

Revised: July 5, 2016

New SFAC Galleries Objectives for the 2014-2019 SFAC Strategic Plan

Goal 1: Invest in a vibrant arts community

Objective: Produce publicly accessible **exhibitions, public programs and special projects** that bring artists and artwork into a civic dialogue.

- Address a wide variety of themes centered on the relationship between the arts and a civic dialogue, and the positioning of our local circumstances within a broader national and international conversation.
- Represent the diversity of communities, cultures, artists and types of artistic production in San Francisco and the Bay Area.
- Provide opportunities for artists that include: commissioning new artwork, exhibiting existing works, participating in public programs and engaging with the SFAC's unique networks and resources.
- Develop significant and meaningful partnerships with a variety of nonprofit organizations and other City agencies.
- (existing objective) Maximize potential for the new expanded programming and exhibition space in the War Memorial Veterans Building to meet community need.

Goal 2: Enliven the urban environment

Objective: Maintain **publicly accessible Civic Center locations** including the SFAC Gallery in the War Memorial Veterans Building, historic San Francisco City Hall and the SFAC Window Installation Site at 155 Grove Street (scheduled to close June 2017) and **produce an annual outreach program** in San Francisco neighborhoods.

- Ensure that facilities and exhibitions are open for the general public and meet ADA accessibility requirements.
- Annually produce the Passport outreach event, in partnership with the Mayor's Office of Economic and Workforce Development, in a different San Francisco neighborhood annually.

Goal 4: Build awareness of the value and benefits of the arts

Objective: Produce **public programs and docent- or curator-led tours** for youth and adults that convey information and enliven dialogue around the arts and civic life.

- Develop programmatic partnerships for public programs with other SFAC programs, other City departments, educational institutions, nonprofits and individuals with arts and non-arts expertise.
- Develop a school tour program, complete with curricula centered on exhibition-related topics, in partnership with the San Francisco Unified School District as well as charter and private institutions.
- Develop docents and curator-led tours for the general public and special interest groups.
- Train all front desk staff to respond to questions about the artwork and artists on view, and provide walk-through commentary on request.