


APPLICATION FORM

2017 – 2018 SFAC GRANT ALLOCATION \$

CONTACT INFORMATION:

ORGANIZATION NAME: SOMArts
STREET ADDRESS: 934 Brannan Street
CITY/STATE/ZIP CODE: San Francisco, CA 94103
EXECUTIVE DIRECTOR: Maria Jenson
OFFICE PHONE: EMAIL: 415-863-1414 x113 // maria@somarts.org
IN CASE OF EMERGENCY/ CELL PHONE: 310-266-1758

SIGNATURE:  DATE: 7/31/17
(SUBMITTED BY PERSON AUTHORIZED TO SIGN CONTRACTS, REPORTS, AND INVOICES)
PRINTED NAME: TITLE: Jena Schwartz, Director of Administrative Operations

HOURS OF OPERATION: Monday-Friday 9am - 8pm, Saturday 11am-5pm
(IF OPERATING A FACILITY)

MPP APPLICATION CHECKLIST:

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

- Completed Management and Programming Plan with signature
- SFAC Grant budget (projected income and expense) and organizational budget for FY 2017-2018
- Organization Chart with staff (including contractors and volunteers) [SOMArts Org Chart](#)
- Resumes for key staff (if staff has changed) including executive director, facility manager, and bookkeeper

After reviewing the menu of grant activities provided, please list the activities your organization will engage in this fiscal year.

- For Activity, please provide a thorough explanation of the activity (no more than a paragraph).
- For Outputs, provide the quantifiable goals; examples were provided in the menu above.
- For Reporting Measure, please let us know what you will submit to show that the activity has been completed.
- For Completed By, please note when the activity will be completed: September 29, December 29, March 30, or June 29. These outputs should be completed and reflected in your progress report when you invoice for your quarterly payments: October 31, January 31, and April 30.

Outcome 1: Promote cultural equity and enhance the understanding of and respect for diverse cultural traditions, heritages and forms of expression.

Activity	Outputs	Reporting Measure	Completed by:
1.8 Interdisciplinary event Night Light: Multimedia & Performance Festival	<ul style="list-style-type: none"> - 45 exhibiting artists - 10 artists compensated a total of \$3,000 - 2 guest curators compensated at \$500 each - 1,500 audience members 	<ul style="list-style-type: none"> - 3-5 photos from the event - # of actual attendees - List of artists exhibited - List of artists and curators compensated 	September 29, 2017
1.1 Visual Exhibitions: <ul style="list-style-type: none"> • The Black Woman is God (deliverables completed by September 29, 2017) • TSFF & SOMArts Contemporary Art Awards 	The Black Woman is God: <ul style="list-style-type: none"> - 40 exhibiting artists - 2 guest curators compensated at \$2,500 each 	The Black Woman is God: <ul style="list-style-type: none"> - 3-5 photos from the exhibition - # of artists involved 	September 29, 2017 Deliverables: <ul style="list-style-type: none"> • The Black Woman is God

<p>Exhibition (deliverables completed by December 29, 2017)</p> <ul style="list-style-type: none"> • Dia de los Muertos exhibition (deliverables completed by December 29, 2017) • The Ramp Gallery exhibitions, 1 of 2 (deliverables completed by December 29, 2017) • Game Recognize Game (deliverables completed by March 30, 2018) • The Third Muslim (deliverables completed by March 30, 2018) • Diasporic Alchemy (deliverables completed by March 30, 2018) • The Ramp Gallery exhibitions, 2 of 2 (deliverables completed by June 29, 2018) 	<p>- 3 artists compensated at a total of \$700 - 1,000 opening night attendees</p> <p>TSFF & SOMArts Contemporary Art Awards:</p> <p>- 12 exhibiting artists - 12 visual artists compensated by exhibition partner TSFF - 1 guest curator compensated at \$2000 - 250 opening night attendees - 100 arts education equity conference attendees - 5 artists compensated for presenting at arts education equity conference</p> <p>Dia de los Muertos Exhibition:</p> <p>- 70 exhibiting visual artists - 10 performing artists - 1 staff curator</p>	<p># of actual attendees for each public event - List of artists and/or project stipends awarded</p> <p>TSFF & SOMArts Contemporary Art Awards:</p> <p>- 3-5 photos from the exhibition - # of artists involved</p> <p># of actual attendees for each public event - List of artists and/or project stipends awarded</p> <p>Dia de los Muertos Exhibition:</p> <p>- 3-5 photos from the exhibition - # of artists involved</p>	<p>December 29, 2017 Deliverables:</p> <ul style="list-style-type: none"> • TSFF & SOMArts Contemporary Art Awards • Dia de los Muertos exhibition • The Ramp Gallery exhibitions, 1 of 2 <p>March 30, 2018 Deliverables:</p> <ul style="list-style-type: none"> • Game Recognize Game • The Third Muslim <p>June 29, 2018 Deliverables:</p> <ul style="list-style-type: none"> • Diasporic Alchemy • The Ramp Gallery exhibitions, 2 of 2
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	<ul style="list-style-type: none"> - 6 artists compensated - 650 opening night attendees - 40 attendees at drawing circle or alternate public program - 350 closing night attendees <p>The Ramp Gallery Exhibitions, 1 of 2:</p> <ul style="list-style-type: none"> - 5 exhibiting artists <p>Game Recognize Game:</p> <ul style="list-style-type: none"> - 6 exhibiting artists - 3 performers - 1 project stipend of \$5,000 to SOMArts Curatorial Residency recipient - 250 opening night attendees - 30 youth workshop attendees 	<ul style="list-style-type: none"> - # of actual attendees for each public event - List of artists and/or project stipends awarded <p>The Ramp Gallery Exhibitions, 1 of 2:</p> <ul style="list-style-type: none"> - List of artists and a link to the archive page featuring audio from The Ramp Gallery exhibitions <p>Game Recognize Game:</p> <ul style="list-style-type: none"> - 3-5 photos from the exhibition - MOU with guest curator - # of attendees for each public event - list of artists and/or project stipends awarded 	
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	<ul style="list-style-type: none"> - 100 closing reception attendees <p>The Third Muslim:</p> <ul style="list-style-type: none"> - 5 exhibiting artists - 3 panelists - 1 project stipend of \$5,000 to SOMArts Curatorial Residency recipient - 2 performers - 300 opening night attendees - 20 panel attendees - 100 closing night attendees <p>Diasporic Alchemy:</p> <ul style="list-style-type: none"> - 8 exhibiting artists - 4 performers - 1 project stipend of \$5,000 to SOMArts Curatorial Residency recipient - 300 opening night attendees - 20 artist talk/performance attendees 	<p>The Third Muslim:</p> <ul style="list-style-type: none"> - 3-5 photos from the exhibition - MOU with guest curators - # of attendees for each public event - list of artists and/or project stipends awarded <p>Diasporic Alchemy:</p> <ul style="list-style-type: none"> - 3-5 photos from the exhibition - # of artists involved - # of attendees for each public event - list of artists and/or project stipends awarded 	
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	<ul style="list-style-type: none"> - 100 closing reception attendees <p>The Ramp Gallery, 2 of 2:</p> <ul style="list-style-type: none"> - 6 exhibiting artists 	<p>The Ramp Gallery, 2 of 2:</p> <ul style="list-style-type: none"> - List of artists and a link to the archive page featuring audio from The Ramp Gallery exhibitions 	
1.3 Dance Performance SOMArts Queer Performance Incubator	<ul style="list-style-type: none"> - 10 performing artists - 1 project stipend of \$2000 awarded to Queer Curatorial Residency recipient - 300 attendees of 2-night performance festival 	<ul style="list-style-type: none"> - 3–5 photos from the performance - # of artists involved - # of attendees - list of artists and/or project stipends awarded 	June 29, 2018
1.7 Art Classes	<p>Printmaking</p> <ul style="list-style-type: none"> - 7 unique classes per year - 67 individual sessions - 1 teacher paid - 90 students per year <p>Ceramics</p> <ul style="list-style-type: none"> - approx 48 sessions per year - 1 teacher paid 	<ul style="list-style-type: none"> - # of students - # of unique classes - per year revenue 	June 30, 2017

	<ul style="list-style-type: none"> - 20-30 students per week <p>Figure Drawing</p> <ul style="list-style-type: none"> - class is \$8 per person - fees collected help pay for the model, who receives \$86 per session - approx 45 sessions per year - approx 123 students attend throughout the year 		
<p>1.9 Responsive Programming The Black Woman is God Wikipedia Edit-a-Thon</p>	<ul style="list-style-type: none"> - 2 community partner organizations - 30 attendees of 1 afternoon workshop - 5 new Wikipedia articles created highlighting Black women artists 	<ul style="list-style-type: none"> - # of attendees - Links to new Wikipedia articles created as a result of the workshop 	<p>September 29, 2017</p>

Outcome 2: Support artists, arts administrators, and technicians rooted in historically underserved communities to build their capacity, resilience and economic viability.

Activity	Outputs	Reporting Measure	Completed by:
2.5 Internship Program	- 1 CCA Connects Fellow working 10 hours/week for 9 months	1 wrap up survey about intern's experience	June 29, 2018
2.6 Earned Income for Artists	- 25 artists vending - 1 artists' work sold (artists keep 75%)	- Artist names and title of artwork sold - # of vendors and average tabling fee	June 29, 2018

Outcome 3: Invest in a vibrant arts community by playing a critical role in strengthening neighborhoods and communities and responding to community needs.

Activity	Outputs	Reporting Measure	Completed by:
3.1 Collaborative Project: SOMArts/SFUSD/SoMa neighborhood business partners	<ul style="list-style-type: none"> - 350 students participating in free docent-led tours of Day of the Dead exhibition - 10 employees from neighborhood tech firms such as Twitter, Pinterest, and Adobe, serving as docents 	<ul style="list-style-type: none"> - # of students, classrooms, schools, report on employee participation (Airbnb) 	December 29, 2017
3.2: Representation on Community Leadership Teams - ABBA	<ul style="list-style-type: none"> - 10 hours of staff time spent each month in steward and committee meetings - 20 hours/month of committee work outside of meetings - 2 staff members attending ABBA public convening - 1 public advocacy/education event hosted by SOMArts 	<ul style="list-style-type: none"> - 1 paragraph describing the work of each ABBA committee - # of total meetings attended - # of staff involved 	June 29, 2018

Outcome 4: Ensure the sustainability of a healthy nonprofit arts organization and the adequate compensation and retention of staff.

Activity	Outputs	Reporting Measure	Completed by:
4.1: Maintain Adequate Staffing	5.25 FTE	One sentence description of the core responsibilities of the employees who comprise the 5 FTE broken down by percentage of time per core function	September 29, 2018
4.2: Non-Profit Monitoring & Compliance [to be filled out by SFAC staff]	Per SFAC staff	Participate annually in a monitoring and compliance site visit and respond to findings in a timely manner. SFAC staff will include any findings that need to be addressed here with a target date of completion.	TBD
4.3: Professional Development for Staff	<ul style="list-style-type: none"> - \$5,500 and 60 staff hours spent on staff professional development - Minimum of 5 staff members participate in professional development opportunities 	- Brief report containing the workshop or class title, date, duration, cost, and names of staff attending	June 29, 2018
4.4: Board Development	<ul style="list-style-type: none"> - 1 Board Manual revised - \$1,500 spent on board development 	<ul style="list-style-type: none"> - Board manual - Board matrix updated with current board 	March 30, 2018

		member's terms, skillsets, join dates, committee affiliation and term limits - Description of board trainings and attendance record	
4.5: Adequate Healthcare for Staff	- Prepare to offer coverage to employees working 20 hours/week in FY18	1 Report/Update on implementation and next steps to provide coverage/name of insurance carrier	June 29, 2018
4.6: Diversified Revenue Plan	- % of city funds in annual budget shows downward trend	Update on plan which includes goals, actions steps and key performance indicators	June 29, 2018
4.7: Liquidity Plan	- Plan to develop or maintain a ratio of 1 or greater.	1 plan	March 30, 2018
4.8: Program Reserve Plan	- Maintain a programmatic reserve fund with unrestricted funds that can meet the compliance standard of having a three-month cash reserve.	1 plan	June 29, 2018
4.9 Social Media and Marketing	1 plan	Update on website accessibility plan completed in FY17 on enhancements made to improve the accessibility of SOMArts' website.	March 30, 2018

		Responding to the FY17 report	
4.10: Evaluation	<ul style="list-style-type: none"> - 40% response rate to artist surveys - 10% response rate to audience surveys - 1,000 total surveys distributed 	<ul style="list-style-type: none"> - # of artists surveys completed - # of audience surveys completed - # of total distributed surveys 	December 29, 2017
4.11: Third Party Organizational Support [to be filled out by SFAC staff]	Per SFAC	Per SFAC	Per SFAC
4.12: Debt Repayment Plan (If applicable)	N/A		
4.13: Bylaws	Operate per the organization's bylaws including attention to the bylaws about quorum and term limits.	Updated by-laws	March 30, 2018
4.14: Supervision of Minors	Through the California Department of Justice collect fingerprints via Live Scan of all staff, contractors, or volunteers who have access to the vulnerable population.	Live Scan certificate of record (COI) update per the Dept of Justice - application progress and status, next steps to get staff and volunteers live-scanned	September 29, 2017

Outcome 5: Maintain, enhance and increase access to neighborhood-based arts and cultural facilities.

Activity	Outputs	Reporting Measure	Completed by:
5.1: Facilities Manager, description	1 FTE Facilities Manager	Describe the staff position and qualifications of the person that fulfills the required staff position of a full-time facilities manager, and confirmation that the position has not been vacant for more than 60 days - org	September 29, 2017
5.2: Maintenance and Repair	Provide a maintenance work plan that includes daily, monthly, and quarterly maintenance duties per the responsibilities required in the lease agreement. This should be prepared by the first quarter.	1 Plan	September 29, 2017
5.3: Recycling Program	Maintain a recycling program that complies with City requirements	Evidence of staff training; photos of signage	September 29, 2017
5.4: Affordable Rental Program	Describe the organization's comprehensive program to offer space to Bay Area arts and culture organizations at a reduced rate. Include target	1 Description of affordable rental program, # of rentals - goals for the year - 10 free uses of the Bay	September 29, 2017

	numbers for # of rentals.	gallery, 10 discounts on rentals, lists of renters, discount given	
5.5: Facilities Reserve Fund	Describe how the organization is working to build a facilities reserve fund, the annual target, and future projects that will utilize the fund.	Update on implementation	December 29, 2017
5.6: Capital Campaign (If applicable)	Provide a tangible work plan to ensure that the organization is building a capital campaign fund	1 Plan, TBD with the SFAC	June 29, 2018