

Three-Year Strategic Plan

Fiscal Years 2011 — 2013

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San Francisco Arts Commission

Part I: Introduction

The San Francisco Arts Commission is pleased to present to Mayor Gavin Newsom and the citizens of San Francisco our strategic plan for fiscal years 2011-2013. It represents a ten-month collective effort that engaged cultural leaders, artists, other City departments, and stakeholders, as well as the staff and Commissioners of the SFAC in its drafting. We especially want to thank our consultant, Teri Jourgensen, Training Officer, with the SF Department of Human Resources for helping us throughout that rich and intense process.

The Arts Commission recognizes that the three years ahead are fraught with many challenges, not the least of which is maintaining municipal support for arts and culture during a period of shrinking tax revenues. Nevertheless, the document helps the Commission to chart a course with meaningful goals designed to maintain the delivery of programs and services that enrich the lives of our citizens and helps to make our City a cultural destination.

In summary, the five goals consist of:

- 1. Promote the arts as an essential component of city life.
- 2. Provide access to the arts for all communities.
- 3. Improve the quality and efficiency of internal operations, services and work products.
- 4. Maintain financial stability for all Arts Commission programs.
- 5. Secure permanent and code-compliant facilities for all programs and operations of the Arts Commission.

The timing of this plan is most propitious since 2012 coincides with the 80th Anniversary of the founding of the Arts Commission. It reminds all of us that during the depth of the Great Depression, the citizens of San Francisco set their sights on establishing the first local arts agency in the nation – leading the way for the creation of the National Endowment for the Arts 33 years later.

The strategic plan's overall success requires tracking and measurement of deliverables as well as an evaluative process that allows for appropriate adjustments. In addition, there needs to be a constant awareness of emerging barriers to execution, such as the reaction to change, or the tension between resources and demands. To this end, each program is responsible for tracking the progress of each of their deliverables and providing a quarterly status report on achievements, recommended adjustments, and identification of emerging barriers. In addition, all staff will meet on a quarterly basis to review progress reports and provide feedback and recommendations. The Director of Cultural Affairs and his management team will be responsible for considering all relevant feedback and making any appropriate adjustments to what the Arts Commission hopes will be a dynamic and evolving plan.

Sincerely,

PJ Johnston President Luis R. Cancel Director of Cultural Affairs

San Francisco Arts Commission

Part II: Organizational Goals/Strategies/Objectives and Deliverables by Fiscal Year

Strategic Management Plan 2011 — 2013

Mission Statement: The San Francisco Arts Commission is the City agency that champions the arts in San Francisco. We believe that a creative cultural environment is essential to the City's well-being. Our programs integrate the arts into all aspects of City life. The Arts Commission was established by City charter in 1932.

SFAC Core Values: Access, Equity and Quality

Plan Purpose Statement: This planning document guides the San Francisco Arts Commission through the next three fiscal years (July 1, 2010 through June 30, 2013) and is not intended to be a cultural plan for the City of San Francisco. It identifies our organizational goals, the strategies we intend to implement and the objectives and deliverables we hope to achieve. It identifies opportunities for growth and change within each of the programs and allows for a periodic reassessment of priorities based upon available resources and capacity.

Legend for Abbreviation Codes:

ALL	All SFAC programs	DHR	Dept. of Human Resources
ADA	Americans with Disabilities Act	FOTA	Friends Of The Arts
ArtsEdu	Arts Education – Community Arts & Education	GAL	SFAC Art Gallery
CAE	Community Arts & Education	GFTA	Grants for the Arts
CC	Cultural Centers – Community Arts & Education	IT	Information Technology & Database Workgroup
CEG	Grants Program (Cultural Equity Grants Program)	MGT	Director of Cultural Affairs and/or Management Team
CIVIC	Civic Design Program	MOD	Mayor's Office for Disabilities
COLL	Civic Art Collection	PA	Public Art Program
COMM	Communications & New Media Workgroup	SA	Street Artists Program
DEV	Development Officer	WC	WritersCorps – Community Arts & Education
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Goal I. Promote the arts as an essential component of city life.

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
A. Provide easy access to useful information about our programs and services to the public.	Develop a 'go-to' expert strategy.	Bring EmbARK Kiosk (Civic Art Collection database) on-line using a multi-phased approach. COLL & IT Work with City Guides Program and other organizations to have public art and collection information included in their tours. COLL	Phase II of bringing EmbARK Kiosk (Civic Art Collection database) on-line using a multi-phased approach. COLL & IT Expand City Hall Docent Program to include public art in Civic Center. CAE & COLL Develop pilot cell phone tour of SFO Public Art program. PA	Phase III of bringing EmbARK Kiosk (Civic Art Collection database) on-line using a multi-phased approach. COLL & IT Complete on–line program catalogue with photo documentation of the Public Art Collection. PA & COLL
	2. Raise awareness about all programs through educational programs and events.	Prep for "Know Your Monuments" which will initially focus on Golden Gate Park; compile text and images; edit and photography. ArtsEdu & COLL	Launch "Know Your Monuments" which will focus on Golden Gate Park; go live online and distribute to SFUSD, Rec & Park, and Convention and Visitors Bureau. ArtsEdu & COLL Compile text and images for the Civic Center version of "Know Your Monuments". ArtsEdu & COLL	Continue "Know Your Monuments" with other areas of the City. ArtsEdu & COLL
B. Increase visibility and raise the profile of the Arts Commission.	Drive traffic to our website through press, eNewsletters, marketing, analytics and social media.	Produce 11 Culture Wire episodes and 12 newsletters. ALL Produce 4 "Deep roots" podcasts. COMM Request social media contacts in all SFAC application forms. ALL Continue outreach to local and national press about programs through regular press releases and media announcements. COMM Revamp Arts Commission homepage. IT Increase visibility of CEG constituents by more effectively utilizing Agency-wide communication vehicles – CEG grantees featured on Culture Wire, Facebook, Website, etc. CEG	Produce 11 Culture Wire episodes and 12 newsletters. ALL Produce 6 "Deep roots" podcasts. COMM	Produce 11 Culture Wire episodes and 12 newsletters. ALL Produce 6 "Deep roots" podcasts. COMM

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
J	Develop more effective and sophisticated marketing strategies to communicate about and promote SFAC programs.	Create an award of excellence for Civic Design. CIVIC Produce a 40 th anniversary publication for the Gallery. GAL Continue annual Mayor's Art Award ALL	Publish history of the Arts Commission 80 th Anniversary Book. MGT Launch City Hall Triennial to correspond with 80 th Anniversary. GAL Continue annual Mayor's Art Award. ALL	Continue annual Mayor's Art Award ALL
C. Cultivate partnerships between SFAC programs, other city agencies, nonprofits and other arts organizations.	Develop a range of programs and events that enhance partnerships.	Develop model audio tour for Terminal Two at SFO as a prototype for the Public Art Collection. COLL & PA & ArtsEdu Launch "Commissioner Ambassador" program for Cultural Centers. CC Work with SF Symphony to ensure that Arts Commission is prominently represented as a sponsor in all graphic materials and printed programs. MGT		Host 80 th Anniversary Gala. FoTA & DEV
	Cultivate relationships and partner with other city agencies.	Meet with department heads to discuss raising design excellence standards for both landscape and architecture project on city property. CIVIC Secure funding from DCYF and Library for WritersCorps. WC & DEV Secure funding from DPW & MOEW for the expansion of Art-in-Storefronts. MGT	Issue annual report card for SFUSD evaluating their implementation of Arts Education Master Plan. ArtsEdu & MGT Establish new venues for WritersCorps spring reading series at four SF museum locations. WC	2nd annual report card for SFUSD evaluating their implementation of Arts Education Master Plan. ArtsEdu & MGT
D. Advocate the importance of the arts to elected officials, media and the public.	Involve Supervisors in the preservation and maintenance of Public Art projects in their districts to encourage support, awareness and stewardship.	Director and management team to continue regular meetings with Supervisors to keep them apprised of programs. MGT Develop relationships with neighborhood organizations and create partnerships with Supervisors to bring attention to the value of the Civic Art Collection. Enlist their assistance in supporting the need for funds to care for artwork in their neighborhoods. COLL & MGT	Continue regular meetings with Supervisors to keep them apprised of program activity. MGT	Continue regular meetings with Supervisors to keep them apprised of program activity. MGT
	2. Coordinate press with other city agency communications staff (Rec & Park, DPW, SFMTA, etc.).	Schedule quarterly Communications Work- group meetings with other city agency communications staff. COMM Celebrate the re-opening of the Bayview Opera House after completion of interior renovations. CC		

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
Strategies	Objectives 3. Strengthen the case for investment in Cultural Equity Grants.		Deliverables FY2012 Deliver system(s) for assessing the short-term and long-term impact of CEG program. CEG Deliver preliminary findings on the impact of CEG, including stakeholder feedback process. CEG	Deliverables FY2013 Deliver finalized and widely distributed report on CEG's impact on arts and cultural equity. CEG Create a well-informed, active group of spokespersons that are able to discuss cultural equity issues on access, immigrant and historically underserved communities, and artistic practices promoted by the program. CEG
		Document CEG impact in SFAC's annual report. CEG Develop appropriate messages, both content and communication vehicles to convey CEG's case for investment. CEG		

Goal II. Provide access to the arts for all communities.

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
A. Improve cultural vitality of the City	Design/revise/develop grant	Evaluate existing grant programs CEG	Launch pilot grant program CEG	Revisit and revise grantmaking processes
as a whole and engage challenged	management systems and implement	Design and develop guidelines CEGConduct community meetings CEG	Revisit and revise grantmaking processes as necessary CEG	as necessary CEG
communities to increase their access	new grant programs under CEG in	• Conduct community meetings CEG	as necessary CEG	
to the arts.	partnership with GFTA. CEG			
	2. Continue to be a leader in Arts Education.	Develop interpretive youth and adult educational programming around specific exhibitions. ArtsEdu & GAL Continue StreetSmARTS and Where Art Lives programs with DPW support. ArtsEdu Launch a "pilot" Cultural Head Start Program. ArtsEdu Continue to serve a minimum of 345 students through WritersCorps program and maintain current level of teaching artist. WC Publish final edition of Inside/Out: a guide to arts and arts educations resources for youth in SF. ArtsEdu Design and implement a Speaker's Forum on arts education topics. ArtsEdu Continue to serve as coordinator to the Arts Providers Alliance. ArtsEdu Work collaboratively with the VAPA office of the SFUSD. ArtsEdu	Develop interpretive youth and adult educational programming around specific exhibitions. ArtsEdu & GAL Continue StreetSmARTS and Where Art Lives programs with DPW support. ArtsEdu Expand the Cultural Head Start Program to 70% of the 6th grade. ArtsEdu Continue to serve a minimum of 390 students through WritersCorps program and maintain current level of teaching artists. WC Continue the Speaker's Forum on arts education topics. ArtsEdu Continue to serve as coordinator to the Arts Providers Alliance. ArtsEdu Continue to work collaboratively with the VAPA office of the SFUSD. ArtsEdu	Develop interpretive youth and adult educational programming around specific exhibitions. ArtsEdu & GAL Continue StreetSmARTS and Where Art Lives programs with DPW support. ArtsEdu Expand the Cultural Head Start Program to 100% of the 6th grade, 70% 7th grade. ArtsEdu Continue to serve a minimum of 500 students through WritersCorps program and maintain current level of teaching artists. WC Continue the Speaker's Forum on arts education topics. ArtsEdu Continue to serve as coordinator to the Arts Providers Alliance. ArtsEdu Continue to work collaboratively with the VAPA office of the SFUSD. ArtsEdu
	3. Promote neighborhood revitalization.	Establish a mechanism to secure New Market Tax Credit Capital Improvement funding for the four Cultural Centers. MGT Support community revitalization by preparing Cultural Center tenant organizations for long-term leases. CC Bring a new and diverse audience to the Arts Commission sponsored Symphony programs through an effort to distribute free tickets through the Cultural Centers. CAE	Establish long-term leases for 1 or 2 Cultural Centers. CC Work with City Attorney's Office to clarify and coordinate among grant, lease, management report deliverables and legislative requirement for the Cultural Centers. CC	

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
B. Provide information about Cultural Equity to the arts field and the public.	Solidify CEG as a 'go-to' leader and collaborator in the arts and funding communities when addressing issues of cultural equity, access and innovative artistic practices in immigrant and historically underserved communities.	Continue to give presentations and workshops about CEG, target issues, constituencies. Minimum of one. CEG Continue to partner with funders and service intermediaries on convening's, trainings and research on the target issues. CEG Participate in the planning for the Grantmakers in the Arts 2011 conference. CEG Commission ecology scans about artists and arts organizations in historically underserved communities. FY11 topic: "Changing demographics, arts and culture in immigrant communities." CEG	Continue to give presentations and workshops about CEG, target issues, constituencies. Minimum of one. CEG Build store of expertise and knowledge about the target issues, strategies, etc by identifying, communicating with and exchanging information about CEG with key allies and potential partners locally, regionally and nationally. Beta phase for website or blog as exchange site. CEG Participate in Grantmakers in the Arts in San Francisco in October 2011. CEG Commission ecology scans about artists and arts organizations in historically underserved communities. FY12 topic: "Assessment of arts organizational infrastructure in Latino and Asian communities." CEG	Continue to give presentations and workshops about CEG, target issues, constituencies. Minimum of one. CEG Launch website page or blog on cultural equity. CEG Commission ecology scans about artists and arts organizations in historically underserved communities. FY13 topic: TBD CEG
C. Strengthen SF's artists and arts organizations by developing proactive services.	Collaborate with funding agencies, intermediaries and service providers to provide relevant services. Create a capacity building initiative specifically for artists and arts organizations that are rooted in immigrant and historically underserved communities.	Continue to analyze the challenges facing CEG constituencies. CEG Continue to use policy discussions at grants review panels to gather information about challenges and brainstorm strategies and initiative design. CEG Conduct focus groups and filed convening's to gather information and to build community support. Minimum of one. CEG Research existing efforts and funding programs. CEG Conduct discussions with regional and national funders and service intermediaries to ascertain interest in formal collaboration. Minimum of two. CEG Continue to fund, participate in, and develop service components of the Creative Capacity Fund. CEG	Continue to analyze the challenges facing CEG constituencies. CEG Development of Initiative design. CEG Continue to fund, participate in, and develop service components of the Creative Capacity Fund. CEG Continue to co-sponsor knowledgebuilding activities. Minimum of one activity. CEG Add more selling spaces for Street Artists. SA	Continue to analyze the challenges facing CEG constituencies. CEG Initiative pilot launch, with evaluative processes in place. CEG Continue to fund, participate in, and develop service components of the Creative Capacity Fund. CEG

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
D. Collaborate with other city agencies to develop programs with a city-wide cultural impact.	Promote cultural policies that reach a large cross-section of city residents.	Promote Civic design meetings as an appropriate venue for public participation to minimize conflict between community directives and Commission requirements. CIVIC Continue the Art in Storefronts Program. CAE Work with MOD to determine new methods of providing programmatic access for the disabled. ALL		
	2. Use the to be revised Section 149, if adopted by the Board of Supervisors as a model for city-wide initiative.	Implement revised Section 149 to introduce high quality original and imaginative works of public art in neighborhood settings. PA		
	3. Develop MOU's for new initiatives and partnerships in an appropriate timeframe, adhere to deadlines, set targets and create schedules.			
E. Regularly evaluate the relevance of our programs and services to the communities we serve.		Capture relevant stats on the effectiveness of programs and include them in performance reviews. ALL	Evaluate alignment of grant categories with needs of arts communities. Provide report. CEG	

Goal III. Improve the quality and efficiency of internal operations, services and work products.

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
A. Maximize use of available technology.	Ensure all appropriate staff is proficient in latest technology.	 Encourage participation in the Director's Digital Boot Camp. MGT&IT Implement online fee payment system for Street Artists. SA 	Create an electronic offsite backup system to duplicate current system. IT Establish hardware replacement schedule. IT Complete phase 2 of the Filemaker database. IT Explore options for increasing Gallery computer networking efficiency. IT & GAL Develop website and payment system for donations and our web-based stores. IT & DEV	
B. Improve financial management procedures.		 Implement new billing system for civic design projects. CIVIC Develop financial management procedures to expedite public art projects. PA Provide management team with quarterly financial reports that reflect program current funding levels which will illustrate the impact of smaller projects on administrative funding. ALL Improve bookkeeping and financial management. PA, CAE & GAL Reconcile all accounts on monthly basis and interact with Director of Finance. MGT & ALL 	Find means to access 5% maintenance allowance mandated in Art Enrichment Ordinance through changes to bond legislation, exchanging funding with Fixture Furniture & Equipment budget. PA & MGT	
C. Increase effective management of programs	Identify duplication of services within the SFAC and other City depts.	 Modify guidelines to articulate appropriate design standards for Civic Design projects. CIVIC Work with City Attorney to have Board of Appeals collect its own surcharge. SA Build a consensus to support SFAC's utilization of Best Practices in order to commission outstanding artworks. PA Implement specific management procedures for projects that are commensurate with their funding levels so that projects may be managed within the funding available. PA & CAE 	Eliminate backlog of Street Artists violations. SA Analyze current program practices and process to achieve greater efficiency. Standardize program protocols such as scoring methodology for selection panels. PA	

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
		 Process all immediate disclosure requests by deadline. ALL Modify Civic Design Guidelines to require projects to have informational meeting prior to development of design concept and to bring designs to Civic Design early in conceptual phase of work. CIVIC 	•	
	Identify, prioritize and plan Civic Art Collection access initiatives.	Create job descriptions for graduate level interns and recruit geared towards Inst. for Museum & Library Services students to help with inventory. COLL Conduct semiannual presentations to Visual Arts Comm. that include Collection Management Status Reports. Include data on Collections archive and how it represents the history of the entire agency. COLL	Create 18-month plan for completion of Civic Art Collection wall-to-wall inventory. COLL	
	3. Continue to provide high quality grants management, technical assistance and knowledge-building activities to CEG constituency	 Orientation of CEG new staff and clear distribution of roles and responsibilities CEG Professional development of CEG staff to ensure delivery of accurate and informed technical assistance. Staff attends minimum of 3 workshops/conferences CEG Continue to improve implementation of the annual grants cycle, and budgeting and financial reporting, including: 1) Work plan, guidelines, identification of core panelists completed in May-August; 2) Procedures established for grantee evaluations, reporting and staff review of final reports; 3) Database improvements, including more data fields and reports. CEG 	 Professional development of CEG staff to ensure delivery of accurate and informed technical assistance. Staff attends minimum of 3 workshops/conferences CEG Solidify CEG's procedures for evaluating grantee project fulfillment and reporting, specifically for internal audits; grantee financial accountability; and for lessons learned to share with the field. CEG 	 Professional development of CEG staff to ensure delivery of accurate and informed technical assistance. Staff attends minimum of 3 workshops/conferences. CEG Solidify CEG's procedures for evaluating grantee project fulfillment and reporting, specifically for internal audits; grantee financial accountability; and for lessons learned to share with the field. CEG
	Promote programmatic collaborations.	Improve intra-agency communication. ALL Mount an exhibition on the art by War Veterans current with the presentation of proposals for the War Memorial Monument. GAL		

Goal IV. Maintain financial stability for all Arts Commission programs.

Strategies	Objectives	Deliverables FY2011	Deliverables FY2012	Deliverables FY2013
A. Address continuing projected decreases in General Fund allocations.	Assess existing resources and corresponding restrictions.	 Develop budget scenarios and priorities. Assess programs in light of what is required by the Charter and Admin Code. Identification of opportunities for internal redistribution of funds. 		
B. Increase funding from other government sources.	Have Director of Cultural Affairs serve on Capital Improvement Advisory Committee.	 Aggressively pursue annual Capital Improvement requests. MGT & DEV Continue to pursue non-mandated opportunities to bring in additional revenue to program. Seek voluntary participation by City Departments at every opportunity. PA & MGT 	Establish programmatic partnerships with organizations and City departments which will result in additional funding toward specific exhibition projects. GAL & MGT	
C. Increase funding from non-City sources.	Identify and pursue outside resources.	Develop a fundraising plan. DEV Cultivate new relationships with potential corporate and individual donors that may be uniquely suited to each program. MGT & DEV Launch Friends of The Arts for the entire agency. Needs Full Arts Commission involvement. MGT Send an annual letter to potential and regular donors each fall. DEV Promote and expand annual Passport event and expand base of community support. GAL	Work with Art Cares to raises \$50K for first art restoration project. DEV & COLL	
D. Receive compensation for services whenever feasible.	Evaluate cost effectiveness of initiatives and activities. Evaluate and balance the amount of free and complimentary support that is provided to outside organizations.	 Establish a policy to charge for services when feasible and appropriate. PA & CAE 		
E. Develop entrepreneurial opportunities		Promote WritersCorps' online bookstore and at Gallery on line store to increase income for both programs to increase sales. IT & WC & GAL	Sell Street SmARTs and Arts Education Master Plan tool kit to other municipalities. CAE	

Goal V. Secure permanent and code-compliant facilities for all programs and operations of the Arts Commission.

A. Procure new home for all SFAC's programs.	Objectives 1. Secure museum-grade storage facilities for the City Collection.	Participate in Veteran's Building facility retrofit meetings. MGT Explore other permanent facility options as they arise. MGT	Deliverables FY2012	Deliverables FY2013 Establish San Francisco Public Library as the depository for certain Collection's records. COLL Redesign gallery office space or provide four work stations and redesign storage to accommodate increased storage needs. GAL
	2. Establish a professional and ADA compliant art gallery space of at least 4,000 sq ft			
B. Make necessary repairs, ADA upgrades and capital improvements to Cultural Centers		Continue to advocate for funding at Capital Improvements Advisory Committee. MGT		