

# FEASIBILITY STUDY

of the Street Artists  
Licensing Program  
Evaluation Report  
Recommendations

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## CRITICAL ISSUES

Inconsistent Quality

Ineffective  
monitoring &  
enforcement

Program outcomes do  
not align with  
Agency's mandate



## RECOMMENDATIONS

Improve Quality  
Control Mechanisms

Implement  
Contemporary art  
market structure

Enhance Program  
services

# Why this study?

Inform the Agency's work plan

Identify potential opportunities & challenges

Address potential conflict & outline necessary compromise



Legal Feasibility



Cost



Staff Time & Capacity



Community Impact

# What did we learn?

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There are competing goals & consequent tensions

**Improve  
Program  
Quality**

*Cost-Effectiveness*

*Increase  
Administrative Efficiency*

**Community Desires**

# Competing Goals & Tensions

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## Financial Considerations



Cost - neutral legal  
framework

Pay-as-you-go  
quarterly fee schedule

Full-time  
market manager  
salary

# Competing Goals & Tensions

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## Staffing Constraints

Time consuming  
public document  
requests

Managing  
weekly lottery

Managing multiple  
market sites

Managing markets  
on 7-day schedule



# Competing Goals & Tensions

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## Community Impact Concerns



Daily market  
schedule

Flexible fee  
schedule

Saturation of  
artist market

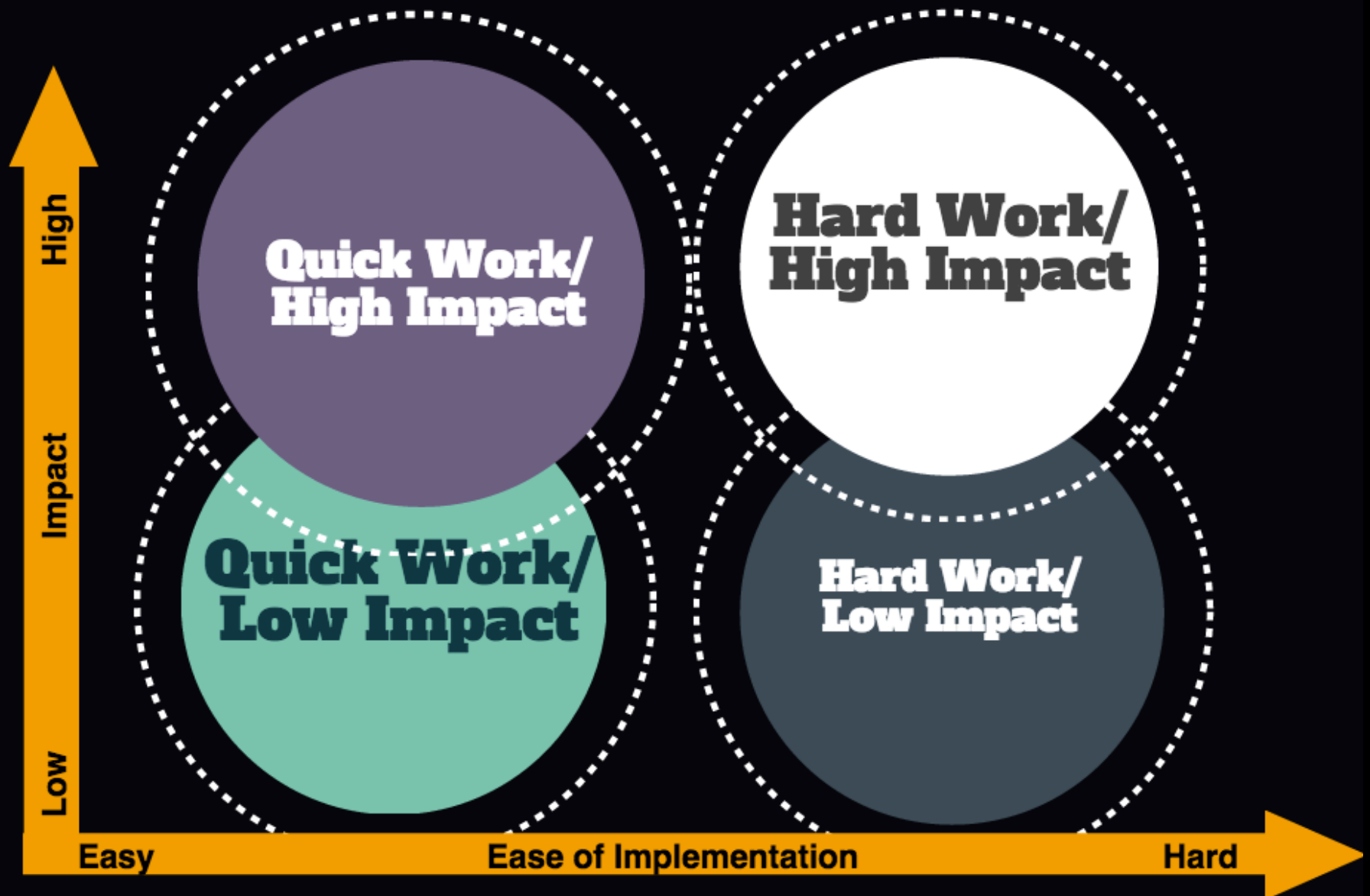
# Where do we go from here?



**Legislative  
Change**



# Where do we go from here?



# First Phase

Lay the Groundwork

3 Goals

**Commission approves recommendations for legislative amendments**

**Begin amendment process**

**Begin on-going community outreach**

# Second Phase

Begin Quick Work/High Impact

5 Goals

**Establish gallery platform**

**Move administrative processes online**

**Implement annual fee schedule**

# Second Phase

Begin Quick Work/High Impact

5 Goals

**Implement Public Panel Review**

**Change Program name**

# Third Phase

Complete Hard Work/High Impact

2 Goals

**Hire Market Manager**

**Design & Implement Promotion Strategy**

# Optional Final Phase

Quick Work/Low Impact

2 Goals

**Implement Peddler Permit Referral Process**

**Implement Capacity Building & Technical Assistance Component**

Thank You!

