

2013 Arts for Neighborhood Vitality Summaries



2013 ANV Multi-disciplinary Panel Recommendations

Out of Site: Center for Arts Education

Project description

Out of Site requests \$3,000 from the ANV grant program in support of the 4th Excelsior Art Walk, planned for May 10, 2013. This art walk responds to identified neighborhood needs, and is the result of ongoing collaborative work among numerous groups, including Excelsior Action Group, SF Clean City, Filipino Community center, OMI/E Beacon, Excelsior Community Center, neighborhood associations, and merchants, including Mama Arts Café. It is rooted in the belief that the arts can be a vehicle for community development and nurturing community cohesion. Funds will be used to pay for visual and performing artists, as well as promotional materials.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

This is an exemplary art walk project that demonstrates thoughtfulness in the overall planning and true engagement of non-arts partners in the planning, programming, and outreach. The street performances and storefront sites are a balanced mix of arts and non-arts entities. The planning committee and partners reflect a diversity of community ties, such as the Muslim Community Center, Children's Consortium, local restaurants, and cafes. This organization is rooted in the neighborhood with a focus on the arts. Their outreach strategy engages diverse populations and includes multi-lingual promotional materials. The festival engages audiences at many different levels, using creative strategies such as the restaurant "passport" to highlight spaces that might not otherwise have a clear role in such an event.

The proposal includes a thoughtful assessment of capacity and a detailed project budget. The breakdown of staff time, partner contributions, and costs in the budget is helpful in getting a sense of the real costs of the festival. It's clear that they are planning for longevity and sustainability. Overall, this proposal comes out of a reflective process, which identified a need and addressed it.

2013 Arts for Neighborhood Vitality Summaries



2013 ANV Dance Panel Recommendations

Excelsior Action Group

Project description

The 11th Annual Excelsior Arts & Music Festival will occur on October 13th, 2013. The Festival is the largest community event within the District with an estimated 5,000 individuals projected for this year's 10/21 festival. The Festival is our opportunity to showcase the artistic talent and cultural diversity within the Excelsior. It is a powerful way to bring disparate groups together. The funds requested will go towards paying for quality performances as well as Festival permits.

Group Size

Request: \$2,500

Recommended: \$2,500

Notes on panel's commentary

This is an exemplary proposal that reflects a festival that is deeply rooted with a local focus and combines arts and non-arts partners and a broad audience. As a longstanding community event, this organization has a good sense of the neighborhood, partners, and assets in the area. Residents and their District Supervisor's staff are part of the planning committee. The event is a source of civic pride for residents, because they are involved at all levels.

Partnership is integral to how they operate for overall feasibility. Sponsorship from AsianWeek and BART allows them to attract up to 5,000 attendees. However, it would be helpful to get additional details about the outreach plan, given the scale of the event. It would also be helpful to get more detail about how the organization determines artistic fees, since the line is relatively small relative to the overall budget.



2013 ANV Visual Arts
Panel Recommendations

Richmond District Neighborhood Center

Group Size

Project description

Request: \$3,000

The Multicultural Children's Arts Program (MCAP) provides a culturally-rich and environmentally-focused global arts curriculum for children and their families through: 1) free weekend art workshops (such as African Paper Beads, Indian Mosaic Tiles, Miniature Terrariums, Hip Hop dance; 2) affordable week-long summer arts camps; and 3) the annual Multicultural Children's Arts Fair (the focus of this request), which brings together neighbors, artists, children, families and MCAP youth participants to celebrate and showcase diverse arts on the campus of the Richmond District Neighborhood Center. SFAC grant funds would support the artists' performance fees, marketing and promotion costs.

Recommended: \$3,000

Notes on panel's commentary

This is a smaller scale, very targeted festival that is a project of RDNC's Multicultural Children's Art Program. It has a built-in core audience, but allows for a broader reach amongst the neighborhood's youth and intergenerational audience. They have a strong articulation for why they have the fair and arts program.

The Center has a longstanding presence in the community. The staff and volunteers leading project have years of experience—the capacity is there. This project is a very small percentage of their overall budget and is built into a longstanding program. Income for project is driven by earned income (youth program fees), which makes sense for the scope and focus of the project. It is also good to see that they have a decently large artistic line in relation to the project budget. They pay the teaching artists a good rate.

They seem to know their constituency and the outreach feels inclusive. The art forms and projects seem appropriate and focused on the developmental level being addressed and their interest in diversity. It would have been helpful to see information about their curatorial process and the neighborhood's actual demographics since they program around arts that are tied to specific cultural groups. It might be helpful to hear how they rotate or refresh the selected arts every so often. It would also be helpful to hear more about how they engage partners.

2013 Arts for Neighborhood Vitality Summaries



2013 ANV Multi-disciplinary Panel Recommendations

Mendell Plaza Presents

Project description

Grant funds will be used to support the culminating event in a free concert and events series supported by many community members and organizations in Bayview at Mendell Plaza. The area serves as a Town Center for residents and visitors to socialize and enjoy music, spoken word, visual arts and other shared activities. Funds will be used to cover the performers' fees and direct production costs such as provision of stage and sound equipment.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

This organization is presenting a new series of programs in the plaza. Funds will be used to support the culminating event in that summer series. While they are a new group, this is a critical event at a neighborhood site in need of positive programming. They are providing safe reasons to gather and enjoy this public space in the face of tragic incidents in the area. It is encouraging to see arts as the key component of this engagement, backed by a wide range of local assets. The partners were carefully selected to be part of the revitalization effort. But it would be helpful to hear more about how the listed partners will play a role in the program. However, one of the key project planners is a local business owner and he seems to be a go-to person for many of the local residents.

Additional detail on the specific event would be helpful in understanding how funds will be used and what the event looks like since the emphasis in the narrative is on the overarching series and the value to the community. The event has many components that need clarifying. It is good to see that they seem to place a high value on the artistic components with solid fees budgeted. This speaks to the quality of work they are considering.

2013 Arts for Neighborhood Vitality Summaries



2013 ANV Music Panel Recommendations

Genryu Arts

Project description

Genryu Arts respectfully requests a grant of \$3,000 to support the 3rd Annual Tsuki Matsuri (Moon Festival) in San Francisco Japantown. The Festival will take place from 12p - 4pm on Saturday, October 12, 2013 featuring performances of Japanese traditional and contemporary arts, outreach booths and children's activities organized by J-Town and neighboring communities non-profits, and concessions by Japantown merchants. Funds will be used to support artist and production fees in the implementation of this half-day event promoting Japantown as a family friendly and vital San Francisco destination for Japanese art and culture.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

This is a strong artistic project that is taking root as a regular, annual program. The festival was established with the help of ANV funding. It brings in an event at a time of year when there isn't cultural programming. The theme for the festival is culturally relevant. The organization itself has a longstanding relationship with the community. The level of staffing infrastructure built in to coordinate the student performers speaks to their expertise in holding the event.

Arts are at the center of this project. The artistic expenses and budget are appropriately scaled to the kinds of performances she has curated. There's a heavy emphasis on the artistic budget line with minimal expenses otherwise. Given that, it would also be helpful to get additional information how she engages the non-arts partners.

It would also be helpful to get more detail about how the organization engages the broad spectrum in the neighborhood. The percentage of neighborhood residents attending the event is low at 15%. But there is some evidence that she has started to build in those connections, like the incorporation of the high school drill team. There is also a strong list of broader partners to outreach widely throughout the bay, so it is clear that they have a wide base of support and an audience out there.



2013 ANV Dance
Panel Recommendations

Acción Latina

Project description

Accion Latina seeks funding to produce the 2nd annual Flor y Canto Community Festival on September 15, 2013 as a multidisciplinary, free outdoor festival to be held along the 24th Street Corridor of San Francisco's historic Mission District. The primary goal of the festival will be to showcase the beauty of Latino culture through poetry, indigenous dance, arts and crafts, music and storytelling that highlights the importance of oral traditions. We anticipate attendance of 1,500 Mission residents.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

The festival highlights neighborhood arts and culture, and the organization clearly articulates the neighborhood composition and its cultural/artistic need. This organization is clearly rooted in the neighborhood, and the mission statement is a strong reflection of that. The arts are at the core of this event and are reflected as such in the budget. Their programming offers a bilingual event, which includes a petting zoo and low-riders, representing culturally relevant non-arts partners of this community.

This year they are transitioning from an indoor to outdoor festival, welcoming even more community engagement. However, it would be helpful to get additional detail about their outreach plan and details about the impact of that site transition. The overall timeline and budget seem very new and speculative, making it difficult to gauge fully assess capacity. Additional budget detail, particularly around the non-arts components of the project, would also have been helpful in determining the scale of the project. However, the reviewers are confident that the staff and board have the expertise and skill set to implement the festival.

Sunset District Neighborhood Coalition

Project description

September 2013 will mark the 19th anniversary of the Sunset Community Festival, a celebration of the diversity of the Greater Sunset. The collaboration between the Sunset District Neighborhood Coalition, organizers of the festival, city agencies, local businesses and service providers, schools, and churches is integral to the success of the event. Up 2500 people attend and over 200 members of the community take part as exhibitors, performers, volunteers and organizers. ANV funds will be used for the the community art project, permits, administrative fees, stage, poster and other outreach.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

The organization offers a longstanding event for the neighborhood with high capacity and a good base of volunteers and partners. The marketing strategy and project budget are solid. With a strong base of non-arts partnerships, a 200-person volunteer base, and a seasoned project team, the festival is clearly a well-oiled machine that's anticipated by the community annually. There is a focus on local artist groups and performers as well as a lead artist facilitating a community art project. However, it would have been helpful to hear more information about how performers are selected and what will be happening in the community art project, particularly because artistic expenses are a small portion of the overall budget and there was no biography for the lead artist. In the future it would also be helpful to hear about how the festival evaluates and adapts itself over time to continue engaging their community.



2013 ANV Visual Arts
Panel Recommendations

Come Out and Play San Francisco

Project description

Come Out and Play is an annual street games festival that showcases a range of new games and participatory art experiences. In 2013, the festival will continue to grow its presence in SOMA and build off its 2012 curatorial residency at SOMArts. Games based at SOMArts will situate players as performers as they navigate the streets, sidewalks, parks, businesses and hidden spaces of SOMA while challenging perceived norms of public behavior.

Group Size

Request: \$2,500

Recommended: \$2,500

Notes on panel's commentary

The format and focus of the festival is conceptually innovative and has a great vision to activate public space. The structure of the project is non-traditional, but is creative. Games are an emerging arts genre and this organization is helping champion the form.

They have a strong partnership with SOMArts that is their primary linkage to the neighborhood. The organization itself is still establishing itself in the neighborhood, as they have moved locations and have a primary address in the Mission. The call-for-submissions process gives priority to games that address neighborhood engagement. However, they may want to consider combining this open process with more in depth partner engagement and targeted curation to better involve the community and develop understanding of the art form.

While they are a smaller, newer organization, they have a dynamic fundraising strategy. They established a donor base last year through a successful individual donor campaign and they have a similar fundraising plan for this year's event. However, it would be helpful to get budget details such as the production and staff costs (even if in-kind), to get a better sense of their ongoing capacity.



2013 ANV Visual Arts
Panel Recommendations

Chinese Culture Foundation of San Francisco

Project description

The Chinese Culture Center respectfully requests a grant of \$3000 to support the costs related to the planning and implementation of its 2014 PUBLIC ART HERITAGE WALK to take place on Saturdays in April and May 2014. Funds will be used to support docent honoraria, the production of a Chinatown public art map, and marketing of the program to residents and visitors.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

The project's strength is that it reconnects residents to existing public art in their own neighborhood. It reveals the stories behind these works in an accessible manner through a bilingual map. The core idea of highlighting community assets is interesting and important for the community. They've been able to identify a need in the neighborhood. The docent-led tour concept and map seem like rich sites for creative production. It would be helpful to hear more about how an artistic voice will shape the performance of the tour, design of the map and selection of sites. It would also be helpful to hear more about the engagement of the surrounding businesses and organizations through the tour, because the potential for that connection is there.

This organization has a longstanding history in the neighborhood. With 40+ years in the Chinatown community under their belt, the organization clearly demonstrates that they are a stable presence. The organization has a high capacity and experienced staff. It would be helpful to get additional budget detail since it seems that the organization is covering project costs that are not specifically reflected. But they are more than adequately resourced to do the work.



2013 ANV Dance
Panel Recommendations

Chinese Historical Society of America

Project description

The Chinese Historical Society of America Museum respectfully requests a grant of \$3,000 to support the costs related to the planning and implementation of the 2nd Annual half day outdoor festival on Joice Alley adjacent to the Museum entitled “Celebrating Chinese American History”. It will take place in June 2014 and will feature performances by museum theater artist Charlie Chin, musicians Francis Wong and Jon Jang, dancer Lenora Lee, and lion dance vignettes in a collaboration between members of Kei Lun Martial Arts and Chinese opera performers.

Group Size

Request: \$3,000

Recommended: \$3,000

Notes on panel's commentary

This project is an expansion of the organization’s existing performing arts programming—taking a weekend program outdoors into the neighboring plaza. This organization has a longstanding history in the neighborhood and has been presenting multidisciplinary performances by high quality artists. The identified line-up of artists for this project is exemplary.

The organization has the capacity to put on this event, since it’s part of their ongoing programming. However, it would be helpful to hear how they will outreach and engage neighborhood residents, community partners, and vendors for this particular project. The non-arts partners mentioned in the application, such as the Cameron House, have a clear relationship with some of the artists but their role in this project is unclear. However, the strength of the artists and the organization will help draw people to this event.