

FY26

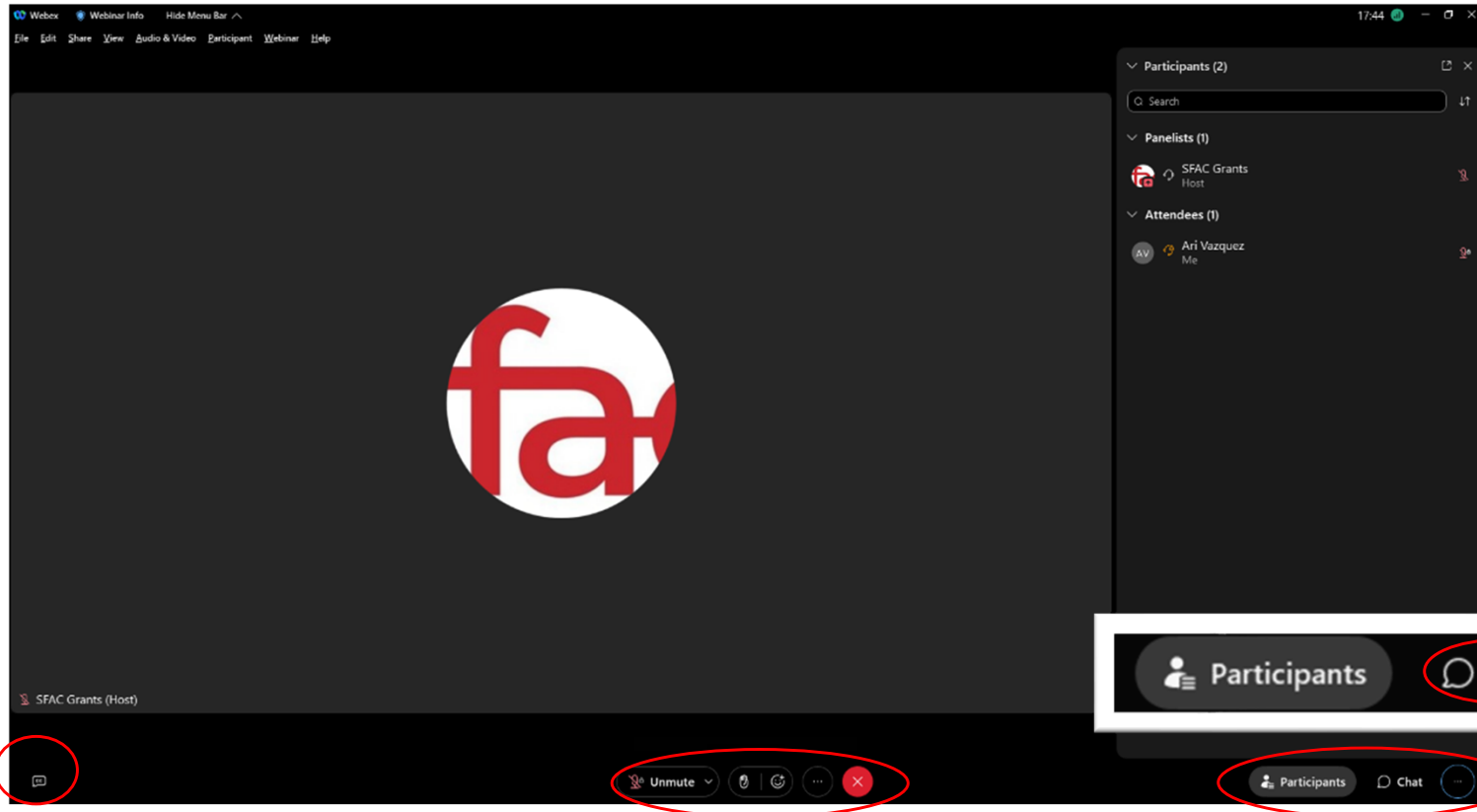
**Cultural Ambassador
Program Info Session**

June 16, 2025

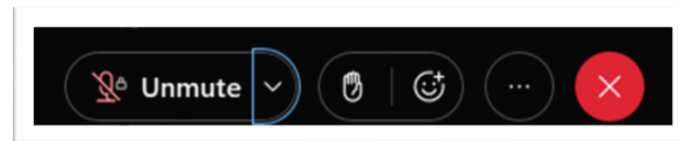
12:30-2:00 p.m. PT



TECHNICAL HOUSEKEEPING



Click 'CC' in lower left-hand corner for closed captioning.



Microphones will be muted during the webinar.

Access Chat by clicking the 'Chat' option.

TECHNICAL HOUSEKEEPING



2024 Artistic Legacy Grant recipient
Rhodessa Jones at the African American Art
& Culture Complex in San Francisco. Photo:
Santiago Mejia / The Chronicle

- This Info Session is being recorded! This recording and a PDF of this slide deck will be uploaded to SFAC's [Cultural Ambassador Program webpage](#), 5-7 business days following this session.
- For technical support, please email sfac.grants@sfgov.org. In the email, share the technical issue and staff will respond shortly after to assist.

LAND ACKNOWLEDGEMENT

The San Francisco Arts Commission acknowledges that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. As guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging the ancestors, elders and relatives of the Ramaytush Community and by affirming their sovereign rights as First Peoples. As a department dedicated to promoting a diverse and equitable Arts and Culture environment in San Francisco, we are committed to supporting the traditional and contemporary evolution of the American Indian community.



Antone Family (Tohono O'odham), 2019,
Photo by Hulleah Tsinhnahjinnie
Left to right: Christine [seated], Melanie,
Michelle and Arianna

AGENDA



22SFA Jenn Ban, Participant immersed
in DITO LANG

- About SFAC
- Cultural Ambassador Program Overview
- Scope of Work-Timeline, Activities, & Structure
- FY25 Grants Outreach Results
- Q&A

OUR PRESENTERS



*Mark Harris at Malcom X Academy
with students, 2021.*

Photo courtesy of Cultural Equity Initiatives
Grantee Friends of SCRAP.

Senior Program Officers

Jonell Molina | (he/him) | jonell.molina@sfgov.org

Anne Trickey | (they/them) | anne.trickey@sfgov.org

Program Officer

Jennifer Chu | (she/her) | jennifer.chu@sfgov.org

Public Information Officer

Edward Tom | (he/him) | edward.tom1@sfgov.org

Program Associates

Jax Blaska | (they/them) | jax.blaska@sfgov.org

Kingsley Sun | (he/him) | kingsley.sun@sfgov.org

Natalia Perez | (she/her) | natalia.perez@sfgov.org

COMMUNITY INVESTMENTS TEAM

Director of Community Investments

Denise Pate (she/her)

denise.pate@sfgov.org

Senior Compliance Officer

Molly Barrons (she/her)

molly.barrons@sfgov.org

Senior Program Officers

Anne Trickey (they/them)

anne.trickey@sfgov.org

Jonell T. Molina (he/him)

jonell.molina@sfgov.org

Program Officers

Coco Duhon-Kelley (she/her)

coco.duhon-Kelley@sfgov.org

Jennifer Atwood (she/her)

jennifer.atwood@sfgov.org

Jennifer Chu (she/her)

jennifer.chu@sfgov.org

Program Associates

Jax Blaska (they/them)

jax.blaska@sfgov.org

Kingsley Sun (he/him)

kingsley.sun@sfgov.org

Natalia Perez (she/her)

natalia.perez@sfgov.org

ABOUT SFAC



2022 Cultural Equity Initiatives, Nā
Lei Hulu I Ka Wēkiu

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.

Our programs include:

- Community Investments
- Public Art
- Civic Art Collection
- Civic Design Review
- Art Vendor Program
- SFAC Galleries

RACIAL EQUITY STATEMENT



2020 Cultural Centers SOMArts, Thinking of You

The San Francisco Arts Commission is committed to creating a city where all artists and cultural workers have the freedom, resources and platform to share their stories, art and culture and where race does not predetermine one's success in life. We also acknowledge that we occupy traditional and unceded Ohlone land. Fueled by these beliefs, we commit to addressing the systemic inequities within our agency, the City and County of San Francisco and the broader arts and culture sector. This work requires that we focus on race as we confront inequities of the past, reveal inequities of the present and develop effective strategies to move all of us towards an equitable future.

COMMUNITY INVESTMENTS PROGRAM



The **Community Investments Program** supports San Francisco artists, arts organizations, and communities with an equity lens through grants, technical assistance and capacity building, economic development, arts education initiatives and community-based Cultural Centers.

2021 CEI grantee Bay American Indian Two-Spirits. Photo of new Executive Director. 2023. Photo by Arlene Mejorado.

ARTS IMPACT ENDOWMENT FUND

Funds are focused on *Keeping Artists in San Francisco*. This theme comes from the [2024-2029 Cultural Services Allocation Plan \(CSAP\)](#).

AIE addresses needs in the arts community by keeping artists and arts workers from being displaced, by funding:
Their work. Their working environments.
Their connections to the communities that nurture them. The organizations and ecosystem that support them



2023 AIE Arenas Dance Company | raices et resistance
Photo by Brooke Anderson

The CSAP for the AIE 2024-2029 will support **three broad areas of funding channels**, connected to a single theme of *Keeping Artists in San Francisco*. Racial and social justice is the primary lens for all program design.

Artists and Organizations selected one funding channel for their proposed project design.

- 1.Sustaining Ongoing Initiatives (Existing Programs)
- 2.Resilience & Growth (Capacity Building)
- 3.New Creative Opportunities (New Works)

CULTURAL EQUITY ENDOWMENT FUND



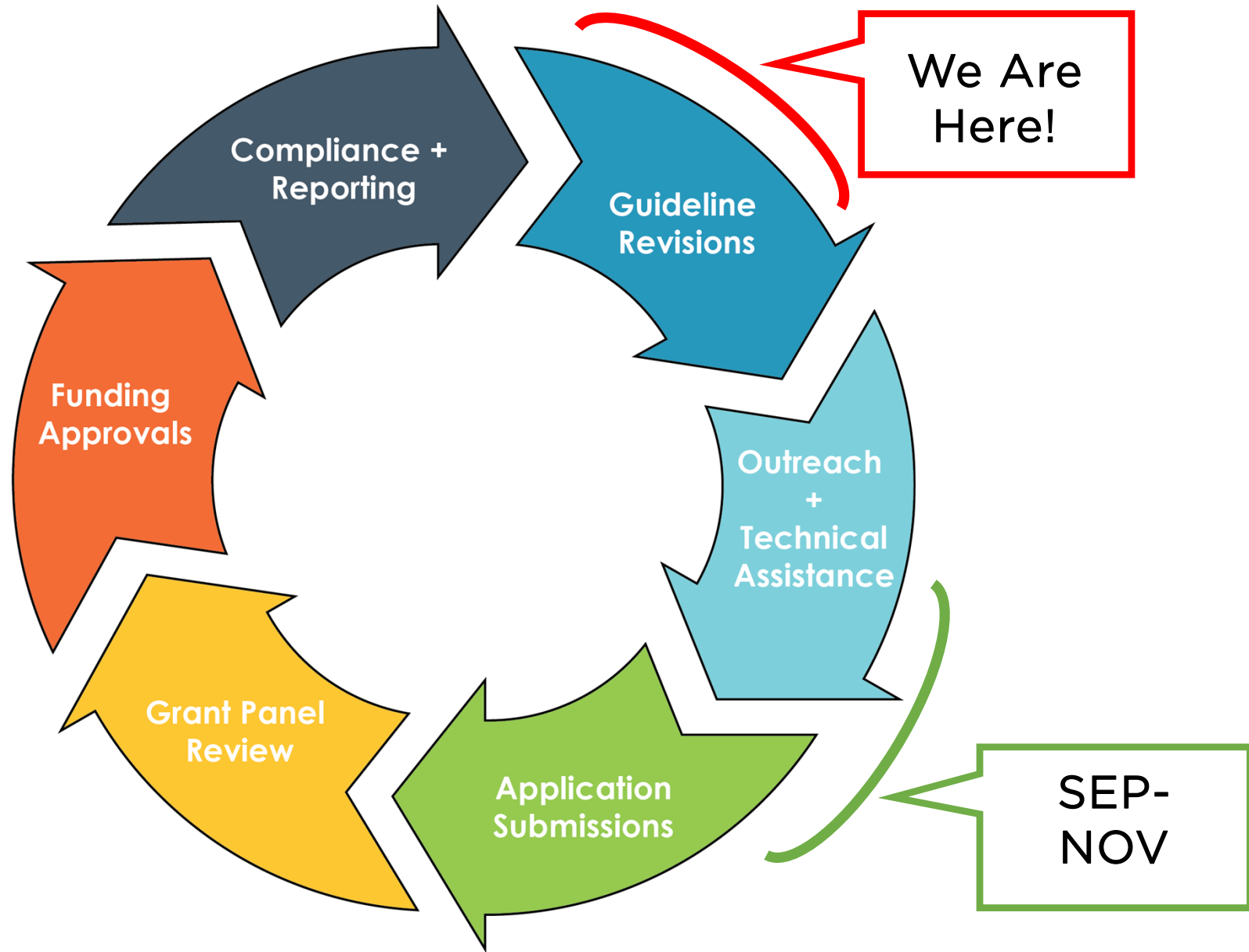
SEC. 68.1. PURPOSES


The Cultural Equity Endowment Fund is established to move San Francisco arts funding toward cultural equity.

Priority funding goes to organizations that foster artistic expression deeply rooted in and reflective of historically marginalized communities highlighted in the legislation.


2022 SPX Fresh Meat Productions FRESH MEAT
FESTIVAL Trans And Queer Performers

SFAC GRANT CYCLE





FY26 Cultural Ambassador (CA) Program Overview



CULTURAL AMBASSADOR PROGRAM



“Incredible program and way to reach out to diverse communities and spaces...Making it an approachable space that isn’t scary, put [a] face on it so people see themselves or others; increasing the approachability of the opportunities available in City.”

Sedrick Cabrera,
2024 Cultural Ambassador
Latinx/Mission Neighborhood
Influencer



@[sftapes.mov](#) (work account) | 1,501 followers



@[sedrick_acts](#) | 325 followers



[Sedrick Cabrera](#) | 228 followers | 229 connections

Cultural Ambassador Program

Increase Awareness + Engagement

SFAC's Grants Landing Page
Grants Information Session Page
Social Media Platforms
SF Arts Ecosystem
Connect with SFAC Staff

Encourage application submissions to relevant grant funding categories.

OUTREACH TYPES:

BRIDGE BUILDER



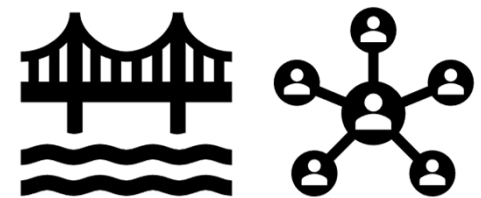
In-Person

INFLUENCER



Social Media

EVERYONE



Email/Virtual Grant Info
Sessions Recruitment &
Applicant Referrals for 1-to-1
with SFAC Staff

Cultural Ambassador Program

Time Commitment: Approximately 85 Hours

Duration: August 2025 – December 2025

Compensation: Honorarium of \$3,145 (approx. \$37/hour)

Type of Grants Outreach:

- In-Person
- Online
- Virtual Engagement

FY26 Grants Outreach Cohort of 4 Cultural Ambassadors

- If selected as a Cultural Ambassador, you are restricted from applying to as an applicant to SFAC Grant for the current cycle and/or serve as a SFAC Grant Review Panelist

SFAC Staff Contacts

Program Officer Jennifer Chu: 415-252-2258 | jennifer.chu@sfgov.org

Senior Program Officer Jonell T. Molina: 415-252-2218 | jonell.molina@sfgov.org



SCOPE OF WORK



CA Program Timeline

Month	Outreach Activities/Events
August	<ul style="list-style-type: none">• Cultural Ambassador Orientation & Trainings• In-Person Gathering of Cohort• Planning & Prep for Grants Outreach• 1st Coaching Session
September	<ul style="list-style-type: none">• Grant Info Session Webinars (Virtual/Online)• Grants- Focused Social Media/IG Live Conversations• In-Person Outreach Events and Online Outreach (Email/Newsletter/IG)• Monthly Coaching Session
October	<ul style="list-style-type: none">• Grants- Focused Social Media/IG Live Conversations• In-Person Outreach Events and Online Outreach (Email/Newsletter/IG)• Monthly Coaching Session
November	<ul style="list-style-type: none">• Grants- Focused Social Media/IG Live Conversations• In-Person Outreach Events and Online Outreach (Email/Newsletter/IG)• Monthly Coaching Session
December	<ul style="list-style-type: none">• Debrief of CA Program Experience• CA Experience Program Survey

Scope of Activities

Coaching Support (All)

- Individualize Plan
- Monthly Coaching w/ SFAC Staff
- Outreach Toolkit
- Impact Tracking Document



Social Media Platforms

- 1-2 Re/Postings/Tags Weekly
- 1-2 IG Live Sessions (Influencer)
- IG Reels x a Month



AUGUST 2025- NOVEMBER 2025
OUTREACH

Community Arts Events

- 1 In-Person Event/Month (Bridge Builder)
- Flyers to Handout
- Elevator Pitch on SFAC Grants



Online

- Newsletter/Emails (Both)
- Grants Info Sessions (Both)
- Connect to SFAC Grant Category Staff



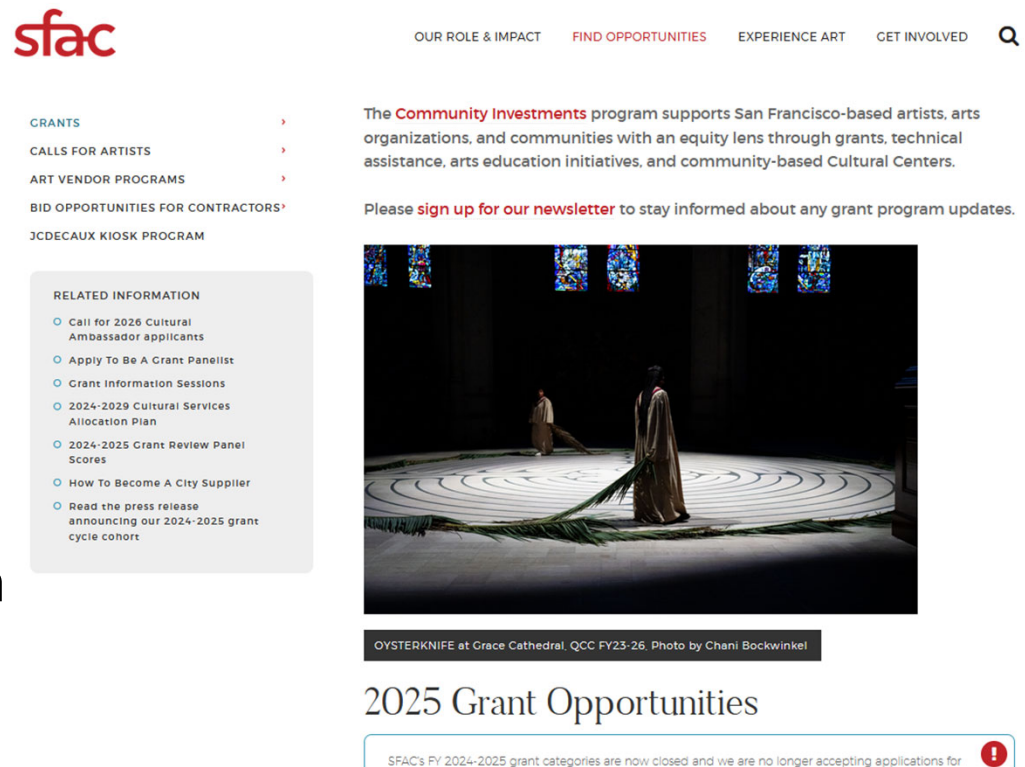
Grants Landing Page

<https://www.sfartscommission.org/grants>

- Bookmark this page

Webpage includes:

- Grant Guidelines
- Application Instructions
 - Contact information
 - Application Question
 - Project Budget
 - Support Materials
- Link to grant portal
- Link to technical assistance recordings



Grant Info Sessions Page

<https://sfartscommission.org/content/grant-information-sessions>

- Bookmark this page

Grant Info Sessions Page Includes:

- Recorded Webinar Info Sessions links and access passwords
- Webinar Slide Deck Presentations

OUR ROLE & IMPACT FIND OPPORTUNITIES EXPERIENCE ART GET INVOLVED 

Grant Info Sessions

APPLY FOR A GRANT! WE'RE HERE TO HELP!



Therese M. Davis | Dunun Bay. Photo by Turki Al-Rwaita

Upcoming Grant Info Sessions

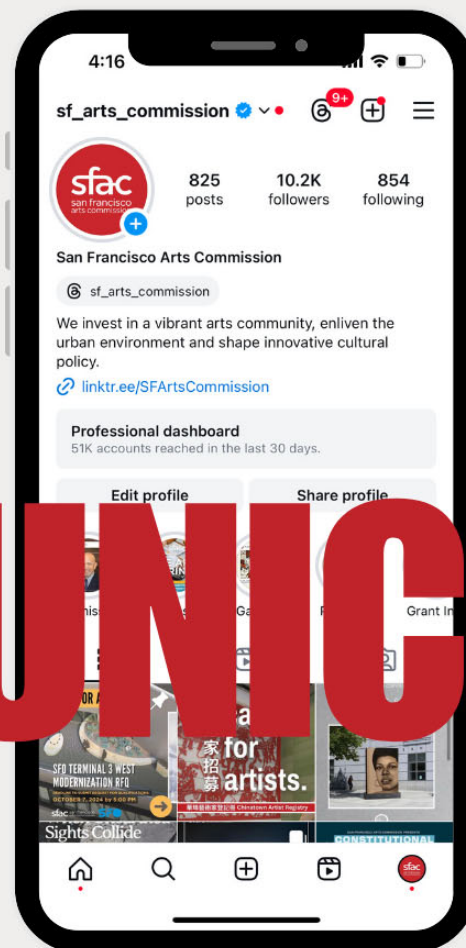


CULTURAL AMBASSADORS WILL DRIVE ENGAGEMENT, INCREASE ATTENDANCE AT GRANT INFORMATION SESSIONS, AND ENCOURAGE A WIDER AND MORE DIVERSE POOL OF APPLICANTS. THROUGH TARGETED DIGITAL OUTREACH.

sfac san francisco arts commission

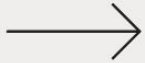


AMBASSADORS WILL ENSURE SFAC'S GRANT PROGRAMS ARE ACCESSIBLE TO UNDERREPRESENTED COMMUNITIES, FOSTERING EQUITABLE PARTICIPATION IN THE ARTS.



COMMUNICATIONS

sfartscommission.org



GOALS

THE GOAL OF THE SAN FRANCISCO ARTS COMMISSION'S CULTURAL AMBASSADORS PROGRAM IS TO LEVERAGE DIGITAL PLATFORMS AND INFLUENCER STRATEGIES TO AMPLIFY AWARENESS OF SFAC'S GRANT OPPORTUNITIES.

REELS & POSTS

- ONE/TWO ORGANICALLY CREATED REELS IN YOUR OWN BRAND/IDENTITY THAT HELPS PROMOTE AWARENESS FOR SFAC GRANTS
- SHARE/REPOST SFAC COLLATERAL

IG LIVES

ATTEND IG LIVES - MORE DETAILS FROM OUR TEAM TO COME. THE GOAL IS TO LEVERAGE OUR AUDIENCES IN A PARTNERSHIP TO REACH A BROADER MORE DIVERSE APPLICANT POOL

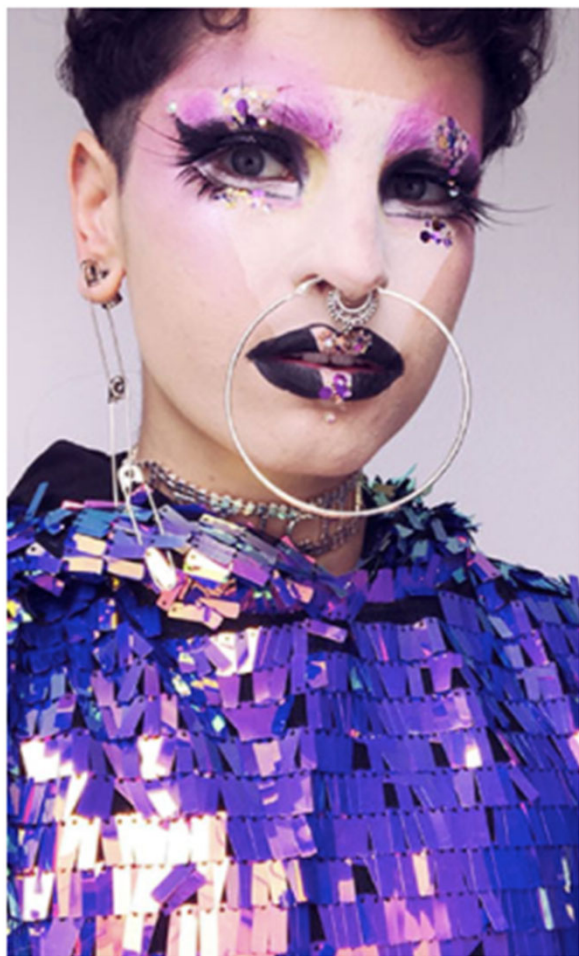
OUTREACH

Strategies & More



Impact Tracking

Track outreach activities from September 2025 – November 2025



Juli Delgado Lopera

Bridge Builders:

- In-person programs/events in San Francisco

Influencers:

- Social media posts
- Instagram Live conversations

Everyone:

- Emails and calls
- Prospective applicant referrals to SFAC staff for 1:1 meetings/calls
- Grant Info Sessions participants recruited

Grants Outreach & Communications Toolkit

<https://www.sfartscommission.org/grants>

Dropbox Folder Shared with FY26 CA Cohort Includes:

- FY26 Grant Categories Information & Links
- SFAC Fact Sheet and Grant Deadlines 1 pager
- Email Communications Template
- Sample promo copy/Digital Copies of Grant Flyers
- Social media graphics with SFAC branding
- Impact Tracking Document Link



FY25 Grants Outreach Results

San Francisco-based artists and arts organizations



FY25 Cultural Ambassador Program

Stronger engagement with SF Arts Ecosystem:

- 256 Hours of Outreach
- 654 emails and calls
- 404+ Artists/Arts Orgs
 - Connected to SFAC Staff for Info
- 26 In-Person Community Arts Events

Communities connected with:

- Native American/Indigenous, Pacific Islander/Samoan, Arab/Middle Eastern/Turkish/Syrian Iranian, Black/African American, Women, Transgender/Queer, Non-Binary, People with Disabilities, and Seniors, Age 65+



Top row, left to right:
Cathy, Maya, Nihan

Bottom row, left to right:
Star, Rowena

FY25 Cultural Ambassador Program

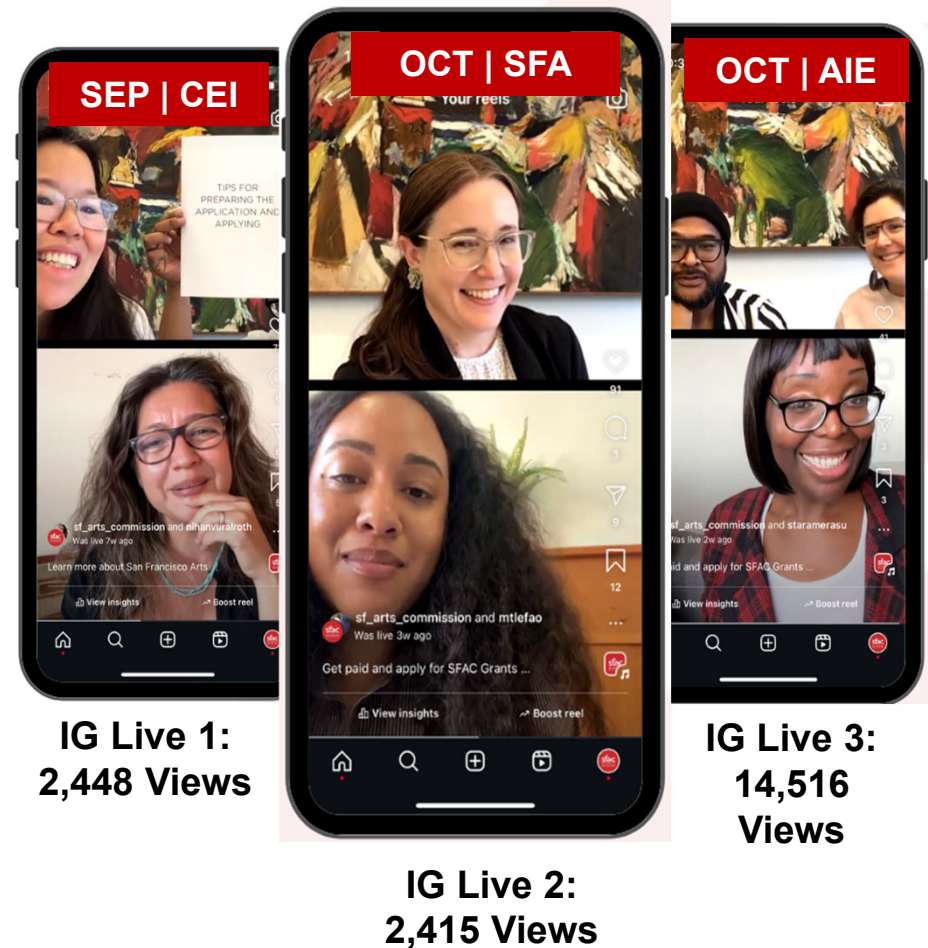
Instagram Live Results

Strong CA Engagement:

- 136 social media posts
- 145 direct messages
- 8 Virtual Programs/Events

Watch Time Performance:

- 19,379 views
- 25% Followers & 75% Non-Followers
- 31+ hours of total content watched



Arts Impact Endowment

Impact by the Numbers 2025

Activities

236 Applicants

6 Distinct Panels

28 Panelists

Funding

20% applicant
success rate

\$3,217,250
total amount awarded

17% first-time org
recipients

17% first-time
indv. recipients

Supports

48 Grantees

18
nonprofits/organizations
awarded

30
individual
artists awarded

Cultural Equity Endowment Impact by the Numbers 2025

Activities

294 Applicants

9 Distinct Panels

45 Panelists

ASL
interpretation
at all technical
assistance
webinars.

Funding

34% applicant
success rate

\$4,355,000
total amount awarded

7% first-time org
recipients

48% first-time
indv. recipients

Supports

97 Grantees

29
nonprofits/organizations
awarded

68
individual
artists awarded

11 districts

Questions?



2023 San Francisco Artist Grant grantee Sara Moore.
"ST Moore & DeMarcello Funes as The Mechanics". 2024.
Photo courtesy of Sara Moore.

FY26 Cultural Ambassador Page and Application Link

Application deadline:
Friday, July 11, 2025 at 5 pm PST

Learn more on this webpage on the SFAC website (sfartscommission.org) by clicking the link below or by scanning the QR code on this slide.

www.sfartscommission.org/content/cultural-ambassador-program

