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ARTS BUDGET COALITION

Cultural Vitality & Fair Inclusion Investments



ORGANIZERS: LEX LEIFHEIT, SOMARTS CULTURAL CENTER;
EBONY MCKINNEY, EMERGING ARTS PROFESSIONALS

ARTS BUDGET COALITION

Cultural Vitality & Fair Inclusion Investments

The Arts Budget Coalition began meeting in January 2015. Since that time more than 25 San Francisco based arts organizations and 500 residents and workers have participated by sharing their needs and priorities.

ARTS BUDGET COALITION RECOMENDATIONS



CULTURAL EXPERIENCES & TOURISM GROWTH MAKE UP A LARGE PORTION OF OUR CITY'S ECONOMY AND REVENUE GROWTH TO THE CITY'S GENERAL FUND HAS NEVER BEEN STRONGER.



ACCORDING TO SAN FRANCISCO'S CITYWIDE ECONOMIC STRATEGY, SAN FRANCISCO CITY HAS TWO STRONG ECONOMIC ASSETS:

IDEAS

RESIDENTS MOVE HERE AND STAY HERE BECAUSE OF THE HIGH QUALITY OF LIFE.

EXPERIENCES

LOCAL, REGIONAL OR INTERNATIONAL VISITORS COME TO SAN FRANCISCO AND TAKE AWAY UNFORGETTABLE EXPERIENCES.

We can, and should, invest in continued arts affordability, access and inclusion.

AN INVESTMENT IN THE ARTS AND CULTURAL SECTOR SEEDS AND ANCHORS A VIBRANT CULTURAL ECOSYSTEM THAT IS INTEGRAL TO THE CITY'S CONTINUED SUCCESS AND QUALITY OF LIFE.



AS COST OF LIVING AND DOING BUSINESS HAVE GROWN, FUNDING FOR THE ARTS HAS NOT KEPT PACE.

ARTISTS ARE STRUGGLING TO REMAIN IN SAN FRANCISCO AND ORGANIZATIONS ARE CHALLENGED TO KEEP THE ARTS AFFORDABLE AND ACCESSIBLE TO EVERYONE

[THIS IS REFLECTED IN DATA FROM THE CALIFORNIA CULTURAL DATA PROJECT]

WWW.CACULTURALDATA.ORG

FOR SAN FRANCISCO BASED ARTS AND CULTURE NONPROFITS THE AVERAGE FULLPRICED TICKET FOR AN ADULT HAS REMAINED LARGELY FLAT IN RECENT YEARS.

WHERE THE PRESSURE HAS BEEN SEEN IS IN PRICES FOR CHILDREN AND SENIOR CITIZENS. SINCE 2012, THE AVERAGE CHILD'S TUITION FOR AN ARTS WORKSHOP INCREASED BY 30% AND THE AVERAGE ADMISSION PRICE FOR A SENIOR CITIZEN INCREASED BY 20%.



ARTS BUDGET COALITION

Cultural Vitality & Fair Inclusion Investments

participation

25

Participating
Organizations

Engagement

500+

Engaged Bay Area
Residents

Members

48

Working Members

Open/Public Meetings

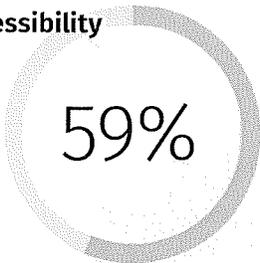
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Public
Meetings

COMMUNITY ENGAGEMENT SURVEY

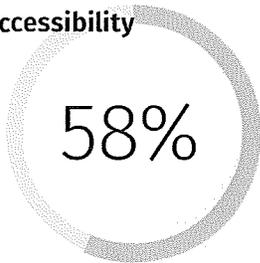
The Arts budget Coalition committee conducted a community engagement survey, a small data sample (about 370 participants) offered us the following insights

Accessibility



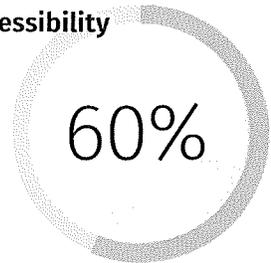
59% would like more accessible, affordable opportunities to experience visual art in their neighborhood

Accessibility



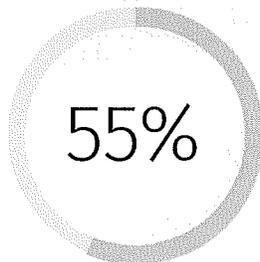
58% would like more accessible, affordable opportunities to experience live performance in their neighborhood

Accessibility



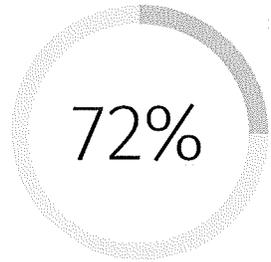
60% of SF residents feel that the arts in San Francisco are not accessible to everyone

Public Art



55% would like more public art in their neighborhood

SF Residents



San Francisco Other

COMMUNITY ENGAGEMENT SURVEY INSIGHTS

Priority 1

1 Preventing displacement and protecting arts and culture space

Priority 2

2 Support for arts as a path for youth development and opportunity

Priority 3

3 Cultural equity: just and fair inclusion and representation in the Arts



ARTS BUDGET COALITION

Cultural Vitality & Fair Inclusion Investments

\$3,000,000
SAN FRANCISCO ARTS COMMISSION
COMMUNITY INVESTMENTS
CULTURAL EQUITY ENDOWMENT

\$3,430,000
SAN FRANCISCO ARTS COMMISSION
COMMUNITY INVESTMENTS
ADDITIONAL GRANTS

\$1,650,000
GRANTS FOR THE ARTS

\$1M INDIVIDUAL ARTIST COMMISSIONS
\$500K ORGANIZATION PROJECT GRANTS
\$1.5M CREATIVE SPACE, CEI LEVELS I & II

\$2M DISPLACEMENT FUNDS
(INCLUDING \$150K FOR HOUSING TASK FORCE)

\$1.43M OTHER

\$30K ARTS FOR NEIGHBORHOOD VITALITY
\$750,000 CULTURAL CENTERS
\$250,000 IN YOUTH OPPORTUNITIES
\$400K SERVICE ORGS
ACIP & ADDITIONAL GRANTS

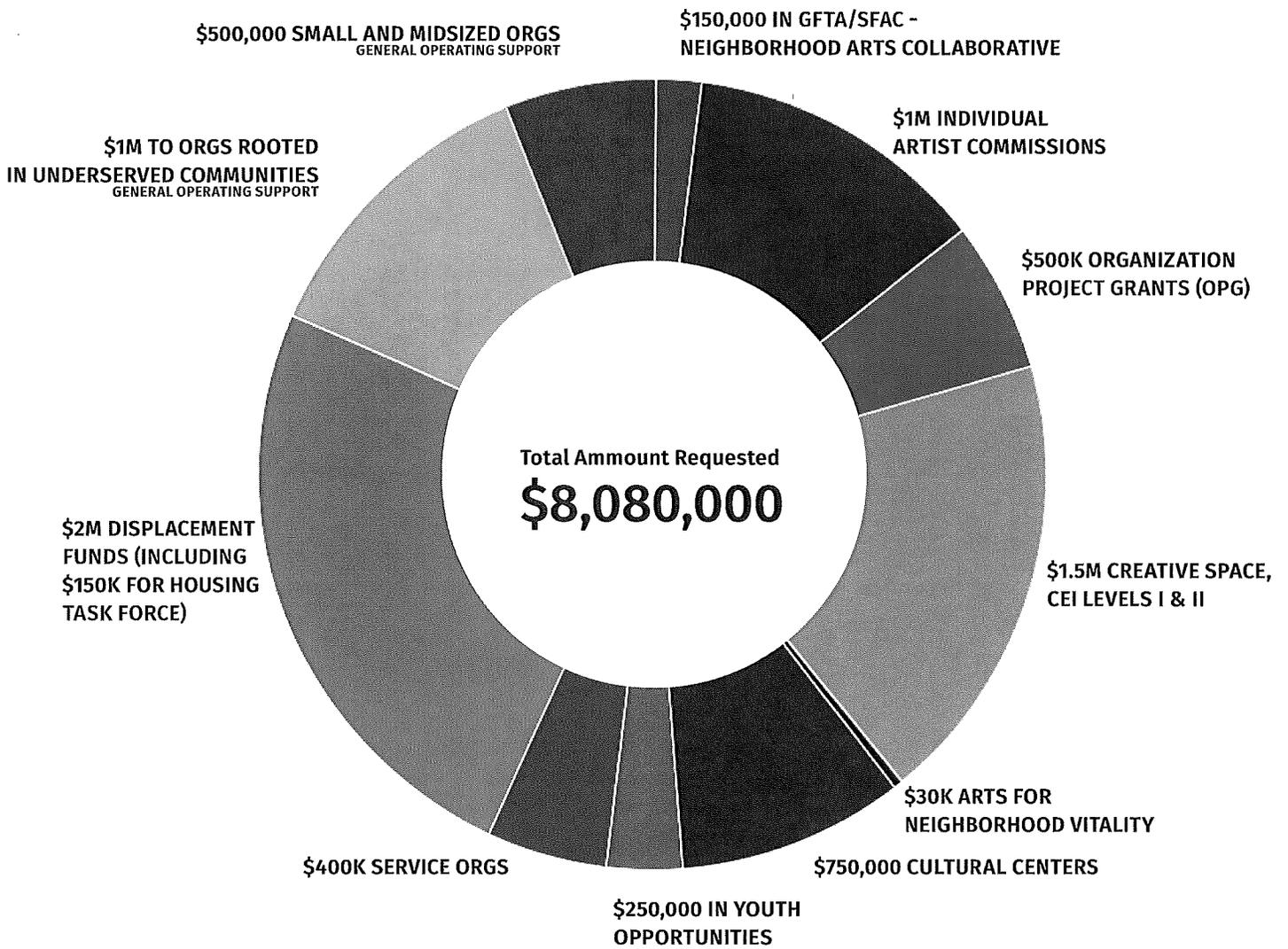
\$1,500,000 IN GFTA – GENERAL OPERATING SUPPORT GRANTS
\$1M TO ORGS ROOTED IN UNDERSERVED COMMUNITIES
\$500,000 SMALL AND MIDSIZED ORGS

\$150,000 IN GFTA/SFAC - – NEIGHBORHOOD ARTS COLLABORATIVE



THE ARTS BUDGET COALITION RECOGNIZES THAT THE NEED FOR
COMMUNITY INVESTMENT EXTENDS BEYOND OUR RECOMMENDATIONS.

SUMMARY OF REQUEST



ACCESS TO PUBLIC & PRIVATE SPACE

Coalition members: Brad Erickson, Theatre Bay Area; Jackie Hasa, The Brower Center; Milivio Jimenez, SFMOMA; Ani Rivera, Galeria de la Raza; Michelle Mansour, Root Division; Masha Rotfeld, SAFEHouse; Sharon Tanenbaum, Principal Consultant, Nonprofit Management & Fund Development; Caroline Walthall, ODC; Tracy Wheeler, Artist

INCREASE SFAC – COMMUNITY INVESTMENTS FUNDING BY \$2,000,000 TO ADDRESS DISPLACEMENT, CAPITAL IMPROVEMENTS AND CODE COMPLIANCE

DEVELOP TASK FORCE ON ISSUE OF AFFORDABLE HOUSING FOR ARTISTS AS WELL AS OTHER LOW AND MIDDLEINCOME WORKERS

Within the aforementioned increase to SFAC – include Community Investments funding of \$150,000 to develop a task force to inform the SFAC’s efforts to provide technical assistance to artists seeking residential space, as well as explore pilot programs to integrate artist housing into existing developments or provide an incentive to create new artist housing, in partnership with the Mayor’s Office of Housing and Community Development.

EXPAND ZONING/DISTRICTS OR BUILD ALLIANCES TO HELP ORGANIZATIONS EXPERIENCING DISPLACEMENT OUTSIDE OF C3 DISTRICTS ACCESS ENRICHMENT FUNDS FROM DEVELOPMENT

Developers in C3 districts (downtown, Mission Bay and Bayview) must spend 1% on art, which can be spent for art at the development site, or can be donated to the SFAC’s trust and designated to a particular organization (with 1/2 mile radius of zone) for general operating or capital projects. This recommendation is to expand the development zones and the eligible recipients of designated funds. This is not only to push developers to fully contribute and address the cost of their disruption, but also to incentivize building community relationships and public benefit.

ARTISTS & WORKFORCE

Coalition members: Catherine Herrera, Artist; Kevin Seaman, Queer Cultural Center; Stella Adelman, Dance Mission Theatre; Kelly Ehrenfeld, Northern California Community Loan Fund; Joyce Grimm, Genevieve Blaettler Fund; Joen Madonna, ArtSpan; Alex Randall, SAFEHouse for the Performing Arts; Emma Spertus, Intersection for the Arts; Gwendolyn Traylor, Artist

INCREASE INDIVIDUAL ARTIST COMMISSION GRANT FUNDS BY \$1,000,000

The San Francisco Arts Commission's Cultural Equity Endowment Individual Artist Commissions have never been awarded in amounts higher than \$10K over the program's 19 year history, and only three out of six disciplines are funded per fiscal year. Increase maximum request to \$15K and award to all six disciplines every year, hence doubling the number of grantees annually

INVEST IN ORGANIZATIONS THAT PROVIDE SERVICE TRAINING TO ARTISTS (SFAC – COMMUNITY INVESTMENTS \$400,000)

Provide funding to organizations that have robust artist service programs helping to professionalize artists (with residencies and programs building their expertise in artistic program planning, marketing, finance, communications, etc.) and help artists to bolster earned and contributed income (sales, touring, grants and corporate and individual donations).

EXPLORE INTERAGENCY PARTNERSHIPS TO INVEST IN THE CREATION OF NEW JOBS FOR ARTISTS

An investment in the creation of new jobs that put artists to work making art is an investment in keeping San Franciscobased artists in San Francisco, where they play a central role in creating experiences and a vibrant urban environment that drives tourism and economic growth (up 13.7 percent in 2014). Although not included in the GFTA/SFAC budget enhancement, an investment of \$1 million in an agency such as OEWD could seed an existing program to allow arts or nonarts organizations to apply to hire an artist for one year at up to \$40,000 or investing funds in the Mayor's existing JobsNOW program (and similar job creation programs) to allow nonprofit organizations looking to hire working artists to access the system with funds earmarked specifically for artists.

ARTISTS & WORKFORCE (cont.)

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INCLUDE STATE OF ARTS IN STATE OF CITY ADDRESS

The Mayor's State of the City address does not currently include information about the organizations, businesses, professionals, individual artists and audiences that comprise our arts sector. Require that the Mayor's Office, through a partnership with the San Francisco Arts Commission or an organization specializing in data collection, to begin regularly collecting data about the arts sector (employment, funding, artist demographics, etc.) and presenting it in the annual State of the City address.

CULTURAL EQUITY

Coalition members: Jeff Jones, Queer Cultural Center; Vinay Patel, Asian Pacific Islander Cultural Center; Ernesto Sopprani, THEOFFCENTER, AIRSpace Residency; TJ Basa, Kearny Street Workshop; Melanie Elvena, API Cultural Center; Geoffrey Grier, SF Recovery Theatre; Ivan Jaigirdar, 3rd South Asian Films; Maria Jenson, SF MOMA; Nan Keeton, SF MOMA; Joel Tan, YBCA; Manish Vaidya, Peacock Rebellion/Bay Area QTPOC Arts Alliance; Jess Young, SOMArts Cultural Center, Andrew Wood, SF International Arts Festival

INCREASE GENERAL OPERATING SUPPORT FOR ORGANIZATIONS ROOTED IN UNDERSERVED COMMUNITIES BY \$1,500,000

Increase support to Grants for the Arts by \$1.5M to address the findings of the Budget and Legislative Analyst's policy analysis report on Grants for the Arts historical funding by increasing funding allocations made to small and mid-sized organizations (\$500,000) and prioritizing organizations rooted in underserved communities underserved populations (\$1million).

INCREASE CULTURAL CENTER FUNDING (SFAC \$750,000)

Support arts accessibility and capital improvements through enhancements for existing cultural centers and investment in virtual centers (\$750,000) with a priority on capacity building and investments toward establishing a Native American Cultural Center.

SFAC AND GFTA WORK TOGETHER TO DEVELOP PATHWAY TO EQUITY

SFAC and GFTA should develop a strategy that provides a pathway for CEG grantees to gain access to GFTA funding. Less than 50% of CEG recipients were on the GFTA roster from 2009–2013. Both agencies should work together in developing application and reporting requirements allowing for publicly accessible diversity plans and annual progress reports that cover both their own hiring practices and constituencies served.

Both agencies should also conduct a cultural equity analysis of the Bay Area arts ecosystem with regard to diversity in mission,

CULTURAL EQUITY (CONT.)

audiences, stakeholders, resource and impact. This study should lead to a more informed philosophy of cultural equity that ties in diversity, impact and resource allocation.

COMMUNITY ADVISORY BOARD SHOULD BE APPOINTED BY SUPERVISORS AND THE MAYOR OF SAN FRANCISCO

GFTA's Community Advisory Committee should be comprised of appointees from the Mayor and Board of Supervisors. This will allow for more transparency and allow for voices from all over San Francisco to be heard. 11 appointees from Supervisors and 2 appointees from the Mayor

ALIGN EVALUATION CRITERIA FOR SFAC COMMUNITY INVESTMENTS PROGRAM WITH THE LEGISLATIVE LANGUAGE THAT ESTABLISHED THE CULTURAL EQUITY ENDOWMENT.

From administrative code: "The Cultural Equity Initiatives Program shall be used to support arts organizations which are deeply rooted in and able to express the experiences of historically underserved communities such as: African American; Asian American; disabled; Latino; lesbian and gay; Native American; Pacific Islander; and, women. Awards may be made for the following types of projects: Creation of new programs; Expansion of existing programs; Technical assistance to improve an arts organization's management and artistic effectiveness; Training programs; Development of artistic projects; Marketing; Acquisition of equipment necessary for the arts organization's artistic services; and crosscultural collaborations among individual artists or arts organizations."

VIBRANT NEIGHBOR- HOODS & PUBLIC ART

Coalition members: Suzanne Appel, Cutting Ball Theatre; Susie McKinnon, SafeHOUSE; Atheel Elmalik, YBCA; Ellen Oh, Institute for Diversity in the Arts, Stanford, Tomas Riley, CounterPulse

INCREASE NEIGHBORHOOD ARTS COLLABORATIVE GRANT FUNDS BY \$150,000

Neighborhood Arts Collaborative grants support arts activities within Invest in Neighborhoods corridors and encourages the development of mutually beneficial relationships among community stakeholders. NAC projects provide thousands of residents with streetlevel arts access.

INCREASE SFAC – COMMUNITY INVESTMENTS BY \$30,000 TO SUPPORT ARTS FOR NEIGHBORHOOD VITALITY

Arts for Neighborhood Vitality grants support publicly accessible neighborhoodcentered art walks and festivals where art and culture are main components. The maximum grant amount, \$3,000, has not increased since the program was established and the labor required for the application process further reduces the net grant amount. The Arts Budget Coalition recommends increasing the number of ANV grants as well as the maximum dollar amount of grants awarded

YOUTH OPPORTUNITY

Coalition members: Reed Davaz McGowan, Youth Art Exchange; Jessica Mele, Performing Arts Workshop; Elizabeth Brodersen, ACT; Eva Enriquez, Emerging Arts Professionals; Patrick Hosfield, SF Symphony; Katie Nicely, SF Symphony; Claudia Portillo, Boys and Girls Club of San Francisco; David Sandoval, Southern Exposure; Olivia White Lopez, 826 Valencia

INCREASE PAID SUMMER INTERNSHIP PROGRAMS, APPRENTICESHIPS, AND MENTORSHIPS FOR YOUTH TO CONTINUE WORKING AND LEARNING IN THE ARTS (SFAC – Community Investments \$250,000)

Paid internships, apprenticeships and mentorships will both strengthen youth's skills and expand their knowledge by experience. These programs will bridge the youth to job opportunities and networking outside school and into the professional art field. Mentorships pairing youth with professional artists will provide one-on-one guidance, develop specific goals and support youth's creative exploration.

PROVIDE FUNDING FOR HIGHQUALITY YOUTH EXHIBITIONS AND PERFORMANCES

Within the aforementioned budget enhancements, and through interagency collaboration between SFAC and the Department of Children, Youth and their Families or other agencies, create opportunities for professional performance and exhibitions by youth artists from small and midsize community arts organizations (with operating budgets under \$2m).

FACILITATE YOUTH ACCESS TO PROFESSIONAL ARTS SPACES

GFTA should create clear pathways to identify GFTAfunded organizations interested in working with youth-focused arts nonprofits with a goal of making professional-grade performance and exhibition space accessible to San Francisco youth

ARTS BUDGET COALITION PARTICIPATING ORGANIZATIONS

3rdi South Asian Films

826 Valencia

ACT

ArtSpan

Asian Pacific Islander Cultural Center

CounterPulse

Cutting Ball Theatre

Emerging Arts Professionals/San Francisco Bay Area

Galeria de la Raza

Illuminate the Arts

Institute for Diversity in the Arts, Stanford

Intersection for the Arts

Kearny Street Workshop

Peacock Rebellion/Bay Area QTPOC Arts Alliance

Performing Arts Workshop

Queer Cultural Center

Root Division

SafeHOUSE

SF International Arts Festival

SF Symphony

SFMOMA

SOMArts Cultural Center

Theatre Bay Area

THEOFFCENTER / AIRSPACE Queer Performance Residency

YBCA

YOUTH ARTS EXCHANGE

*Hundreds of individual artists and workers from dozens of other organizations participated independently by attending open meetings, sharing and completing the Community Engagement Survey.

Arts Budget Coalition Steering Committee Participants:

Suzanne Appel, Cutting Ball Theater;
Reed D. McGowan, Youth Art Exchange;
Brad Erickson, Theatre Bay Area;
Catherine Herrera, Artist;
Jeff Jones, Queer Cultural Center;
Michelle Mansour, Root Division;
Susie McKinnon, SafeHouse Arts;
Jessica Mele, Performing Arts Workshop;
Kevin Seaman, Artist;
Vinay Patel, Asian Pacific Islander Cultural Center

Organizers:

Lex Leifheit,
SOMArts Cultural Center

Ebony McKinney,
Emerging Arts Professionals

THIS BOOKLET WAS CREATED FROM CONTENT GENERATED BY THE ARTS BUDGET COALITION AS WELL AS OTHER SOURCES.

LAYOUT AND DESIGN BY COALITION MEMBER ERNESTO SOPPRANI [THEOFFCENTER, AIRSPACE RESIDENCY]