

Arts Impact Endowment: Cultural Services Allocation Plan

2024-29

June 3, 2024



Look Back + Look Forward + Align = New CSAP

Multi-phased process included evaluation and community engagement

I. Situation Analysis & Evaluation

- ✓ Background review
- ✓ Project Kick-Off Meeting
- ✓ Key Stakeholder Interviews
- ✓ Grantee Survey & Interviews
- ✓ Impact Evaluation
- ✓ **Workshop on Findings**

II. Defining the Future

- ✓ Trends & Exemplars
- ✓ Community Survey & Open Houses
- ✓ Financial Evaluation
- ✓ **Prioritization Workshop**

III. Recommendations

- ✓ Evaluation Metrics
- ✓ CSAP Recommendations
- ✓ **Final Presentation**



Arts Impact Endowment: The First Five Years

2018's Prop E allocated 1.5% out of 14% Hotel Tax to the

arts

Hotel tax funds for the arts are subdivided into 5 allocations

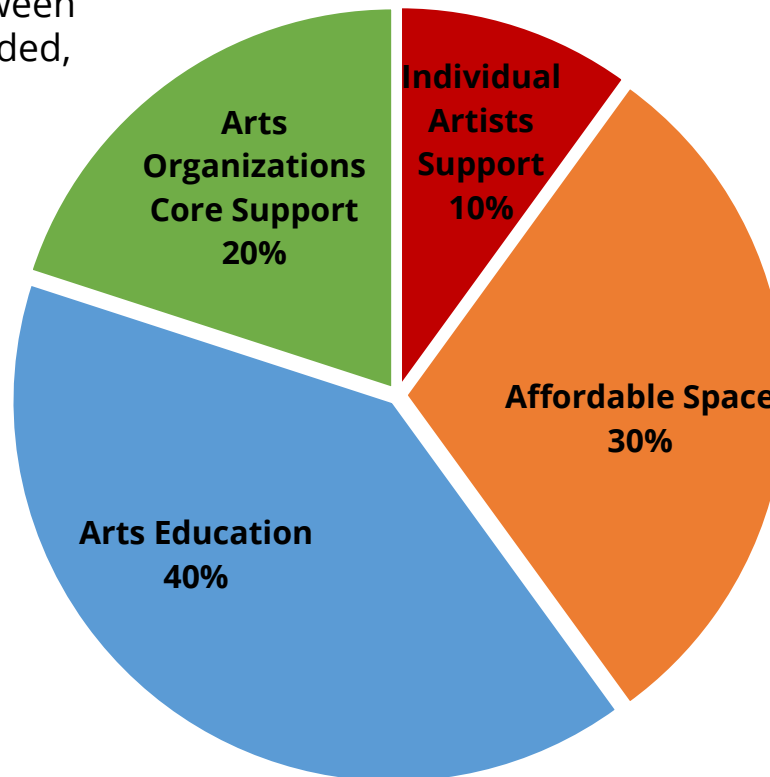


Final recommendations in 2019 proposed 4 allocation areas

Specific program types or implementation approaches were not proposed

2019 Allocations*

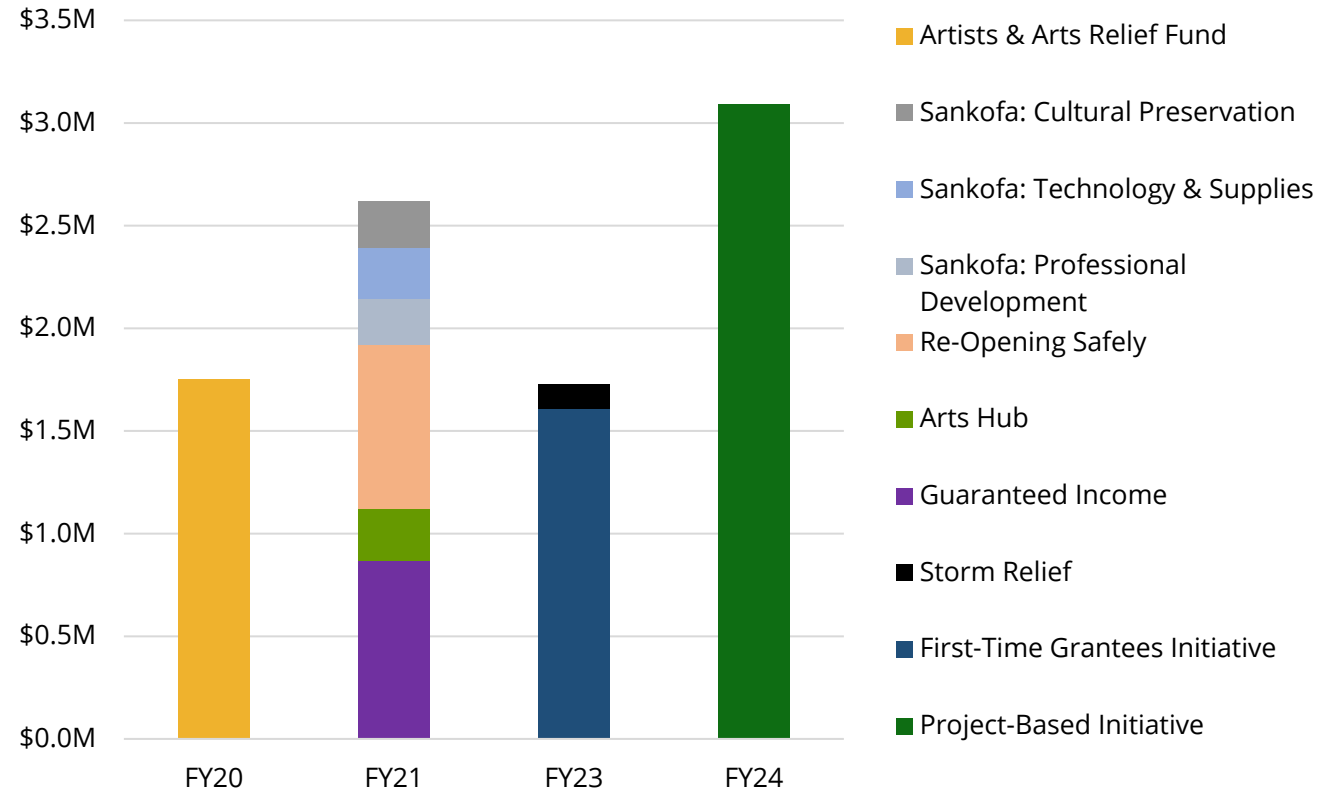
*Up to a 5% variance between each area was recommended, to meet changing needs



In FY20-24, AIE distributed \$9.2M through 10 initiatives

Over 980 individual artists and 210 organizations have been funded

Grant Programs and Amounts Awarded by Fiscal Year of Award Date



Re-grantors helped reach large numbers of grantees

quickly

7 re-grantors distributed \$3.8M to over 1,100 sub-grantees

Re-Granting Partners and Programs Funded by the AIE, 2019-2024



The graphic features a red-to-orange gradient background with a dark blue triangle in the bottom-left corner. A pattern of white dotted lines forms wavy, concentric shapes on the right side. The text is centered in white.

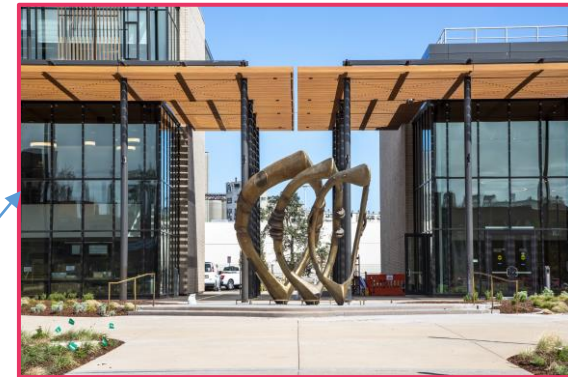
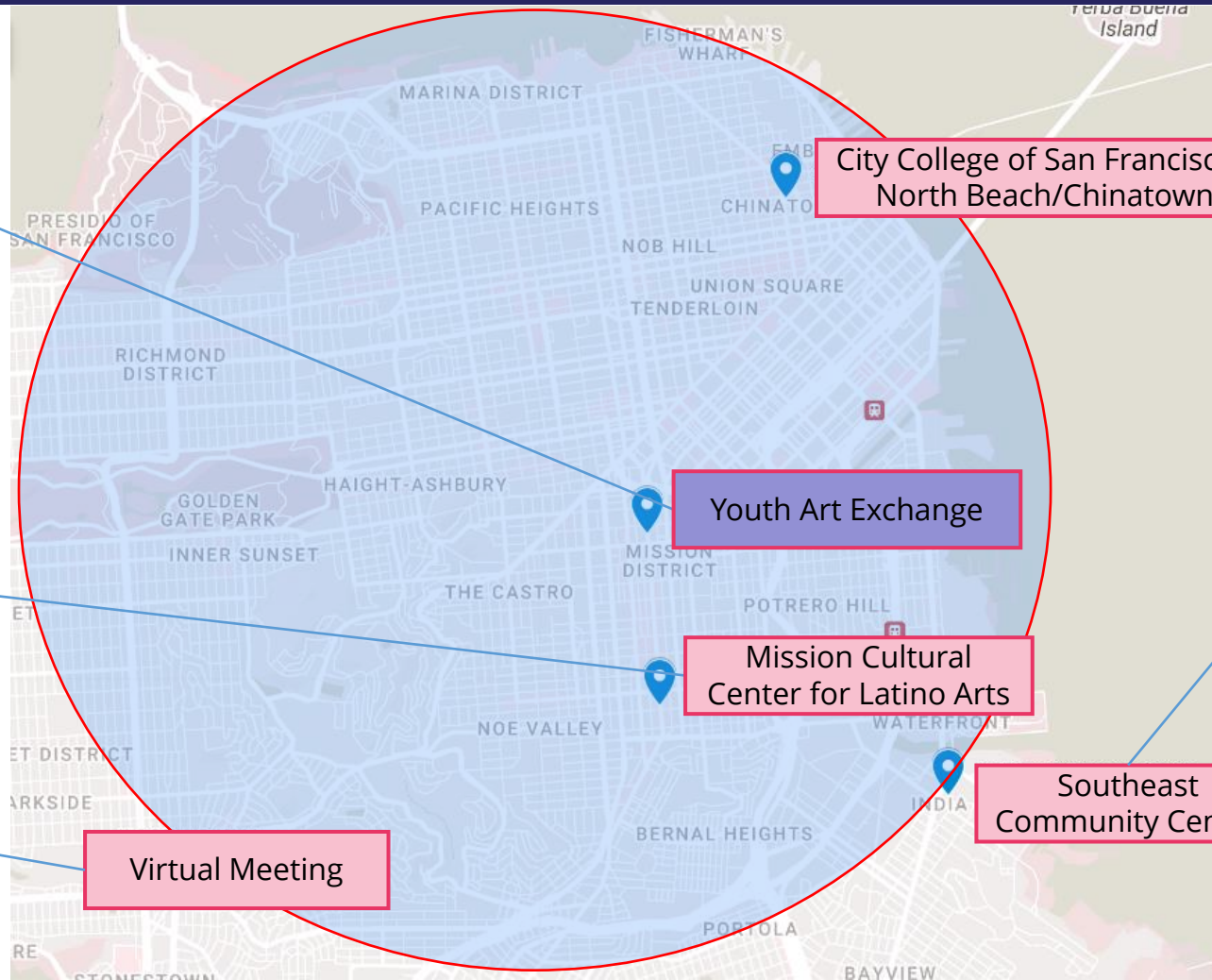
Community Engagement

Open Houses & Survey

Community meetings were accessible across the City

OPEN HOUSES

3 In-Person Meetings + 1 Virtual + 1 Youth Focus Group







OPEN HOUSES

Community meetings centered conversation

Process:

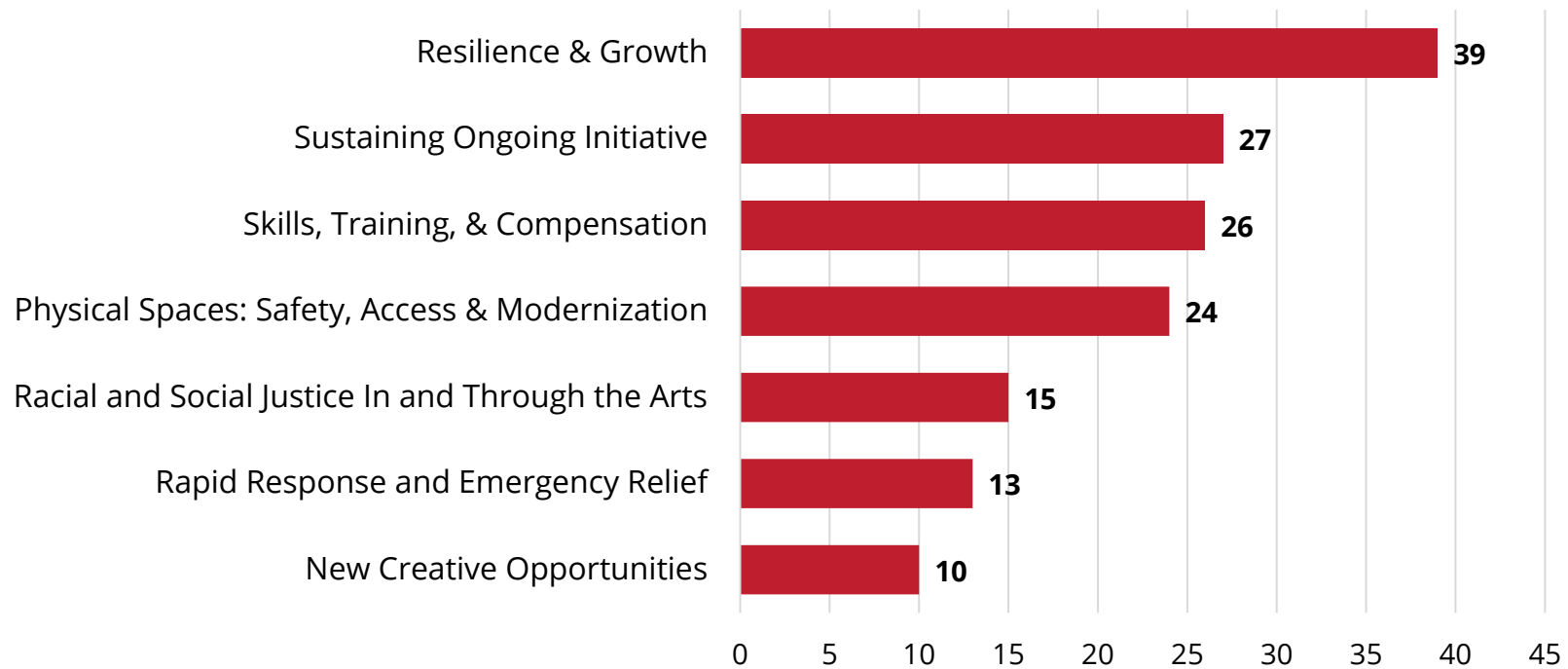
- After an introduction to the AIE and the CSAP, community members voted on the 7 areas of need
- In small groups, participants discussed ideas about needs
- Participants wrote down other areas of need and shared with the whole group
- The community voted a second time, including new ideas with the original 7

OPEN HOUSES

Resilience & Growth led votes across all meetings

Rapid Response and New Creative Opportunities were deprioritized

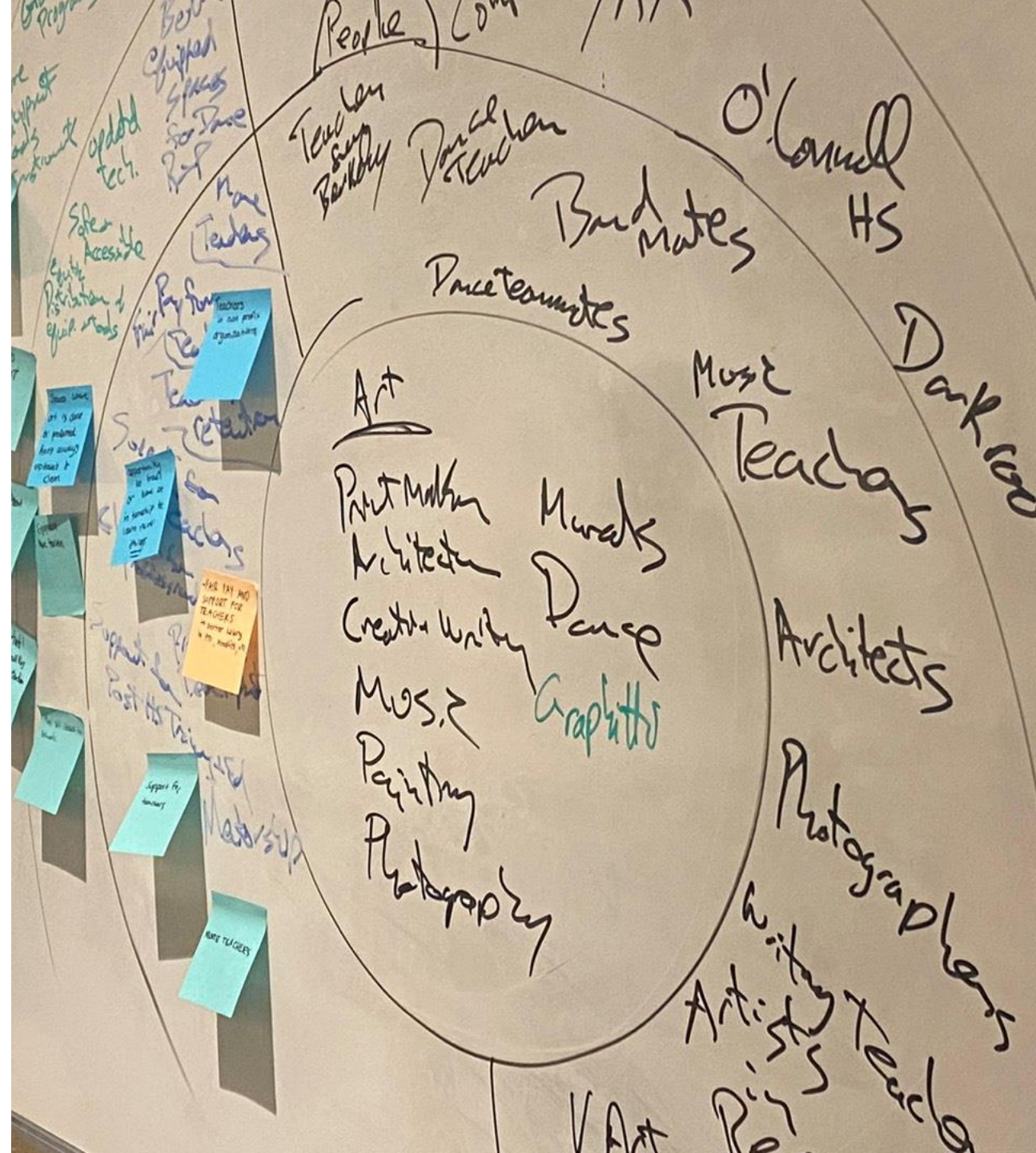
Second-Round Votes on Survey Categories



Youth focus group emphasized the needs of teachers

Needs that YAX participants identified can be grouped into 3 themes:

- Better pay and support for **teachers**, to retain them, attract more, and increase availability of art classes
- Funding for specialized art-making **equipment** and **facilities**
- **Pathways** for students to continue developing as artists, such as internships



Community survey received 695 responses

Distributed on paper at events and open online for one month



Distribution dates:
2/12 - 3/11



Total responses:
695



% online vs. paper:
91%/9%



Zip codes represented:
102



San Francisco zip codes represented:
31

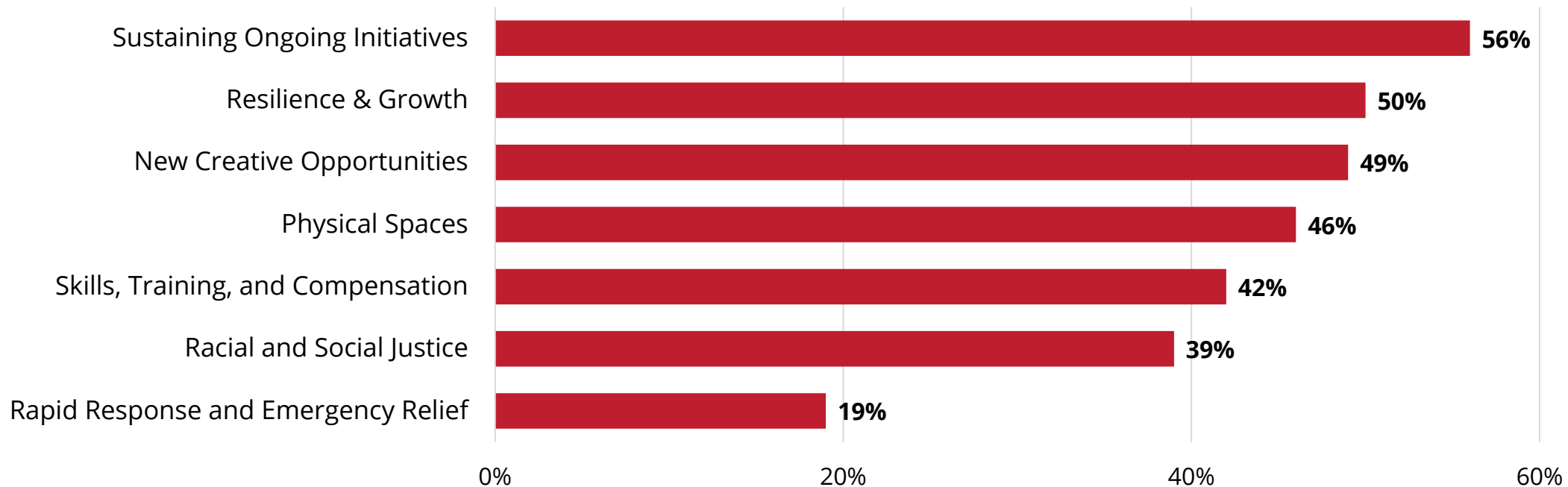


% responses from San Francisco:
80%

Maintaining existing programs and building capacity were the top needs

Support for new projects was a close third

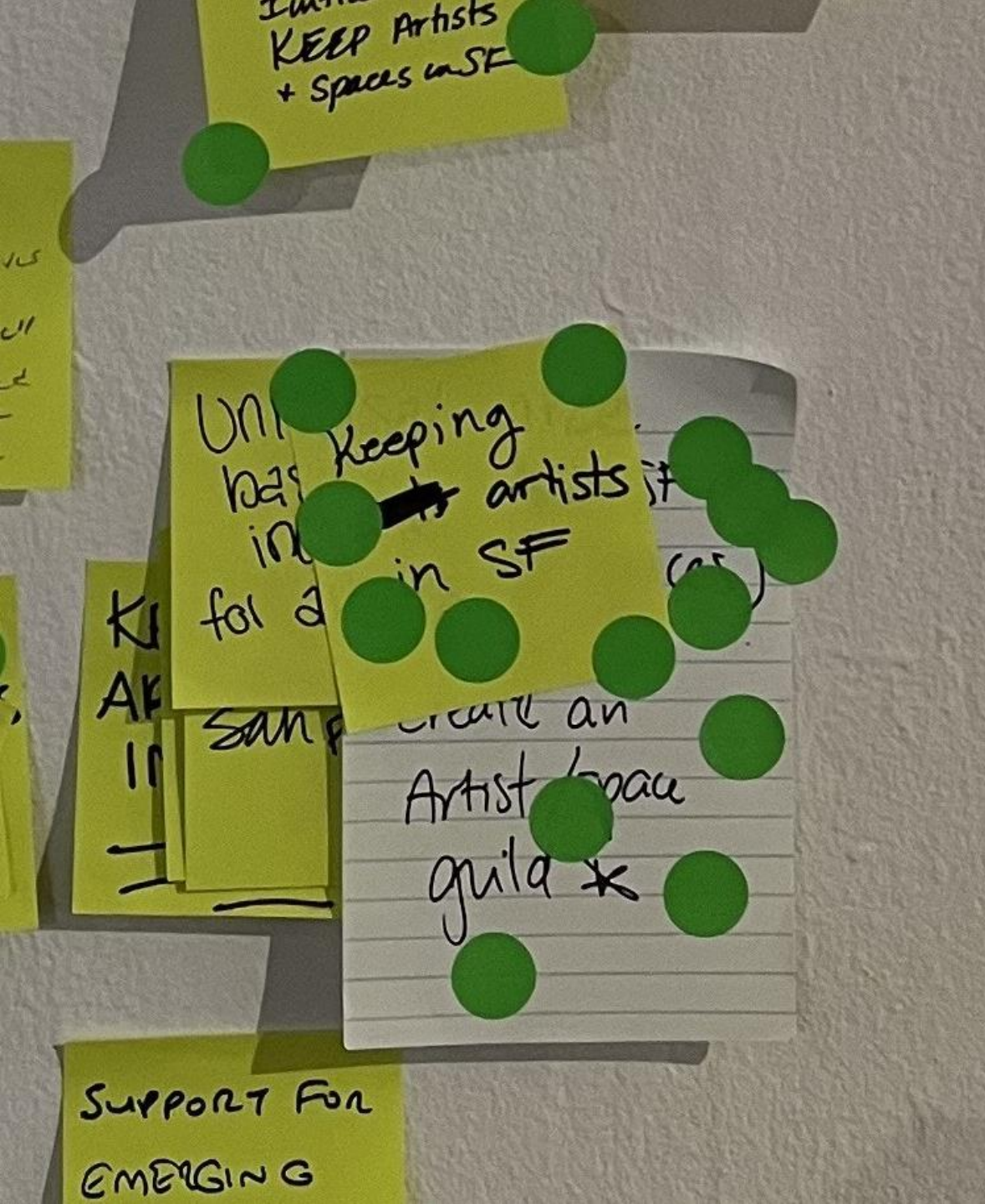
% of Survey Respondents that Placed Need in Their Top 3



n=695



Recommendations



RECOMMENDATIONS

2024-29 CSAP Theme: Keeping Artists in San Francisco

- Most prominent theme in community engagement
- Persistent need that will remain relevant for the next five years
- Provides cohesion to the narrative of the AIE's purpose and impact

The Arts Impact Endowment will be directed toward keeping artists from being displaced by funding:

- Their work
- Their work environments
- Their connections to the communities that nurture them
- The organizations and ecosystem that support them

Guiding Principles

- Incorporate racial and social justice as the primary lens for all program design
- Maintain flexibility of program design to be able to be responsive within the larger framework of the CSAP's theme
- Focus funding on:
 - Both emerging and established artists
 - Small- and mid-sized organizations
 - Individuals and organizations under threat of displacement
- Prioritize direct granting
- Prioritize multi-year support
- Maintain transparent and regular reporting and easy access to data



Funding Channels

- Institute **3** funding channels, based on survey responses:
 - **Sustaining Ongoing Initiatives**
 - **Resilience & Growth**
 - **New Creative Opportunities**

DO NOT BE
SO SPECIFIC
FOR TYPES OR
THEMES OF
ARTWORK

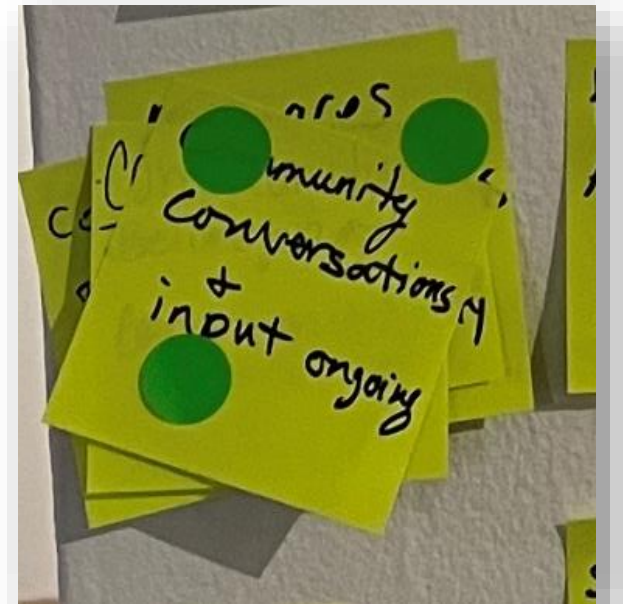
Sustaining Ongoing Initiatives

Maintaining the roots of the arts ecosystem

Existing arts and culture projects and programs and other ongoing creative work that needs support to continue to thrive.

To potentially include...

- Organizations' existing programs
- Recurring or repeated projects or events by individuals or organizations
- All disciplines, genres, and media, including educational programs
- Funding for the work artists are already doing, particularly work that is on the margins of financial stability or under threat of being priced out of the city



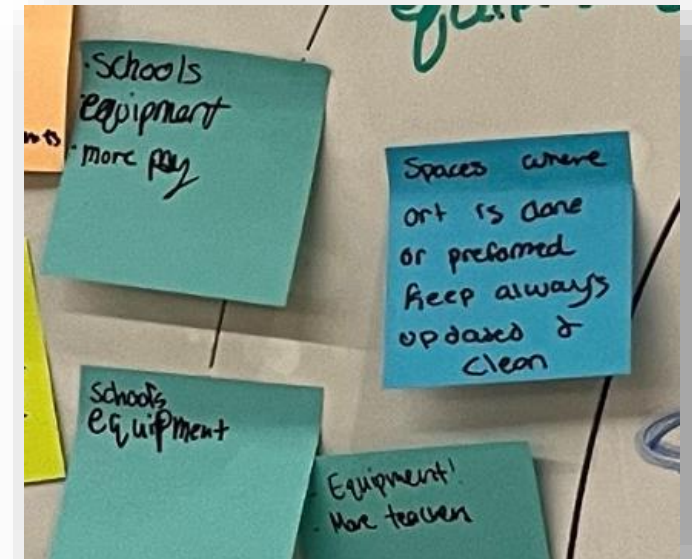
Resilience & Growth

Providing the tools to stabilize and thrive

Maintaining day-to-day operations or activities and building financial stability and security.

To potentially include...

- Physical spaces and materials (equipment, real estate, rent, supplies)
- Professional development
- Training
- Workforce development
- Specific overhead costs (not unrestricted)
- Other capacity-building activities for both individuals and organizations



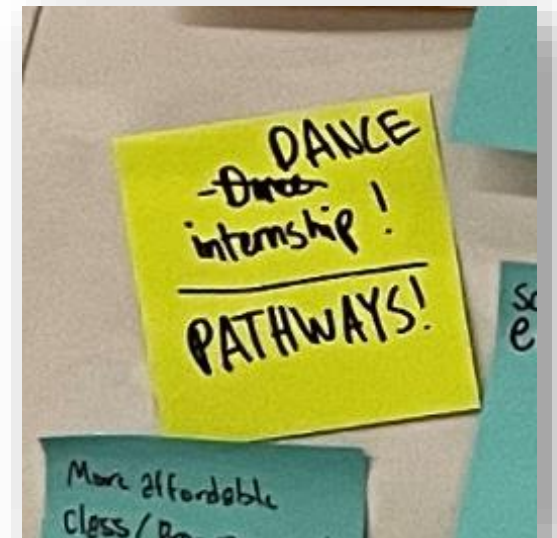
New Creative Opportunities

Supporting new growth and regeneration

New programs, artworks, collaborations, and other creative initiatives that need resources to get off the ground.

To potentially include...

- One-off or initial projects by individuals or organizations
- Seed money for pilot programs
- All disciplines, genres, and media, including educational programs
- Support for new work that allows artists and arts workers to explore, innovate, and develop



Evaluation Metrics

To guide program development and measure successful implementation and administration of the AIE

Efficient distribution of funds

- Each year, distribute no less than **90%** of the funds allocated for AIE program costs, through grants or other investments to address needs in the San Francisco arts community.

Purpose-driven distribution of funds

- Award **100%** of AIE grants to proposals that are closely aligned with the purpose and principles outlined in the CSAP recommendations.

Targeted distribution of funds

- For a given grant cycle, award funds in each of the **three channels** outlined in the recommendations above, aiming for a minimum of **10%** of available funds to be awarded in each channel.

Awareness and accessibility

- **Increase** the number of Black, Indigenous, and other People of Color (BIPOC) individuals participating in workshops and technical assistance for AIE grant opportunities annually.

Transparency and trust-building

- Release and publicize summary statistics for every AIE grant cycle within **120 days** from finalization of awards.



Thank you!