EXHIBIT B-2
BUDGET DETAILS

Program Budget

DELIVERABLE	AMOUNT
Produce SF Live concert series at Golden Gate Park Bandshell	$150,000
Produce SF Live concert series at Union Square	$850,000
Produce SF Live concerts in multiple public spaces. Spaces may include the Jerry Garcia Amphitheater, Embarcadero Plaza, and other locations	$900,000
Marketing & promotional campaign for SF Live concert series	$200,000
Develop an SF music brand, produce collateral, and launch campaign	$200,000
Develop and produce "SF music week" program with industry stakeholders	$200,000
SF LIVE SUBTOTAL	**$2,500,000**
Entrepreneur Technical Assistance	$150,000
Technical Assistance for ADA small business compliance	$350,000
Cultural Events and Activations	$500,000
API NEIGHBORHOOD COMMERCIAL RECOVERY STRATEGY SUBTOTAL	**$1,000,000**
TOTAL	**$3,500,000**

Estimated Spend Plan

SF Live
- Quarter 1 (April-June 2022): Planning and Research, Selection of Production Partner(s)
- Quarter 2 (July-September 2022): Pre-Production and Production of 2022 Concerts, Begin Development of Music Brand and Music Week $250,000
- Quarter 3 (October-December 2022): Production of Concerts, Continued Development of Music Brand and Music Week $150,000
- Quarter 4 (January-March 2023): Pre-Production for 2023 Concerts, Launch of Music Brand and Music Week $250,000
- Quarter 5 (April-June 2023): Production of Concerts and Production of Yearly Report (documenting expenditures, services provided, and economic outcomes for SF Live and API Neighborhood Commercial Recovery Strategy) $750,000
- Quarter 6 (July-September 2023): Production of Concerts and Promotional Efforts, Program Completion $1,100,000
- Quarter 9 (April-June 2024): Production of Yearly Report
- Quarter 13 (April 2025): Production of Yearly Report

API Neighborhood Commercial Recovery Strategy
- Quarter 1 (April-June 2022): Selection of Partners for Implementation of Entrepreneur Technical Assistance, Technical Assistance for ADA Small Business Compliance, and Cultural Events and Activations
- Quarter 2 (July-September 2022): Planning and Implementation of Technical Assistance Programs and Cultural Events and Activations $300,000
- Quarter 3 (October-December 2022): Implementation of Technical Assistance Programs and Cultural Events and Activations $350,000
- Quarter 4 (January-March 2023): Continued Implementation of Technical Assistance Programs and Cultural Events and Activations $350,000
- Quarter 5 (April-June 2023): Program Completion