 and above)
- Capital construction and/or acquisitions
- Activities with a political purpose; such activities include, but are not limited to: sponsoring or conducting candidate's meetings, engaging in voter registration activity, publicity or propaganda purposes designed to support or defeat legislation pending before federal, state or local government
- Activities with a religious purpose; such activities include, but are not limited to: religious worship, instruction, or proselytizing of religious tenets

## INFORMATIONAL WEBINARS

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RSVP to Raquel Iglesias at [riglesias@oaklandca.gov](mailto:riglesias@oaklandca.gov) to confirm your attendance and receive Zoom information (all webinars are held virtually)

- Tuesday May 24, 2022, 12:00PM - 1:00PM
- Thursday June 2, 2022, 4:00PM - 5:00PM

## PROGRAM TIMELINE

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**Application Portal Opens:** Monday May 16, 2022, 10:00AM

**Application Informational Sessions via Zoom:** May 24, 2022 & June 6, 2022

**Applications Due:** Thursday July 7, 2022, 5PM

**Public Panel Deliberations:** Monday August 29, 2022

**Funding Advisory Committee Review:** Wednesday September 7, 2022 (tentative)

**Life Enrichment Committee Review:** October 24, 2022 (tentative)

**City Council Approval & Review:** November 1, 2022 (tentative)

**Grant Agreements Sent to Grantee for Completion:** November 8, 2022 (tentative)

**Grant Checks Processed:** January 2023 (TBD: 6+ weeks after completed grant agreement is received)

## APPLICATION PREPARATION & DEADLINE

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### **IMPORTANT NOTICE:**

Electronic application through the Screendoor web platform is Mandatory

**Deadline is Thursday July 7, 2022, 5:00PM (PST)**

The system will not allow any applications to be submitted after the deadline time, and it is Division policy to not accept late applications.

Applicants are strongly encouraged to submit their applications early, give themselves ample time to resolve any unexpected issues.

*You take a significant risk by waiting until the day of the deadline to submit.*

After reviewing the guidelines, begin your application by clicking the “Submit Response” button at the top right. Don’t panic: This will NOT SUBMIT your application, but will allow you to begin filling out the fields and reading the application questions. The application is formatted in web-based forms, and as you input your work it will be auto-saved by the Screendoor system.

*We strongly recommend you have your answers to the narrative questions prepared in a separate document prior to submitting your application in Screendoor in the small chance a technical difficulty prevents your work from being saved.*

A complete online application consists of the following components in Screendoor:

1. Applicant Registry Profile
2. Brief Summary of Festival
3. Reach of Festival: Number of events/activities and participant & artist information
4. Event Locations
5. Narrative
6. Festival Budget
7. Attachments

When you complete your application (filling out the form and attaching the required documents), you will see a button at the bottom of the page. This will submit your final application. Please note that no edits will be allowed after your application is submitted.

PLEASE NOTE: By submitting a grant application to the City of Oakland Cultural Funding Program through this website, you acknowledge and accept that your application materials will become a public record of the City of Oakland.

## NARRATIVE QUESTIONS (100-300 words/per question)

1. Description: Describe the festival for which funds are being requested.
2. Rationale: How will this festival affirm the expression, recognition, and understanding of the array of diverse communities that make Oakland unique, vibrant, and resilient? In what ways does this festival contribute to belonging to strengthen your neighborhood?
3. Implementation: Describe the planning process, marketing and outreach for this Festival.
4. Target Audience/Participants: Who will be reached, and how will they be involved?
5. Festival Partners: Give a brief description of each Festival partner, why each was chosen and their role in the project.
6. Key Personnel: Provide an overview of the lead organization and key team members for this festival. How do they demonstrate their knowledge of the neighborhood & community being served?

## FESTIVAL BUDGET

The Festival budget form is built into the Screendoor platform, and outlines:

- Income: Contributed Income and Earned Income
- Expenses: Personnel Expenses and Production Expenses

**The submitted budget should reflect the Festival budget only, not the entire organization budget.**

Applicants are required to outline how the City of Oakland grant is being allocated, in the “City Funds” column under Expenses.

*For an example budget, please see pages 13-14 of this document.*

## ATTACHMENTS

1. One Cultural Work Sample: video, audio, images, OR event program
2. Attachment A: Proof of Organizational Residency
3. Attachment B: Supplemental Materials - *Optional* (brochures, news articles, etc.)
4. Attachment C: Memorandum of Understanding (for fiscally-sponsored festivals)

## EVALUATION AND SCORING for FESTIVALS

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Public Grant Review Panel will be held **Monday August 29, 2022, 9AM-5PM**

*A qualified, review panel will evaluate applications based on the criteria listed below*

1. CLARITY OF PROJECT AND PURPOSE (20 points maximum)
  - Clear articulation of whose voice needs to be heard and why
  - Strength and appropriateness of the partnership
  - Potential of project to empower the neighborhood(s)/community(s) addressed

2. PROGRAMMATIC QUALITY (25 points maximum)

- Understanding of and history with the neighborhood(s)/community(s) addressed
- Quality and appropriateness of activities (Do they enhance understanding of and respect for cultural practices and heritages?)
- Key artistic/cultural personnel are rooted and knowledgeable of the Oakland neighborhood & community being served

3. RACIAL EQUITY (25 points maximum)

- Leverages cultural opportunities for communities impacted by racial disparities to reimagine pathways for an equitable society
- Animates public space through cultural exchange to support and affirm belonging in Oakland
- Programming is led by and includes groups and communities impacted by racial disparities

4. COMMUNITY ENGAGEMENT (20 points maximum)

- Partnership's ability and commitment to engaging historically under-served communities
- Ability to foster community engagement and civic well-being
- Quality and depth of engagement plans
- Evidence of community support (volunteers, donations)
- Fosters intergenerational activities, bringing together elder and young people

5. FINANCE AND MANAGEMENT (10 points maximum)

- Clarity and appropriateness of project budget
- Clarity and appropriateness of partner roles and responsibilities
- Qualifications of key administrative personnel
- Participating artists are compensated for their participation

## APPLICATION REVIEW PROCESS

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### Eligibility Screening

Cultural Funding Program (CFP) staff will review each submitted application for completeness and eligibility. Applications that pass this initial review will then be evaluated for their strengths by the Grant Review Panel, which will reply rely on the application and materials submitted by applicants.

### Grant Public Review Panel

The Cultural Funding Program facilitates a public review process where applicants and members of the public are invited to observe (currently over zoom). Each application will have a 10 minute review window. A lead Panelist is assigned to each application, and that person will read staff's prepared summary of your application, and is responsible for beginning the discussion of your application, and the other panelists will add to this discussion. After 7 minutes of discussion, each applicant will then have 3



minutes to address the panelists questions and comments. Please note this is not a dialogue, but an opportunity for the applicant to provide more information.

## Panelists

The grant review panelists have been selected for their expertise in community engagement, grantmaking, and event production. CFP staff strive to have a diverse team of panelists, representing various ages, backgrounds, races, ethnicities, sexual orientations, and professions to help us evaluate each grant category. Applicants will receive the biographies of each panelist the day prior to the Public Review Panels. Applicants are prohibited from contacting the panelists in regards to their application during this review period.

## Applicant's Three-Minute Address

Applicants are invited to address the panelists for three minutes during their Public Review Panel. This is not a question & answer session, but a time for the applicant to address the panelists and respond to anything heard during the discussion. Applicants may also clarify any points that may be unclear, or questions posed by the panelists. Attendance is not required for this portion, but strongly recommended. Applicants are not penalized for not attending Public Review Panels.

## Ranking and Allocation

After the applicant has completed their three minute address, panelists will submit their final scores. Staff will post the total average score on a scoresheet. At several times during the day, staff will post the scoresheet for the public to see. At the end of the panel day, scores will be ranked from highest to lowest. Scores will also be emailed to all applicants the day after the Public Panels.

## Funding Advisory Committee (FAC) Review

The Funding Advisory Committee (“FAC” or the “Committee”) of the City of Oakland’s Cultural Funding Program (CFP) is a volunteer body implemented to assist CFP staff in matters relating to CFP policies, procedures, and the award of grants to Oakland-based artists, cultural organizations, and schools to support arts and cultural activities that reflect the diversity of the city. After the Public Review Panel, ranked scores will be presented to the Funding Advisory Committee for comment. This is a public meeting and the public is welcome to speak.

## Life Enrichment Committee (LEC) and City Council Approval

After staff grantee recommendations are reviewed by the Funding Advisory Committee, the recommendations are sent to the Life Enrichment Committee (LEC). The LEC is a committee of 3-4 members of the City Council, who vote and recommend policy and council action for matters that involve the “quality of life” for Oakland’s citizens.

After LEC review, the committee will send the list of grant recommendation to City Council for the final approval. The Council sets goals and priorities for the City. The council approves the City budget, adopts ordinances to help the City serve its community members, and appoints members to various boards and commissions. These are all public meetings, and the public is invited to speak.

## APPEALS

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The Cultural Affairs Division established a process whereby an applicant may receive an appeal hearing based solely on the following established criteria:

1. Materials/information from the Cultural Funding Program to the applicants and/or panelists (as documented) was incomplete or incorrect. *Please note: The Cultural Funding Program is not responsible for inaccurate or incomplete applications and/or application support material submitted by applicant.*
2. The applicant has sufficient evidence (as determined by the Cultural Funding Staff) that a conflict of interest existed on the panel that caused an unfair evaluation of its proposal to occur.

**PLEASE NOTE:**

- ❖ Dissatisfaction with award denial or award amount is not grounds for appeal.
- ❖ Appeals may not be based solely on the panelists' comments or scores.

Requests to appeal will be reviewed by staff to determine if appeal meets the criteria established by the Funding Advisory Committee. It may be forwarded to the Funding Advisory Committee (FAC) for consideration, and, if accepted by the FAC as an eligible appeal, will be reviewed in more detail later for funding consideration. Appellants will be notified of the appeal hearing date and time. Grant recommendations will be forwarded to the Life Enrichment Committee and the City Council for review and final approval. All funding recommendations will be adjusted to accommodate any successful appeals.

## GRANTEE CONTRACTUAL REQUIREMENTS

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After selected grantees are approved by City Council for funding, they will receive a grant agreement and accompanying contract documentation. CFP staff will conduct contracting workshops to assist grantees with preparing their contract documents for submission.

Contract requirements include, but are not limited to:

- **Signed Grant Agreement**, outlining City of Oakland legal requirements and compliance
- **Insurance Requirements:**
  - General Commercial Liability insurance, \$2M per occurrence (\$1M insurance reduction request available if needed);
  - Workers Compensation insurance, \$1M per occurrence (if organization has employees);
  - Auto insurance, \$1M per occurrence (if applicable); and
  - Abuse and Sexual Molestation insurance, \$1M per occurrence (if working with vulnerable populations, which include but are not limited to: youth under the age of 18, the unhoused community, people with developmental disabilities, Alzheimer's, Dementia).
- **CA Secretary of State Status:** The legal name of the organization must match the name provided in the California Secretary of State website and be listed as "active" (<https://businesssearch.sos.ca.gov/>).
- **Current City of Oakland Business License / Tax Certificate** (<https://www.oaklandca.gov/services/business-tax-applications-1> )
- **Acknowledging City Support:** Grant recipients must acknowledge the City's financial support in all appropriate materials and media. The words "City of Oakland, Cultural Funding Program" must be explicitly stated in all pieces of publicity, including but not limited to flyers, press releases, posters, brochures, public service announcements, interviews, newspaper articles and general social media messaging. Grantee should also display the City of Oakland logo on all print materials regarding this program and in a manner consistent with the presentation of logos from other sponsors.
- **Uses of Work:** Grantee authorizes the City to make, and to authorize the making of, photographic, digital, and other reproductions of any work created or prepared pursuant to the Agreement for educational, public relations, or other non-commercial purposes as City deems desirable.
- **Final Report:** Grantees must submit a completed Final Evaluation Report to the Cultural Funding Program 30 days following the completion of the Grant Agreement. Grantees with outstanding Final Evaluation Reports will remain ineligible for the disbursement of future funds unless and until the reporting is submitted.

## RESOURCES

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### **Arts Loan Fund**

The Arts Loan Fund (ALF), a program of Northern California Grantmakers, offers quick-turnaround, low-interest loans of up to \$50,000 specifically for nonprofit arts organizations. The ALF also offers loans for facility renovation and capital purchases that support new revenue generation or cost saving initiatives. The interest rate is typically 1% below prime. [www.artsloanfund.org](http://www.artsloanfund.org)

### **Grant Opportunities:**

Alameda County Arts Commission: <https://www.acgov.org/arts/html/home.html>

California Arts Council: <https://arts.ca.gov/>

Akonadi Foundation: <https://akonadi.org/>

East Bay Community Foundation - East Bay Fund for Artists: <https://www.ebcf.org/program-strategies/arts-and-culture/>

Hewlett Foundation: <https://hewlett.org/>

Kenneth Rainin Foundation: <https://krfoundation.org/arts/grants/>

## CONTACT

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For all questions and technical assistance regarding Neighborhood Voices for Festivals, and the Cultural Funding Program, please contact:

Raquel Iglesias

[riglesias@oaklandca.gov](mailto:riglesias@oaklandca.gov)

510-238-2212

Cultural Affairs Division | Economic & Workforce Development  
City of Oakland

# EXAMPLE BUDGET: FY22-23 FESTIVAL GRANT

## I. FY22-23 FESTIVAL INCOME

### CONTRIBUTED INCOME

LINE	CONTRIBUTED INCOME	STATUS	TOTAL FUNDS	BUDGET NOTES
Line 1	Festival Grant Request	Pending	\$20,000.00	
Line 2	Federal Government			
Line 3	State Government			
Line 4	Local/Municipal Government	Pending	\$5,000.00	California Arts Council Grant
Line 5	Individuals (self included)	Pending	\$2,000.00	Includes suggested donations collected during festival
Line 6	Corporate Contributions			
Line 7	Foundations	Secured	\$28,500.00	Smith Foundation \$20,000 Plant Foundation \$8,500
Line 8	In-Kind Contributions	Secured	\$5,000.00	Volunteer Support & Food Donations
Line 9 (other)				
Line 10 (other)				
Line 11	<b>Subtotal</b>		<b>\$60,500.00</b>	

**Iglesias, Raquel:**  
The budget notes column should be used to highlight details about each line item.

**Iglesias, Raquel:**  
Lines 9 & 10 can be used to input contributed income not listed in the previous lines.

### EARNED INCOME

LINE	EARNED INCOME	STATUS	TOTAL FUNDS	BUDGET NOTES
Line 12	Product Sales/Concessions	Pending	\$500.00	Book Sales at Festival
Line 13 (other)				
Line 14 (other)				
Line 15	<b>Subtotal</b>		<b>\$500.00</b>	
Line 16	<b>TOTAL INCOME (Line 11 + 15)</b>		<b>\$61,000.00</b>	

**Iglesias, Raquel:**  
The Total Income Line should reflect the total income expected for your festival, including this grant request.

## II. FY22-23 FESTIVAL EXPENSES

### PERSONNEL EXPENSES

LINE	PERSONNEL	# OF PERSONS	CITY FUNDS	TOTAL FUNDS	BUDGET NOTES
Line 17	Artistic	10	\$10,000.00	\$10,000.00	Includes 15 musicians and 2 teaching artists
Line 18	Administrative	15		\$10,000.00	
Line 19	Technical Production	6		\$7,000.00	
20 (other)					
21 (other)					
<b>Line 22</b>	<b>Subtotal</b>		<b>\$10,000.00</b>	<b>\$27,000.00</b>	

**Iglesias, Raquel:**  
**IMPORTANT:** The Total Funds Column should reflect your total festival budget, including the Festival Grant being applied for.

**Iglesias, Raquel:**  
**IMPORTANT:** The City Funds Column should reflect how the applicant plans to allocate the Festival grant.

### PRODUCTION EXPENSES

LINE	PRODUCTION EXPENSES	CITY FUNDS	TOTAL FUNDS	BUDGET NOTES
Line 23	Facility Expenses/Space Rental	\$6,000.00	\$5,000.00	Park Rental
Line 24	Outreach/Marketing		\$6,000.00	
Line 25	Production	\$4,000.00	\$16,000.00	Sound Equipment, Stage, Tents, Garbage, etc.
Line 26	Insurance		\$5,000.00	
Line 27 (other)	Permits		\$1,000.00	
Line 28 (other)	Food & Bev		\$1,000.00	
<b>Line 29</b>	<b>Subtotal</b>	<b>\$10,000.00</b>	<b>\$34,000.00</b>	
<b>Line 30</b>	<b>TOTAL EXPENSES (Line 21 + 27)</b>	<b>\$20,000.00</b>	<b>\$61,000.00</b>	

**SURPLUS (DEFICIT) AT YEAR END: (Line 17 minus Line 30)**

**\$0**