



*Located in the heart of
SF's newest tech corridor
The cultural oasis under the 101 freeway
934 Brannan Street SF, CA 94103*

OUR MISSION

Leveraging the power of art as a tool for social change through multidisciplinary events and exhibitions, fostering access to arts and culture.

OUR ANNUAL IMPACT



Visitors

400,000+

Artists
Served

250+

Exhibitions

7

Partner
Exhibitions

3

WHO WE SERVE



GEOGRAPHIC REACH

Serving majority SF Bay Area residents




**San Francisco Bay Area Resident (84%) California and Beyond (16%) 450,000+ Residents*

ETHNIC DIVERSITY

Engaging with culturally diverse audience

**African American/ Black (24%) White (non-hispanic) (28%) Hispanic or Latino (18%) Asian American / Asian (16%) Multi-Ethnic (11%) Indigenous or Alaska Native (1.5%) Native Hawaiian (1.5%)*

ONLINE REACH

-  17,200+ Followers
-  13,400+ Followers
-  7,000+ Followers

AGE

Intergenerational connections through the arts

**Ages 21-29 (31%) 30-39 (32%) 40-56 (21%) 57-64 (8%) 65+ (8%)*

GENDER DIVERSITY

Inclusive space for all gender identity

**LGBTQ (15%) Non-LGBTQ (85%)*

FY20 PROGRAMS + EXHIBITIONS



Building the Building: 40 Year Anniversary Exhibition
July 18 – September 3, 2019

Rebooting the Future: Multimedia & Performance Festival
August 16 – August 17, 2019

4Waves: 40 Performances for The Hole Festival
September 11, 2019



FY20 PROGRAMS + EXHIBITIONS



Murphy & Cadogan Contemporary Art Awards Exhibition
September 19 – October 1, 2019

20th Annual Dia de los Muertos Exhibition
October 11 – November 8, 2019

Curatorial Residency Program
November 15, 2019 – April 16, 2020



PARTNERSHIPS & STRATEGIES FOR COLLABORATION

CURATORIAL PARTNERS



SUMMER
EXHIBITION



THE BLACK
WOMAN IS GOD
EXHIBITION



DIA DE LOS
MUERTOS
EXHIBITION

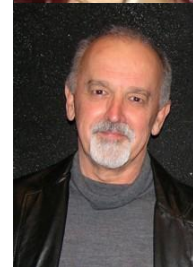


MURPHY &
CADOGAN
EXHIBITION

CULTURAL PARTNERS



ASIAN PACIFIC
ISLANDER
CULTURAL
CENTER



QUEER
CULTURAL
CENTER

PARTNERSHIPS & STRATEGIES FOR COLLABORATION

ART AWARD PARTNERS



FUNDING PARTNERS



CORPORATE SOCIAL RESPONSIBILITY PARTNERS



RESIDENTS & TENANTS



APICC



Sixth Street Photography Workshop



ArtSpan

CURRENT FISCAL HEALTH

\$56K

Building Operations

100%
SFAC + IRS
COMPLIANCE
RATING

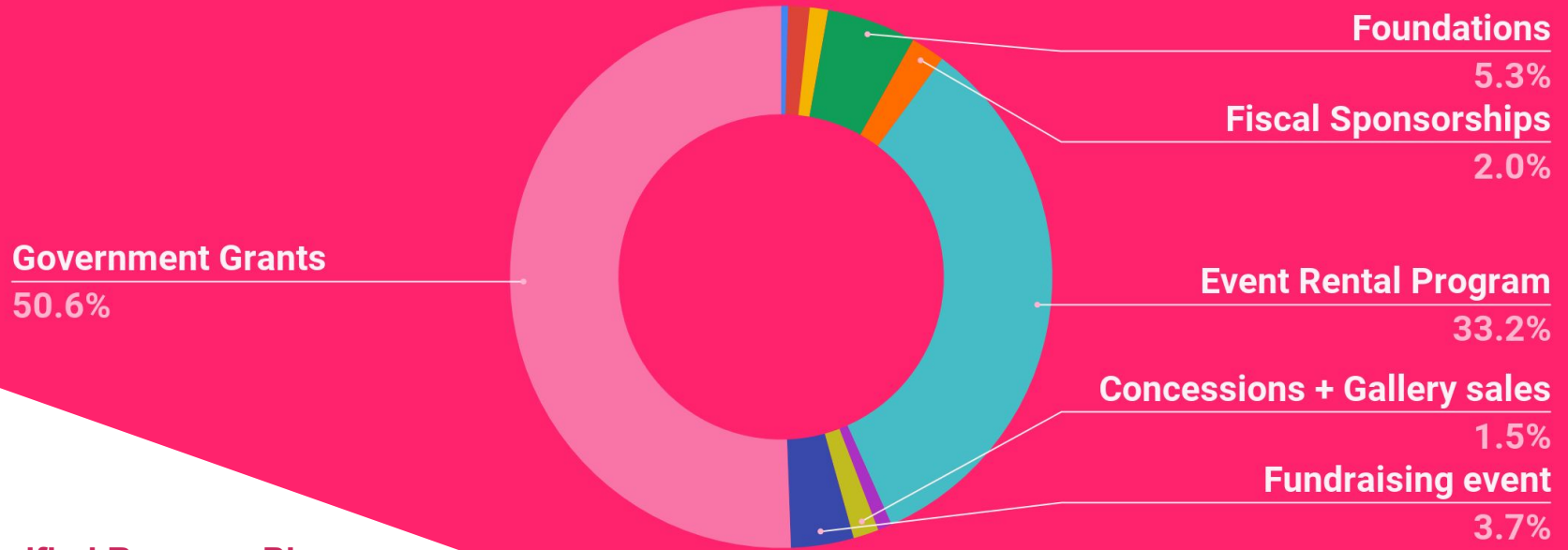
**Zero
Debt**

**Board
Designated
RESERVES**

\$50K
Programming

**Fiscally
Solvent
+
Cash Flow
Positive**

DIVERSIFIED REVENUE STRATEGY



Diversified Revenue Plan

- ❖ Friends of SOMArts Membership Club
- ❖ Corporate Outreach
- ❖ Donor Engagement + Retention Planning
- ❖ Foundation Engagement
- ❖ Annual Fundraiser/Gala Benefit

RENTAL PROGRAM

40%

Nonprofit
Discount



100+

Below Market Rate
Rentals Events
Annually

Criteria

- ❖ Discounted rates offered to 501c3 Nonprofit
- ❖ Special considerations for community artists



Nonprofit/Artist Room Rental Rates

	Full Space	Half Space
Weekend (Thursday thru Saturday)	\$1,500	\$750
Weekday (Sunday thru Wednesday)	\$1,000	\$500

For Profit/Private Event Room Rental Rates

	Full Space	Half Space
Weekend (Thursday thru Saturday)	\$2,500	\$1,250
Weekday (Sunday thru Wednesday)	\$1,500	\$750

BOARD GOVERNANCE

Full Board

Finance Committee

Mike Anderson
Treasurer & CPA

Sally Hansen
CPA

Fund Development Committee

Rhiannon MacFadyen
*Arts Administrator,
Artist & Curator*

Sylvette Sawyer
*Tech
HR Specialist*

Luke Spray
*Associate Director
Citywide Public
Space Initiative*

Public Board
Meetings
1

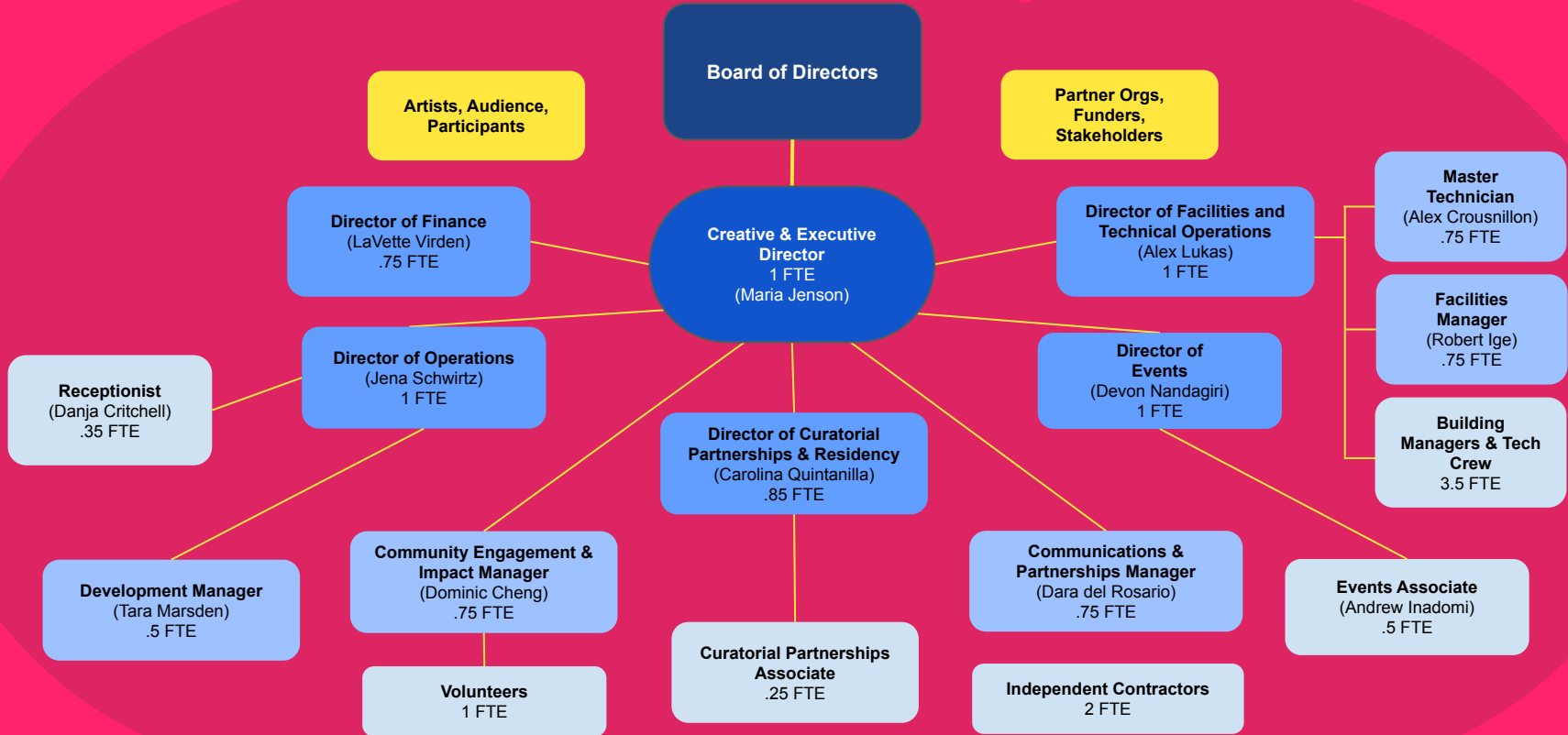
Board
Members
5

Meetings
Annually
6

FY20 BOARD PROJECTS:

- ❖ **Board Development** - adding 4 new board members
- ❖ **Revenue Generation** - across all earned income categories
- ❖ **Financial planning** - launching a 401K

ORGANIZATIONAL ECOSYSTEM



FUTURE VISION

Capacity Building

Growing staff salaries and proficiencies

- *The Bay Area is cost prohibitive for non-profit workers*
- *Retaining staff is important to SOMArts growth trajectory*
- *Healthy salaries promotes wellness*
- *Workshops, seminars and conference participation grows skills and develops peer learning and mentorship*



Capital Campaign

Planting seeds for a capital campaign to refurbish the building

- *Address deferred maintenance issues and concerns*
- *Implement ADA upgrades to ensure building safety and eliminate liability*
- *To be a fully-functioning 21st century arts and culture hub increasing our earned income potential*
- *To maximize the building's use value by adding live/work spaces for artists*



Curatorial Development

Cultivating SOMArts' curatorial presence nationally and internationally

- *SOMArts cultural programming is a favorite with local arts writers, artists and the community*
- *In order to go beyond the footprint and SOMA neighborhood SOMArts must expand its presence nationally and internationally*
- *Our programming has the potential to attract artists to the Bay Area helping to regenerate the local arts ecosystem*





***Thank you for
your support and
partnership!***