

# **SF Live & API Business Recovery**

Accept and Expend Grant–Retroactive  
California Governor's Office of Business and  
Economic Development

# OVERVIEW

- Seeking retroactive approval to accept and expend \$3.5 million from the Governor's Office of Business and Economic Development for two economic recovery initiatives
  - \$2.5 million for the SF Live Campaign
  - \$1 million for the API Neighborhood Commercial Recovery Strategy
- Funding allocated in the state's FY21-22 budget legislation

# SF LIVE CAMPAIGN

- This campaign will advance economic recovery by promoting San Francisco's live music and entertainment sector and encouraging residents and visitors to attend local live entertainment events
- SF Live will produce a series of live performances in outdoor parks and plazas that will be curated and presented by SF entertainment venues
  - Program will cover the costs of producing these events and required permitting, and will provide stipends to participating venues, who will curate talent lineups
- SF Live will also fund the development of a San Francisco music brand and the development of a "music week"

# API NEIGHBORHOOD COMMERCIAL RECOVERY

- Building on culturally centered community efforts, this campaign will support API small business owners and commercial corridors that serve minority populations, including densely populated API commercial districts
- Will work with community partners to:
  - Provide in-language and culturally competent small business technical assistance, including entrepreneur technical assistance and ADA small business compliance
  - Produce or enhance cultural celebrations and events that attract customers to shop and dine within San Francisco's neighborhood commercial areas

# CAMPAIGN BUDGETS

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 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
<b>SF LIVE SUBTOTAL</b>	<b>\$2,500,000</b>
Entrepreneur Technical Assistance	\$150,000
Technical Assistance for ADA small business compliance	\$350,000
Cultural Events and Activations	\$500,000
<b>API NEIGHBORHOOD COMMERCIAL RECOVERY STRATEGY SUBTOTAL</b>	<b>\$1,000,000</b>
<b>TOTAL</b>	<b>\$3,500,000</b>

# IMPLEMENTATION

- Both campaigns will be implemented by partners to be selected through Requests for Proposals
- API campaign RFP 223 is currently open and closes May 19, 2022; SF Live campaign RFP 222 has closed
- Working with industry and community stakeholders on an ongoing basis to ensure that both campaigns are aligned with identified needs
- Goal is to begin both campaigns July 2022

**THANK YOU**