



CHONG-MOON LEE CENTER FOR ASIAN ART AND CULTURE

June 11, 2026

City and County of San Francisco

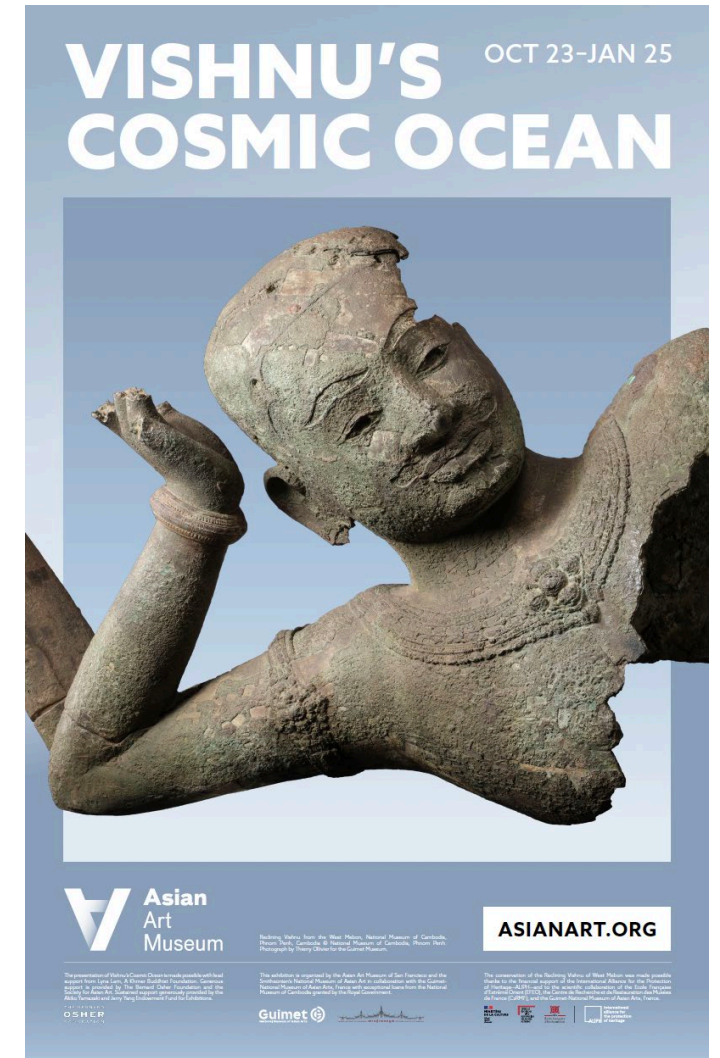
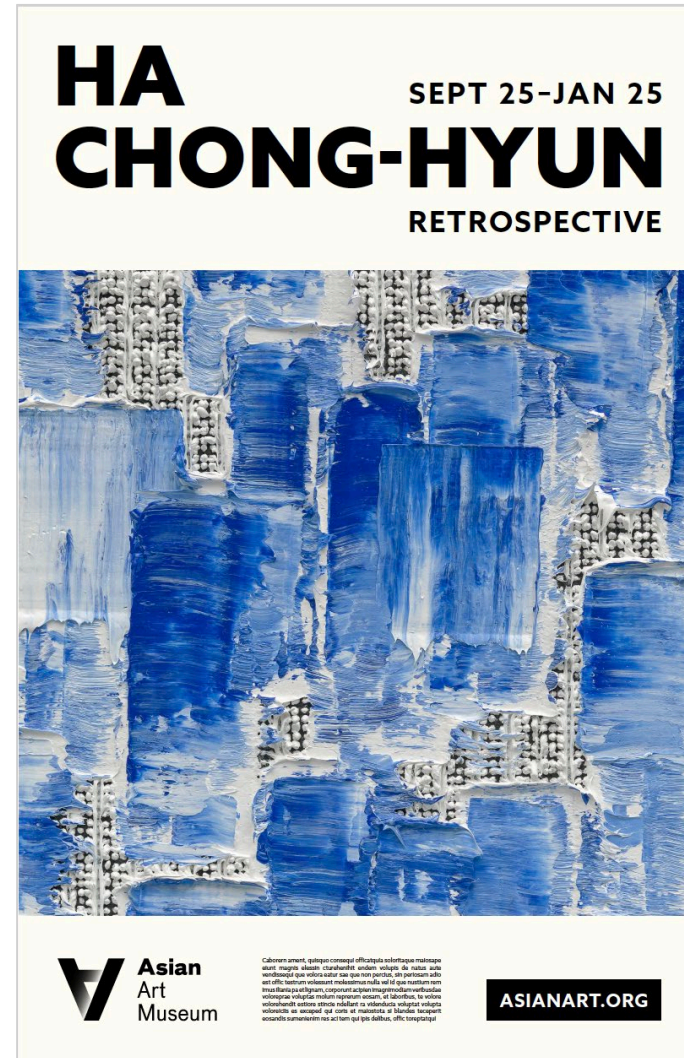
Budget and Appropriations Committee Meeting

Institutional Vision

- **Serve as the Bay Area's cultural anchor and Asia's global voice**
- **Highlight Asian culture as foundational to global and American life**
- **Present both timeless encounters and cutting-edge experimentation**



Exhibitions and Artistic Leadership



Connecting Communities Through Programs

Cultural Celebrations

- AAPI Heritage Month
- Norwuz, Persian New Year Celebration
- Chinese New Year Celebration
- 40th Annual Japanese New Year Bell-Ringing Ceremony
- Kasama Festival, the 1st Fil-Am Heritage Festival at the museum
- Chuseok, Korean Harvest Festival
- Baramey Concert, featuring globally renowned Cambodian pop singers

Family-Focused Sunday Programming

- First Sunday of every month, general admissions is free



Connecting Communities Through Programs

Partnerships

- Collaborations with SFPL, KQED, Villa Albertine, SF Opera, the Center for Asian American Media, Asian Women's Shelter, Asians Are Strong
- MOU with the National Museum of Korea to initiate cross-cultural collaboration

Investing in Education and Youth

- Expanded offerings with SFUSD
- Welcomed 13,000 students and educators
- Created new internship programs



Impact

- Since April 1, attendance is more than 2x
- Massive growth in social media; in last 6 months:
 - Video Views up 116% (2M)
 - Engagements up 194% (221K)
 - Impression up 49% (19M)
- 51% increase in school program participants
- Features in NY Times, KTVU, Kron4, KQED, KPIX, SF Chronicle, San Jose Mercury News, Marin Independent Journal, Yahoo news, Art Daily



*There's always a reason to
spend a night or weekend
at the Asian Art Museum*

The New York Times

*Joy and Pathos, Gods
and Glitter Meet
at San Francisco's
Asian Art Museum*

KQED

KPIX CBS NEWS
BAY AREA

KRON 4

FOX 2
KTVU

San Francisco Chronicle

San Jose Mercury News

Things to Do: In San Francisco ...

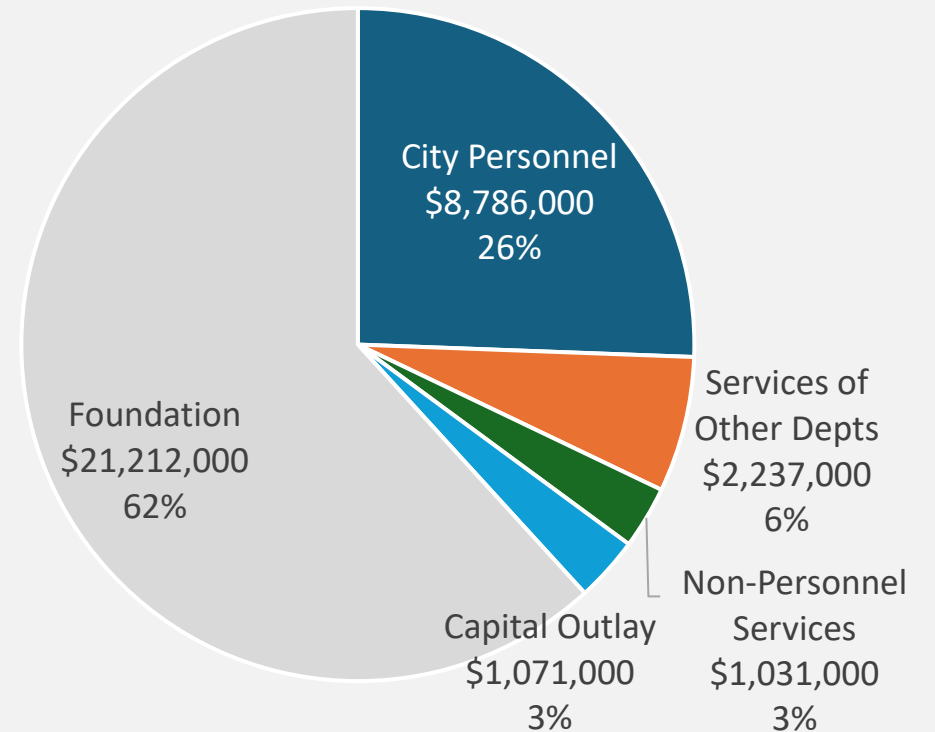
Marin Independent Journal

*One of the most stunning local exhibits
.. is underway at the Asian Art Museum
in San Francisco*

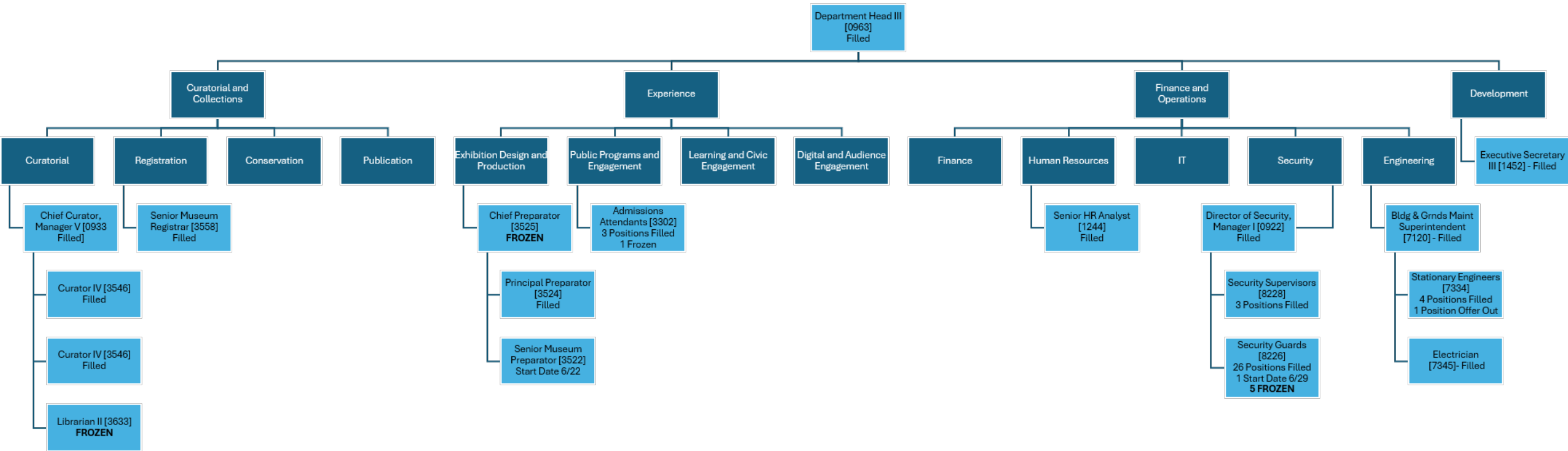


FY 2027 Proposed City Budget \$13.1 million

- Funds approximately one-third of operational costs
- Primarily limited to security, utilities, insurance and maintenance of the City's art collection and building



Asian Art Museum Organization Chart



- City staffing is 53.9 FTEs and approximately one-third of the total museum staffing; city staff is comprised mostly of security guards
- All positions are permanent, except very small budget for temporary security officers and admissions attendants to fill temporary absences (e.g. sickness, vacation) or meet temporary art exhibition requirements.
- Management ratio is 5.5%
- Attrition factor is 1.9%