

1 [Accept and Expend Grant - Retroactive - California Governor’s Office of Business and
2 Economic Development - SF Live Campaign and API Neighborhood Commercial Recovery
3 Strategy - \$3,500,000]

4 **Resolution retroactively authorizing the Office of Economic and Workforce**
5 **Development to accept and expend a grant in the amount of \$3,500,000 from the**
6 **California Governor’s Office of Business and Economic Development for the SF Live**
7 **music and entertainment sector campaign and the Asian and Pacific Islander (API)**
8 **Neighborhood Commercial Recovery Strategy for a three-year grant period of April 1,**
9 **2022, through April 1, 2025.**

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11 WHEREAS, The Administrative Code requires City departments to obtain Board of
12 Supervisors’ approval to accept or expend any grant funds (Section 10.170 et seq.); and

13 WHEREAS, In March 2020, the pandemic forced live entertainment venues to
14 temporarily stop hosting in-person performances; while these restrictions were an important
15 element of the San Francisco’s comprehensive strategy to slow the spread of COVID-19, this
16 shutdown had a significant financial impact on performing artists and the venues that host
17 them and venues continue to face significant uncertainty, especially given the Delta and
18 Omicron variants; and

19 WHEREAS, Live performances are a critical economic engine and tourism driver in San
20 Francisco, but live music is not connected to the City’s marketing and tourism efforts and
21 there is presently no coordinated marketing or branding for the local live music and
22 entertainment sector; as San Francisco emerges out of the pandemic, live entertainment can
23 play a major role in our economic recovery, but a robust and coordinated campaign will be
24 critical to drive residents and tourists back to local venues and emphasize San Francisco’s
25 role as a vibrant place to live, work, and visit; and

1 WHEREAS, The SF Live campaign will promote San Francisco’s live music and
2 entertainment sector in order to help catalyze the City’s economic recovery; this campaign will
3 produce a series of live performances that will be presented by entertainment venues in
4 outdoor parks and plazas; and

5 WHEREAS, The program will cover the costs of producing these events and required
6 permitting, and will provide stipends to participating venues, who will curate talent lineups and
7 market the events; and

8 WHEREAS, To further enhance the music sector’s profile, the campaign will fund the
9 development of a San Francisco music brand in coordination with entertainment venues and
10 venue advocates and will fund the development of a “music week” program to encourage
11 residents and visitors to attend local live entertainment events during a promotional period;
12 and

13 WHEREAS, While the COVID-19 pandemic increased the financial fragility of many
14 San Francisco businesses, areas such as San Francisco’s Chinatown that are largely reliant
15 on tourism and visitors are seeing a slower recovery and have been impacted by xenophobic
16 rhetoric and hate crimes against Asian and Pacific Islander businesses and the API
17 community citywide; and

18 WHEREAS, As the City moves towards economic recovery, the recovery efforts must
19 ensure the City is addressing small business challenges and that public investments strongly
20 integrate community efforts by celebrating the cultural diversity of San Francisco; and

21 WHEREAS, The API Neighborhood Commercial Recovery Strategy will build on
22 culturally centered community efforts to support API small business owners and commercial
23 corridors that serve minority populations, including densely populated API commercial districts
24 such as historic Chinatown, Japantown, Little Saigon, SOMA Pilipinas, Sunset and Richmond
25 neighborhoods in San Francisco; and

1 WHEREAS, This strategy will work with community partners to provide in-language and
2 culturally competent small business technical assistance, including entrepreneur technical
3 assistance and ADA small business compliance, and to produce or enhance cultural
4 celebrations and events that attract customers to shop and dine within San Francisco's
5 neighborhood commercial areas; and

6 WHEREAS, The grant does not require an Annual Salary Ordinance amendment; and

7 WHEREAS, The grant does not require matching funds; and

8 WHEREAS, The Office proposes to maximize use of available grant funds on program
9 expenditures by not including indirect costs in the grant budget; now, therefore, be it

10 RESOLVED, That the Board of Supervisors hereby retroactively authorizes the Office
11 of Economic and Workforce Development to accept and expend, on behalf of the City and
12 County of San Francisco, a grant from the California Governor's Office of Business and
13 Economic Development for the SF Live music and entertainment sector campaign and the
14 Asian and Pacific Islander Neighborhood Commercial Recovery Strategy in the amount of
15 \$3,500,000 for a three-year grant period of April 1, 2022, through April 1, 2025; and, be it

16 FURTHER RESOLVED, That the Board of Supervisors hereby waives inclusion of
17 indirect costs in the grant budget; and, be it

18 FURTHER RESOLVED, That the Director of the Office of Economic and Workforce
19 Development is authorized to enter into the Agreement on behalf of the City.

