

Proposed Work Plan to Modernize the Street Artist Licensing Program

1. Community engagement

1.1. Hold a special meeting on the evaluation and feasibility reports

- Reviewed reports at street artists committee

1.2. Develop and distribute messaging about implementation of reports on regular basis

- Staff has engaged in regular ad hoc communication to full artist roster, the Working Group artists were also distributing information

1.3. Establish ad-hoc community working group

- The Working Group was established and met five times.
- A lot of great suggestions came out of that group which staff are using to help implement improvements.
- Mr. William Clark filed a Sunshine Violation regarding the procedural format of this group, which was upheld by the Sunshine Task force on June 7th.
- As a result, because we do not have the staff capacity to support a third separate public meeting dedicated to this program, we have suspended future Working Group meetings.

1.4. Implement policy for dealing with personal attacks at public meetings

- Standardized language for opening the meetings is being drafted for implementation.

2. Streamline application process

2.1. Implement online application

- Successfully completed! Artists can access online through the Small Business Portal, and the new Arts Commission website.

2.2. Implement quarterly application schedule

- This is currently on hold pending appointment of new Advisory Committee members.

2.3. Revise grace period

- Completed! There is no longer a fee or grace period. Artists either renew or not and pay the full cost of the quarter at any time during the quarter.
- As recommended by the Working Group, there is now a fee for rescheduling a screening with less than 48 hours' notice. Artist must pay an addition \$20 to be agendized for the next month.

3. Streamline screening process

3.1. Implement quarterly screening schedule

- On hold pending appointment of New Advisory Committee members.

3.2. Implement revised screening criteria

- Completed! The new screening criteria has been implemented. Current artists have been asked to include labels and signage at their booths.

3.3. Research and revise panel format for screening

- Currently in process. Staff are reviewing internal methods used by Public Art and Grants.

4. Streamline monitoring process

4.1. Establish collaboration with the Police Department and community partners in areas with heavy concentration of program artists.

- Market Manager, Anne Trickey, met with the Police Department Peddlers office to discuss partnership.
- Deputy Director, Rebekah Krell, met with Rec and Park to discuss partnership at the flagship marketplace, Justin Herman Plaza.
- Market Manager, Anne Trickey, has discussed support with some other community and city partners including, DPW, Boston Properties, and CitySightseeing at the Warf.

4.2. Create communication for other city agencies and community partners about the specificity of the Street Artists Licensing Program

- This is in progress. The Peddlers Permit office asked for clarification regarding Artist permits, the lottery, and space assignment.
- Market Manger, Anne Trickey, partnered with the Mayor's Office of Economic and Workforce Development, and Rec and Park during the City Hall Popup for activation of Civic Center Plaza through the Street Artists program.

4.3. Streamline lottery process

- In progress. The program is taking advantage of a STIR (Startup In Residence) partnership fostered by City Hall to create a more efficient lottery.
- STIR projects are 16 weeks long. After 4 weeks, the technology partner, Civic Studio, is ready to launch a test product and beta test for iterations with street artists.

5. Develop strategies to recover program cost

5.1. Work with community working group to explore ideas to recover program cost

- The Working Group was still reviewing data regarding cost in order to give recommendations. Now that the Working Group is suspended, staff will have to review options

5.2. Work with Mayor's Office to implement ideas to recover program cost

- This item is pending staff review of options.

6. Develop strategies to promote the program

6.1. Develop uniformed vendor look

- In progress. Staff are working on technical assistance to help artists set up booths. Many run into logistical issues the first time they sell.
- In addition, staff are working on location branding.

6.2. Develop SFAC Galleries platform

- This item is pending.

6.3. Develop market clusters

- Staff are working on scheduling a follow up meeting with Rec and Park regarding Justin Herman Plaza.
- Staff met with SF Travel to discuss pieces marketing Justin Herman Plaza and the Warf as art and crafts destinations in SF.