

File No. 101282

Committee Item No. 3
Board Item No. 1

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: October 27, 2010

Board of Supervisors Meeting

Date 11/2/2010

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Ethics Form 126 |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report * |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Information Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER

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Completed by: Victor Young

Date: October 22, 2010

Completed by: Victor Young

Date: 10/26/10

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

1 [Accept and Expend Grant - Arts Commission - The ARTery Project - \$250,000]

2
3 **Resolution authorizing the San Francisco Arts Commission to retroactively accept and**
4 **expend a grant in the amount of \$250,000 from the National Endowment for the Arts for**
5 **the Mid Market Cultural District Partnership, now called The ARTery Project.**
6

7 WHEREAS, The City and County of San Francisco has for decades tried to improve
8 the Mid Market district, seeking solutions to eliminate blight and commercial vacancies while
9 keeping the neighborhood's integrity intact;

10 WHEREAS, The Arts Commission sought to infuse arts programming into the area's
11 revitalization efforts in order to spur a renaissance of commercial and cultural activity; and

12 WHEREAS, The Arts Commission sought other City agencies and non-profit arts
13 organizations to form a collaborative that could bring their assets together to revitalize the
14 area; and

15 WHEREAS, The Arts Commission as an eligible applicant to the National Endowment
16 for the Arts' Chairman's first signature project, the NEA MICD25 which celebrates the 25th
17 anniversary of the Mayors' Institute of City Design; and

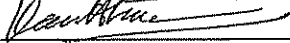
18 WHEREAS, The Arts Commission was among 21 awards given nationally for this
19 initiative and one of four nationwide to receive the largest grant amount of \$250,000 which is a
20 one to one match grant; and

21 WHEREAS, The ARTery Project as funded by the National Endowment for the Arts
22 with matching dollars from several of the 18 partnering organizations, proposes to implement
23 four primary activities: 1) Lighting design installations between 6th Street and UN Plaza; 2)
24 Reviving Art in Storefronts between 6th Street and UN Plaza; 3) Expansion of arts
25

1 programming by the anchor arts organizations along Mid Market, including more programming
2 on the street; and 4) An Indy Art Market at UN Plaza; therefore be it

3 RESOLVED, That the Board of Supervisors allows for retroactively accepting and
4 expending this awarded National Endowment for the Arts MICD25 grant to the Arts
5 Commission, with a grant cycle of 7/1/10-6/30/11, waiving inclusion of indirect costs in the
6 grant budget; and, be it


7 FURTHER RESOLVED, That the Arts Commission's request, which has been funded
8 and involves no ASO amendments, be carried out in accordance with all grant requirements
9 and may be spent and reported upon accordingly.

10 Recommended: 

11 Department Head: Luis R. Cancel, Director of Cultural Affairs

12 Approved: 

13 Mayor Gavin Newsom

14 Approved: 

15 Controller

FORM SFEC-126
NOTIFICATION OF CONTRACT APPROVAL
(S.F. Campaign and Government Conduct Code § 1.126)

City Elective Officer Information <i>(Please print clearly)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: Tribeca Designs	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> President an Founder: Rebecca Brian. Art Director: Larrisa Nycz.	
Contractor address: PO Box 1074, New York, NY 10156	
Date that contract was approved:	Amount of contract: \$7,500
Describe the nature of the contract that was approved: Tribeca Designs was hired to do graphic design for the Mid Market ARTery Project. The specifics of his project are not yet available.	
Comments:	

This contract was approved by (check applicable)

The City elective officer(s) identified on this form

A board on which the City elective officer(s) serves San Francisco Board of Supervisors

Print Name of Board

The board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on the form sits

Print Name of Board

Filer Information <i>(Please print clearly)</i>	
Name of filer: Clerk of the San Francisco Board of Supervisors	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: BOS.Legislation@sfgov.org

Signature of the Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if Submitted by Board Secretary or Clerk)

Date Signed

FORM SFEC-126
NOTIFICATION OF CONTRACT APPROVAL
 (S.F. Campaign and Government Conduct Code § 1.126)

City Elective Officer Information (Please print clearly)	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

Contractor Information (Please print clearly)	
Name of Contractor: Theodore Watson	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>Theodore Watson is an artist and sole proprietor of his business.</p>	
Contractor address: 35 Magnolia Ave, #3 Cambridge, MA 02138	
Date that contract was approved:	Amount of contract: \$18,000
Describe the nature of the contract that was approved: Mr. Watson was one of three artists hired to bring unique installations to the Mid Market ARTery Project to help signal the three block stretch as an evolving arts and culture district. The specifics of his project are not yet available.	
Comments:	

This contract was approved by (check applicable)

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: The Luggage Store Gallery	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>Board of Directors: Mark Bradford, Stella Lai, Leslie Lombre, Sue Lopez, Darryl Smith, Pearl Ubungen, Carlos Villa. Darryl Smith and Laurie Lazar are co-founders, co-directors and co-curators. The financial manager is Mari Hashimoto.</p>	
Contractor address: 1007 Market Street, San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$20,000
Describe the nature of the contract that was approved: The Luggage Store Gallery will be expanding their programming as part of the Mid Market ARTery Project to include a rotating video installation on the mezzanine level, exhibitions coordinated with neighboring arts organizations and street activation with arts programs.	
Comments:	

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

Contractor Information (Please print clearly)	
Name of Contractor: Tenderloin Economic Development Project (a program of N. of Market Neigh'hood Improvement Corp.)	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i>	
Board of Directors: Charles Casey, Tangerine Brigham, Dina Hillard, Hydeh Ghaffari, Dave Kroot, Peter Wilson, Katherine Catlos, Korin Crawford, Eileen Gallagher, Alexandra Galovich, John Hamilton, Hala Hijazi, Eumi Lee, Shelagh Little, Connie Moy, Samia Rashed, John Rogers, Ancel Romero, Loren Sanborn, Edward Schultz, Tom Sebekos, Patricia Theophilos, Gregor Watson, Mike Williams, April Wright-Hickerson. Executive Director (TEDP): Elvin Padilla. COO (NMIC): Elizabeth Orlin. CFO (NMIC): Paul Sussman.	
Contractor address: 201 Eddy Street, San Francisco, CA 94102	
Date that contract was approved:	Amount of contract: \$7,500
Describe the nature of the contract that was approved: TEDP will help make contact with property owners in the Mid Market area that may be viable art spaces for non profits. They will hold convenings and trainings so that the local arts community may better understand the steps towards pre-development and provide technical assistance navigating the steps and consultants that must be part of any relocation and build out plans.	
Comments:	

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Contractor Information (Please print clearly)	
Name of Contractor: Public Architecture	
Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.	
Board of Directors: Tim Culvahouse, Julie Eizenberg, Rob Forbes, Lawrence Fried, David Meckel, Christopher Parsons, Vivian Fei Tsen, Laura Weiss, Allison Williams. Founding and Executive Director: John Petersen (serves as the CEO and President).	
Contractor address: 1211 Folsom Street, 4th Floor San Francisco, CA 94103	
Date that contract was approved:	Amount of contract: \$35,000
Describe the nature of the contract that was approved: Public Architecture is project managing all aspects of the lighting design installation that is part of this NEA grant award. They are also providing a match estimated at \$432,000 for in-kind architecture and design services for non profit arts organizations interested in relocating to the Mid Market area. This latter activity is through their 1% Program and will help with needs assessments of non profits and space feasibility studies of vacant property and then work to match up both parties.	
Comments: With a very quick turnaround time on having the lighting designs installed (December 2, 2010), Public Architecture's work is crucial to successful completion of the project.	

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

Contractor Information <i>(Please print clearly)</i>
Name of Contractor: Paul Notzold
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i>
Paul Notzold is an artist and sole proprietor of his business.
Contractor address: 280 Nevins St. 4-1, Brooklyn, NY 11217
Date that contract was approved:
Amount of contract: \$18,000
Describe the nature of the contract that was approved: Mr. Notzold was one of three artists hired to bring unique installations to the Mid Market ARTery Project to help signal the three block stretch as an evolving arts and culture district. The specifics of his project are not yet available.
Comments:

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: Kelly Lindner	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> Ms. Lindner is a sole proprietor. She was the curator / project coordinator for the Art in Storefronts initiative in Chinatown.	
Contractor address: 1150 Broadway, Chico, CA 95928	
Date that contract was approved:	Amount of contract: \$10,000
Describe the nature of the contract that was approved: Ms. Lindner will oversee the Art in Storefronts aspect of the Mid Market ARTery Project.	
Comments:	

This contract was approved by (check applicable)

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors

Contractor Information (Please print clearly)	
Name of Contractor: Jim Campbell	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i> Jim Campbell is a lighting designer and sole proprietor of his business.	
Contractor address: 1161 DeHaro Street, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract: \$20,000
Describe the nature of the contract that was approved: Mr. Campbell was one of three lighting designers hired to bring unique installations to the Mid Market ARtery Project to help signal the three block stretch as an evolving arts and culture district. The specifics of his project are not yet available.	
Comments:	

This contract was approved by (check applicable)

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San Francisco Board of Supervisors

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: Hospitality House	
<i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i>	
Board of Directors: Lucia Sommers, Joanne McDermott, Steve Anderson, Eric Sullivan, Jason Albertson, Kate Begell, Kevin Fayaud, Nella Goncalves, Laura Guzman, Cindy Hodges, Thomas Jirasek, Quintin Mecke, David Mckinley, Leslie Rabine. Executive Director: Jackie Jenks. Administrative Manager: Paul Sedita.	
Contractor address: 290 Turk Street, San Francisco, CA 94102	
Date that contract was approved:	Amount of contract: \$15,000
Describe the nature of the contract that was approved: Hospitality House will move its Community Arts Program into the ground level of 1007 Market Street (The Luggage Store) while their own space is under renovation. This will bring all the activities of CAP onto Market Street, keeping the storefront activated with free arts programs serving the entire Mid Market and Tenderloin communities.	
Comments:	

This contract was approved by (check applicable)

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: Gray Area Foundation on the Arts	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>Board of Directors: Aaron Koblin, Chloe Sladden, Chris Delbuck, Josette Melchor, Julie Bottrell, Janetti Chon, Peter Hirshberg. Executive Director: Josette Melchor.</p>	
Contractor address: 55 Taylor Street, San Francisco, CA 94102	
Date that contract was approved:	Amount of contract: \$20,000
Describe the nature of the contract that was approved: This is the statement submitted for the grant request. It is in the process of being revised: GAF (with KQED and others) will present "City Centered: A Festival of Locative Media and Urban Community," a 4-day celebration of art, communication and place-based media technology. Their "Mid Marketplace" block party will promote commerce with artists and designers selling along Market and Taylor Streets.	
Comments:	

This contract was approved by (check applicable)

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Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: Central Market Arts	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>Central Market Arts is a group of organizations dedicated to a common vision of promoting San Francisco's Central Market Neighborhood as a vital arts district. Our mission is to serve as a unified voice for arts of every discipline through promotion of arts, cooperative marketing, programming coordination, and the production of a yearly capstone event. Executive Director: Daniel Hortado</p>	
Contractor address: 901 Market Street, Suite 490, San Francisco, CA 94107	
Date that contract was approved:	Amount of contract: \$5,000
Describe the nature of the contract that was approved: The NEA MICD funding is helped underwrite 24 Days of Central Market Arts (Sept. 24-Oct. 17) which included a three-week festival of performing arts around the Mid Market area, largely in public spaces such as Mint Plaza.	
Comments:	

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Date Signed

FORM SFEC-126
NOTIFICATION OF CONTRACT APPROVAL
 (S.F. Campaign and Government Conduct Code § 1.126)

City Elective Officer Information <i>(Please print clearly)</i>	
Name of City elective officer(s): Members, San Francisco Board of Supervisors	City elective office(s) held: Members, San Francisco Board of Supervisors
Contractor Information <i>(Please print clearly)</i>	
Name of Contractor: Burning Man / Black Rock Arts Foundation	
<p><i>Please list the names of (1) members of the contractor's board of directors; (2) the contractor's chief executive officer, chief financial officer and chief operating officer; (3) any person who has an ownership of 20 percent or more in the contractor; (4) any subcontractor listed in the bid or contract; and (5) any political committee sponsored or controlled by the contractor. Use additional pages as necessary.</i></p> <p>Board of Directors: Larry Harvey, Freddy Hahne, Harley K. Dubois, Rae Richman, Crimson Rose, Alix Rosenthal, Joseph Olivier, Christopher Bently, Rachel Carpeter, Dicky Davies, Terry Gross, Nick Morgan, John Mueller, Will Roger Peterson, Mark Sinclair. Tomas McCabe is the Executive Director. Eli Peterson is the Administrative and Office Manager. They have a 55-member advisory board.</p>	
Contractor address: 3450 Third Street, Suite 2A, San Francisco, CA 94124	
Date that contract was approved:	Amount of contract: \$25,000
Describe the nature of the contract that was approved: Burning Man and BRAF proposed to relocate to the Mid Market area and create window installations in the ground floor of 1019 Market Street. They are also planning on creating sculptures that will enliven the sidewalk and streetscape of the Mid Market corridor (in consultation with the SFAC, Planning and MOD). Also being explored is a vacant lot across from UN Plaza where they are interested in creating an interactive sculptural and landscaped space for pedestrians.	
Comments:	

This contract was approved by (check applicable)

The City elective officer(s) identified on this form

A board on which the City elective officer(s) serves San Francisco Board of Supervisors
 Print Name of Board

The board of a state agency (Health Authority, Housing Authority Commission, Industrial Development Authority Board, Parking Authority, Redevelopment Agency Commission, Relocation Appeals Board, Treasure Island Development Authority) on which an appointee of the City elective officer(s) identified on the form sits

Print Name of Board

Filer Information <i>(Please print clearly)</i>	
Name of filer: Clerk of the San Francisco Board of Supervisors	Contact telephone number: (415) 554-5184
Address: City Hall, Room 244, 1 Dr. Carlton B. Goodlett Pl., San Francisco, CA 94102	E-mail: BOS.Legislation@sfgov.org

Signature of the Elective Officer (if submitted by City elective officer)

Date Signed

Signature of Board Secretary or Clerk (if Submitted by Board Secretary or Clerk)

Date Signed



GAVIN NEWSOM
MAYOR

LUIS R. CANCEL
DIRECTOR OF
CULTURAL AFFAIRS

PROGRAMS

CIVIC ART COLLECTION
CIVIC DESIGN REVIEW
COMMUNITY ARTS
& EDUCATION
CULTURAL EQUITY GRANTS
PERFORMING ARTS
PUBLIC ART
STREET ARTISTS LICENSES

ARTS COMMISSION GALLERY
401 VAN NESS AVENUE
415.554.6080

WWW.SFARTSCOMMISSION.ORG

ARTSCOMMISSION@SFGOV.ORG

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Luis R. Cancel, Director of Cultural Affairs
DATE: September 28, 2010
SUBJECT: Accept and Expend Resolution for Subject Grant
GRANT TITLE: National Endowment for the Arts Mayors' Institute on City Design

Attached please find the original and 4 copies of each of the following:

Proposed grant resolution; original signed by Department, Mayor, Controller

Grant information form, including disability checklist

Grant budget

Grant application

Grant award letter from funding agency

Other (Explain):

Special Timeline Requirements:
The grant period is July 1, 2010-June 30, 2011.

Departmental representative to receive a copy of the adopted resolution:

Name: Rachele Axel Phone: 415.252.2564

Interoffice Mail Address: 25 Van Ness Avenue, Suite 240

Certified copy required Yes No

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).



CITY AND COUNTY OF
SAN FRANCISCO



TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: *GN* Mayor Gavin Newsom
RE: Accept and Expend – National Endowment for the Arts Mayors' Institute
on City Design grant award for the San Francisco Arts Commission's
Central Market Artery project - \$250,000
DATE: October 5, 2010

Dear Madame Clerk:

Attached for introduction to the Board of Supervisors is the resolution authorizing the San Francisco Arts Commission to retroactively accept and expend a grant in the amount of \$250,000 from the National Endowment for the Arts for the Mid Market Cultural District Partnership, now called The ARTery Project.

Please note that this item is co-sponsored by Supervisor Bevan Dufty.

I request that this item be calendared in Budget and Finance Committee.

Should you have any questions, please contact Starr Terrell (415) 554-5262.

CC: Supervisor Bevan Dufty

File Number: _____
(Provided by Clerk of Board of Supervisors)

Grant Information Form
(Effective March 2005)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: **National Endowment for the Arts Mayors' Institute on City Design**

2. Department: **San Francisco Arts Commission**

3. Contact Person: **Rachelle Axel** Telephone: **415-252-2564**

4. Grant Approval Status (check one):

Approved by funding agency Not yet approved

5. Amount of Grant Funding Approved or Applied for: **\$250,000**

6a. Matching Funds Required: **\$250,000**

b. Source(s) of matching funds (if applicable): **OEWD, Grants for the Arts, Public Architecture, Arts Commission, Central Market Arts, People in Plazas, Luggage Store, Burning Man, Gray Area Foundation.**

7a. Grant Source Agency: **National Endowment for the Arts**

b. Grant Pass-Through Agency (if applicable):

8. Proposed Grant Project Summary:

This grant allows for The ARTery Project to undertake a comprehensive community development strategy that transforms Mid Market by enhancing the arts institutions in the area and bringing in new arts organizations where opportunities exist. Creative design solutions will be used as will public art for the streetscape, historic preservation and rehabilitation of important buildings, and programming of public plazas and ground floor space. The four main grant components are: 1) Commissioning lighting design installations to mark the district's gateways at UN Plaza and 6th Street; 2) Weekly arts markets on UN Plaza; 3) Activating—through festivals, exhibitions and performances—the properties and sidewalks along the stretch; and 4) Installing art in vacant storefronts through the nationally-recognized Art in Storefronts. This project will incorporate best practices on responsible use of natural resources to celebrate a vibrant civic life. These components form a strategy of urban design place-making and cultural enhancements to establish Mid Market as a destination for residents and visitors.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:

Start-Date: **7/1/10** End-Date: **6/30/11**

10a. Amount budgeted for contractual services: **\$225,000**

b. Will contractual services be put out to bid? **No**

c. If so, will contract services help to further the goals of the department's MBE/WBE requirements?

d. Is this likely to be a one-time or ongoing request for contracting out? **One-time**

11a. Does the budget include indirect costs? Yes No

b1. If yes, how much?

b2. How was the amount calculated?

c. If no, why are indirect costs not included?

- Not allowed by granting agency
- To maximize use of grant funds on direct services
- Other (please explain):

c2. If no indirect costs are included, what would have been the indirect costs? Overhead costs for the Arts Commission including accounting, administration, development.

12. Any other significant grant requirements or comments:

This NEA grant requires a 1:1 match. The project budget submitted totals \$1,158,500. No funds may be used for capital projects or greening elements. There are 18 partners in The ARtery Project. The long-term goal, beyond the grant cycle itself, is to ensure that innovative arts organizations are prepared with pre-development plans to access low-interest loans for move in and capital costs once those funds are available through Redevelopment's project area incentive funds.

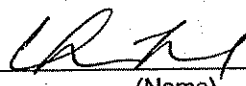
****Disability Access Checklist****

13. This Grant is intended for activities at (check all that apply):


- Existing Site(s)
- Existing Structure(s)
- Existing Program(s) or Service(s)
- Rehabilitated Site(s)
- Rehabilitated Structure(s)
- New Program(s) or Service(s)
- New Site(s)
- New Structure(s)

14. The Departmental ADA Coordinator and/or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full inclusion of persons with disabilities, or will require unreasonable hardship exceptions, as described in the comments section:

Comments:

Departmental or Mayor's Office of Disability Reviewer:  ELEANOR WONG
(Name)
Director of grants + Human Resources

Date Reviewed: 1 Oct 2010.

Department Approval: KAN HUN DIRECTOR OF FINANCE
(Name) (Title)

(Signature)

ATTACHMENT 8: Internal Project Budget										
National Endowment for the Arts Mayor's Institute for City Design										
	NEA	MOEWD	GFTA	SFAC	SF Prize	Other Confirmed Funders	Other Pending Funders	Other TBD		
Amount	250,000	130,000	75,000	25,000	15,000					
Mid Market Cultural District Partnership										
Income	250,000	130,000	75,000	25,000	15,000					
NEA MICD	130,000									
MOEWD	75,000									
Grants for the Arts	25,000									
SFAC	15,000									
SF Prize (SFUR, AIA, SF Beautiful)	100,500									
Foundation support (pending or to be identified)	27,000									
Additional confirmed funders										
Total Cash	622,500									
In-Kind										
CCSF staff support	45,000									
Public Architecture's in-kind staffing	30,000									
In-kind contribution of sustainable greening elements from MoG	25,000									
Pro bono services: needs assessment & space feasibility studies	400,000									
Arts Programming In-Kind	13,000									
People in Plaza's Programming Costs	23,000									
Total In Kind	536,000									
Total Income	1,158,500									
Expenses										
Personnel										
SFAC Overall Project Manager @ 20% time + benefits	25,000									
Public Architecture Lighting Design Project Management	55,000									30,000
Project coordination at other CCSF agencies @ 6% time + benefits (MOEWD, GFTA, RDA, Greening Office)	45,000									45,000
Subtotals										
Lighting Design Fabrications/Installations	77,500			10,000	7,500					
UN Plaza Arts and Antiques Market	25,000									
Art in Storefronts (Arts fees and materials \$30,000; AIS curator \$10,000; includes murals)	40,000	15,000								
Needs Assessments for Arts Organizations & Feasibility Studies for Properties	432,000	7,500	10,000	14,500						400,000
Mid Market Arts Organizations capital improvements and move-in costs	75,000		75,000							
Ground Floor Improvements for 1007 Market (TLS & HH)	30,000	30,000								
Umbrella Promotional Materials (graphic design, printing, mailing)	8,000	7,500		500						
Sustainable Greening Elements for Plaza's, Open Lots and Streetscapes	32,500									25,000
Arts Organizations Programming										
Luggage Store & Hospitality House										
HH studio assistant	41,500									
Mezzanine level light and video installations	15,000									
Street signage	10,000									
Hospitality for artists and receptions	4,000									
Promotional material, publicity	5,000									
Art supplies	5,000									35,500
Burning Man/BRAF	80,500	25,000	20,000							
1019 Storefront Activation (includes artists fees, utilities, materials)	40,000									
8th Street Lot Sculpture (includes artist fees, materials, insurance, installation)	50,000		22,000							43,000
Gray Area Foundation	90,000	25,000	22,000							
City Centered (administration, artists fees, event costs)	50,000									
Mid Marketplace (marketing, administration, insurance, tech, supplies, permits)	45,000									
Central Market Arts Festival (includes artists fees, staging and tech)	25,000	5,000	13,000							
People in Plaza's Free Summer Concert Series (includes artists fees, staging and tech)	23,000									23,000
Total Expenses	1,158,500	250,000	130,000	75,000	25,000	15,000	27,000	100,500	536,000	



PROJECT BUDGET

Grantee: San Francisco Arts Commission

Grant #: 10-4229-7080

Important Information:

This budget is derived from your application, revised budget, and/or other communication as noted below. Expenditures on your project should be in general agreement with this budget. Deviation without prior NEA approval will be limited to the standards outlined in the General Terms & Conditions and the provisions of circulars A-110 or A-102, whichever is applicable. It is understood that costs included below may be estimates and that actuals will be reported on all payments requests and financial reports.

All costs must be incurred within the project period specified in your award letter. This budget cannot include overlapping project costs with any other Federal grant (direct or indirect). Proper documentation must be maintained for any In-Kind contributions claimed. Unless otherwise indicated in your award letter, this grant must be matched dollar for dollar.

INCOME

Cash: \$	<u>336,000</u>		
In-Kind: \$	<u>511,000</u>		
		Total Contributions: \$	<u>847,000</u>
NEA Grant: \$	<u>250,000</u>		
		Total NEA Grant: \$	<u>250,000</u>
		TOTAL PROJECT INCOME: \$	<u>1,097,000</u>

EXPENSES

Direct Costs:

Salaries and Wages: \$	<u>125,000</u>		
Fringe Benefits: \$	<u>0</u>		
Travel: \$	<u>0</u>		
Other: \$	<u>972,000</u>		
		Total Direct Costs: \$	<u>1,097,000</u>

Indirect Costs: \$ 0

TOTAL PROJECT EXPENSES: \$ 1,097,000

Reference: 07/21/2010 Revised Budget

Notes:

UN Plaza Arts & Antiques Market removed from OTHER; resale unallowable.

may be OK indy next

Greening Elements removed from OTHER & IN-KIND per 8/3/10 e-mail R. Axel to S. Begley.

Hospitality and receptions removed from OTHER; unallowable cost.

Construction costs are unallowable and cannot be included in this budget or future financial reports.

CASH reduced to balance budget.



[Home](#) > [Apply for Grants](#) > Confirmation

Confirmation

Thank you for submitting your grant application package via Grants.gov. Your application is currently being processed by the Grants.gov system. Once your submission has been processed, Grants.gov will send email messages to advise you of the progress of your application through the system. Over the next 24 to 48 hours, you should receive two emails. The first will confirm receipt of your application by the Grants.gov system, and the second will indicate that the application has either been successfully validated by the system prior to transmission to the grantor agency or has been rejected due to errors.

Please do not hit the back button on your browser.

If your application is successfully validated and subsequently retrieved by the grantor agency from the Grants.gov system, you will receive an additional email. This email may be delivered several days or weeks from the date of submission, depending on when the grantor agency retrieves it.

You may also monitor the processing status of your submission within the Grants.gov system by clicking on the "Track My Application" link listed at the end of this form.

Note: Once the grantor agency has retrieved your application from Grants.gov, you will need to contact them directly for any subsequent status updates. Grants.gov does not participate in making any award decisions.

IMPORTANT NOTICE: If you do not receive a receipt confirmation and either a validation confirmation or a rejection email message within 48 hours, please contact us. The Grants.gov Contact Center can be reached by email at support@grants.gov, or by telephone at 1-800-518-4726. Always include your Grants.gov tracking number in all correspondence. The tracking numbers issued by Grants.gov look like GRANTXXXXXXXXX.

Contact Center hours of operation are Monday-Friday from 7:00 A.M. to 9:00 P.M. Eastern Time.

The following application tracking information was generated by the system:

Grants.gov Tracking Number : GRANT10599173
Applicant DUNS: 07-038-4255
Submitter's Name: Luis Cancel
CFDA Number: 45.024
CFDA Description: Promotion of the Arts_Grants to Organizations and Indi
Funding Opportunity Number : 2010NEA01MICD25
Funding Opportunity Description : NEA MICD 25th Anniversary Invitation to Apply
Agency Name : National Endowment for the Arts
Application Name of this Submission : San Francisco Arts Commission
Date/Time of Receipt : 2010.05.10 10:02 PM, EDT

TRACK MY APPLICATION – To check the status of this application, please click the link below:
https://apply07.grants.gov/apply/checkSingleAppIStatus.faces?tracking_num=GRANT10599173

It is suggested you Save and/or Print this response for your records.

Opportunity Title:	NEA MICD 25th Anniversary Invitation to Apply
Offering Agency:	National Endowment for the Arts
CFDA Number:	45.024
CFDA Description:	Promotion of the Arts Grants to Organizations and Individ
Opportunity Number:	2010NEA01MICD25
Competition ID:	NONE
Opportunity Open Date:	04/07/2010
Opportunity Close Date:	05/10/2010
Agency Contact:	Susan Begley Broeksmit Design Specialist begleys@arts.gov or 202/682-5796 Erin Jenkins Waylor Challenge America Specialist

This electronic grants application is intended to be used to apply for the specific Federal funding opportunity referenced here.

If the Federal funding opportunity listed is not the opportunity for which you want to apply, close this application package by clicking on the "Cancel" button at the top of this screen. You will then need to locate the correct Federal funding opportunity, download its application and then apply.

This opportunity is only open to organizations, applicants who are submitting grant applications on behalf of a company, state, local or tribal government, academia, or other type of organization.

* Application Filing Name:

Mandatory Documents

Move Form to Complete

Move Form to Delete

Mandatory Documents for Submission

Application for Federal Domestic Assistance-Sho
NEA Supplemental Information
Project/Performance Site Location(s)
NEA Organization & Project Profile
Attachments

Optional Documents

Move Form to Submission List

Move Form to Delete

Optional Documents for Submission

Instructions

- 1** Enter a name for the application in the Application Filing Name field.

 - This application can be completed in its entirety offline; however, you will need to login to the Grants.gov website during the submission process.
 - You can save your application at any time by clicking the "Save" button at the top of your screen.
 - The "Save & Submit" button will not be functional until all required data fields in the application are completed and you clicked on the "Check Package for Errors" button and confirmed all data required data fields are completed.
- 2** Open and complete all of the documents listed in the "Mandatory Documents" box. Complete the SF-424 form first.

 - It is recommended that the SF-424 form be the first form completed for the application package. Data entered on the SF-424 will populate data fields in other mandatory and optional forms and the user cannot enter data in these fields.
 - The forms listed in the "Mandatory Documents" box and "Optional Documents" may be predefined forms, such as SF-424, forms where a document needs to be attached, such as the Project Narrative or a combination of both. "Mandatory Documents" are required for this application. "Optional Documents" can be used to provide additional support for this application or may be required for specific types of grant activity. Reference the application package instructions for more information regarding "Optional Documents".
 - To open and complete a form, simply click on the form's name to select the item and then click on the => button. This will move the document to the appropriate "Documents for Submission" box and the form will be automatically added to your application package. To view the form, scroll down the screen or select the form name and click on the "Open Form" button to begin completing the required data fields. To remove a form/document from the "Documents for Submission" box, click the document name to select it, and then click the <= button. This will return the form/document to the "Mandatory Documents" or "Optional Documents" box.
 - All documents listed in the "Mandatory Documents" box must be moved to the "Mandatory Documents for Submission" box. When you open a required form, the fields which must be completed are highlighted in yellow with a red border. Optional fields and completed fields are displayed in white. If you enter invalid or incomplete information in a field, you will receive an error message.
- 3** Click the "Save & Submit" button to submit your application to Grants.gov.

 - Once you have properly completed all required documents and attached any required or optional documentation, save the completed application by clicking on the "Save" button.
 - Click on the "Check Package for Errors" button to ensure that you have completed all required data fields. Correct any errors or if none are found, save the application package.
 - The "Save & Submit" button will become active; click on the "Save & Submit" button to begin the application submission process.
 - You will be taken to the applicant login page to enter your Grants.gov username and password. Follow all onscreen instructions for submission.

APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational	
* 1. NAME OF FEDERAL AGENCY: National Endowment for the Arts	
2. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 45.024	
CFDA TITLE: Promotion of the Arts Grants to Organizations and Individuals	
* 3. DATE RECEIVED: Completed Upon Submission to Grants.gov	SYSTEM USE ONLY
* 4. FUNDING OPPORTUNITY NUMBER: 2010NEA01MICD25	
* TITLE: NEA MICD 25th Anniversary Invitation to Apply	
5. APPLICANT INFORMATION	
* a. Legal Name: San Francisco Arts Commission	
b. Address:	
* Street1: 25 Van Ness Avenue	Street2: Suite 240
* City: San Francisco	County/Parish: San Francisco
* State: CA: California	Province:
* Country: USA: UNITED STATES	* Zip/Postal Code: 94102-6033
c. Web Address: http://	
* d. Type of Applicant: Select Applicant Type Code(s): C: City or Township Government Type of Applicant: B: County Government Type of Applicant: * Other (specify):	* e. Employer/Taxpayer Identification Number (EIN/TIN): 94-6000417 * f. Organizational DUNS: 070384255000 * g. Congressional District of Applicant: CA-08
6. PROJECT INFORMATION	
* a. Project Title: The San Francisco Mid Market Cultural District Partnership (MMCDP)	
* b. Project Description: The SF MMCDP is a collaboration among City agencies, arts nonprofits, urban planners / designers, the local AIA chapter, community groups and property owners working together to transform Market Street (between 6th & 8th Streets) into a dynamic, pedestrian destination with cultural and commercial amenities. By introducing innovative large-scale lighting designs (selected through a design challenge coordinated by the Arts Commission and Public Architecture) and activating this two-block stretch of the city's major commercial corridor with visual and performing arts activities, this initiative will transform this section of Market Street from a pass-through zone to a destination point--a thriving arts ecosystem. Pedestrians will increase time spent along this corridor, entertained by storefront art installations, site-specific performances and arts vendors in an open plaza. It will evolve into an economically active district housing the city's most innovative cultural assets.	
c. Proposed Project: * Start Date: 07/01/2010	* End Date: 06/30/2011

APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational

7. PROJECT DIRECTOR

Prefix: Ms.	* First Name: Judy	Middle Name:
* Last Name: Nemzoff	Suffix:	
* Title: Director, Community Arts & Education Program	* Email: judy.nemzoff@sfgov.org	
* Telephone Number: (415) 252-2596	Fax Number: (415) 252-2595	
* Street1: 25 Van Ness Avenue	Street2: Suite 240	
* City: San Francisco	County/Parish: San Francisco	
* State: CA: California	Province:	
* Country: USA: UNITED STATES	* Zip/Postal Code: 94102-6603	

8. PRIMARY CONTACT/GRANTS ADMINISTRATOR

<input type="checkbox"/> Same as Project Director (skip to item 9):		
Prefix: Ms.	* First Name: Rachelle	Middle Name: Beth
* Last Name: Axel	Suffix:	
* Title: Development Director	* Email: rachelle.axel@sfgov.org	
* Telephone Number: (415) 252-2564	Fax Number: (415) 252-2595	
* Street1: 25 Van Ness Avenue	Street2: Suite 240	
* City: San Francisco	County/Parish: San Francisco	
* State: CA: California	Province:	
* Country: USA: UNITED STATES	* Zip/Postal Code: 94102-6603	

APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational

9. * By signing this application, I certify (1) to the statements contained in the list of certifications** and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties (U.S. Code, Title 218, Section 1001)

** I Agree

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

AUTHORIZED REPRESENTATIVE

Prefix: Mr.	* First Name: Luis	Middle Name: R.
* Last Name: Cancel	Suffix: 	
* Title: Director of Cultural Affairs	* Email: luis.cancel@sfgov.org	
* Telephone Number: (415) 252-2591	Fax Number: (415) 252-2595	
* Signature of Authorized Representative: Completed by Grants.gov upon submission.	* Date Signed: Completed by Grants.gov upon submission.	

Project/Performance Site Location(s)

Project/Performance Site Primary Location I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name: San Francisco Arts Commission
DUNS Number: 0703842550000
* Street1: 25 Van Ness Avenue
Street2: Suite 240
* City: San Francisco County: San Francisco
* State: CA: California
Province:
* Country: USA: UNITED STATES
* ZIP / Postal Code: 94102-6603 * Project/ Performance Site Congressional District: CA-008

Project/Performance Site Location 1 I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name: The Luggage Store and Hospitality House
DUNS Number: 0047538510000
* Street1: 1007 Market Street
Street2:
* City: San Francisco County: San Francisco
* State: CA: California
Province:
* Country: USA: UNITED STATES
* ZIP / Postal Code: 94103-1605 * Project/ Performance Site Congressional District: CA-008

Project/Performance Site Location 2 I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name: Burning Man/Black Rock Arts Foundation
DUNS Number: 9624396960000
* Street1: 1019 Market Street
Street2:
* City: San Francisco County: San Francisco
* State: CA: California
Province:
* Country: USA: UNITED STATES
* ZIP / Postal Code: 94103-1612 * Project/ Performance Site Congressional District: CA-008

Project/Performance Site Location(s)

Project/Performance Site Location 3 I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name: Gray Area Foundation

DUNS Number: 0048767480000

* Street1: 948 Market Street

Street2:

* City: San Francisco County: San Francisco

* State: CA: California

Province:

* Country: USA: UNITED STATES

* ZIP / Postal Code: 94102-4012

* Project/ Performance Site Congressional District: CA-008

Additional Location(s)

Add Attachment

Delete Attachment

View Attachment

National Endowment for the Arts
Supplemental Information

OMB Number: 3135-0112
Expiration Date: 11/30/2010

1. Applicant

* Legal Name:

Popular name (if different):

* For this application, the applicant is serving as a:

* For:

* Total organizational operating expenses for the most recently completed fiscal year: \$

* For year ending (Month/Year, e.g., 00/0000):

2. Application Information

* Project Field/Discipline:

* Category:

* Intended Outcome (select one):

- A1Z: Artists and arts organizations have opportunities to create, interpret, present, and perform artistic work.
- AA2Z: Artistic works and cultural traditions are preserved.
- A3Z: Organizations enhance their ability to realize their artistic and public service goals.
- A4Z: Audiences throughout the nation have opportunities to experience a wide range of art forms and activities.
- A5Z: The arts contribute to the strengthening of communities.

B1Z: Children and youth will demonstrate increased levels of appreciation, knowledge, and understanding of and skills in the arts based on the application of national, state, or local arts education

B2Z: Teachers, artists, and others will demonstrate increased knowledge and skills necessary to engage children and youth in arts learning consistent with national, state, or local arts education standards.

B3Z: National, state, and local entities demonstrate a commitment to arts learning for children and youth consistent with national, state, or local arts education standards.

3. Project Budget Summary

* Amount Requested: \$

* Total Match for this Project: \$

* Total Project Costs: \$

Organization & Project Profile

OMB Number: 3135-0112
Expiration Date: 11/30/2011

* Applicant (official IRS name):

The National Endowment for the Arts collects basic descriptive information about all applicants and their projects. The information below will help the Arts Endowment to comply with the Government Performance and Results Act (GPRA) and will be used to develop statistical profiles of the projects that it funds to report to Congress and the public. While your responses will not be a factor in the review of your application, this form is a required part of all application packages.

PART 1

This section collects information about the applicant. If you are a parent organization or the lead member of a consortium, your responses should relate to your organization, not the group or component on whose behalf you are applying.

* A. ORGANIZATIONAL STATUS: Select the one item which best describes the legal status of the organization:

- | | | |
|--|--|--|
| <input type="checkbox"/> 02: Nonprofit organization | <input type="checkbox"/> 05: State government | <input type="checkbox"/> 07: County government |
| <input checked="" type="checkbox"/> 08: Municipal government | <input type="checkbox"/> 09: Tribal government | <input type="checkbox"/> 99: None of the above |

* B. ORGANIZATIONAL DESCRIPTION: The following codes work in conjunction with the Organizational Discipline codes in C. below. (e.g., select "Performing Group" here and "Theater" below to indicate that your organization is a theater company). Select the one item which best describes the organization:

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> 49: Artists' Community, Arts Institute or Camp | <input type="checkbox"/> 32: Community Service Organization | <input type="checkbox"/> 12: Independent Press | <input type="checkbox"/> 03: Performing Group |
| <input type="checkbox"/> 15: Arts Center | <input type="checkbox"/> 14: Fair or Festival | <input type="checkbox"/> 27: Library | <input type="checkbox"/> 47: Presenter/Cultural Series Organization |
| <input checked="" type="checkbox"/> 16: Arts Council or Agency | <input type="checkbox"/> 30: Foundation | <input type="checkbox"/> 13: Literary Magazine | <input type="checkbox"/> 19: School District |
| <input type="checkbox"/> 17: Arts Service Organization | <input type="checkbox"/> 10: Gallery/Exhibition Space | <input type="checkbox"/> 11: Media-Film | <input type="checkbox"/> 48: School of the Arts |
| <input type="checkbox"/> 26: College or University | <input type="checkbox"/> 38: Government | <input type="checkbox"/> 45: Media-Radio | <input type="checkbox"/> 50: Social Service Organization |
| | <input type="checkbox"/> 28: Historical Society/Commission | <input type="checkbox"/> 46: Media-Television | <input type="checkbox"/> 18: Union or Professional Association |
| | <input type="checkbox"/> 29: Humanities Council or Agency | <input type="checkbox"/> 08: Museum-Art | <input type="checkbox"/> 99: None of the above |
| | | <input type="checkbox"/> 09: Museum-Other | |
| | | <input type="checkbox"/> 07: Performance Facility | |

* C. ORGANIZATIONAL DISCIPLINE: Select the one item which best describes the organization's area of work in the arts (not the project for which it is applying):

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> 07: Crafts | <input type="checkbox"/> 10: Literature | <input type="checkbox"/> 03A: Opera | <input type="checkbox"/> 11: Interdisciplinary |
| <input type="checkbox"/> 01: Dance | <input type="checkbox"/> 09: Media Arts | <input type="checkbox"/> 08: Photography | <input checked="" type="checkbox"/> 14: Multidisciplinary |
| <input type="checkbox"/> 06: Design | <input type="checkbox"/> 02: Music | <input type="checkbox"/> 04: Theater | <input type="checkbox"/> 99: None of the above |
| <input type="checkbox"/> 12: Folklife/Traditional Arts | <input type="checkbox"/> 03B: Musical Theater | <input type="checkbox"/> 05: Visual Arts | |
| <input type="checkbox"/> 13: Humanities | | | |

Organization & Project Profile (continued)

* Applicant (official IRS name): San Francisco Arts Commission

D. ORGANIZATIONAL RACE/ETHNICITY (OPTIONAL): Select the one item which best describes the predominant racial/ethnic identity of the organization. If at least half of the board, staff, or membership belongs to one of the listed racial/ethnic groups, use that designation. If no one group predominates, select "General":

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> N: American Indian or Alaska Native | <input type="checkbox"/> B: Black or African American | <input type="checkbox"/> O: Native Hawaiian or Other Pacific Islander | <input checked="" type="checkbox"/> G: General |
| <input type="checkbox"/> A: Asian | <input type="checkbox"/> H: Hispanic or Latino | <input type="checkbox"/> W: White | |

E. ACCESSIBILITY (OPTIONAL): Check below as applicable to indicate if the organization's board or staff includes an older adult (65 years of age or older) or a person with a disability (a physical or mental impairment that substantially limits one or more major life activities); otherwise leave blank.

- Older Adults Individuals with Disabilities

PART II

This section collects information about the project.

*** A. PROJECT DISCIPLINE:** Select the one item which best describes the project discipline or subject matter:

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> 07: Crafts | <input type="checkbox"/> 09: Media Arts - | <input type="checkbox"/> 03B: Musical Theater | <input type="checkbox"/> 11: Interdisciplinary |
| <input type="checkbox"/> 01: Dance - | <input type="checkbox"/> 09B: Audio | <input type="checkbox"/> 03A: Opera | <input checked="" type="checkbox"/> 14: Multidisciplinary |
| <input type="checkbox"/> 01A: Ballet | <input type="checkbox"/> 09A: Film | <input type="checkbox"/> 08: Photography | <input type="checkbox"/> 99: None of the above |
| <input type="checkbox"/> 01C: Modern | <input type="checkbox"/> 09C: Video | <input type="checkbox"/> 04: Theater - | |
| <input type="checkbox"/> 06: Design | <input type="checkbox"/> 09D: Technology/ Experimental | <input type="checkbox"/> 04E: Theater for Young Audiences | |
| <input type="checkbox"/> 12: Folklife/Traditional Arts | <input type="checkbox"/> 02: Music - | <input type="checkbox"/> 05: Visual Arts | |
| <input type="checkbox"/> 10: Literature | <input type="checkbox"/> 02B: Chamber | | |
| | <input type="checkbox"/> 02C: Choral | | |
| | <input type="checkbox"/> 02F: Jazz | | |
| | <input type="checkbox"/> 02D: New | | |
| | <input type="checkbox"/> 02I: Orchestral | | |

B. PROJECT RACE/ETHNICITY (OPTIONAL): Select the one item which best describes the predominant racial/ethnic identity of the project. If the majority of activities are intended to involve or act as a clear expression or representation of the cultural traditions of one particular group, or deliver services to a designated population listed below, choose that group. If the activity is not designated to represent or reach any one particular group, select "General":

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> N: American Indian or Alaska Native | <input type="checkbox"/> B: Black or African American | <input type="checkbox"/> O: Native Hawaiian or Other Pacific Islander | <input checked="" type="checkbox"/> G: General |
| <input type="checkbox"/> A: Asian | <input type="checkbox"/> H: Hispanic or Latino | <input type="checkbox"/> W: White | |

Organization & Project Profile (continued)

* Applicant (official IRS name):

*** C. ACTIVITY TYPE:** Select the one item which best describes the main activity of the project:

<input checked="" type="checkbox"/> 04: Artwork Creation	<input type="checkbox"/> 28: Writing About Art/Criticism	<input type="checkbox"/> 15: Professional Support: Artistic	<input type="checkbox"/> 20: School Residency
<input type="checkbox"/> 05: Concert/Performance/Reading	<input type="checkbox"/> 18: Repair/Restoration/Conservation	<input type="checkbox"/> 29: Professional Development/Training	<input type="checkbox"/> 21: Other Residency
<input type="checkbox"/> 06: Exhibition	<input type="checkbox"/> 22: Seminar/Conference	<input type="checkbox"/> 19: Research/Planning	<input type="checkbox"/> 31: Curriculum Development/Implementation
<input type="checkbox"/> 08: Fair/Festival	<input type="checkbox"/> 25: Apprenticeship	<input type="checkbox"/> 33: Building Public Awareness	<input type="checkbox"/> 30: Student Assessment
<input type="checkbox"/> 09: Identification/Documentation	<input type="checkbox"/> 02: Audience Services	<input type="checkbox"/> 34: Technical Assistance	<input type="checkbox"/> 35: Web Site/Internet Development
<input type="checkbox"/> 16: Recording/Filming/Taping	<input type="checkbox"/> 36: Broadcasting	<input type="checkbox"/> 12: Arts Instruction	<input type="checkbox"/> 99: None of the above
<input type="checkbox"/> 17: Publication	<input type="checkbox"/> 24: Distribution of Art		
	<input type="checkbox"/> 13: Marketing		
	<input type="checkbox"/> 14: Professional Support: Administrative		

D. PROJECT DESCRIPTORS: Select up to four items that represent a significant aspect of the project:

<input checked="" type="checkbox"/> 9F: Accessibility	<input type="checkbox"/> 9L: Arts for Youth	<input checked="" type="checkbox"/> 9D: Arts for Inner-City Communities	<input type="checkbox"/> 9M: Presenting
<input type="checkbox"/> 9O: Arts for Older Adults	<input checked="" type="checkbox"/> 9E: Arts for "At Risk" Persons (Adults or Youth)	<input type="checkbox"/> 9C: Arts for Rural Communities	<input type="checkbox"/> 9A: Computer/Digital Technology
	<input type="checkbox"/> 9Q: Arts and Health/Healing	<input type="checkbox"/> 9I: International Activity	
		<input type="checkbox"/> 9B: Touring	

*** E. ARTS EDUCATION:** Select the one response that best characterizes the extent to which this project involves arts education (i.e., systematic educational efforts with measurable outcomes designed to increase knowledge of and/or skills in the arts):

<input type="checkbox"/> 99: None	50% or more with activities primarily directed to:
<input checked="" type="checkbox"/> 02: Some, but less than 50%	
<input type="checkbox"/> 01A: K-Grade 12 Students	
<input type="checkbox"/> 01D: Adult Learners	
<input type="checkbox"/> 01C: Pre-Kindergarten Children	
<input type="checkbox"/> 01B: Higher Education Students	
	<input type="checkbox"/> 01: Multiple Groups of Learners

Organization & Project Profile (continued)

* Applicant (official IRS name):

For items F. and G. below, your figures should encompass only those activities and individuals directly affected by or involved in your project during the "Period of Support" that you have indicated for your project (with one exception for broadcasts as noted in help tip for that item). Leave blank any items that are not applicable or for which you do not have actual figures or reasonable estimates.

F. PROJECT ACTIVITY:

<input type="text" value="12"/>	# of artwork(s) to be created	<input type="text" value="20"/>	# of artworks to be identified/documentated
<input type="text" value="40"/>	# of concerts/performances/readings	<input type="text"/>	# of artists' residencies
<input type="text" value="51"/>	# of lectures/demonstrations/workshops/symposiums	<input type="text"/>	# of schools (pre-K through grade 12) that will actively participate
<input type="text" value="18"/>	# of exhibitions to be curated/presented	<input type="text" value="17"/>	# of organizational partners
<input type="text"/>	# of books and/or catalogues to be published	<input type="text"/>	# of apprenticeships/internships
<input type="text"/>	# of artworks to be conserved/restored to save or prevent from decay or destruction	<input type="text"/>	# of hours to be broadcast on radio, television, or cable

G. PARTICIPANTS/AUDIENCES BENEFITING:

<input type="text" value="185"/>	# of artists	<input type="text" value="700,000"/>	Total # of individuals benefiting
<input type="text" value="1"/>	# of teachers	<input type="text"/>	For radio, television, and cable broadcasts, total audience
<input type="text"/>	# of children/youth		

ATTACHMENTS FORM

Instructions: On this form, you will attach the various files that make up your grant application. Please consult with the appropriate Agency Guidelines for more information about each needed file. Please remember that any files you attach must be in the document format and named as specified in the Guidelines.

Important: Please attach your files in the proper sequence. See the appropriate Agency Guidelines for details.

1) Please attach Attachment 1	SFACOrgBackground.pdf	Add Attachment	Delete Attachment	View Attachment
2) Please attach Attachment 2	SFACDetailsofProject.pdf	Add Attachment	Delete Attachment	View Attachment
3) Please attach Attachment 3	SFACProjectBudget.pdf	Add Attachment	Delete Attachment	View Attachment
4) Please attach Attachment 4	SFACFinancialInfo.pdf	Add Attachment	Delete Attachment	View Attachment
5) Please attach Attachment 5	SFACBios.pdf	Add Attachment	Delete Attachment	View Attachment
6) Please attach Attachment 6	SFACBoardList.pdf	Add Attachment	Delete Attachment	View Attachment
7) Please attach Attachment 7		Add Attachment	Delete Attachment	View Attachment
8) Please attach Attachment 8	SFACSepBudget.pdf	Add Attachment	Delete Attachment	View Attachment
9) Please attach Attachment 9	SFACProgActivities.pdf	Add Attachment	Delete Attachment	View Attachment
10) Please attach Attachment 10	SFACSpecReqs.pdf	Add Attachment	Delete Attachment	View Attachment
11) Please attach Attachment 11	SFACWorkSampleIndex.pdf	Add Attachment	Delete Attachment	View Attachment
12) Please attach Attachment 12		Add Attachment	Delete Attachment	View Attachment
13) Please attach Attachment 13		Add Attachment	Delete Attachment	View Attachment
14) Please attach Attachment 14		Add Attachment	Delete Attachment	View Attachment
15) Please attach Attachment 15		Add Attachment	Delete Attachment	View Attachment

ATTACHMENT 1: Organizational Background Statement

Date Organization was incorporated

The San Francisco Arts Commission (SFAC) was established by City and County Charter in 1932.

Mission/purpose of your organization

SFAC believes that a vibrant cultural environment is essential to the City's well-being, and that all residents must have equal access to high-quality art experiences. As the City's cultural affairs division, the SFAC submits this proposal on behalf of Mayor Gavin Newsom and his Mid Market Cultural District Partnership, a collaboration among City agencies, urban designers, property owners, arts organizations and local stakeholders. MMCDP convened in order to marshal all civic resources to aid the rebirth of Mid Market. Our goal is to build on neighborhood assets—strong arts institutions, historic buildings and the City's best transit access—to advance revitalization which sparks long-term investments in the City's most challenged commercial corridor. MMCDP dovetails the Mid Market Redevelopment Area Plan which will infuse much-needed resources to the area. With NEA support, arts groups in the area, and those with plans to relocate there, will be poised for stabilization that long-term financing ensures. The Mayor's leadership and commitment will coordinate City resources to transform Mid Market into a nationally-celebrated cultural destination.

Organization overview

a) Overview of Activities. MMCDP activities will create a dynamic, pedestrian destination with commercial and cultural amenities. Experiential lighting designs will be installed to create an ephemeral quality along this stretch; two vacant storefronts will transform into a free art studio/gallery and a multimedia installation space; a monumental sculpture will be installed in an empty lot, soon to be landscaped for pedestrian access; artists will create installations and murals for vacant windows and façades; and opening receptions will be coordinated throughout the year to create a concentrated mass of cultural energy. Our long-term activities work in concert with Redevelopment's Mid Market Area Plan, a 30-year rehabilitation empowering the City to sustain a vibrant and mixed-use district. That plan emphasizes building on the district's existing cultural fabric and attracting new, complementary development. Mid Market properties will be targeted as catalytic opportunities for establishing long-term arts tenants, *and* arts groups and architects/engineers/designers will partner to make spaces accessible and code-compliant. This "bridge" strategy connects short-term activation with long-term support for key cultural facilities. Pre-development efforts will prepare the arts community for full-scale development supported by redevelopment financing, and other resources and business incentives introduced to the area (outlined below). NEA support will be integral to maintaining momentum as Redevelopment's Project Area materializes.

b) Previous Activities. All MMCDP partners have worked as catalysts for partnerships that advance citywide cultural and economic revitalization. Please see section d for more specifics.

c) Community/Region/Audience Demographics. This proposal focuses on Mid Market, located centrally in the City. Data shows more than 2,000 pedestrians walk Mid Market daily; it also indicates that they do not stop to engage in commerce, cultural, retail or culinary activities. MMCDP will engage people on Market, revitalizing and activating it with vibrant cultural content.

d) Special efforts to reach a broad segment of the community. The City's efforts to advance the growth and stabilization of Mid Market include: the Redevelopment Area Plan offering tax increment financing tools; enhanced police presence; the Mayor's Offices' targeted funds to arts groups; a new Community Benefits District; SFAC, OEWD and the CDB launch of Art in Storefronts, eliminating street-level vacancies and blight; and streetscape and greening improvements with much more being planned. Also in the works is the Central Market Cultural District Enhancement Fund, \$11.5 million of low-interest loans, including loans up to \$2 million for property owners and businesses that generate jobs for low- and moderate-income individuals.

ATTACHMENT 2: Details of the Project

a) Budget

On behalf of the City and County of San Francisco, the Arts Commission (SFAC) requests \$250,000 for the Mid Market Cultural District Partnership (MMCDP). The project budget is \$1,158,500 with a cash match of \$320,000 (more than \$250,000 now committed) and an in-kind match of \$536,000. As a Mayoral priority, MMCDP will leverage an NEA grant to convene a cohort of funders (e.g., local philanthropies, the Ford Foundation Space Initiative) to ensure the project's advancement.

b) Major Project Activities

This proposal has four components: 1) Commissioning large-scale lighting design installations to mark the district's gateways at UN Plaza and Market at 6th Street; 2) Weekly arts and antiques markets on UN Plaza; 3) Activating—through festivals, exhibitions and performances—the properties and sidewalks along the stretch; and 4) Installing art in vacant storefronts through the nationally-recognized Art in Storefronts. This project will also incorporate best practices on responsible use of natural resources to celebrate a vibrant civic life. These four components form a strategy of urban design place-making and cultural enhancements to establish Mid Market as a destination for residents and visitors.

Lighting Design Competition: Public Architecture and SFAC will coordinate a signature design competition proposing innovative uses of LED or lasers light installations to create an ephemeral atmosphere within the district. These illuminations will anchor the portals into the district and establish a streetscape encouraging pedestrian interaction. At least one neon project will be selected for a storefront or marquis, totaling at least 3 artist-designer commissions. The uniquely designed light installations will recall the street's history, once the region's most robust theater district.

Arts Market: UN Plaza's grand public space has become a magnet for social problems due to neglect and lack of programs. However, the Plaza is home to a thriving farmers market, and this project will build on its success by sponsoring companion arts markets featuring local artists. These twice weekly markets will draw visitors as will site-specific performing arts events on the Plaza. Local culinary innovators will also populate the Plaza and incubate new food businesses. These combined culinary and arts markets will create an amenity for people passing through the area and encourage them to linger and view UN Plaza as an enticing destination.

Activation of Vacant Storefronts and Sidewalks: The intersection at 6th and Market is the cultural heart of the area with 3 theaters and a growing number of arts nonprofits. The project will strengthen this corner by supporting (with matching funds) tenanting of ground floor spaces with arts and educational programs that will spill out onto sidewalks during special events. Partners include: *The Luggage Store (TLS) & Hospitality House (HH)*—Will together operate at 1007 Market, renovating a derelict storefront and expanding current programs and outdoor activities. With HH occupying the ground floor of the building they will coordinate exhibitions and openings with TLS. HH's venerable free Community Arts Program and fully-equipped studio is open five days/week for local residents (many homeless or marginalized) to make art and receive instruction. The storefront will be open daily, 10am-6pm, allowing the public to view art-making and displays. TLS will continue their arts programs and expand on building out green landscapes in the area. *Burning Man/Black Rock Arts Foundation*—Will program the ground floor of historic 1019 Market with 2D, 3D & video installations, sculptures and lighting captivating passersby with a creative respite along the thoroughfare. Performances will be held outside the storefront. They will also install an interactive, monumental artwork in a vacant lot at 8th Street opposite UN Plaza. *Gray Area Foundation*—GAF (with KQED and others) will present "City Centered: A Festival of Locative Media and Urban Community," a 4-day celebration of art, communication and place-

based media technology. Their “Mid Marketplace” block party will promote commerce with artists and designers selling along Market and Taylor Streets. Other Mid Market programs include: *Central Market Arts* outdoor dance festival and its satellite events at 7 spaces in the neighborhood; *People in Plaza*’s July- September music and performing arts series; and *AIASF /Center for Architecture and Design*’s “Architecture & the City Festival”, with more than 50 exhibits, tours, lectures and events for 15,000 international visitors.

Art in Storefronts: Artists and organizations will submit proposals for installations to activate vacant storefronts between the two gateways. Properties being renovated will provide façades for urban artworks, and sidewalks and plazas will provide open space for media arts projections.

c) Goals

MMCDP is undertaking a comprehensive community development strategy that transforms Mid Market by enhancing the arts institutions in the area and bringing in new arts organizations where opportunities exist. To do so, we will engage in creative design solutions and public art for the streetscape, historic preservation and rehabilitation of important buildings, and programming of public plazas and ground floor space. Our proposal focuses mainly on funding projects that will contribute to cultural vitality and a sense of place in 1-2 years. Our short-term goal is to re-imagine and activate space, with a focus on Market Street at UN Plaza at 8th Street and at the intersection of 6th/Taylor Streets—the home to the historic Golden Gate and Warfield Theaters, the elegant Furniture and Carpet building, the well-established Luggage Store Gallery and Gray Area Foundation for the Arts. Our long-term goal is to enhance and cultivate these places and institutions as anchors for a unique arts district that includes mainstream performing and visual arts uses and more community-based, alternative venues that fill an important niche in the arts community. They play a critical role in engaging stakeholders and developing assets in a struggling neighborhood. We have the momentum to make a visible impact that will lead to long-term investment in building a sustainable arts district. In order to realize this long-term goal, we will bring to bear a number of financial resources (detailed in Attachment 1).

d) Schedule

July 2010: Lighting design guidelines released; Produce fall / winter Mid Market promotional piece; Mid Marketplace. **July-September:** People in Plazas free outdoor music concerts at 3 Mid Market venues (Tuesdays, Wednesdays, Fridays at noon). **July 2010-June 2011:** UN Plaza weekly arts and antiques markets with food vendors. **August 2010-June 2011:** TEDP and Public Architecture facilitate conversations among architects and property owners for arts nonprofits needs assessments and space feasibility studies. **September:** Central Market Arts festival; Hospitality House moves into 1007 Market; AIASF Festival; Lighting design proposal deadline; Art in Storefronts call for submissions. **September, November, January, March & May:** Coinciding opening receptions (Luggage Store; Hospitality House, Burning Man, Gray Area, etc.). **October:** Central Market Arts events at neighborhood venues. **November:** Lighting design winners announced, project creation begins; First series of Art in Storefronts installed. **December:** Produce spring/summer Mid Market promotional piece. **February 2011:** Lighting designs installed (for up to 2 years). **March:** Second Art in Storefronts series installed; Burning Man unveils sculpture at 8th & Market. **June:** City Centered.

e) Key individuals, organizations, and works of art

The following are committed partners. **Public Architecture (PA)**—The San Francisco nonprofit will coordinate the lighting design competition with SFAC (establish review criteria, conduct outreach, oversee selection committee—comprised of MMCDP partners—and assist artists/designers in working with electricians, engineers, etc.). PA’s “The 1% Program” will partner with Tenderloin Economic Development Project (TEDP), Grants for the Arts, Mayor’s Office of

Economic & Workforce Development (MOEWD) and AIASF to assist with long-term space planning and pre-development work for arts organizations. **MOEWD**—This arm of the Mayor's Office will oversee UN Plaza markets, provide matching dollars to anchor arts groups for programming and space enhancements, and will liaise between property owners to facilitate additional development projects. MOEWD will develop financing through a Mid Market loan fund, the City budget, federal sources and the Redevelopment Area. **Grants for the Arts**—The City's largest arts funder, will provide matching dollars to create an enduring presence for the arts in Mid Market through space renovations, façade improvements or other capital upgrades for organizations based in or likely to re/locate to the area. **TEDP**—A program of the North of Market Neighborhood Improvement Corporation, will serve as the primary liaison between property owners, arts groups, City agencies and developers to secure resources and assets to create a vibrant and sustainable Mid Market cultural arts district. **AIASF**—Will activate the neighborhood with their annual festival, and will work with TEDP and PA to identify pro bono services from firms to assist with long-term capital projects. **The Luggage Store (TLS)**—A pillar organization and cultural pioneer with deep ties to the neighborhood, will activate their street with innovative indoor and outdoor arts programming. **Hospitality House (HH)**—A 40-year-old organization with a nationally known community arts program, will occupy Luggage Store's ground floor, drawing in students and the general public. **Gray Area Foundation**—A newly renovated multi-use arts space and its companion retail storefront is a local arts anchor that will bring commercial arts activities and a festival to Mid Market. **Burning Man/BRAF**—A civic arts organization renown for its desert multimedia arts festival and monumental urban sculptures, will bring to life a historic building's ground floor with innovative installations and street performances. **People in Plazas**—Will produce 30 free public concerts on Market Street for an estimated audience of 10,000. **Central Market Arts**—A coalition of dance groups (including Alonzo King LINES Ballet; The Garage; KUNST STOFF Arts; SF Conservatory of Dance) will program an outdoor festival. **Mayor's Office of Greening**—Coordinates this project with overarching, immediate Market Street greening projects: seating, sustainable landscaping and other open space amenities. **San Francisco Planning and Urban Research**—Through SF Prize (a SPUR-AIA-SF Beautiful project) will provide matching funds and review design proposals.

f) Target community

Organizations and businesses in Mid Market are the primary targets of MMCDP, as are the arts groups relocating into the area. The city overall will benefit from the enhanced cultural, civic and retail engagement. A Mid Market arts district will serve millions throughout the Greater Bay Area.

g) Plans for promoting, publicizing, and/or disseminating

Partners will use existing marketing and social media networks, and SFAC will publicize the entire Mid Market cultural program under one umbrella and through its cable program, "Culture Wire". Strategies include producing marketing pieces distributed citywide, and listing on Grants for the Arts' sfarts.org calendar. *SF Examiner, Chronicle* and *Arts Monthly* will yield mainstream visibility.

h) Plans for monitoring

Redevelopment, MTA, Planning, OEWD & SPUR will collect data on pedestrian traffic, merchants, shoppers, and visitors to arts events and UN Plaza markets. The anticipated rise in occupancy rates and area sales tax will be tracked to gauge the overall impact of an expanding arts district.

i) Evidence of Impacts

The impacts of MMCDP will be visible to anyone in Mid Market. A more vibrant social, cultural and economic profile will be evident with invigorated pedestrian flow, increased commerce and the overall health of the neighborhood.