

## **San Francisco Arts Commission FY21 Cultural Center Management and Programming Excerpts**

The City's Cultural Centers are vibrant contributors to San Francisco, serving a wide array of constituents with programming and leadership in their communities. To prepare for a recovery that stays true to values, builds on our learning, and harnesses the power of our creative community, the Cultural Centers were asked to approach the upcoming year by thinking about healing, recovery, and resilience.

The Cultural Centers' responses leaned on their own mission statements and values, and incorporated online programming, professional development for artists, community responsiveness, as well as strengthening internal systems. Below are highlights from each of the Cultural Center's FY21 programming goals.

### **African American Arts and Culture Complex (AAACC)**

As an organization that serves the Black community - African American and people of the African diaspora - we are ever present to the gaps in services, support, and outlets to express fear, lack of understanding, distrust in our education, healthcare, political, and art/entertainment systems. This pandemic has shaken the foundation of our celebrated artist community, gig culture and small businesses - all of whom rely on festivals, concerts, and numerous creative outlets to sustain and support their livelihood and development.

Three issues have been consistently communicated from Black creatives and community members: money, resources, and isolation. With a vision to be The Center of Black Joy, AAACC will focus on making an impact for 50 Black creatives by providing free membership to a new virtual program in addition to an opportunity to be a part of one of the following programs: Community Building Cohort; Create Your Own Residency Program; or our Fellowship Program for Social Innovation, Social Justice, or Social Service. We imagine breakdowns, breakthroughs, and 50 lives transformed.

### **Bayview Opera House, Inc.**

The Opera House has shifted the operations of our historic venue to function as a production house. Our in-house production and distribution program *6FeetApart Productions*, pays artists for creative work and educates youth. The space and the technology will provide an opportunity to continue teaching live event production as well as virtual production and their interconnection to a cohort of 20 or more students. Building on the existing Theatre Tech Internship, advanced workshops in virtual art forms will be held for any artist who would like to expand their skills. In addition, while The Opera House building has been closed to protect public safety, the property is hosting weekly food giveaways and partnering with organizations to distribute arts and craft supplies with the food bags.

### **Mission Cultural Center for Latino Arts (MCCLA)**

MCCLA's mission and vision are the guiding principles and the priority for all decisions informing MCCLA work moving forward, and is guided by a resilient leader model approach safeguarding the health and financial well-being of the staff and the organization.

Personnel policies, rental agreements and other contracts will be revised to incorporate new COVID19 guidelines. An investment in technology equipment and staff training will create an updated website and communications platforms to support virtual online work with teachers to

streamline online technology platforms and offer classes online. Deepen collaborative partnerships with other local art and community agencies to leverage resources and co-produce and present artistic projects and participation in outdoor exhibits and activities to support local artists; Offer rental space as needed to local agencies needing additional space to meet social distancing requirements. Revenue streams will be adjusted by updating our online store, transitioning from donation based to fee based online arts programming, and increase all fees to account for costs in providing protection and safety equipment and supplies.

### **SOMArts Cultural Center**

SOMArts' recovery planning focuses on outcomes and deliverables to respond to the community meaningfully by prioritizing community artists and partnering with organizations that support them; establishing the "commons", where resources, space, staff and ideas are shared - to help shore up and strengthen all arts organizations; establishing virtual and augmented reality alternatives to offer our audiences and event rental clients new potential revenue streams while simultaneously broadening their base of support; creating social distancing happenings utilizing outdoor space. Planning will shift from short-term contingency planning to mid- and long-term economic and scenario planning to understand the related impacts on operations, employees, financing and so forth. It is critical to model the alignment of financial resources to the cash required to ramp up operations.

### **Asian Pacific Islander Cultural Center (APICC)**

APICC's approach to programming will be focused on healing, hope and transformation through mutual support. Through artistic and cultural programming, the mental health and safety of API communities will be uplifted. Examples include helping convert space for rehearsals, recordings and live streaming by adding additional technology; working with producers on making programming more accessible for people with disabilities; organizing an Asian American Arts Cultural Worker Town Hall; organizing and synthesizing information to help artists and small arts spaces formulate plans to 're-open' safely; tell the stories of our community's fight against hate crimes.

### **Queer Cultural Center (QCC)**

QCC will be responsive to the expressed needs from the community including creating a Mutual Aid and Resources page on our website to direct our artists to opportunities as we learn about them; creating relevant professional development opportunities for LGBTQ+ artists to share work from their homes; leveraging QCC's Facebook and Youtube pages with live shows; providing online meditation and grounding exercises for LGBTQ+ artists on QCC's website and social media.

Internally, QCC will hire an executive director to lead the organization in the new year as the founding Artistic Director resigns June 30, 2020. QCC will be creating both an internal strategic plan that centers cultural equity and an external strategic plan that will support the organization to continue to grow and serve their constituency, centering a communications plan that more fully engages the community.