

Revitalizing an Urban Arts Market

An Evaluation of the
San Francisco Arts
Commission's
Street Artists Licensing Program

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SFAC Strategic Plan

This report is intended as a tool to bring The Street Artists Program into alignment with the SFAC's plan for the future of the agency.

Agency Mandate



Agency Vision



Agency Goals

Methodology



Document Review



Surveys



Interviews

What works well?

Creating Opportunity



61% of Program stakeholders interviewed mentioned the low fees, simple application process, and busy selling areas as examples of how the Program is unique compared with other art markets, vendor programs, and/or galleries.

What works well?

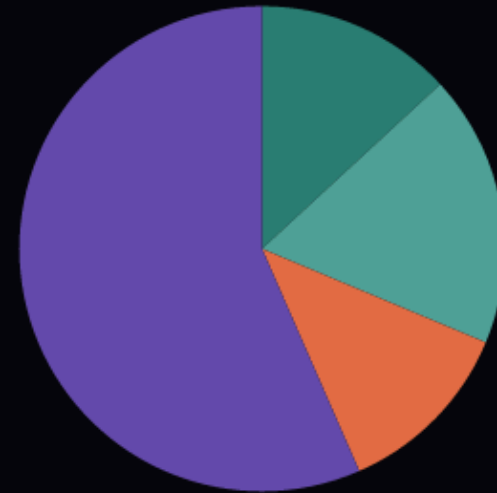
**Professional
Development**



66% of survey respondents increased their professional networks, learned about opportunities to sell their work, or found a work space through Program networks. 23% of survey respondent felt they had increased their sales outside the Program since receiving their license

What works well?

**Earned
Income**



Less than \$1K (13%)

Between \$1K-\$5K (18%)

Between \$5K-\$10K (12%)

More than \$10K (57%)

What works well?



What can be improved?

**Restrictive
Ordinance**



What can be improved?



What can be improved?

Program processes are inefficient and ineffective

“It could be so much better if the 'rules' were more strictly enforced...the 'follow-up' on the street is a complete failure...This allows cheap imports to proliferate, scares away honest craftspeople who can't compete and damages the credibility of a 'hand-made' only program in the eyes of the public who really do want to support Artists.”



What can be improved?

Professional Artists



Vendor Entrepreneurs

Program outcomes are inconsistent with agency mandate

The Program has begun to serve two divergent vendor populations

Approximately 11%-23% of currently licensed participants are vendor entrepreneurs.

What's the difference?



Unique

Handmade

Price reflects material
+ artists' labor



Similar to store-
bought goods

Easy to buy in bulk

Low-cost

Who is impacted?

The Artists!



Public often mistakes the Street Artist Market for a flea market.

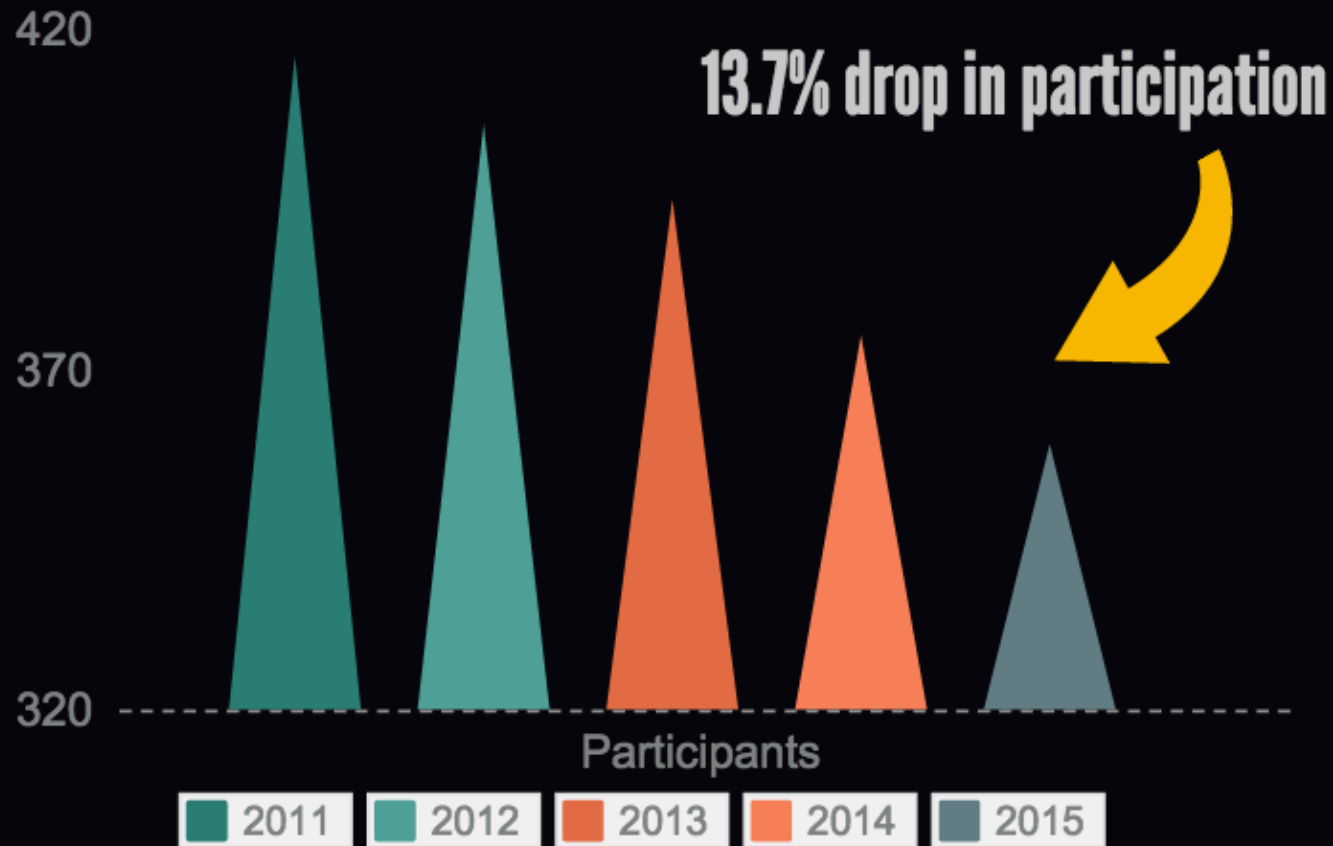


Difficult to ask for a fair price for high-quality work



Increasingly difficult for artists to make a living

The Program is losing Artists



2015 participant count is for partial FY through May 2015

What can the SFAC do?



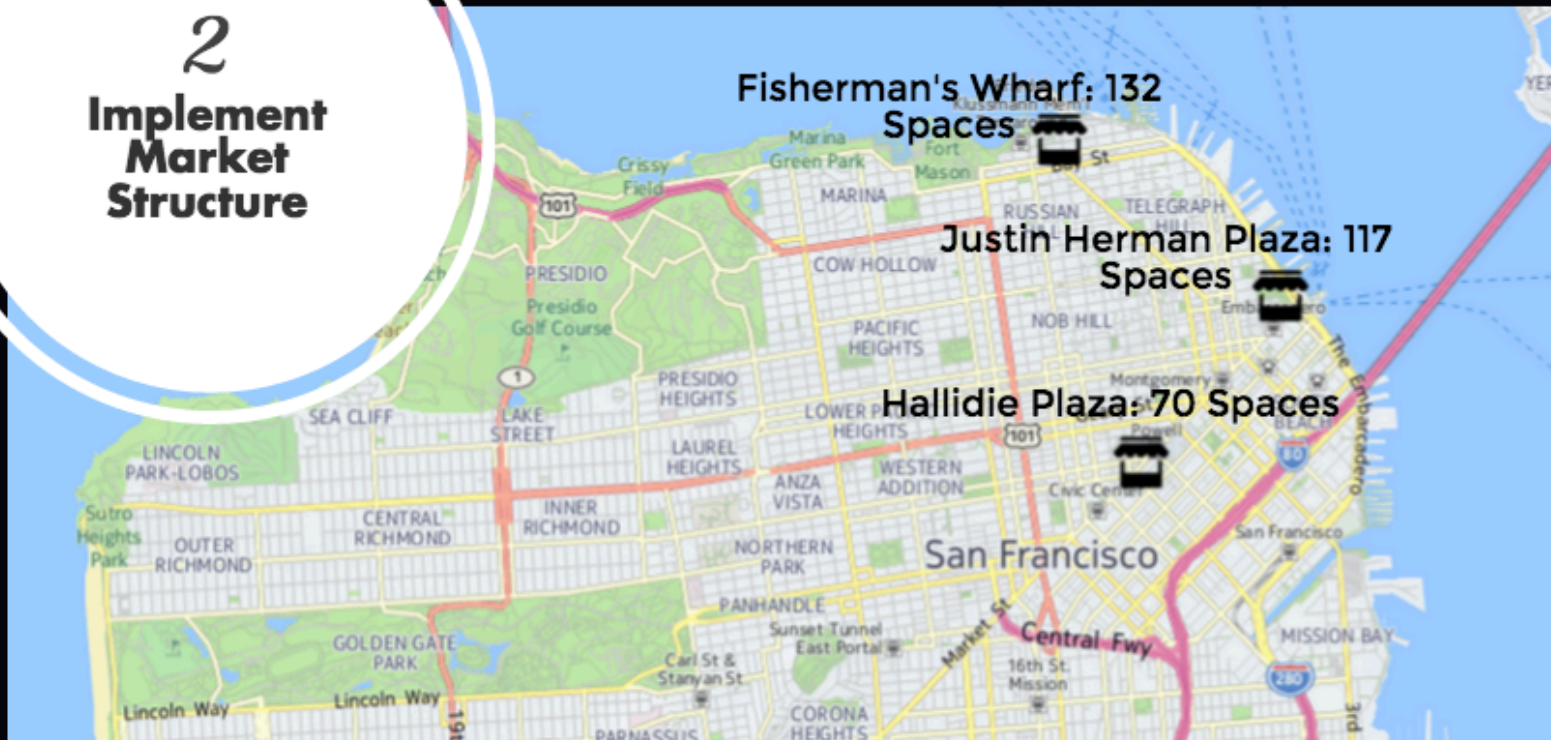
Screening
Panel → Public
Panel



What can the SFAC do?

**Establish
Three Markets**

**2
Implement
Market
Structure**



What can the SFAC do?



Build Public Awareness

Brand Markets

Promote Markets

Establish SFAC Galleries
Platform



What can the SFAC do?



Capacity Building &
Technical
Assistance



Next Steps



Analyze feasibility of
recommendations
and establish
implementation
timeline



Next Steps

2

**Convene
Program
Artists**



Thank You!

