

SAN FRANCISCO ARTS COMMISSION

Three Month Market Manager Evaluation



Embarcadero Plaza
Date: _____
Lottery Committee
Notes

Questions & Complaints:
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(Manager - Street Artist Program)
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Field: 415 806 5884
Email: anne.trickey@sfgov.org

Index:

- Fire Hydrant
- Parking Meter
- Tree
- No Parking
- Restrooms
- Poles
- Poles
- Stairs & Steps
- Fire Box
- Kiosk



ANNE TRICKEY
PROGRAM OFFICER

April 23, 2019

EMBARCADERO PLAZA ART MARKET

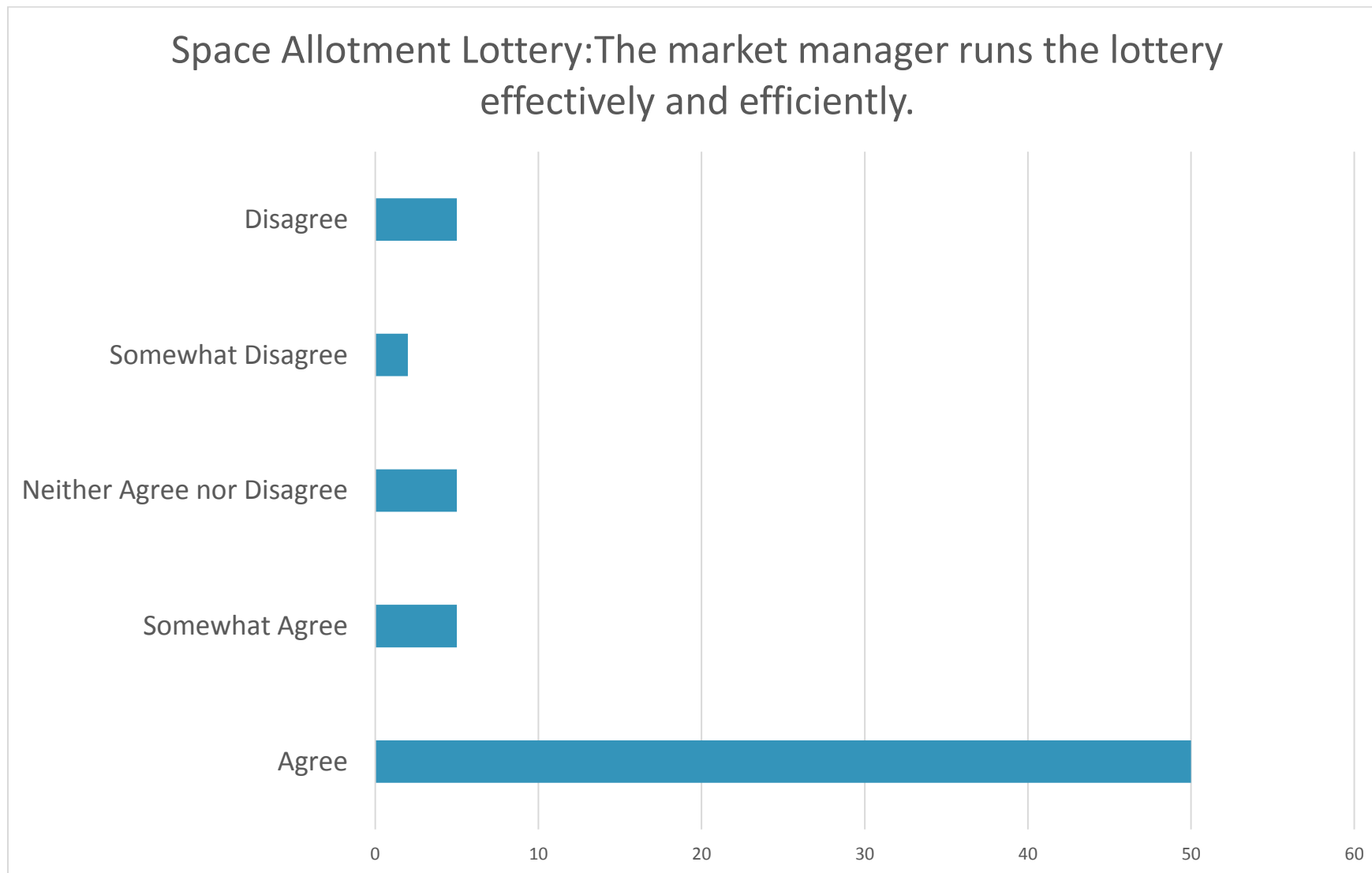
In 1972, the City & County of San Francisco designated Embarcadero Plaza as the flagship art market for the City. For the last 47 years, the market has hosted hundreds of artists making and selling their handmade work.

Although a self-sustaining entity for many years, recently the Arts Commission has worked towards providing a more official structure for administrative oversight of the market. Previously, artists volunteered for this work. These volunteers were not paid, but compensated by a guaranteed space at the market.

The volunteer system is outdated. Artists felt that this was a burden that impeded their ability to sell at the market. It made it difficult to deescalate situations and did not guarantee the skillset needed for market management. With this in mind, the Arts Commission contracted with MJM Management group in October 2019 to provide art market administration and security three days a week: Friday, Saturday and Sunday.

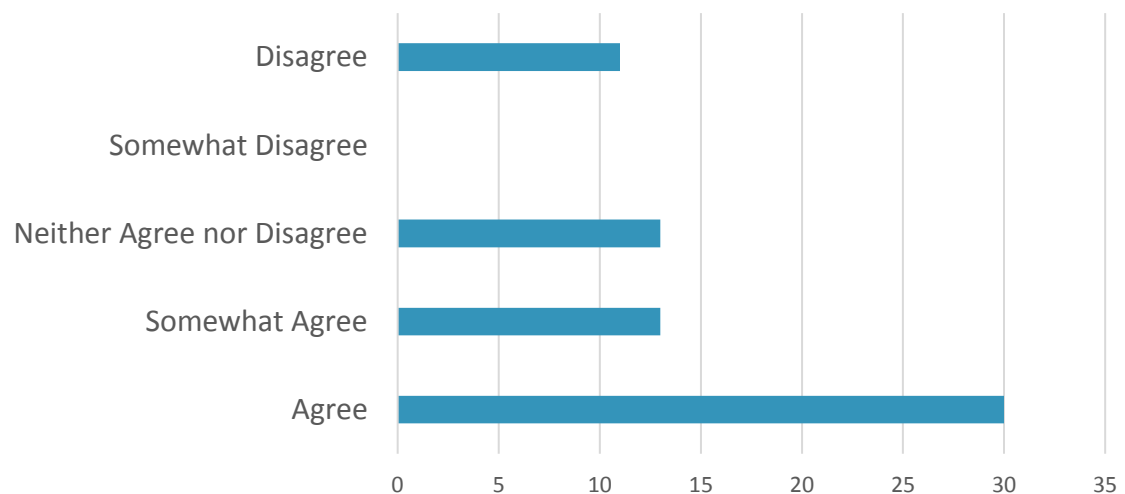
This report is an initial evaluation of the relationship between the licensed artists, MJM Management staff, and the Arts Commission. The report reviews areas of concern: lottery administration, market set up, parking, safety, artist support, event coordination, and communication with the Arts Commission.

The evaluation was distributed as a hard copy and online version in three languages: Chinese, English and Spanish. Out of 120 average number of artists entering the lottery on Saturdays, 68 artists responded for a 56% response rate.



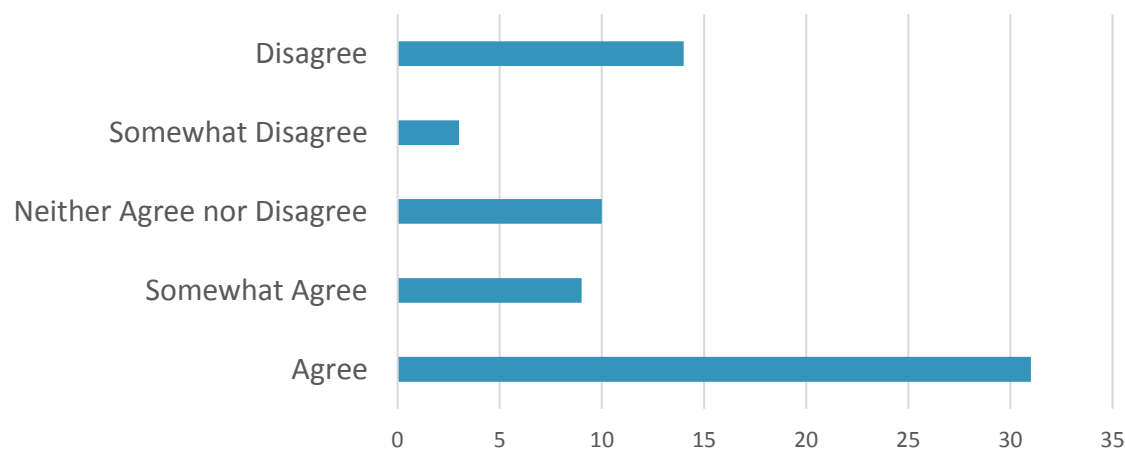
Every morning at 7am the market manager runs a lottery which allows artists to choose where they want to sell for the day. Before 2018 this was a process done by hand with paper. The Arts Commission built a tailored system with specifications set by the artists to facilitate this process. Artists enter and are given their number in line electronically. They pick their space in person on the map.

Setup: The market manager facilitates the setup of the market.

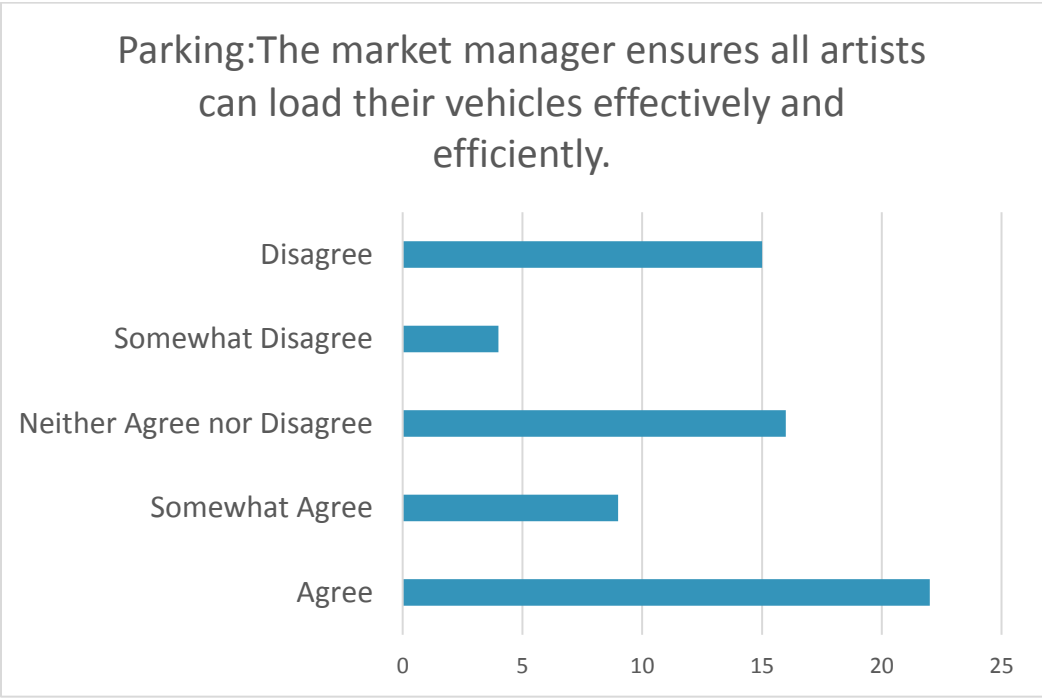
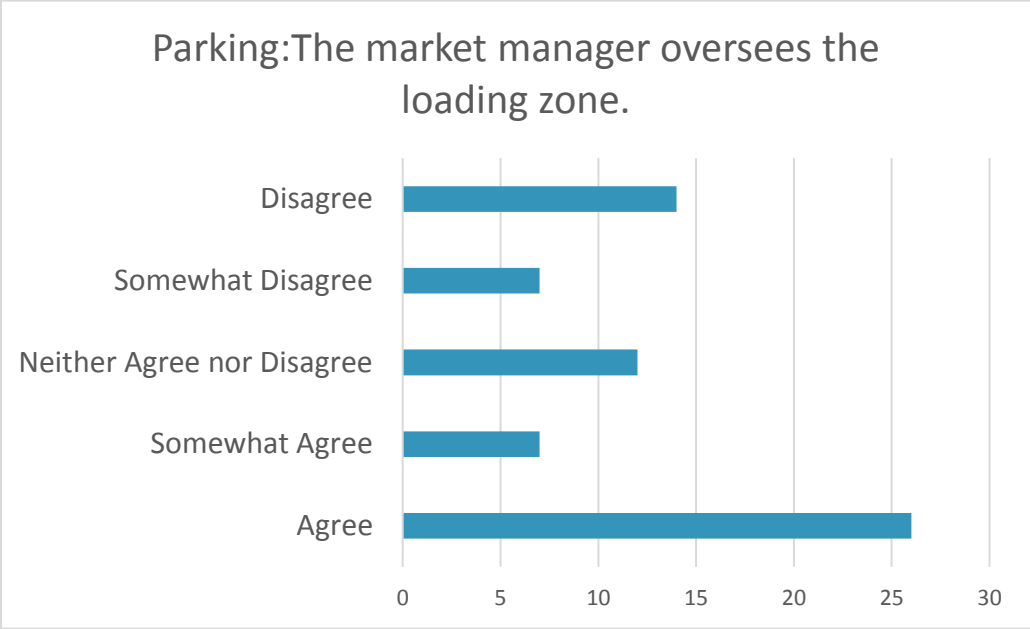


MJM was chosen as the contractor for the market management because of their familiarity with city systems. They understand who to contact for services with street cleaning and other needs and have direct experience with other city agencies who have overlapping jurisdiction in the Embarcadero Plaza area.

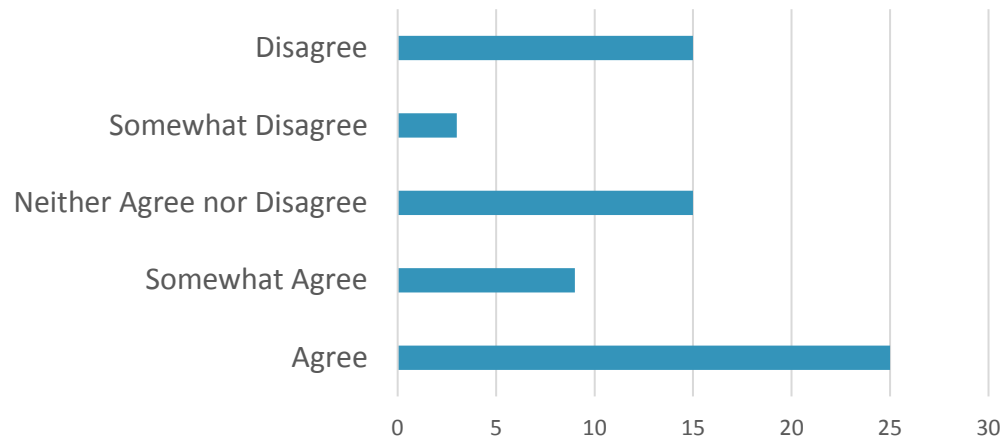
Setup: The market manager addresses issues such as cleanliness and individuals or objects occupying artist spaces.



Parking is a long-standing issue at the market. There are only a few metered spaces, a loading zone, and a handshake agreement with Rec and Park to use the plaza before 9am and after 4pm to alleviate loading congestion. The bottleneck affect leads to contention and disagreement between artists. This remains an area of need for continued oversight.



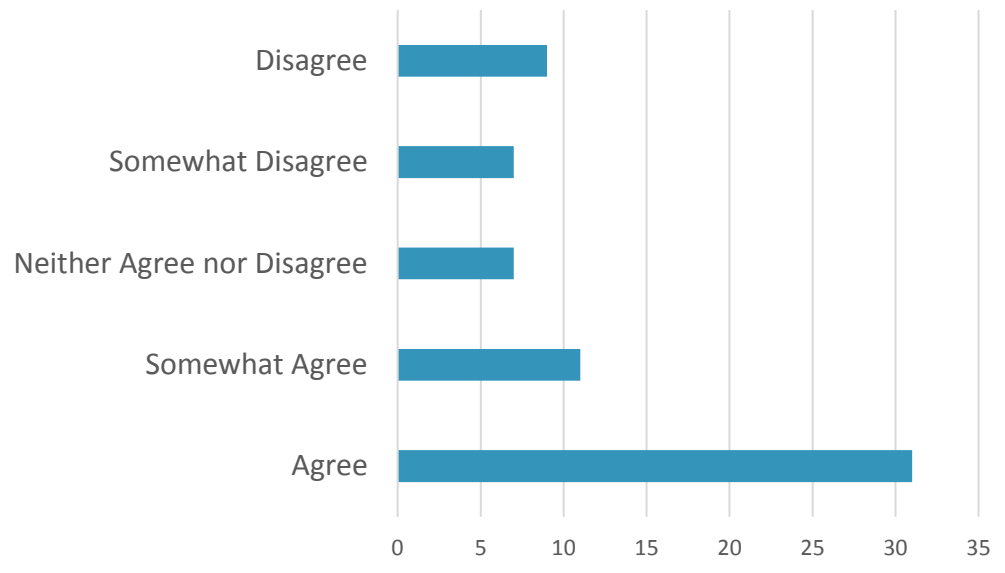
Safety: The security presence is effective.
When incidents happen, I can rely on the security staff to deal with the issue.



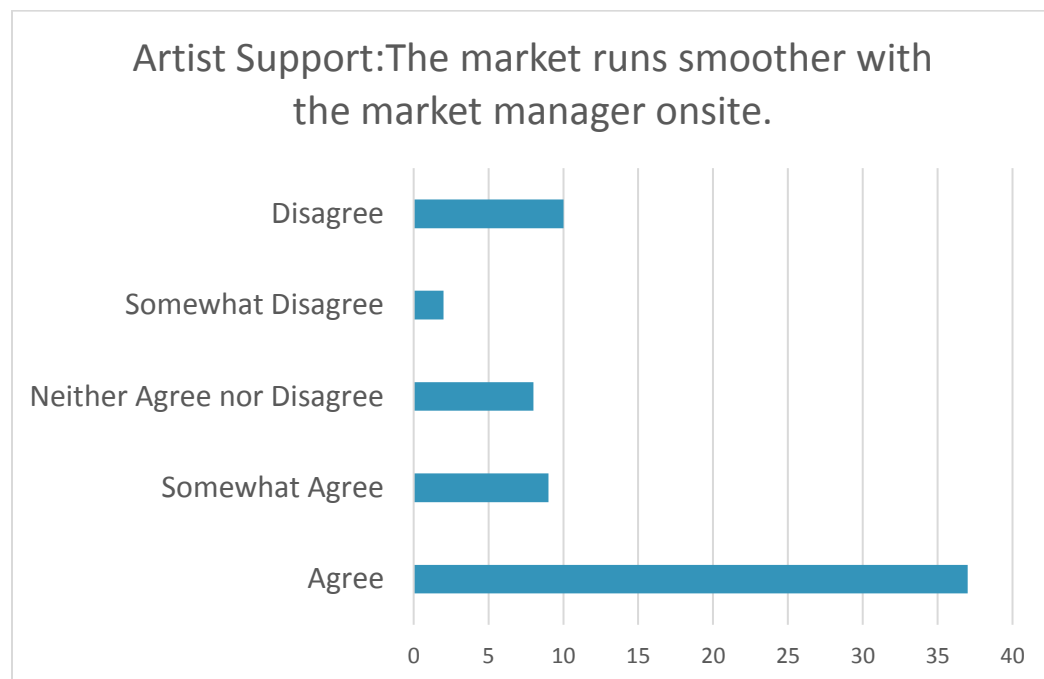
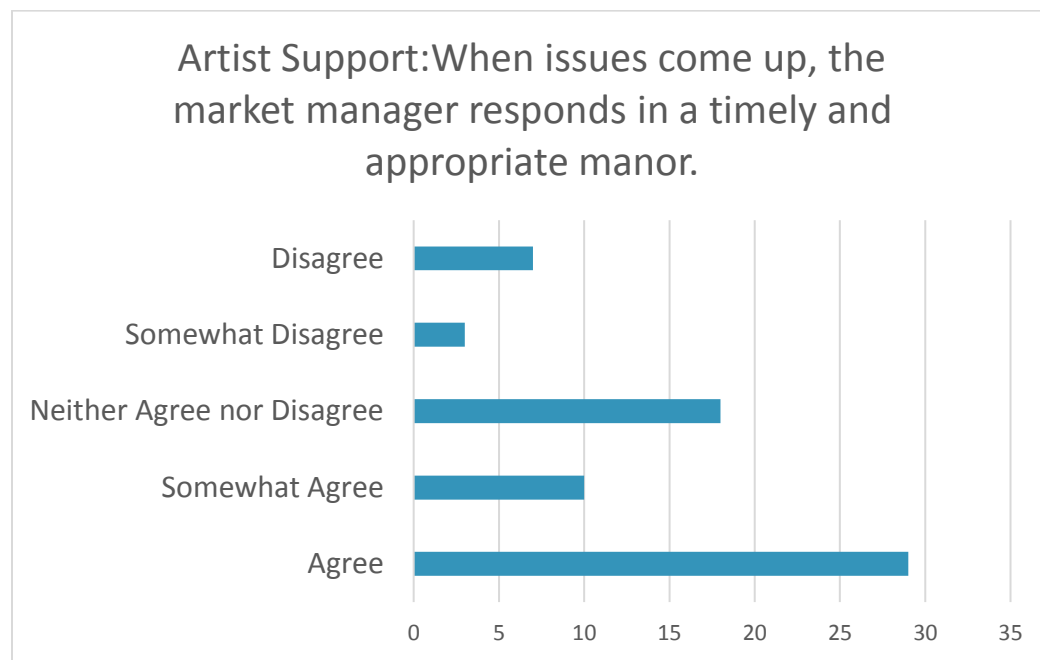
Concerns for safety at the market have increased in the last three years in correlation with the city's rise in homelessness. The Embarcadero Plaza is an open space, and by design, a place built for gathering.

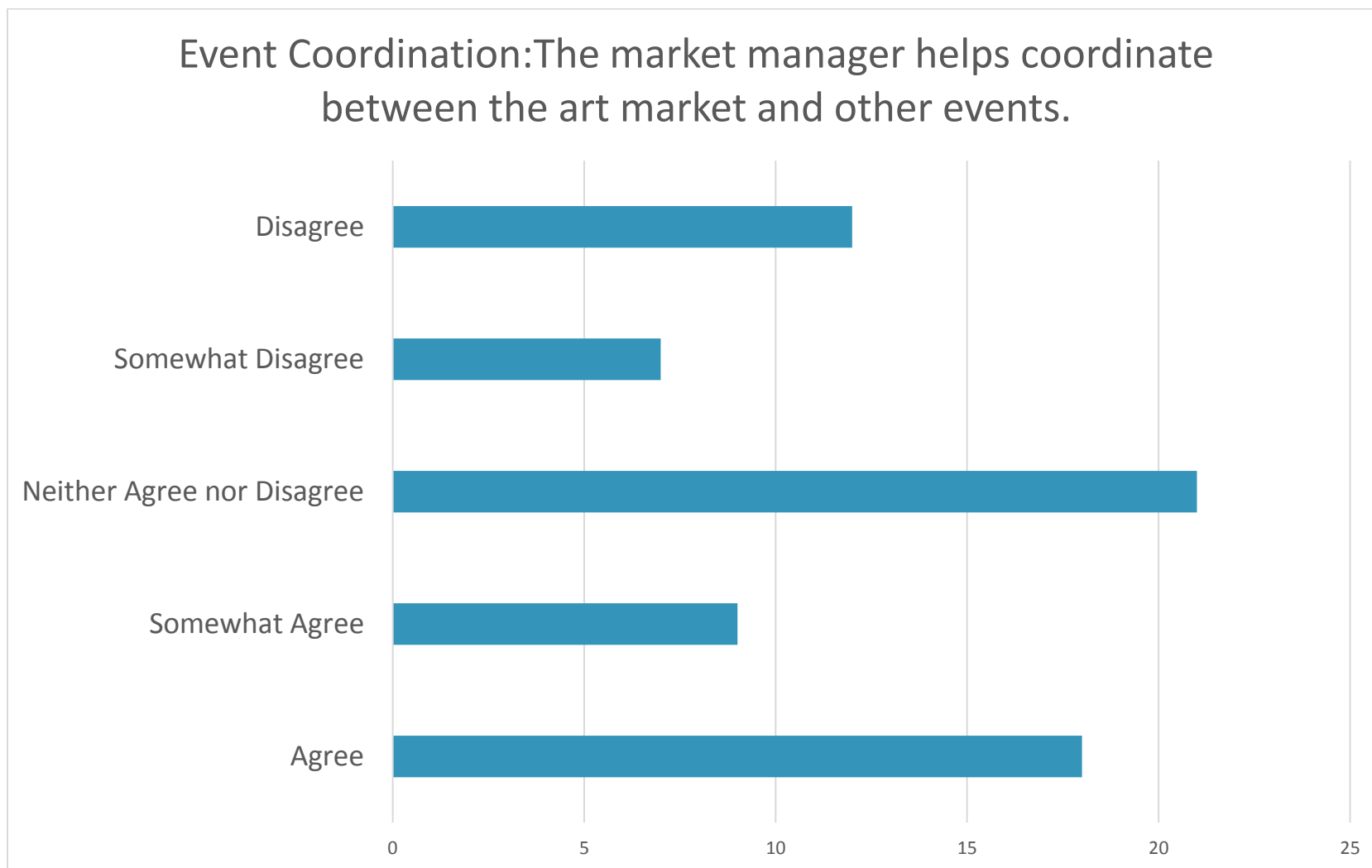
Weekly, MJM assists with managing the street population at the market to ensure artists continued safety and ability to conduct their business without disruption.

Safety: I feel safe at the market.



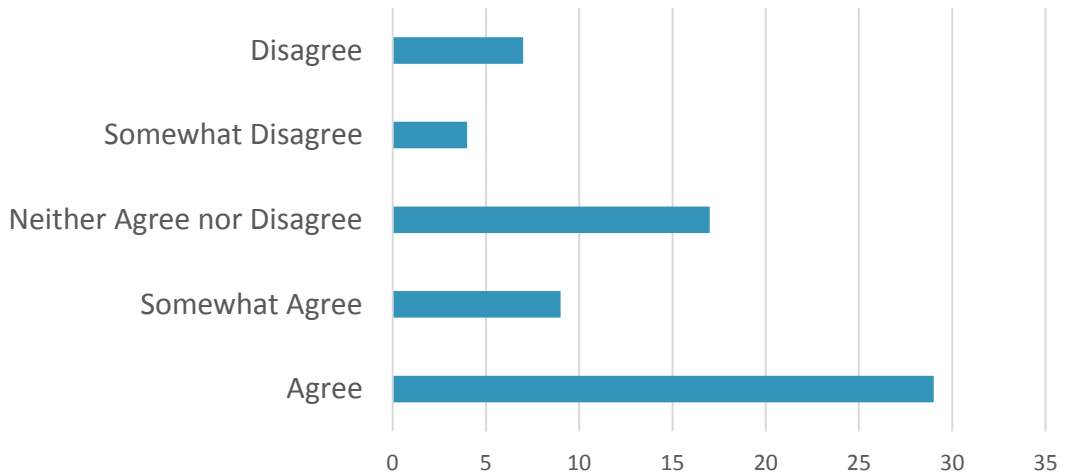
The main goal of having MJM Management onsite is to ensure a smooth and efficient experience of the market. This leads to fewer disagreements between the artists, a more pleasant shopping experience for customers, and an atmosphere for commuters, tourists, and other users of the iconic San Francisco plaza.





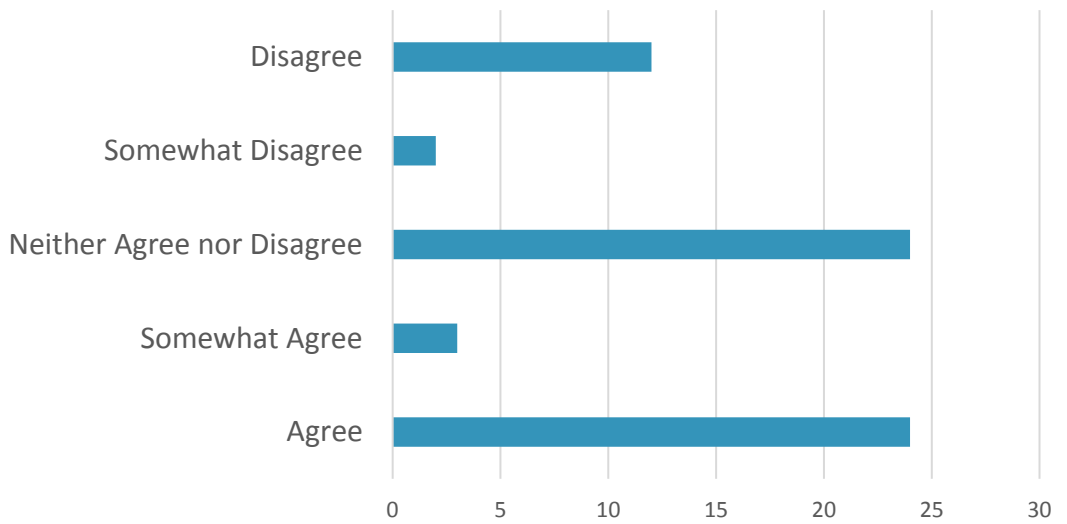
Embarcadero Plaza is overseen by the Recreation and Parks Department of the City and County of San Francisco. It is a known hub for protest marches, high profile events, and other activations such as marathons and parades. These events at times impact the market and require coordination of moving or closing artists spaces for the duration of the event. While it is convenient when these events occur on the days MJM Management is present, this space is activated Sunday through Saturday, 365 days a year. At times it can be difficult to convey the needed information to all parties involved.

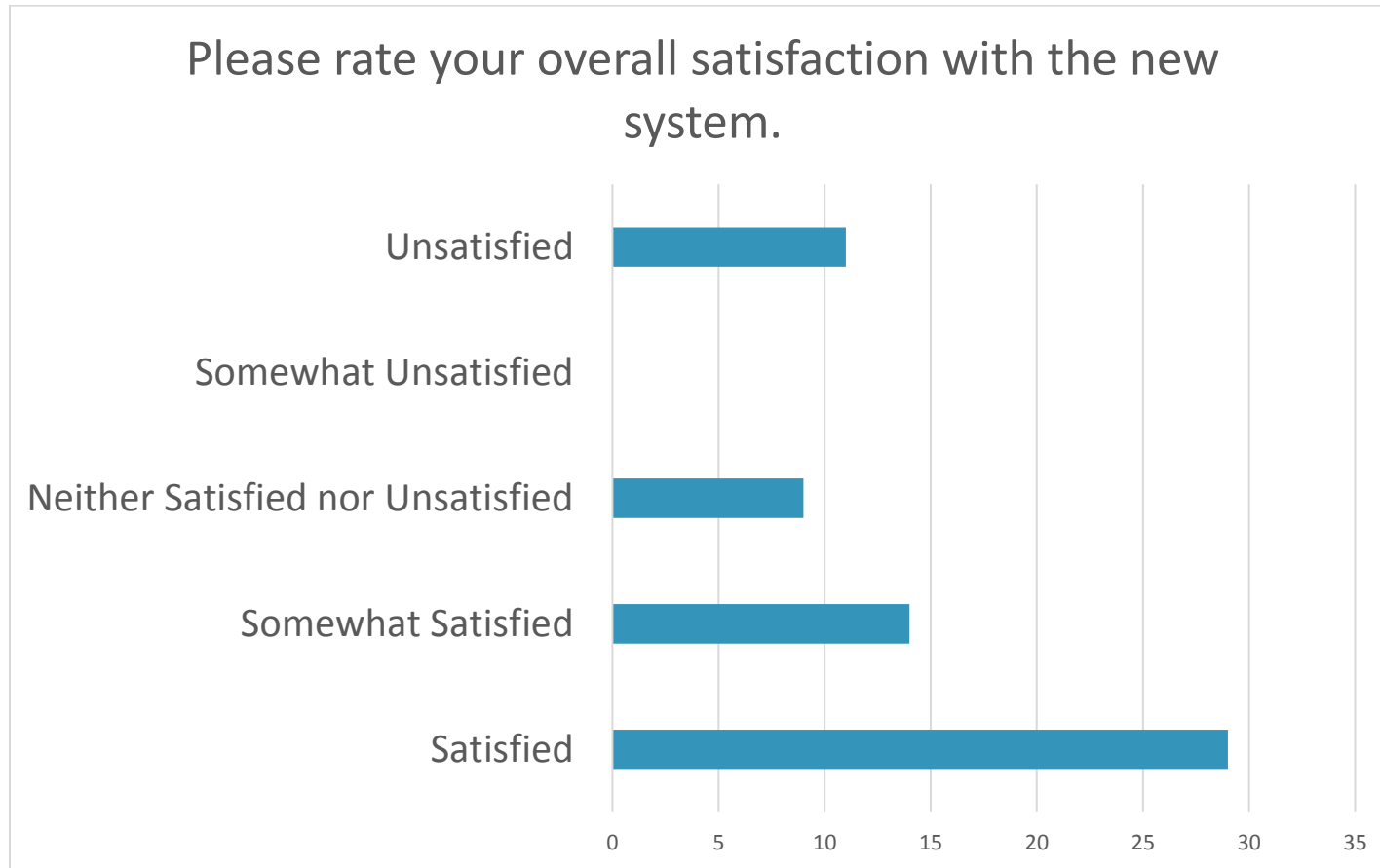
Communication: The market manager is knowledgeable and responsive.



Having MJM Management onsite provides for a more direct conduit between the concerns of artists at the plaza and Arts Commission staff. They can respond and manage issues in real time. MJM provides weekly reports that document requests, trends, and needs of the artists.

Communication: The market manager effectively conveys my needs to the Arts Commission.





After three months, 64% of respondents reported they were Satisfied or Somewhat Satisfied with the new management system. Only 16% of respondents reported they were Unsatisfied. This is so far a success with specific areas for improvement.

Needs identified by the artists that require additional support from other city agencies include:

- Daily Cleaning of the market area by DPW.
- Advertisement of the market, in person through signs and sandwich boards as well as online and in print materials.
- Parking validation for Friday and Sunday. The Farmer's Market validates on Saturday.