

**SF Live Campaign and API Neighborhood Commercial Recovery Strategy -- Grant Budget**

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