



**Five Year
Strategic Plan**
2014 - 2019

Strategic Plan Update

Year 3 - In Review (Feb 2016 - Jan 2017)

Presentation for Full Commission

April 3, 2017

Goal 1: Invest in a vibrant arts community

- Completed \$5.2M renovation of the historic Bayview Opera House
 - Partnered with Grants for the Arts to implement the agency's first online grant management system (GoGrants)
 - Revised management and programming plan (MPP) structure to support cultural center directors in completing annual deliverables and developed default policy for commission approval (in year 4)
 - Hired Capital Analyst to oversee the cultural centers maintenance and facilities projects as well as lease terms
 - The new main gallery exhibitions *Chain Reaction* and *Not Alone: Exploring Bonds Between and With Members of the Armed Forces* highlighted municipal gallery stakeholders and local artists
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Goal 2: Enliven the urban environment

- Created and filled new Project Manager position to oversee the \$28M Airport portfolio
 - Finalized the intergovernmental agreement for the Treasure Island Arts Master Plan
 - 20 years and \$35-50M
 - Completed 97 civic art collection conservation projects
 - Capital Analyst to track revenue projections generated by the Art Enrichment ordinance (“2% for public art”) and complete cost modeling tool for maintenance of the collection
 - Adopted first Public Art Trust agreement with Emerald Fund for public art project on Bill Graham Civic Auditorium
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Goal 3: Shape innovative cultural policy

- Implemented the Super Bowl Impact Fund legislation for the street artists program
 - Joined the Interagency Warehouse Safety Work Group (led by the Department of Building Inspection)
 - Executed grant agreement with CAST to develop a citywide cultural asset map
 - Model for the City of London
 - Oversaw final distribution of financial assistance of the Nonprofit Displacement Mitigation fund
 - Director of Cultural Affairs participated in national and international arts and culture policy forums
 - World Cities Culture Forum
 - US Urban Arts Federation
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Goal 4: Build public awareness of the value and benefits of the arts

- After a full year of design and development, the Arts Commission is poised to launch a new website in spring 2017:
 - Integrates all of the agency's programs into one website, enabling cross-promotion of opportunities and resources
 - Hosting the annual Americans for the Arts Conference (June 2017)
 - Managing scholarship program to support equity
 - Partnering with arts organizations to encourage attendance
 - Communicating with local media to encourage coverage
 - The biggest SFAC news stories of 2016:
 - Bayview Opera House ribbon cutting
 - Amanda Parer's *Intrude* in Civic Center Plaza
 - Reopening of the SFAC main gallery
 - Zuckerberg San Francisco General Hospital public art program
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Goal 5: Improve operations to better serve the San Francisco arts ecosystem

- Revised Statement of Incompatible Activities*
- Established cross-programmatic working groups:
 - Communications
 - Cultural equity
 - Individual artists
- Created and filled new Market Manager position responsible for implementing the Street Artists Licensing improvement work plan
- The new website integrates the following:
 - GoGrants, to enable prospective grantees to apply online
 - An arts education directory, to enable teachers, parents and students to find providers throughout the City
 - A searchable collections database, to enable the public's access to the City's civic art collection online

* Reviewed by Executive Committee and to be approved by Full Commission

Looking forward

- Legislative amendments underway:
 - Proposing amendments to the Planning Code to create incentives for developers to support the Public Art Trust
 - Drafting revisions to the Public Works Code to codify limited (public art-related) contracting authority
 - Revise Commission Bylaws
 - Participating in the Government Alliance on Race and Equity (GARE) cohort to provide an arts perspective to the City's efforts to advance equity
 - Drafting a position paper for GARE on equity in arts and culture
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Q & A

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Thank You! & Questions?



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