

CLEVELAND PUBLIC LIBRARY

Finance Committee

January 15, 2019

**RESOLUTION AUTHORIZING AGREEMENT WITH CLEVELAND PRINT ROOM, INC.
FOR CPL150 PHOTOGRAPHIC PROJECT**

- WHEREAS, On February 17, 2019, the Cleveland Public Library will begin a year of celebration commemorating 150 years of service to the people of Cleveland; and
- WHEREAS, The Library approached the Cleveland Print Room to envision and curate a photographic project that would celebrate the Library's 150th anniversary by capturing Cleveland through photographic images; and
- WHEREAS, Cleveland Print Room has proposed a project known as *Cleveland 20/20* to the Library that would begin in 2019 and last for 12-18 months with the goal of documenting the city from the perspectives of its inhabitants by enlisting photographers to capture the many sides of Cleveland that are often unrepresented in photographic projects; and
- WHEREAS, *Cleveland 20/20* would include photographs by local photographers and nationally-renowned photographer, Ruddy Roye, as well as photography workshops and storytelling events; and
- WHEREAS, *Cleveland 20/20* would culminate in January 2020 with a photography exhibit in Brett Hall curated by the Cleveland Print Room. The Cleveland Print Room will also assist the Library in curating the photographs as they are added to the Library's collection following the *Cleveland 20/20* program; and
- WHEREAS, The Library Administration finds the Cleveland Print Room's proposed fee of \$137,500 to be fair and reasonable and hereby requests that the Board of Library Trustees authorize the Executive Director to enter into a contract with Cleveland Print Room, Inc. for the CPL150 photographic project, *Cleveland 20/20*; now therefore be it
- RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to enter into an agreement with Cleveland Print Room, Inc., for services in connection with the CPL150 photographic project as described in Cleveland Print Room's proposal for a total cost not-to-exceed \$137,500 which shall be charged to the Founders Fund Account 20380103-53710 (Professional Services) and which agreement shall be subject to the review and approval of the Chief Legal Officer.

cleveland print room

The ArtCraft Building • 2550 Superior Ave • Cleveland, OH • 44114 • (216) 401-5981

October 31, 2018 (*Rev. December 12, 2018*)

Aaron Mason
Cleveland Public Library
325 Superior Avenue
Cleveland, OH 44144

Dear Aaron,

Thank you so much for reaching out to Cleveland Print Room (CPR) to prepare a proposal for the photographic documentation of Cleveland. Much of what we've done since I started CPR has prepared us for this, and the board and I are excited about the opportunity to collaborate with Cleveland Public Library on a community celebration of its 150th anniversary.

I have used the time between our initial conversation and now to reach out to colleagues whom I'd like to involve in the project (artistic and administrative), to expand on your vision and offer up a working plan for how we would approach the project. I have contacted Ruddy Roye to discuss the project and get his thoughts, talked with several of Cleveland's community-based photographers, gathered information on different ways to present the photography taken as part of this project, and reached out for project visioning and administrative support from people I know, trust and have worked with successfully in the past to ensure that the project is well stewarded from our end. I have also explored at a cursory level some of the work being done in Detroit, which I shared during our most recent discussion. These conversations and agreements serve as the foundation for this proposal.

Pages 2 through 10 of this document contains CPL's proposal, and I've also included an appendix to show the kind of local artists and work we're envisioning. I look forward to talking with you more this week. Please note that I have "DRAFT" on this proposal, and I am prepared to make adjustments after our conversation, both in terms of scope and budget. I thought it would be best to show you the full range of our thinking. We can quickly adjust and resubmit following our upcoming meeting.

In closing, I am also thrilled that you are interested in continuing the conversation about the fellowship concept and continuing our collaboration to build the collection after the initial 18-month project. Please visit Documenting Detroit and Facing Change: Documenting America to learn more: <http://www.facingchangeusa.org/about/>.

Again, thank you for reaching out and considering CPR as your partner in this historic celebration of one of Cleveland's most important community assets.

Sincerely,



Shari Wilkins

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Project Proposal

Cleveland 20/20: A Photographic Exploration of Cleveland

BACKGROUND

In October of 2018, Cleveland Public Library (CPL) approached Cleveland Print Room (CPR) to envision and curate a photographic project that would celebrate CPL's 150th anniversary by capturing Cleveland through photographic images. CPL has asked CPR to coordinate this community-based photography project to document a snapshot in time, reflecting the unique character of our City. The idea shared was to focus on the City of Cleveland – neighborhoods, communities and those things that represent our city beyond the walls of the major institutions. This aspiration was the launching point for the vision we have outlined below.

The following sections are contained in this proposal:

CONTENTS

PROJECT VISION	1
PROJECT COMPONENTS	2
Engaging the Community and Building the Collection	2
Displaying, Celebrating and Promoting the Work	4
KEY STAKEHOLDERS AND KEY PROJECT STAFF	5
PROJECT TIMELINE	5
MONITORING AND EVALUATION	5
BUDGET	6
BIOS OF KEY STAFF/ARTISTS/CONSULTANTS	8
Artistic Personnel	8

PROJECT VISION

We chose the project title “*Cleveland 20/20*” as a reference to both CPL’s 150th anniversary year and to the importance of “visual acuity” as a value in how CPR will represent the City of Cleveland. *Cleveland 20/20* will focus on the richness of our city through the lens of its neighborhoods, its communities, its residents, its diversity, and the many talents of its

inhabitants. We will present a balanced view of the City by engaging local photographers that bring age, ethnic, and cultural diversity. The goal is to document the city from the perspectives of its inhabitants, enlisting photographers in capturing the many sides of our city that are often unrepresented in photographic projects.

The specific project deliverables are highlighted below in the **Project Components** section. Equally important are the core values of this project:

- Generate a sense of enthusiasm in the community and for the project
- Give voice to local photographers who aren't always heard to document their city
- Build the artistic capacity of our local photographers through engagement with a nationally renowned photographer
- Inspire those who have yet to discover their passion for this form of creative expression
- Capture the stories of our residents by weaving together the art forms of photography, videography and spoken word

Through all of this, we believe we can build a sense of community connectedness, community pride, and, in the process, generate awareness for CPL and the critical role it plays for all members of our community.

PROJECT COMPONENTS

CPR will work with CPL to define, build, document, manage and display a community-based photographic collection commencing in 2019 that will continue to develop over time. CPR will create a collection of photographs representing the City of Cleveland for Cleveland Public Library, to be displayed at the library and throughout the community, using a variety of mediums. The following project components connect at the hub, or goal: to create a collaborative photographic collection of our city at *this point* in our history. This snapshot in time will explore life in Cleveland as it is now, reflecting its unique character and diverse culture with a focus on documentation and social realism over social activism. This project is not pointed in social commentary. Through a mosaic of events and activities, CPR's photographers will touch as many parts of the city as possible. Following are the envisioned project components:

Engaging the Community and Building the Collection

Component 1: Local Photographers.

CPR will identify and hire 20 local photographers – some well-known and some emerging – and assign each of them a specific beat, focused on an identified theme of the city (for example: street life, commercial life, religion, arts, sports, fashion, neighborhoods, music, immigrants, nature) that will be documented primarily in the digital format in both color and B&W. Additionally, each photographer would be given an Instax mini camera and deliver ten instant film photographs that best represent their beat. These 200+ mini photographs can be used to feed the exhibit and public display portions of the work, individually and together in one

collaborative installation. The work being done in Detroit (see Documenting Detroit: <https://www.documentingdetroit.org/>) has in part helped inspire our thinking on this component.

Component 2: Teaching Artist-Driven Workshops for Community Residents.

For the past two years, primarily in collaboration with the Cleveland Foundation, CPR has trained young people through its successful Teen Institute Mastery Program. These student photographers will be activated to help at community-based workshops (in libraries or other community gathering spots) where residents will be invited in for talks and workshops (e.g., street photography), to teach them the basics of photography, and let them loose! Community members' work will become part of the collection, and, at the same time, Teen Institute Mastery students will gather valuable experience as teaching artists. Neighborhoods will be selected in conjunction with CPL as CPR will take recommendations from branches and their service areas. We intend to reach out to neighborhoods that lack accessibility of photography classes and workshops, with a focus on underserved populations. As above, their work can be used to feed the exhibit and public display portions of the project or put together in a collaborative piece.

Component 3: Nationally Renowned Photographer in Residence.

A signature component of the project will be the engagement of Jamaican-born, Brooklyn NY-based, documentary photographer Ruddy Roye. In addition to creating his own photographic images of the city, Ruddy Roye will speak to the community as an activist and humanist who employs photography to tell the stories of everyday people, teach a master class and work with local photographers and Teen Institute students to build our community's local photographic arts capacity. Roye, who spent time working in Cleveland at the Print Room earlier this year, is a contributor to TIME Magazine, Mother Jones, New York Times, and the Washington Post, to name a few. His Instagram account touts over 274,000 followers. We envision him making three trips to Cleveland over the course of the project, timed to get as much leverage as possible while he is here. Roye's brilliant photographs, taken in places all over the world, exhibit his abilities as the perfect "outsider." We look forward to his unique take on Cleveland, the city and people. Roye has already committed to the project.

Component 4: Spoken Word and Photography Slams.

As another way to draw residents out, we'd like to host several neighborhood-based slams. These storytelling events would have a theme related to the project (for example, tell us about the image that most defines your experience of Cleveland). Participants might be asked to take a few photos, which could be projected in the background while they tell their story. The events would be videotaped by well-known local videographer Robert Banks. The videos would become part of the project archive, and the footage could be available for other projects in the future. Possible partnerships with established storytelling organizations could be pursued (e.g., NPR's The Moth Radio Hour, StoryCorps or other local organizations like Literary Cleveland or the Happy Dog).

Displaying, Celebrating and Promoting the Work

Component 5: A Photographic Survey at Cleveland Public Library.

This would be held at Cleveland Main Library, Brett Hall and will open in January 2020. The exhibit can also travel to local branches with the goal of reaching a larger population in the community. Additional time will be needed to work through how to display the works collected over the 18 months of the project. Once we get further into the project and have a better sense, together, of what the exhibition will look like, we will be able to better define what will be needed to bring the space and the exhibition together.

Component 6: On Display in the Neighborhoods.

In order to extend the reach of the project beyond the library walls, CPR would provide images to CPL with the goal of installing billboards around the city (through in-kind trade, reduced fees with Clear Channel) and on RTA vehicles featuring select works. All displays will be branded with the *Cleveland 20/20*, CPL and CPR logos.

Component 7: Daily Diary and Ongoing Promotion of the Program.

Instagram will be used to share daily images of the work collected by all engaged photographers and videographers throughout the lifecycle of the project. This will be promoted by setting up social media sites with the project logo as a tool of community outreach and engagement. Additionally, CPR's project staff could work with other local media outlets to form partnerships to create regular promotion of the project and its progress (done in conjunction with CPL's media relations personnel). Media partners could include ideastream, Scene Magazine, the Call and Post, and other community-based media. Coordination/joint promotion of CPR, CPL and CMA's Instagram accounts.

Component 8: Ongoing Curation of the Archive and/or Building the Collection.

While the active project period will run for 15-18 months, the archive that is developed is something that will have a life well beyond the initial project period and reconnect the collection with Cleveland residents. CPR could create and manage an annual fellowship program, on behalf of CPL, to expand and update the collection. As a part of its scope of work, CPR would engage and manage several local photographers. We have found inspiration in this description of the program in Detroit — Documenting Detroit and Facing Change: Documenting America (<http://www.facingchangeusa.org/about/>). The description of the project, taken from their website, really synchs with what we've discussed:

We are a non-profit collective of dedicated photojournalists coming together to explore America and the critical issues it faces. Our goal is to create a visual resource that raises social awareness and expands public debate.

The collection created in 2019 will update the CPL archives to reflect modern day Cleveland depicting scenes from everyday life. CPL will manage the online archive and CPR will serve as a curatorial consultant to draft policy and documentation on growing the collection.

Component 9: Connecting Clevelanders to CPL Public Event.

At the conclusion of the 20/20 Project, an event to honor the people who worked on the photographic survey of Cleveland will be held at the MLK branch on January 21, 2020. Public relations consultants, Dix & Eaton will work in conjunction with CPL to produce a video that will highlight the project and its goals. CPR will supply images and photographers as needed for the video documentation.

KEY STAKEHOLDERS AND KEY PROJECT STAFF

Client	Cleveland Public Library
Artistic Leadership	Shari Wilkins, Cleveland Print Room
Professional Artists	Ruddy Roye, Robert Banks, additional local photographers
Teaching Artists	CPR's Teen Institute
Community Artists	Self-selected
Project Mgmt. Consultants	Jeannine Maddox and Nancy Osgood, The Osgood Group
Community Partners	CPL and Library branches, others TBD
Additional Sponsors	For discussion

PROJECT TIMELINE

The project's active phase will be 12-18 months, commencing in January of 2019 (with an additional three months (beginning now) for planning):

	Task Category	Start and End Dates
Phase One	Project Planning	October to December 2018
Phase Two	Complete Project	January to December 2019
Phase Three	Display and Archive Project	January to December 2020

A more detailed project timeline will be developed upon execution of a formal agreement between CPL and CPR.

MONITORING AND EVALUATION

The project management team will develop and maintain a detailed timeline to ensure that all components of the project — as agreed upon by CPR and CPL — have clear action steps and

assigned responsibility. The project management team will also ensure that the budget is actively managed throughout the project. Updates will be provided to CPL as needed.

BUDGET

Project		Fees
Photographer - artist-in-residence		9,000
Photographers - professional		25,000
Photographers - students		1,000
Videographer		3,000
Community Workshops		2,500
Project Management ⁽¹⁾		20,000
Administrative Overhead		10,000
Film Supplies/Materials/Processing		5,000
Travel		4,000
SUBTOTAL		\$79,500
Exhibition	Low Range	High Range
Exhibition Product Management	15,000	20,000
Installation & Deinstallation (including contingency)	15,000	18,000
Graphic Design/Materials Production	15,000	15,000
Curatorial Services ⁽²⁾	5,000	5,000
SUBTOTAL	\$50,000	\$58,000
\$129,500		\$137,500 ⁽³⁾

Notes:

- (1) The significantly reduced fees in the Project Management category reflect an in-kind donation of time (reduction in fees) by The Osgood Group.
- (2) Capturing Cleveland Initiative is a community photojournalism initiative (with the Cleveland Print Room as program managers and curatorial consultants), which creates a documentary record of Cleveland by Cleveland-area photographers that is archived as part of the Cleveland Public Library's Collections.
- (3) The following is the payment schedule for disbursement of funds (40% upfront with the balance divided by 12 payments):

Proposal Acceptance (40%)	\$55,000.00
January 2019	\$6,875.00
February 2019	\$6,875.00
March 2019	\$6,875.00
April 2019	\$6,875.00
May 2019	\$6,875.00
June 2019	\$6,875.00
July 2019	\$6,875.00
August 2019	\$6,875.00
September 2019	\$6,875.00
October 2019	\$6,875.00
November 2019	\$6,875.00
December 2019	\$6,875.00

BIOS OF KEY STAFF/ARTISTS/CONSULTANTS

Artistic Personnel

Shari Wilkins, Cleveland Print Room

Shari Wilkins was born in Cleveland, Ohio and graduated from Kent State University in 1985. She has worked in NYC and San Francisco as promotions/marketing director at two small, independent record companies. She returned to Cleveland in the 1990s and completed her second BA in community organizing at CSU in Social Work and wrote her master's thesis on Henry David Thoreau & the American Renaissance at Ursuline College. With a life-long appreciation for photography, it is no surprise that Wilkins would create a forum to share her affinity for the photographic image and educate others on the process of developing film in the community darkroom, education center, and gallery at the Cleveland Print Room, which opened in January 2013. The goals of the Print Room are to foster a greater appreciation of the photographic arts within Northeast Ohio by offering a community space that increases visibility and collaboration within the local arts, social service, and education communities, cultivating new and stronger connections regionally, nationally, and internationally.

Ruddy Roye, Photographer in Residence, Cleveland Print Room

Ruddy Roye is a Jamaican-born, Brooklyn, NY based documentary photographer specializing in editorial and environmental portraits, and photojournalism. He immigrated to the United States in 1990. In 1998, Ruddy graduated from Goucher College with a bachelor's in English literature where he studied writing and the visual arts. Roye is a part of the Kamoinge black photographers collective and was featured in the recent documentary, *Through a Lens Darkly: Black Photographers and the Emergence of a People*, a feature film on Black Photographers and photography in America. He is inspired by the raw and gritty lives of grass-roots people, especially those of his homeland of Jamaica. Ruddy strives to tell the stories of their victories and ills by bringing their voices to social media and matte-fiber paper. Ruddy Roye is currently listed as one of The 50 Greatest Street Photographers Right Now. He has worked with publications like *The New York Times*, *Fast Company* and BET, *Ebony*, *ESPN Magazine*, and *Essence* and has also worked with local newspapers like New York Newsday. Roye honed his skill as a photojournalist by working as an Associated Press stringer in New York covering journalism events. He is also known for his documentation of the dancehall scene all over the world. He has traveled as far as Brazzaville in the Congo to document how Jamaicans and other dancers use the language of dance as a tool of activism. Since 2012, Ruddy has been working with New York University, the School of Visual Arts, and is also an adjunct lecturer at Columbia University; engaging in conversations with photography students on the rise of Instagram and the changing face of photojournalism. He was TIME's Pick for Instagram Photographer of 2016.

Robert Banks, Filmmaker, Cleveland Print Room

Robert Banks is a Cleveland-based American experimental filmmaker. His best known work is the 1992 film, *X: The Baby Cinema*, a 4.5 minute, 16 mm short film which chronicled the commercial appropriation of the image of Malcolm X. The movie appeared on the compilation video *The Best of The New York Underground: Year One*. The 1994 feature documentary film, *You Can't Get a Piece of Mind* explores the world of Cleveland musician and Vietnam veteran, Dan "Supie T" Theman. Banks has had his films shown at the Sundance Film Festival, was named Filmmaker of the Year at the Midwest Filmmakers Conference, and in 2000, he was the honored guest filmmaker in London at the BBC British Short Film Festival. He attended the Cleveland School of the Arts, and has taught film at Cuyahoga Community College, the Cleveland Institute of Art, and Cleveland State University.

Project Management

Nancy Osgood, Project Management, The Osgood Group

Nancy Osgood is founder and president of The Osgood Group, a management consulting firm that helps nonprofit organizations and socially focused businesses improve performance, effectiveness and sustainability. Her work across diverse industries and functions includes large-scale planning and restructuring to support profitable growth, project management and funding model work. She has led engagements in arts and culture, education, and social services. Based in Cleveland, Ohio, the firm has clients locally, nationally, and internationally.

Osgood is on the faculty of Case Western Reserve University and teaches revenue planning, marketing, and earned income courses. Her work with students and nonprofit executives earned her the Mandel Center Teaching Award. She has also developed and delivered revenue generation and planning workshops and webinars for executive directors, boards, and nonprofit leaders that focus on helping organizations strengthen their funding base and long-term sustainability.

Performance management has been a key theme of Nancy's career and the work of The Osgood Group. She has served as Chief of Staff and advisor to Mario Morino, contributing to *Leap of Reason: Managing to Outcomes in an Era of Scarcity*, and "The Performance Imperative."

Before starting the firm a decade ago, Nancy held senior executive positions at The Cleveland Orchestra, Case Western Reserve University, The Weatherhead School of Management, Progressive Corporation and Cole National Corporation (dba Things Remembered, Sears Optical and Pearle Vision Centers). Nancy also worked with Mario Morino, internationally renowned philanthropist, as his Chief of Staff, and remains active in his sector-building work.

Osgood's community work is focused on music and education. She was a founder and board chair of ChamberFest Cleveland, a founding trustee of El Sistema Cleveland, a trustee of Lawrence School, and an Ambassador for Apollo's Fire – The Cleveland Baroque Orchestra. Nancy founded and led a non-traditional Girl Scout troop focused on outdoor adventure and skill-building. She is also a member of the Leap of Reason Ambassadors Community, a group, established by Mario Morino (author of the widely acclaimed *Leap of Reason*), dedicated to supporting high-performance nonprofits.

She earned an MBA from the University of Michigan, a BA (majoring in German and political science) from Central Michigan University, and she completed several intensive German language courses at the Goethe Institute in Mannheim, Germany. She speaks German and holds dual citizenship in the US and Germany. She enjoys cycling, hiking, singing, and traveling. Osgood was born and raised in Detroit, Michigan.

Jeanine Maddox, Project Management, The Osgood Group

Jeanine Maddox uses her broad expertise to provide support to presidents, directors and staff to ensure the effective and efficient operations of businesses. She has held management positions with local and international firms in Cleveland, Atlanta, Washington, DC and San Diego in industries including allied health services, staffing, construction management consulting, government, SaaS, and the non-profit sector. She has an extensive background in all components of administration including strategic planning, fiscal management, payroll, employee training, human resource issues, due diligence, purchasing, policy development, marketing, project coordination and systems technology and implementation.

As Director of Corporate Administration at The Human Resource Department, Inc. Maddox was instrumental in growing the business from a local Northeast Ohio human resource staffing and consultancy to a multi-location firm serving customers across North America. She was part of a team at The Alcohol & Drug Addiction Services Board of Cuyahoga County working under a Federal demonstration program recognized nationally for its all-encompassing coordination among publicly funded treatment and associated service providers. At Heights Community Congress, she ran the weatherization program to help homeowners with environmental solutions to reducing utility bills and served as a fair housing tester.

Maddox earned her Bachelor of Arts, History, with certificates in African and Asian Studies, from Northwestern University. She co-led a non-traditional Girl Scout troop focused on outdoor adventure and skill-building. She is a Board Member of the Cleveland Print Room, a non-profit organization working to advance the art and appreciation of the photographic image in all its forms by providing affordable access to a community darkroom and workspace, gallery exhibitions, educational programs and collaborative outreach. She was born and raised in Cleveland, Ohio.

SEE COMPANION APPENDIX FOR PHOTOGRAPHIC WORK