



# San Francisco Arts Commission Strategic Plan

2014-2019

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PREPARED BY  
MIG, INC. AND  
MUSEUM MANAGEMENT CONSULTANTS, INC.

WITH  
SFAC COMMISSIONERS  
AND STAFF



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# introduction

## ABOUT THE SFAC STRATEGIC PLAN

It is our great pleasure to share with you our 2014-2019 Strategic Plan—the most thorough and comprehensive plan that the San Francisco Arts Commission (SFAC) has undertaken in its eighty-year history.

The agency began 2012 with new leadership at both the staff and Commission levels. The Commission hired a new Director of Cultural Affairs, Tom DeCaigny, and elected a new President, JD Beltran. As a new leadership team, we recognized an opportunity to assess and reexamine the SFAC's vision, mission and values as well as to establish shared goals that will guide the agency over the next five years. In examining deeply and critically how the SFAC serves the City and County of San Francisco, the year-long process involved: (1) choosing the most qualified team to assist the agency in authoring the plan; (2) conducting a comparative benchmark study of other major U.S. cities' municipal arts agencies; (3) soliciting extensive input, discussion, and dialogue from SFAC



Bryan Tedrick, Pacific Breath, 2012. Commissioned for the Recreation & Park Department's Sunset Playground by the San Francisco Arts Commission.

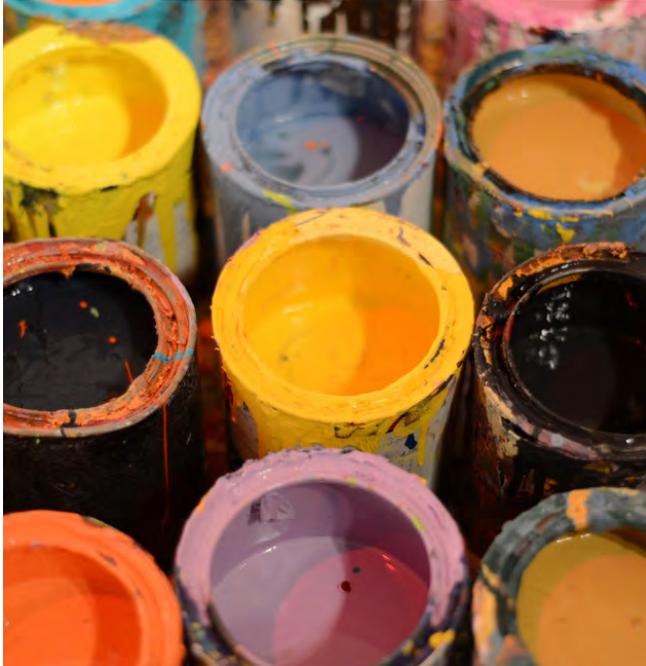
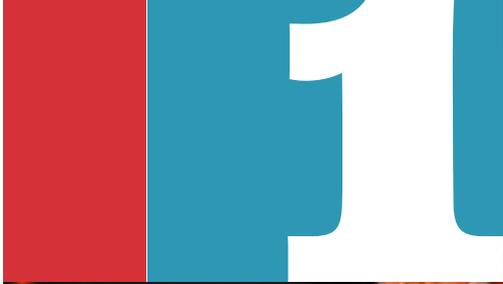
stakeholders including grantees, artists, arts educators, peer City agencies, staff and Commissioners; and (4) engaging the general public through two community town halls and a broad community survey in order to provide multiple opportunities for those we serve to contribute their feedback.

The SFAC plays an important role in the San Francisco arts ecosystem, as the key municipal agency responsible for establishing cultural policy and making high quality art and cultural experiences accessible to the general public. Thanks to the participation of a great many who took the time to share their valuable insights, we are confident that the goals and policy priorities outlined in this plan fulfill the public need and desires appropriate to our unique role. We believe that this plan sets the right course for the important work ahead.

This is a critical time for the arts in San Francisco. With the cost of living and real estate steadily on the rise, many in our arts and culture community are facing difficult choices about long-term sustainability in this city. During these dynamic times, it is important for us to work together towards common goals. With this new strategic plan, the SFAC will do its part by focusing on providing resources where they are needed most. But we cannot do this work alone and we look to you, as stewards of this important arts ecosystem, to stay engaged with us. Together we can ensure that San Francisco continues to be a vibrant place where the arts and culture flourish.

JD BELTRAN, PRESIDENT,  
SAN FRANCISCO ARTS COMMISSION

TOM DECAIGNY, DIRECTOR OF CULTURAL AFFAIRS,  
CITY AND COUNTY OF SAN FRANCISCO



# chapter one

## ASSESSMENT KEY FINDINGS

The first phase of the SFAC strategic planning process was an in-depth assessment conducted by the MIG/MMC consulting team. This section of the Strategic Plan summarizes the key findings from the assessment, which in turn form the basis for the ideas laid out in the goals and objectives in the pages that follow.

### **METHODOLOGY**

The MIG/MMC team commenced the assessment with a review of organizational documents, such as annual reports, previous strategic plans, legislative mandates, issue briefs and consultant reports. In order to better understand the operations and programmatic offerings of other municipal arts agencies, the MIG/MMC team conducted a benchmark study of five local arts agencies. The benchmark study findings were presented to the Commission and SFAC staff in May 2013 and can be reviewed under separate cover.

### **Charter Mandate for the San Francisco Arts Commission**

As stated in Section 5.103 of the City’s Charter, “The Arts Commission shall consist of fifteen members appointed by the Mayor. Eleven members shall be practicing arts professionals and four members shall be lay members. The Commission shall appoint and may remove a director of the department. The Commission shall encourage artistic awareness, participation and expression; education in the arts; assist independent local groups with the development of their own programs; promote the employment of artists and those skilled in crafts, in the public and private sectors; provide liaison with state and federal agencies to ensure increased funding for the arts from these agencies as well as represent arts issues and policy in the respective governmental bodies; promote the continued availability of living and working space for artists within the City and County; and enlist the aid of all City and County governmental units in the task of ensuring the fullest expression of artistic potential by and among the residents of San Francisco. In addition the Arts Commission will: approve the designs for all public structures; approve the design and location of all works of art before they are acquired, transferred or sold by the City and County; promote a neighborhood arts program to encourage and support an active interest in the arts on a local and neighborhood level; and supervise and control the expenditure of all appropriations made by the Board of Supervisors for the advancement of the visual, performing or literary arts.”

One-on-one interviews were conducted with 51 SFAC stakeholders, including Commissioners, senior staff, the Board of Supervisors, City department representatives, peer grantmakers, arts organizations and arts education partners. In addition, four focus groups were held with a total of 31 participants, including three focus groups with SFAC’s Cultural Equity Grants recipients and one focus group with leaders of the six neighborhood Cultural Centers that receive funding from the SFAC. The MIG/MMC team also conducted separate online surveys of the Commissioners and SFAC staff, in order to gather baseline information from those who are closest to the organization.

Topics discussed with interviewees and focus group participants included the strengths of the SFAC, areas in need of improvement, critical issues facing the agency, future vision, leadership and community perceptions.

### **FINDINGS**

#### *Strengths*

The current SFAC leadership and staff were identified by the vast majority of interviewees as key strengths of the SFAC today. The leadership and communication skills of the Director of Cultural Affairs were identified as a key strength. SFAC staff were described as being very knowledgeable on arts issues and were a valuable resource when sharing their expertise.

#### *Critical Issues*

Interviewees expressed consensus about the key issues facing the SFAC. Those issues include the lack of a unifying vision to guide the agency’s work; the need for more resources to support the breadth of programs at the SFAC; the relevancy of the agency’s programs, which have expanded over time in response to legislative mandates; a lack of clear goals



3rd on Third, a monthly community arts celebration in the Bayview. Photo: Cole Anetsberger.

and related accountability in the programs provided; proper care for the Civic Art Collection; and low visibility and awareness of the SFAC with the general public. These issues were touched upon by the majority of interviewees, across all stakeholder groups. In addition, there were issues particular to each stakeholder group; those issues are detailed below.

#### *Commissioners*

Based on the online survey of Commissioners and in-person interviews, the Commissioners' comments coalesced around three core issues specific to their work. First, they noted a lack of clarity about their roles and responsibilities as members of the SFAC's governing body. Second, the Commissioners said they work effectively in committees, but the full meetings of the Commission are procedural and serve as a "rubber stamp" on the work done in committee. And third, the majority of Commissioners voiced frustration that full Commission meetings focus too heavily on

operational issues and they expressed a desire to spend more time focusing on the SFAC's vision and mission, as well as policy and legislative issues that are responsive to community need.

#### *Staff*

By surveying all SFAC staff and conducting one-on-one interviews with senior staff, the MIG/MMC team was able to glean a breadth of information from staff about the perceived areas of strength and challenge. In addition to the strengths identified by all interviewees, the staff pointed to strengths in the diversity and breadth of SFAC programming, the agency's ability to bridge sectors and partner effectively, the ability to direct grants and funding, the agency's support of artists through grants and programs, the expertise and dedication of Commissioners, and the role the agency's legislative mandates have played in initiating programs.

Staff identified several challenges beyond those mentioned across all interviewees. Those issues include the lack of data-driven decision-making within the SFAC, the agency's tendency to be reactive to opportunities and political decisions, a lack of strong communication across programs, limited visibility of the SFAC within City government, and a lack of SFAC champions.

#### *External Stakeholders*

External stakeholders interviewed included leaders within San Francisco arts organizations, peer grantmakers, Supervisors and City Department representatives. Key issues identified by this group of interviewees focused on perceived "mission creep" at SFAC, meaning that the agency had strayed from its mission with the addition of myriad programs over time. At the same time, this group pointed to the changing demographics of San Francisco and the need to constantly evaluate program relevancy.

Within the SFAC, they felt that programs were siloed, operating much like individual nonprofit entities, instead of one organization with an overarching vision and mission. They also pointed to a fundamental tension between the SFAC's dual roles as programmer and funder, which often puts the agency in direct competition with its grantees. Finally, a number of City department representatives voiced frustration with the Civic Design review process, which is sometimes seen as causing time delays and budget overruns rather than improving the quality of public infrastructure design as it is intended.

#### *Cultural Equity and Cultural Center Grantees*

The MIG/MMC team spoke with SFAC grantees in focus groups that revealed a high level of respect for the Cultural Equity Grants (CEG) program as a national model with an effective panel review process and grants to individual artists, which are a rarity in grantmaking today. Key issues identified by the focus group participants included tensions between the SFAC's conflicting roles as funder and landlord (in the case of the Cultural Centers), and funder and program provider. A number of grantees noted their experiences applying for funding outside of the SFAC, only to find they were in competition for the grant with the SFAC itself. Representatives of the Cultural Centers said the lack of long-term leases for their facilities, which are owned by the City, poses challenges for their organizations as they try to fundraise for capital improvements from other entities. CEG grantees spoke of an overly complex application process for the size of grants awarded, while the Cultural Centers spoke of overly complex and often changing reporting requirements for their grants. Some CEG grantees worried that grant opportunities are not widely promoted, resulting in a small pool of applicants relative to the need within

the arts community. Participants in all of the groups raised concerns about changing demographics and rises in the cost of living in San Francisco that push artists out of the city. Finally, a number of interviewees outside of the focus groups said a key issue in the SFAC's grantmaking process is that grants to the Cultural Centers are non-competitive and lack an appropriate accountability structure.

#### **FUTURE VISION**

With this understanding of the key issues facing the SFAC, interviewees were asked to articulate their vision for the future of the agency. Common themes included making the SFAC more of a "player" in the city's education sector, economy, and government. Many envisioned a future in which the SFAC breaks its programmatic silos by creating an overarching focus on its roles as a grantmaker, capacity-builder, and resource within San Francisco's arts ecosystem. In that role as resource and convener, many interviewees saw an opportunity for the SFAC to reach out to demographic groups who are new to the city and do not currently have ties to the arts community. In order to be effective in this new role, interviewees proposed that the SFAC strengthen its relationships with City departments, policymakers, and other community stakeholders to build its political capital. Interviewees also pointed to a desire for greater efficiency in carrying out the work of the SFAC, bringing a greater sense of focus to their work, securing a funding base, enhancing awareness of the SFAC through marketing and public relations efforts, and highlighting the work of grantees and local artists.

Barriers to achieving this future vision include bureaucracy, resource constraints, a lack of a cohesive vision and clear goals, political realities and the challenges associated with creative risk-taking within the government context.



Students perform at the annual Youth Arts Summit, an afternoon of visual art, performance and workshops from various organizations in the Bay Area. Photo: J. Astra Brinkmann.

Ultimately, interviewees felt that the right leadership is in place and the timing is right to embrace an ambitious vision for the future that will bring greater clarity to the work of the SFAC. The goals and objectives detailed in this Strategic Plan articulate the SFAC's vision for the next five years as derived from these assessment findings and discussed with stakeholders through the strategic planning process.



# chapter two

## VISION, MISSION AND VALUES

### VISION

The San Francisco Arts Commission envisions a San Francisco where the transformative power of art is critical to strengthening neighborhoods, building infrastructure and fostering positive social change. We believe the arts create inspiring personal experiences, illuminate the human condition and offer meaningful ways to engage with each other and the world around us. We imagine a vibrant San Francisco where creativity, prosperity and progress go hand in hand. We advance artists' ideas to improve the quality of life for everyone through a united cultural sector whose contributions are vital and valued.

### MISSION

The San Francisco Arts Commission is the City agency that champions the arts as essential to daily life by investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy.

## VALUES

### We value:

- Cultural equity and access to high quality arts experience for all
- The arts as a vehicle for positive social change and prosperity
- Artists as integral to making San Francisco a city where people want to live, work and play
- The arts as critical to a healthy democracy and innovative government
- Responsiveness to community needs
- Collaboration and partnerships
- Accountability and data-driven decision-making



Afrolicious performs at 3rd on Third, a community arts celebration in the Bayview. Photo: J. Astra Brinkmann.



# chapter three

## GOALS AND OBJECTIVES

### Goal 1:

#### **Invest in a vibrant arts community**

With an annual grantmaking budget of over \$4 million, the SFAC makes substantial resource investments in the arts community through grant funding and technical expertise to local artists and arts organizations. SFAC's Cultural Equity Grants program awards \$1.8 million each year to artists and arts organizations working within the City and County of San Francisco. The SFAC also provides \$2.2 million in non-competitive operating grants to the City's six Cultural Centers, two of which are virtual, and provides support to an array of programs within the Community Arts and Education program. SFAC resources are distributed in a manner that achieves both depth and breadth of support to the arts sector. The total grant dollars and staff hours do not tell the full story of the impact of SFAC investments in San Francisco, and while studies have quantified the economic impact of the arts in San Francisco, staff, stakeholders and Commissioners agree that more work needs to be done to communicate the impact and benefits of these community investments to policymakers and the general public.

The SFAC's capital assets include the four City-owned facilities operated by nonprofit Cultural Centers. Each of the Cultural Centers has an annual one-dollar lease for its facility in addition to the non-competitive general operating grant from the SFAC. A key priority for the Cultural Centers will include ongoing facility improvements and securing the related funding, as well as creating a separation between facility management and grant management.

In 2015, the SFAC is slated to move into the Veterans War Memorial building, greatly enhancing the agency's visibility and accessibility. Given the decreasing availability of affordable space for non-profit arts organizations in the city, the larger space will provide the SFAC with a new resource with which to respond to the growing affordability crisis the arts community faces. A key priority over the next year will be to determine the future role for the Galleries program to ensure that the SFAC's expanded programming space is utilized in full alignment with the goals and priorities of a municipal department and in partnership with the community.

In addition to its grantmaking and capital facility investments, the SFAC has an opportunity to re-envision its investment in the community through arts education. Today, the SFAC focuses on its role as a resource for the arts education community through partnerships with the San Francisco Unified School District, the Arts Providers Alliance of San Francisco and the Department of Public Works, including management of the Department of Public Works-funded StreetSmARTS and Where Art Lives programs. In addition, the SFAC manages the WritersCorps program, one of its only direct service programs. With changes in SFAC leadership, the upcoming renewal of the Public Education and Enrichment Fund, which supports implementation of the Arts Education Master Plan, and new opportunities on the horizon, there is a strong commitment to continue supporting arts education. The next five years provides the right timing to reassess and redefine the SFAC's role in arts education.

Key priorities will include aligning the Cultural Equity Grants and Community Arts and Education program activities; establishing a consistent, ongoing evaluation program to monitor SFAC grantmaking to ensure its flexibility and relevancy; working with private philanthropic partners, the Office of Economic and Workforce Development and Grants for the Arts to continually re-evaluate SFAC's place within the funding ecosystem; revising funding strategies over time to remain accountable to shifting needs in the arts sector; investing in opportunities for artists to make a living in San Francisco through Individual Artist Commissions and Street Artist licensing; and establishing arts education policy leadership as a priority within the agency to better invest in the future.

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
1.1 Review and evaluate SFAC grantmaking strategy on an annual basis to determine:					
<ul style="list-style-type: none"> <li>Alignment with SFAC vision, values and mission</li> </ul>	Existing/ACLS Fellow	Director of Cultural Equity Grants	Quarter 4 FY 13/14	Ongoing	
<ul style="list-style-type: none"> <li>Efficiency and effectiveness of application, selection and reporting processes</li> </ul>	Existing/ACLS Fellow	Director of Cultural Equity Grants	Quarter 4 FY 13/14	Ongoing	
<ul style="list-style-type: none"> <li>Technical assistance needs and best mechanisms for offering technical assistance</li> </ul>	Existing/ACLS Fellow	Director of Cultural Equity Grants	Quarter 4 FY 13/14	Ongoing	
<ul style="list-style-type: none"> <li>Achievement of grant outcomes and appropriate accountability</li> </ul>	Existing/ACLS Fellow	Director of Cultural Equity Grants	Quarter 4 FY 13/14	Ongoing	
<ul style="list-style-type: none"> <li>Demographic profile of artists and organizations reached</li> </ul>	Existing/ACLS Fellow	Director of Cultural Equity Grants	Quarter 4 FY 13/14	Ongoing	
<ul style="list-style-type: none"> <li>Impact of general operating support compared to capacity-building or project/program support</li> </ul>	Existing/ACLS Fellow	Director of Cultural Equity Grants	Quarter 4 FY 13/14	Ongoing	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
<p>1.2 Facilitate improved interactions between other City agencies (e.g., Grants for the Arts, Office of Economic and Workforce Development, etc.), private philanthropy and corporate sponsors to ensure coordination of investments within the arts community</p>	<p>Existing</p>	<p>Director of Cultural Affairs</p>	<p>Ongoing</p>	<p>Ongoing</p>	
<p>1.3 Continue to build strategic partnerships with the San Francisco Unified School District (SFUSD) and arts providers to identify gaps in arts education service delivery, renew the Public Education and Enrichment Fund, support development of the next phase of an SFUSD Arts Education Master Plan and connect arts education resources</p>	<p>Filling vacant position/hiring new Arts Education Program Manager/ Youth Arts funding</p>	<p>Director of Community Arts and Education</p>	<p>Quarter 4 FY 13/14</p>	<p>Ongoing</p>	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
1.4 Provide leadership to develop projects and initiatives that are competitive for large-scale grants from state and national funders for high-impact projects that benefit the San Francisco arts community	Existing	Development Director	Ongoing	Ongoing	
1.5 Work with Cultural Centers to identify indicators of quality (e.g., quality-of-life benefits, economic impact, community-building outcomes, youth development) to better convey the impact of the Centers to the public, policymakers and sub-tenants	Existing/ACLS Fellow	Director of Community Arts and Education	Quarter 1 FY 14/15	Quarter 4 FY 15/16	
1.6 Review lease structure for Cultural Centers and explore possibilities for separating SFAC's grantmaking and landlord functions; determine staffing needs for managing facilities	Existing	Director of Community Arts and Education	Quarter 3 FY 13/14	Quarter 1 FY 14/15	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
1.7 Maximize potential for the new expanded programming and exhibition space in the Veterans War Memorial building to meet community need	Existing	Director of SFAC Galleries	Quarter 3 FY 13/14	Ongoing	

## Goal 2:

### **Enliven the urban environment**

The SFAC enlivens San Francisco's public spaces and integrates artwork into the fabric of daily life through its visual arts and design programs, including Civic Design Review, Public Art and the Civic Art Collection. A key priority in the years ahead will be to align these three programs so they work more seamlessly with one another and with other City departments. It will also be important that the SFAC illuminate the value these programs add to ensuring a high-quality, innovative built environment that balances quality and user experience with cost-effectiveness and timeliness.

The SFAC is charged with preservation of the Civic Art Collection, although no dedicated funding stream is identified in the City Charter for this purpose. Toward that end, the Public Art ordinance was amended to provide 5% for maintenance funds, and more recently, the Public Art Trust enacted in 2012 will provide some funds for maintenance, but these changes will not cover the conservation needs of historical monuments and gifts to the City acquired prior to the 2%-for-Art Ordinance. The SFAC is allocated maintenance funding in its annual budget, but the Civic Art Collection and the four facilities housing the Cultural Centers compete for the same pool of capital funds, leaving too little funding to adequately pay for maintenance. It will be essential to determine a plan for the proper care and maintenance of the Collection in a way that does not compete with the nonprofit organizations the SFAC serves.

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
2.1 Implement process improvements for the Civic Design Review, Public Art and Civic Art Collection programs that address structural challenges, promote alignment and provide improved service to City agencies	Existing	Director of Cultural Affairs	Ongoing	Ongoing	
2.2 Create an interdepartmental working group to promote coordination between Public Art, Civic Design, and capital planning	Existing	Deputy Director	Quarter 1 FY 14/15	Ongoing	
2.3 Explore additional partnership agreements with City departments to maintain the Civic Art Collection	Existing	Senior Registrar	Quarter 1 FY 14/15	Ongoing	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
<p>2.4 Complete Civic Art Collection inventory, evaluate significance and condition of Collection and apply appropriate collections management strategies and procedures in accordance with established SFAC collections policies and promising practices</p>	<p>Existing/ Temporary Registrar</p>	<p>Senior Registrar</p>	<p>Ongoing</p>	<p>Quarter 2 FY 14/15</p>	
<p>2.5 Complete a five-year plan for the care of the Civic Art Collection, including projected cost estimates and potential revenue sources</p>	<p>FY 14/15 Capital funding to hire assessment expertise related to needs of the collection</p>	<p>Senior Registrar</p>	<p>Quarter 1 FY 14/15</p>	<p>Quarter 4 FY 14/15</p>	
<p>2.6 In partnership with other City agencies and elected officials, seek stronger enforcement of existing laws for public art vandalism abatement</p>	<p>Existing</p>	<p>Public Art Program Director</p>	<p>Quarter 1 FY 15/16</p>	<p>Ongoing</p>	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
2.7 Raise awareness of the historic significance and quality of the Civic Art Collection through exhibits, programs, and educational resources that make the work more accessible to the public	Existing	Communications Director	Ongoing	Ongoing	
2.8 Ensure safe and secure storage space of the Civic Art Collection in the Veterans War Memorial Building	Pending NEH grant request and FY 14/15 FFE budget proposal	Senior Registrar	Ongoing	Quarter 1 FY 15/16	
2.9 Maximize and refine Public Art Trust legislation to better enliven the urban environment.	Trust contributions	Public Art Trust and Special Projects Director	Ongoing	Ongoing	

## Goal 3:

### Shape innovative cultural policy

The value and benefits of the arts and their positive impact on community and economic development are understood and well-documented within the arts community. Along with the tangible, measurable impacts they provide (e.g., tourism dollars that support the City's general fund, arts education programs for schoolchildren, employment for artists and indirect spending at restaurants, parking garages, etc.), the intrinsic value of the arts is critical to the human experience (e.g., compassion, cross-cultural understanding and appreciation), yet these qualities are less understood and valued outside the arts sector. Arts and culture-inspired tourism contributes \$1.7 billion to the local economy, and non-profit arts and culture organizations support approximately 19,744 full-time equivalent jobs and \$508.9 million in household income to local residents.<sup>1</sup>

At the same time, San Francisco's rich and diverse arts resources are essential to the City's identity and economy, but are often taken for granted or undervalued for their problem-solving potential. It is important that policymakers and the public understand the critical role the arts play in creating an engaged, informed, and creative democracy. SFAC can provide leadership and serve in the role of convener on topics such as maintaining affordable space and housing for artists, the role of the arts in education and the contribution of the arts to our economy to make the agency a contributor to better City government.

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<sup>1</sup> Sources: Research prepared for the San Francisco Travel Association by Destination Analysts, Inc. and 2012 Arts & Economic Prosperity Report.

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
3.1 Work with elected officials and their staff to better understand the needs of each district and how the SFAC can play a role in meeting those needs	Existing	Director of Cultural Affairs	Ongoing	Ongoing	
3.2 Establish an annual Commission policy agenda and dedicate meeting time to address topics of relevance to the arts community	Existing	Director of Cultural Affairs	Quarter 1 FY 14/15	Annual	
3.3 Provide the Mayor and the Board of Supervisors with information on issues facing the arts community, and with policy proposals to address those issues	Existing	Director of Cultural Affairs	Ongoing	Ongoing	
3.4 Act as a liaison between the arts community and policymakers, in order to forge an understanding of, and appreciation for, the way in which artists can contribute to creative problem-solving and new ways of thinking	Existing	Director of Cultural Affairs	Ongoing	Ongoing	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
3.5 Partner with thought leaders to strengthen SFAC's ability to educate decision-makers and the public about the significant contribution the arts make to San Francisco	Existing	Director of Cultural Affairs	Ongoing	Ongoing	
3.6 Improve SFAC's ability to capture, analyze and use data to effectively inform policy development	ACLS Fellow; GSPP APA project	Deputy Director	Quarter 3 FY 13/14	Ongoing	
3.7 Establish a shared arts and culture policy agenda with other City arts agencies to strengthen and align the City's investment in the arts	Existing	Director of Cultural Affairs	Ongoing	Ongoing	

## Goal 4:

### **Build public awareness of the value and benefits of the arts**

The SFAC is well positioned to lead the effort to increase awareness of the importance of the arts by gathering, interpreting and communicating information about the significance of the arts. These efforts will also raise the visibility of SFAC activities, attracting new audiences and helping San Francisco residents and visitors access and enjoy resources that are readily available throughout the city.

While enhancing the SFAC's role in communicating the value of the arts to the public, it is equally important to effectively communicate with the public about the SFAC as a whole agency instead of focusing on program-specific messaging. Considering these challenges, key priorities will include implementing a five-year marketing and communications plan to coordinate SFAC messaging; identifying partnerships to advance the arts in City activities, policy and legislation; and maximizing extant efforts to map arts and cultural assets in San Francisco to better demonstrate the presence of the arts in our city.

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
4.1 Define decision-making framework and guidelines for assessing strategic partnerships with:					
<ul style="list-style-type: none"> <li>• City agencies and organizations</li> </ul>	Existing	Director of Cultural Affairs	Quarter 3 FY 14/15	Ongoing	
<ul style="list-style-type: none"> <li>• Arts funders</li> </ul>	Existing	Director of Cultural Affairs	Quarter 3 FY 14/15	Ongoing	
<ul style="list-style-type: none"> <li>• Community groups (e.g., merchants associations, artist collectives, CBDs and other neighborhood interest groups)</li> </ul>	Existing	Director of Cultural Affairs	Quarter 3 FY 14/15	Ongoing	
<ul style="list-style-type: none"> <li>• Cultural and social services organizations that serve historically underserved communities</li> </ul>	Existing	Director of Cultural Affairs	Quarter 3 FY 14/15	Ongoing	
<ul style="list-style-type: none"> <li>• Local universities and nonprofit organizations</li> </ul>	Existing	Director of Cultural Affairs	Quarter 3 FY 14/15	Ongoing	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
4.2 Increase awareness of SFAC programs and activities through marketing and communications activities that include:					
<ul style="list-style-type: none"> <li>A cohesive communications and media strategy to increase the public's general awareness of SFAC</li> </ul>	Existing	Director of Communications	Quarter 3 FY 13/14	Ongoing	
<ul style="list-style-type: none"> <li>Annual convening of grantees, arts funders and other members of the arts community</li> </ul>	Existing	Director of Communications	Quarter 1 FY 14/15	Annual	
<ul style="list-style-type: none"> <li>Overhauling the SFAC website to service as a portal for information about SFAC programs</li> </ul>	Funding requested in FY15 budget proposal	Director of Communications	Quarter 2 FY 14/15	Quarter 2 FY 15/16	
<ul style="list-style-type: none"> <li>Increased engagement with the arts community including: artists, arts organizations and funders and the general public</li> </ul>	Existing	Director of Communications	Ongoing	Ongoing	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
4.3 Use evaluation findings and artist case studies to communicate the value and impact of SFAC grant investments to policymakers and the general public	Existing	Director of Communications	Quarter 4 FY 14/15	Ongoing	

## Goal 5:

### **Improve operations to better serve the San Francisco arts ecosystem**

This Strategic Plan articulates a new focus around the SFAC's roles as resource and convener and presents an updated mission and goals and vision for the future. Through the strategic planning process, SFAC has received valuable input regarding ways to provide leadership and be more responsive to the needs of the arts community, its peer agencies and the general public. SFAC has already begun assessing its programs and is committed to improving its internal operations. To accomplish the goals in this Strategic Plan, some reorganization of the SFAC infrastructure will be required to reflect these changes.

In addition, the Arts Commissioners are eager to improve their ability to be engaged and govern effectively to achieve the goals in this plan. It should be noted the Commission's role is unique amongst arts commissions in large urban centers (e.g., Chicago, Los Angeles, New York, Philadelphia, Seattle), whose boards serve in an advisory capacity only. Each Commissioner sits on at least one committee each year and Commissioners have expressed a desire to increase discussions around policy issues and solutions to City challenges in full Commission meetings.

Since the appointment of a new Director of Cultural Affairs in 2012, the SFAC has made substantial improvements in its financial operations and brought improved accuracy and accountability to its financial management. Through this Strategic Plan, the SFAC now seeks to improve work practices and better align its programs and operations to achieve plan goals and advance a clear, long-term vision for the arts in San Francisco.

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
5.1 Assess programs to determine alignment with SFAC vision, mission and goals	Existing	Director of Cultural Affairs	Quarter 3 FY 13/14	Quarter 2 FY 16/17	
5.2 Establish performance measures for all SFAC programs to better determine relevancy and impact	GSPP APA Project	Deputy Director	Quarter 3 FY 13/14	Quarter 1 FY 14/15	
5.3 Align organizational chart with Strategic Plan goals and priorities	Existing	Director of Cultural Affairs	Quarter 3 FY 13/14	Annual	
5.4 Establish the Commission's oversight of the Strategic Plan and related benchmarks	Existing	Director of Cultural Affairs	Quarter 4 FY 13/14	Quarter 1 FY 14/15	
5.5 Strengthen Commissioners' orientation to include a meeting with the chair(s) of each member's assigned committee(s)	Existing	Director of Cultural Affairs/ Commission President	Quarter 3 FY 13/14	Annual	

OBJECTIVE	RESOURCES	ACCOUNTABILITY	START	FINISH	STATUS
5.6 Provide Commissioners with support and messaging that enhances their ability to serve as ambassadors for the SFAC with the public and City government	Existing	Communications Director	Quarter 4 FY 13/14	Ongoing	
5.7 Set the Commission's annual policy agenda in partnership with the Director of Cultural Affairs and in alignment with the Strategic Plan, and integrate that policy agenda into the work of committees	Existing	Commission President	Quarter 1 FY 14/15	Annual	

# acknowledgments

## LIST OF STRATEGIC PLANNING PARTICIPANTS

The SFAC Strategic Plan was funded with support from the William & Flora Hewlett Foundation and the National Endowment for the Arts (NEA).

### **SFAC Commissioners**

- JD Beltran, President
- Abby Sadin Schnair, Vice President
- Gregory Chew
- Leo Chow
- Charles Collins
- Simon Frankel
- Dorka Kehn
- Sherene Melania
- Roberto Ordeñana
- Marcus Shelby
- Janine Shiota
- Jessica Silverman
- Barbara Sklar
- Cass Calder Smith
- Kimberlee Stryker
- Gwyneth Borden, ex officio

### **SFAC Staff**

- Tom DeCaigny, Director of Cultural Affairs
- Rachelle Axel, Development Director
- Michelle Chang, Finance Analyst
- Mary Chou, Project Manager, Civic Art Collection & Public Art Program
- Jennifer Doyle Crane, Program Associate, Civic Art Collection & Public Art Program
- Allison Cummings, Senior Registrar, Civic Art Collection & Public Art Program
- Carol Marie Daniels, Project Manager, Civic Art Collection & Public Art Program
- Marcus Davies, Project Manager, Civic Art Collection & Public Art Program
- Minna Dubin, Program Associate, WritersCorps, Community Arts & Education Program
- Tyra Fennell, Program Manager, Community Arts & Education Program
- Cristal Fiel, Program Associate, Community Arts & Education Program

**SFAC Staff, continued**

- Melissa Hung, Program Manager, WritersCorps, Community Arts & Education Program
- Esther Ip, Accountant
- Rebekah Krell, Deputy Director
- Howard Lazar, Program Director, Street Artists Program
- Anne Marie Purkey Levine, Registrar, Civic Art Collection & Public Art Program
- Alyssa Licouris, Program Associate, Street Artists Program
- Lucy Seena K. Lin, Interim Program Director, Cultural Equity Grants
- Jennifer Lovvorn, Project Manager, Civic Art Collection & Public Art Program
- Jill Manton, Public Art Trust & Special Projects Director
- Marissa Mossberg, Arts Education Associate, Community Arts & Education Program
- Judy Nemzoff, Program Director, Community Arts & Education Program
- Kate Patterson, Director of Communications
- Susan Pontious, Program Director, Civic Art Collection & Public Art Program
- Kevin R. Quan, Finance & Accounting Manager
- Sharon Page Ritchie, Commission Secretary
- Ellen Schumer, City Hall Docent
- Meg Shiffler, Galleries Director
- Robynn Takayama, Program Manager, Community Arts & Education Program
- Zoë Taleporos, Program Associate, Civic Art Collection & Public Art Program
- Weston Teruya, Program Associate, Cultural Equity Grants
- Béatrice Thomas, Program Associate, Cultural Equity Grants
- Justine Topfer, Project Manager, Civic Art Collection and Public Art Program
- Victoria Tran, Accountant
- Anne Trickey, Office Manager
- Tyese Wortham, Program Associate, Cultural Equity Grants

**Other Participants**

- Idris Ackamoor, Founder and Co-Artistic Director, Cultural Odyssey
- Dave Archuletta, Executive Director, Joe Goode Performance Group
- Renee Baldocchi, Director of Public Programs, de Young Museum
- David Beaupre, Senior Waterfront Planner, Port of San Francisco
- Debra Bok, Fiscal Sponsorship and Administrative Office Manager, SOMArts
- Jack Boulware, Co-Founder, Litquake
- London Breed, SF Board of Supervisors
- Anthony Brown, Artistic Director, Fifth Stream Music
- John Calloway, former SFAC Commissioner
- Richard Carranza, Superintendent, San Francisco Unified School District
- David Chiu, President, SF Board of Supervisors
- Amy Chuang, former SFAC Commissioner
- Amy Cohen, Director of Neighborhood Business Development, Office of Economic and Workforce Development
- Francee Covington, San Francisco Fire Commission; Former Interim Director, African American Art & Culture Complex
- Deborah Cullinan, Executive Director, Yerba Buena Center for the Arts
- Sergio de la Torre, Artist
- Sean Dorsey, Artist

**Other Participants, continued**

- Amy Elliot, Architect
- Juliet Ellis, Deputy for External Affairs, San Francisco Public Utilities Commission
- Kim Epifano, Artistic Director, Epiphany Productions
- Brad Erickson, Executive Director, Theatre Bay Area
- Courtney Fink, Executive Director, Southern Exposure
- Adam Fong, Director, Emerging Arts Professionals/San Francisco Bay Area
- Deborah Freiden, Consultant
- Phil Ginsburg, General Manager, San Francisco Recreation and Parks Department
- Lisa Hasenbalg, Director of Arts and Cultural Marketing, San Francisco Travel Association
- Kimberly Hayes, Executive Director, African American Art & Culture Complex
- Wayne Hazzard, Executive Director and Co-Founder, Dancers' Group
- Dr. Sandra Hernández, former Chief Executive Officer, San Francisco Foundation
- Cristina Ibarra, Program Manager, Youth & Adult Education & Community Partnerships, ArtSpan
- PJ Johnston, former SFAC President
- Dawn Kamalanathan, Planning Director, San Francisco Recreation and Parks Department
- Krissy Keefer, Artistic Director, Dance Brigade
- Nan Keeton, Director of External Affairs, San Francisco Symphony
- Lily Kharrazi, Program Manager, Alliance for California Traditional Arts
- Jane Kim, SF Board of Supervisors
- Vicky Knoop, former Program Manager, Civic Design, SFAC
- Julia Laue, Principal Architect and Manager at Building, Design & Construction, Department of Public Works
- Aimee Le Duc, former Galleries Manager, SFAC
- Lex Leifheit, Executive Director, SOMArts
- Rudy Lemcke, Artist
- Ali Liebegott, Artist
- Madeleine Lim, Executive Director, Queer Women of Color Media Arts Project
- Jessica Robinson Love, Executive and Artistic Director, CounterPULSE
- Michelle Mansour, Executive Director, Root Division
- John McGuirk, Program Director, Performing Arts, The William and Flora Hewlett Foundation
- Jessica Mele, Executive Director, Performing Arts Workshop
- Beth Murray, Managing Director, War Memorial and Performing Arts Center
- Ruth Nott, Director of Education, San Francisco Opera
- Mohammed Nuru, Director, San Francisco Department of Public Works
- Barbara Ockel, Executive Director, Bayview Opera House
- Emiko Ono, Program Officer, The William and Flora Hewlett Foundation
- Vinay Patel, Executive Director, Asian Pacific Islander Cultural Center
- Pamela Peniston, Artistic Director, Queer Cultural Center
- Frances Phillips, Program Director, Arts and The Creative Work Fund, Walter & Elise Haas Fund
- John Rahaim, Director of Planning, San Francisco Planning Department

**Other Participants, continued**

- Ed Reiskin, Director of Transportation, San Francisco Municipal Transportation Agency
- Byron Rhett, Deputy Director of Planning & Development, Port of San Francisco
- Ellen Richard, Executive Director, American Conservatory Theater
- Peter Richards, Public Artists (formerly with the Exploratorium)
- Jennie Emire Rodriguez, Executive Director, Mission Cultural Center
- Tere Romo, Program Officer for Arts and Culture, San Francisco Foundation
- Ron Rowell, Trustee and Retired CEO, Common Counsel Foundation
- Kary Schulman, Director, Grants for the Arts
- Kevin Seaman, General Manager, Queer Cultural Center
- Ellen Shershow-Peña, Former Chair, SFAC Gallery Advisory Board
- Thomas Simpson, Artistic Director, Afro Solo
- Darryl Smith, Co-Founder, Director, and Curator, Luggage Store
- Valerie Soe, Artist
- Susan Stauter, Artistic Director, San Francisco Unified School District
- Maria Su, Director, Department of Children, Youth, and Their Families
- Michelle Tea, Founder and Artistic Director, RADAR Productions
- Mabel Teng, Executive Director, Chinese Culture Center of San Francisco
- Joaquin Torres, Deputy Director, Office of Economic and Workforce Development
- Antigone Trimis, Arts Education Master Plan Implementation Manager, San Francisco Unified School District
- John Updike, Director, City and County of San Francisco Real Estate Division
- Adine Varah, Deputy City Attorney, City of San Francisco
- Heather Holt Villyard, Executive Director, ArtSpan
- Shamsheer Virk, Communications and Engagement Director, CounterPULSE
- Scott Wiener, SF Board of Supervisors
- Alexandra Wilder, Former Program Associate, WritersCorps, Community Arts & Education Program
- Khan Wong, Senior Program Manager, Grants for the Arts
- Jess Young, Director of Communications and Community Engagement, SOMArts