

**SAN FRANCISCO ARTS COMMISSION**  
2012-2013 Mid-Year Report  
**Deadline: January 31, 5 p.m. in office**

received  
1/13/13

**Contact Information**

Organization Name: Asian Pacific Islander Cultural Center  
Street Address: 934 Brannan St.  
City/State/Zip Code: San Francisco, CA 94103  
Executive Director: Vinay Patel  
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E-mail Address: vinay@apiculturalcenter.org Website: www.apiculturalcenter.org  
Signature:  Date: 1/31/2013  
(Submitted by person authorized to sign contracts, reports, and invoices)  
Printed Name: Vinay Patel Title: Executive Director

**CHECKLIST:**

Please be sure the Management and Programming Plan includes all of the following:

- Completed Mid-Year Report
- Signed original form
- SFAC/HTF and organizational Profit and Loss statement for July 1, 2012 to December 31, 2012
- Revised organization chart (including contractors and volunteers)
- Resumes for key staff (if staff has changed) including executive director, facility manager, and bookkeeper
- Personnel Policies and Procedures (if this has changed)
- List of Board of Directors with contact information (if members have changed)
- Proof of Insurance Policies including the following: Worker's Compensation, General Liability, Automobile Liability, and Property if they have expired
- List of major press (with links if possible) mentions so far this year

**REMAINING DEADLINES**

December 3, 2012 ..... Revisions to MPP due in SFAC office  
January 8, 2013 ..... CAEG Committee reviews revised MPPs  
January 31, 2013 ..... Mid-Year Report due  
February 25, 2013 ..... FY12 Audited Financial Statements and CDP report due  
(As mentioned in the MPP guidelines, Centers with budgets <\$250,000 may submit a financial review)  
August 26, 2013 ..... FY 12 Reconciliation of advanced funds and Final Report due

## Cultural Center Goals

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The Hotel Tax Fund is allocated to the Arts Commission to "support the operation, maintenance and programming of the City-owned community Cultural Centers to assure that these Cultural Centers remain open and accessible and remain vital contributors to the cultural life of the City."

1. Provide update on the organization's goals and objectives based on the measures of success outlined in the Management and Programming Plan.

### Annual Festival

- Design and implement an outreach plan to attract 4 projects that fit within the festival's theme. The program will have a application process looking for projects that expand artists exploration of how culture, art and wisdom are passed through families, generations, and cross cultural friendship.
- *Update: In Progress: APICC just finished its first open call for the festival and the process netted over 20 applications of which 10 are applicants that have not been a featured artist in the festival before.*
- Hold a minimum of 2 artist dialogues that foster awareness of collaborations among API community organizations.
- *Update: In Progress: The Artist Dialogues are scheduled for February 26, 2013 and April 23, 2013.*
- Establish a 3 member multigenerational curatorial team to increase the inclusiveness of the organization and provide fresh perspectives to the organization's programming.
- *Update: In Progress: APICC has identified 1 of the 3 members, Coke Nakamura. The other 2 members will be identified within the next week, and the final decision on festival participants will be made by Feb 8.*

### Expand Services to the Field

- Provide the following technical services: fiscal sponsorship, organizational consultation, presenting/production support, fundraising consultation, etc to up to 8 artists and/or organizations to support the development of new Asian American art works that are San Francisco based and can be incorporated into APICC United States of Asian America Festival.
- *Update: In Progress: APICC has signed up 3 current clients in this program: Aimee Suzara, Bindlestiff Studios and Meanie Productions. APICC anticipates more requests as May approaches, which is the month where more API programming happens.*

### Commissions

- To commission 2 new works in music and visual arts that are focused on cross cultural relationships.
- *Update: Completed: APICC successfully commissioned Marcus Shelby on a new musical commission called "Baby Jack," which will premiere in June 2013. APICC has also commissioned Flo Oy Wong on a new visual arts gallery exhibition: "75x75x75" which will launch on November 2013 at the Luggage Store.*

### Capacity Building

- Hire 2 new staff members that better suit the programming model and fit the structured outlined in the organizations long range plan.
- *Update: Completed: APICC hired Thao Nguyen as a Program Coordinator and Khay Hembrador as Office and Communications Coordinator. These new staff positions fit the Long Range Plan as the supporting staff for the Executive Director and the Artistic Director.*

## Organizational Audit/Review/Long Range Plan

- APICC will hire an organizational consultant to create an assessment tool to measure effectiveness and to help update the Long Range Plan.
  - *Update: In Progress: APICC has identified 2 consultants to work with. The goal is to hire the consultant by Feb 28 2013 and hold a Board retreat in March/April 2013.*
- APICC will be conducting its first Individual Donor Campaign. APICC's new staff will decide on whether to use Kickstarter as the tool to do the campaign or do it on its own. The first campaign will revolve around raising funds for the 75x75x75 gallery show. The goal will be \$3000.
  - *Update: In Progress: APICC has raised \$2135 in individual contributions to date.*

## 2. Provide an update on the fundraising plan. What activities have been implemented and what benchmarks have been met?

### Develop New APICC Core Capacity:

- APICC applied for CEI Level 1 in 2012 to help fulfill the next steps of the Long Range Plan which will include hiring an Artistic Director as well as increasing more time for the Executive Director.
  - *Update: Completed: APICC has accomplished this goal by applying for, and successfully receiving a CEI Level 1 grant. The new Artistic Director will be hired by April 2013 in advance of the 2013 festival so new Artistic Director can participate and witness the production of one festival prior to curating the next one.*

## Sustaining Capacity

- The new staff restructuring will allow for APICC's Director to focus efforts on increasing support from new Foundations.
  - *Update: Completed. APICC transitioned from a 2 person to a 3 person staff system. The organization also was awarded a grant to hire an Artistic Director and will be hired by April 2013.*
- The new staff restructuring will also allow for the organization to expand our reach to new audiences with the added networks the new staff could bring. Outreach and audience development will be the responsibility of the entire staff. Increased and sustained audience will also help generate additional ticket sales.
  - *Update: Completed: APICC's new structure has already garnered new applicants to the festival. The organization has also been more active on social media by instituting policies, procedures and schedules for email blasts, Facebook and Twitter posts.*
- The Executive Director will also focus more time on Individual Donors. This will help diversify APICC's funding streams.
  - *Update: In Progress: APICC has raised over \$2000 in individual donors to date.*

## 3. In order to fulfill the community support requirements in the Hotel Tax Fund legislation, each Cultural Center must hold six publicly noticed and publicly accessible meetings per year dedicated to

community outreach, fundraising, and advocacy. These meetings can be accomplished in any combination of the following:

- Independent community support board meetings
- Community support sub-committee of the board of directors that are open to the public
- Board of directors meeting with specific discussion of above topics that are open to the public
- Open meeting of executive director and key staff with specific discussion of above topics
- Joint meeting of all Cultural Center directors may count for one meeting each year

List the community support board meetings that have been held and provide the minutes.

October 23, 2012  
December 18, 2012

**Programming**

4. List and briefly describe all events including classes and performances that have been held **within a City-owned Cultural Center**. Programming listed should reflect items in Section 11/Section G of the CCDP including G1 (live productions self-produced), G1a (live productions presented only), G2 (public performances home), G4 (permanent exhibitions such as murals), G5 (temporary exhibitions), G6 (classes/workshops for the public), G7 (classes/workshops for professional artists), G9a (film screenings), G10 (lectures), G16 (workshops or readings of new works)
- Attendance should be calculated following the CCDP Section 11/Section C
  - Feel free to attach additional pages as necessary, but include the categories of information listed below.

Date	Name and Brief Description	Projected Attendance
	<p><b>All events in a cultural center will be happening during April ~ June of 2013</b></p>	
	<b>Total:</b>	

5. Listed separately, include G3 (public performances away) for events not housed in the Cultural Center, G8 (tours), G18a (off-site school programs occurrences)

Date	Name of Event or Class Brief Description	Location	Attendance
Jul 7-8, 2012	Pull. Asian American Aerial Showcase	CounterPULSE	45

Aug 25, 2012	3rd Annual Chinatown Music Festival	Portsmouth Square, SF Chinatown	5000
Sept 25, 2012	Film: Herman's House	Roxie Theater	160
Oct 12-14, 2012	Lenora Lee Dance 5th Anniversary Season	Dance Mission	380
Oct 28, 212	Asian Improv aRts 25th Anniversary Concert	Yoshi's Jazz Club	202

Please note why these events were not held at a City-owned Cultural Center.

*These events have been outside City-owned facilities because one of more of the following reasons: 1) The project is a co-presentation/co-production in which the partnering organization is in charge of the venue 2) the cost of the performance was cheaper to do it at another venue 3) City Cultural Centers were not the appropriate venue for that type of program.*

6. Which of these items have occurred: G3a (online/radio/television programs), G7a (publications), G12 (world premieres), G13 (national premieres), G14 (local premieres), and G15 (works commissioned).

**Facility**

7. Describe the facility repair, maintenance, or capital improvement projects that your organization has undertaken which pertain to building systems and must therefore be approved by SFAC staff. Building systems include: interacting or interdependent components that comprise a building such as structural, roofing, side wall, plumbing, HVAC, water, sanitary sewer, and electrical systems.

**Personnel**

8. If your organizational chart or the staff at your Center has changed, please revise your organizational chart. Show all staff positions and the time committed to that position. If a member of the staff serves in more than one role in the organization, show the person in each position and the amount of time dedicated to each position. To maintain proper financial checks and balances, each organization should have a bookkeeper, separate and distinct from the executive director, who manages the invoicing of the organization. Centers with buildings should also employ a facility manager. These positions should be reflected in your organizational chart along with contractors and volunteers, to reflect the breadth of your community.  
 \* Remember, SFAC must receive written notification within 30 days of any changes to staff or board members.

*No changes since MPP submitted*

**Budget and Revenue Target**

9. Complete the year-to-date profit and loss statement from July 1, 2012 to December 31, 2012 following the definitions described by the CCDP. Please include budget notes for the line items with an asterisk.

	<b>EARNED</b>	<b>TOTAL ORG.</b>	<b>July - Dec</b>	<b>Budget Notes</b>
1	Admissions			
2	Ticket Sales	18000	1023	
3	Tuitions			
4	Workshop & Lecture Fees			
5	Touring Fees			
6	Special Events - other			
6a	Special Events - Non-fundraising			
7	Gift Shop/ Merchandise	500	120	In 2011-12 APICC released a new book "Cultural Confluences". We do not have a book launch planned in 12-13 so we anticipate a drop in sales
7a	Gallery/Publication Sales			
8	Food Sales/ Concession Revenue			
8a	Parking Concessions			
9	Membership Dues/Fees			
10	Subscriptions - Performance			
10a	Subscriptions - Media			
11	Contracted Services/ Performance Fees			
12	Rental Income - Program Use			
13	Royalties/Rights & Reproductions			
14	Advertising Revenue			
15	Sponsorship Revenue			

16	Investments-Realized Gains/Losses				
17	Investments-Unrealized Gains/Losses				
18	Interest & Dividends	200	0		
19	Other Earned Revenue	1500	420		
20	<b>Total Earned Revenue</b>	20200	1563		
	<b>SUPPORT</b>				
21	Trustee/ Board Contributions	500	500		
22	Individual Contributions	5000	2135	We are going to do a individual donor campaign around our 75x75x75 campaign. Our goal is modest.	
23	* Corporate Contributions		500	Franklin Templton Investments	
24	* Foundation Contributions	47500	46000	APICC received a Creative Work Fund grant for 40000 in 1213, 1000 from Zellerbach Family Foundation and 5000 from Ms Foundation	
26	* Government - County	120757	109757	CAE Grant: 98507. 2 OPG 11250. 2 Fiscally sponsored smaller grants from SFAC	
27	* Government - State	8900	6000	Received a 8000 grant from CAC. 6000 represents the advance	
28	* Government - Federal	10000	10000	NEA grant for 10000 was awarded	
28a	Tribal Contributions				
29	Special Events - Fundraising				
30	* Other Contributions				

30c	Related Organization Contributions				
31	* In-Kind Contributions	30000	6000	Includes volunteer hours and discounted office rent	
32	Net Assets Released from Restrictions				
33	<b>Total Contributed Revenue and Net Assets Released from Restrictions</b>	222657	180892		
34	Total Earned and Contributed	242857	182455		
	Total Earned and Contributed (minus your HTF allocation)	145882	85480		
36	Total Revenue	242857	182455		
37	Of the total unrestricted revenue reported on line 36, what was the total amount intended for operating/programmatic purposes?	100%	100%		
38	Of the total unrestricted revenue reported on line 36, what was the total amount intended for capital purposes?	0%	0%		
39	Total Operating and Capital Revenue	0%	0%		
	<b>EXPENSES</b>	<b>TOTAL ORG.</b>	<b>July - Dec</b>		<b>SFAC HTF</b>
1	* Salaries	60450	24840	ED: 24000, Program Manager: 16250 New Staff: 20200	12250



2	Commissions			
3	Payroll Taxes	7254	2980	
4	Health Benefits	660	167	
5	Disability			
6	Workers' Compensation	1000	141	
7	Pension and Retirement			
8	* Benefits, Other			
9	Total Salaries and Fringe	69364	28128	12250
2	Accounting	5400		
3	Advertising and Marketing	10000	0	
4	Artist Commission Fees	20000	0	
4a	Artist Consignments			
5	Artist & Performers - Non-Salaried	55000	1300	
6	Audit			
7	Bank Fees	200	0	
8	Repairs & Maintenance			
9	Catering & Hospitality			
10	Collections Conservation			
11	Collections Management			
12	Conferences & Meetings			
13	Cost of Sales			
14	Depreciation			
15	Dues & Subscriptions			
16	Equipment Rental			
17	Facilities - Other			
18	Fundraising Expenses - Other			
19	Fundraising Professionals			
20	* Grantmaking Expense			

21	Honoraria				
22	In-Kind Contributions	30000	6000		
23	Insurance	2000			
24	Interest Expense				
25	Internet & Website				
26	Investment Fees				
27	Legal Fees				
28	Lodging & Meals				
29	* Major Repairs				
30	Office Expense - Other				
31	* Other	3879	967	Fiscal Sponsor Fee	
32	Postage & Shipping	150			
33	Printing				
34	Production & Exhibition Costs	8000			
34a	Programs - Other				
35	Professional Development				
36	* Professional Fees: Other	22000	1000	Legal, Event producers, technical consultants	
37	Public Relations				
38	Rent	14780	4440		
38a	Recording & Broadcasting Costs				
38b	Royalties/Rights & Reproductions				
39	Sales Commission Fees				
39a	Security				
40	Supplies - Office & Other	1500			
41	Telephone	20	100		
42	Touring				
43	Travel	200			
44	Utilities				
45	<b>TOTAL EXPENSE</b>	242493	41935		12250
	Total Expenses Less In-kind	212493	35935		12250
46	Change in Net Assets	364	140520		

**Asian Pacific Islander Cultural Center  
Community Support Meeting Minutes**

Tuesday, October 23, 2012 · 6:30pm - 7:30pm  
SOMArts Cultural Center, San Francisco, CA

**Attendees:**

- Vinay Patel
- Yukiya Jerry Waki
- Emi Gusukuma
- Robynn Takayama

**DISCUSSION: Fundraising and Advocacy**

- New APICC office
- Changes to APICC infrastructure
- Racism in media towards Asians and community responses to it.

**Asian Pacific Islander Cultural Center**  
***Community Support Meeting Minutes***  
Tuesday, December 18, 2012· 6:30pm - 7:30pm  
SOMArts Cultural Center, San Francisco, CA

Attendees:

- Vinay Patel
- Yukiya Jerry Waki
- Francis Wong
- Melody Takata

**DISCUSSION: Fundraising and Advocacy**

- Fundraising for Asian American arts organization
  - Most funding in San Francisco is gov related
  - Foundation support is becoming more competitive and guidelines more burdensome.
- Advocacy
  - Asian Americans need to become stronger as an advocacy unit to be contribute to the advocacy efforts for continued support for city funding for the arts.