



FY25

Grantee Community Gathering

January 22, 2025

Samsung Hall, Asian Art Museum



Artistic Welcome: Loco Bloco *Resolution*

Housekeeping

- Resource table
- No scheduled breaks
- Refreshments
- Restroom locations
- Cell phones on silent
- Wi-Fi
 - Name: **AAM-Public**
 - Password: **asianart4all**
- Index cards for questions
- Notice of filming and photography

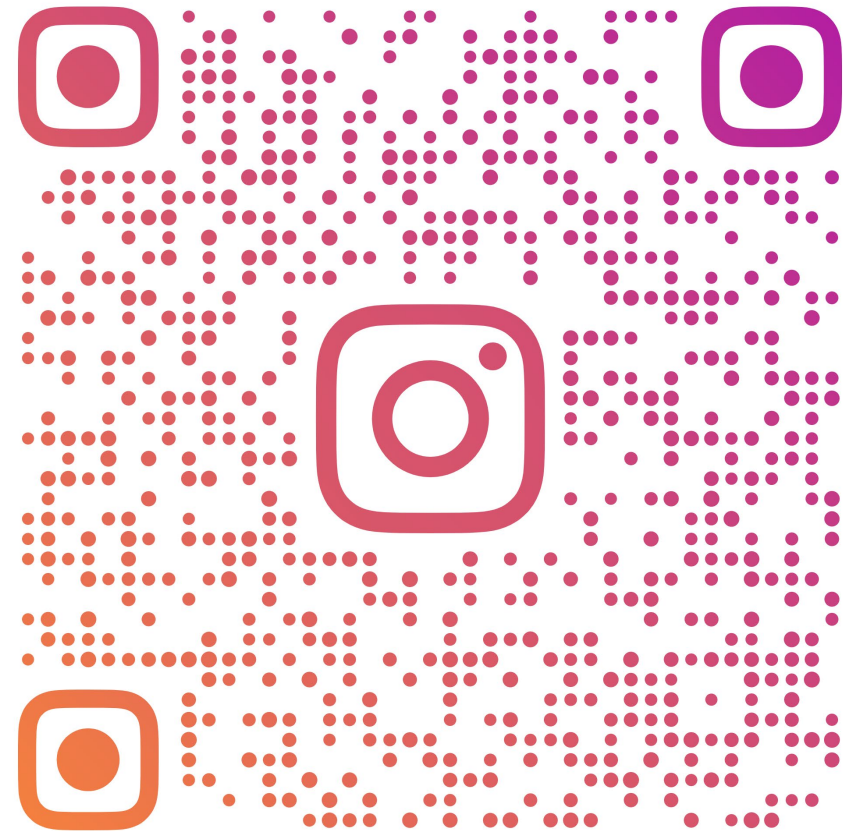
Accessibility Efforts and Resources

GFTA is committed to continuous improvements to accessibility and inclusion

- ADA compliant venue
- ASL Interpretation available
- Language translation for agenda and presentation slides in Traditional Chinese, Tagalog, and Spanish
- Materials from today's session will be posted at <https://www.sf.gov/departments/city-administrator/grants-arts> by February.
- A virtual Community Gathering is scheduled for Thursday, January 30th, from 12:30 to 2:00 p.m.
 - Register for this at https://us02web.zoom.us/meeting/register/ntablA4RMCQm341Vfxi_g#/registration
 - Recording will be made available at <https://www.sf.gov/departments/city-administrator/grants-arts> by end of February.

Welcome from GFTA Director
Kristen Jacobson
she/her

Follow us on social media!



SF.GFTA

GFTA Staff



Amy Chou, she/her
Senior Program Officer



Sarah Simon, she/her
Program Officer



Lorraine Cawili-Thy, she/her
Program & Operations Officer

Time | Content

1:30 PM – Artistic Welcome by Loco Bloco

1:40 PM – Welcome, Overview, Connections

1:55 PM – Deepening Shared Understanding:

GFTA learnings, GFTA's 2-year timeline and continued shifting hotel tax revenue, GFTA's grantmaking strategies and priorities

2:25 PM – Community Photo Opportunity

2:30 PM – Building Community: Community Nature Mandala with Kularts and Resource Exploration

3:25 PM – Closure

Agenda

Desired Outcomes

- Build Community
- Deepen shared understanding of GFTA learnings from FY25 grant cycle, GFTA's 2-year timeline, continued shifting hotel tax revenue, and GFTA's grantmaking strategies and priorities
- Collect feedback from grantees to inform GFTA strategies and priorities

Community Agreements

- We acknowledge one another as equals.
- We try to stay curious about each other.
- We recognize that we need each other's help to become better listeners.
- We slow down so we have time to think and reflect.
- We remember that conversation is the natural way humans think together.
- We expect it to get messy sometimes.

These agreements were adapted from [The Art of Conversation \(adapted from Margaret Wheatley\)](#)

FY25 Grantee Impact



In FY25, GFTA awarded **\$14,172,084**
to **266** organizations

Parades & Festivals

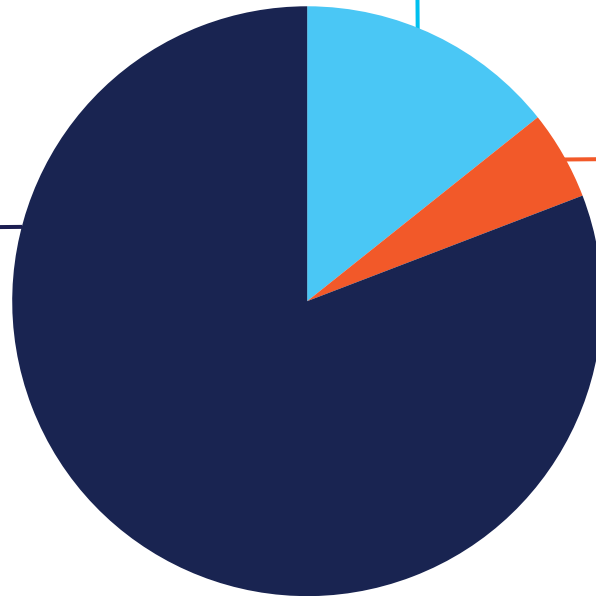
38 Organizations
\$2,904,983 Awarded
14.3% of Grants Received

Arts Services

13 Organizations
\$475,084 Awarded
4.89% of Grants Received

Arts Programming

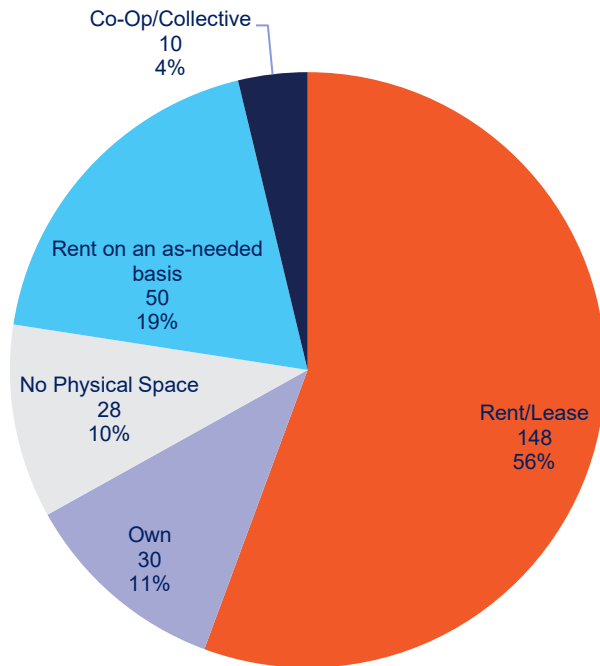
215 Organizations
\$10,792,017 Awarded
80.8% of Grants Received



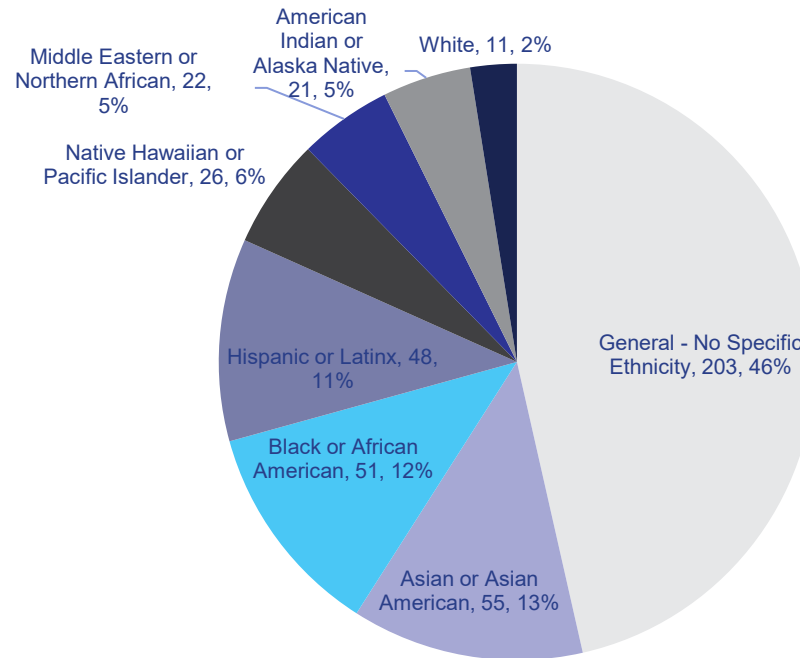
Grantee Impact*

*Numbers are based on 2023-2024 data. All data is self-reported by organizations.

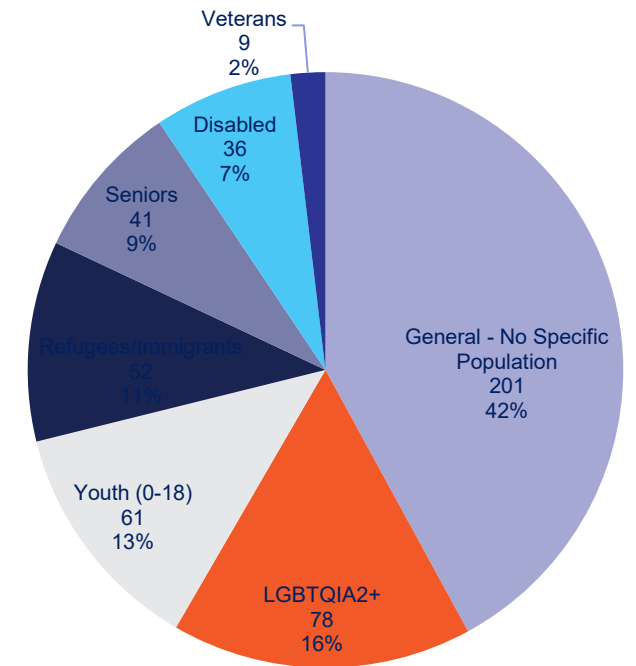
Space Occupancy



Ethnicities Served



Populations Served



Annual Impact*

*Numbers are based on 2023-2024 data. All data is self-reported by organizations.

\$14,172,084 awarded to 266 organizations



70 grantee organizations have received GFTA funding for less than 5 years



Grantee organizations host ~56K events in San Francisco annually, reaching ~33M attendees



58 grantee organizations offer rental space to other SF-based orgs at a discounted rate



Grantee organizations employ 4,683 FTEs and 2,385 SF FTEs annually



Grantees contribute over \$825M to SF's economy through programming costs.



Grantee organizations hire 14,403 SF-based artists to participate in their programming



77 grantee organizations intentionally serve people whose incomes are below the federal poverty threshold



223 grantee organizations intentionally serve BIPOC communities





What we learned from the FY25 RFP



Key takeaways from our internal learnings, timeline analysis, and applicant survey.

What worked?

- **Increased our GOS grant term to two years**, allowing grantee organizations to engage in longer term planning and strengthening their capacity and impact.
- Offered **three application workshops** and **weekly technical assistance sessions** before and during the application period. Over **85%** of attendees found these resources helpful.
- Improved our operational technology to **reduce the application review period by two weeks**.
- Clarified our GOS RFP by building **three separate RFPs** – one per grant type – improving clarity and allowing for more nuanced questions and criteria. **72%** of survey respondents rated RFP clarity and accessibility as good to very good.

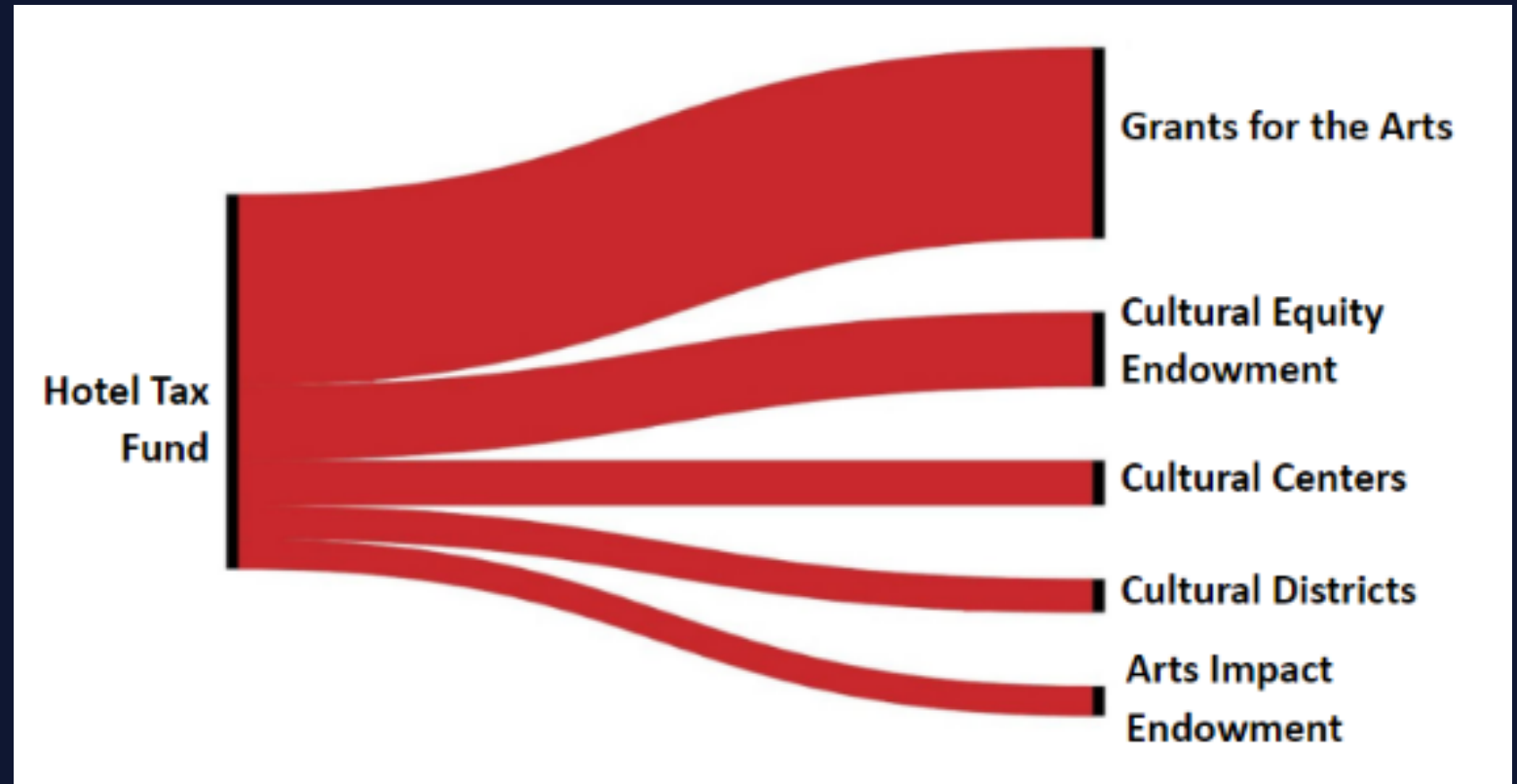
What can be improved?

- **Improve our tools** (specifically our application interface and grants management system).
- **Clarify the RFP** (provide more detailed instructions, refine definitions and add more specifics to questions)
- **Improve the application** (67% of survey respondents felt that the right amount of data was asked, however many also suggested an increase in character counts and more support with FTE calculations. Many respondents also requested no changes in the application from year to year.)
- **Improve applicant experience** (through increased transparency, resources, and better communication)
- **Clarify roles and processes** (both within GFTA and with City stakeholders)
- **Improve grantmaking policies and procedures** (through refining our assessment criteria and practices)

Hotel Tax Revenue

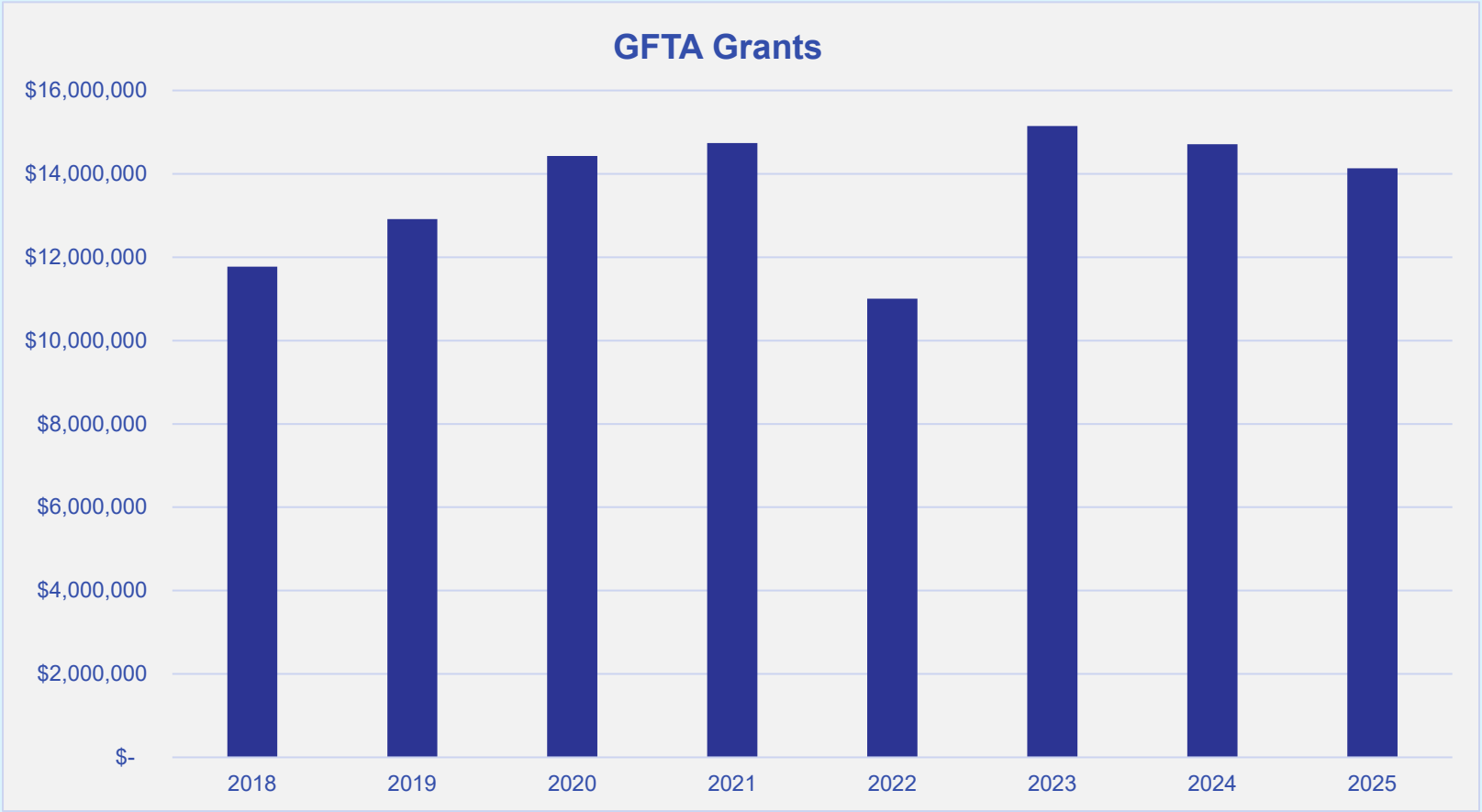
Prop E was passed in 2018 and allocated 1.5% of the 14% Hotel Tax to the arts in San Francisco

Hotel Tax funds for the arts are subdivided into 5 allocations; GFTA's allocation is the largest.



Hotel Tax Revenue

GFTA’s Grants since 2018



GFTA Grants	
Yr.	\$ in M
2018	11.7
2019	12.9
2020	14.4
2021	14.7
2022	11
2023	15.1
2024	14.7
2025	14.1

Current Priorities

In the past three years, GFTA has narrowed its focus on supporting San Francisco arts and culture organizations that drive **two priorities**:

- Engagement and impact in **communities with limited arts opportunities**
- **Economic impact and recovery** in the City.

Guiding Principles and Values

In 2020, GFTA re-evaluated its mission and priorities as an agency. Through this evaluation, GFTA developed a set of values that are still the foundation of GFTA's work today.


- **EQUITY**
- **VIBRANCY**
- **ACCOUNTABILITY**
- **TRANSPARENCY**

To learn more about our values, visit [here](#).

Looking ahead, GFTA aims to **listen to the hopes, dreams and challenges** of our stakeholders and **build a shared vision** with these values at the center.

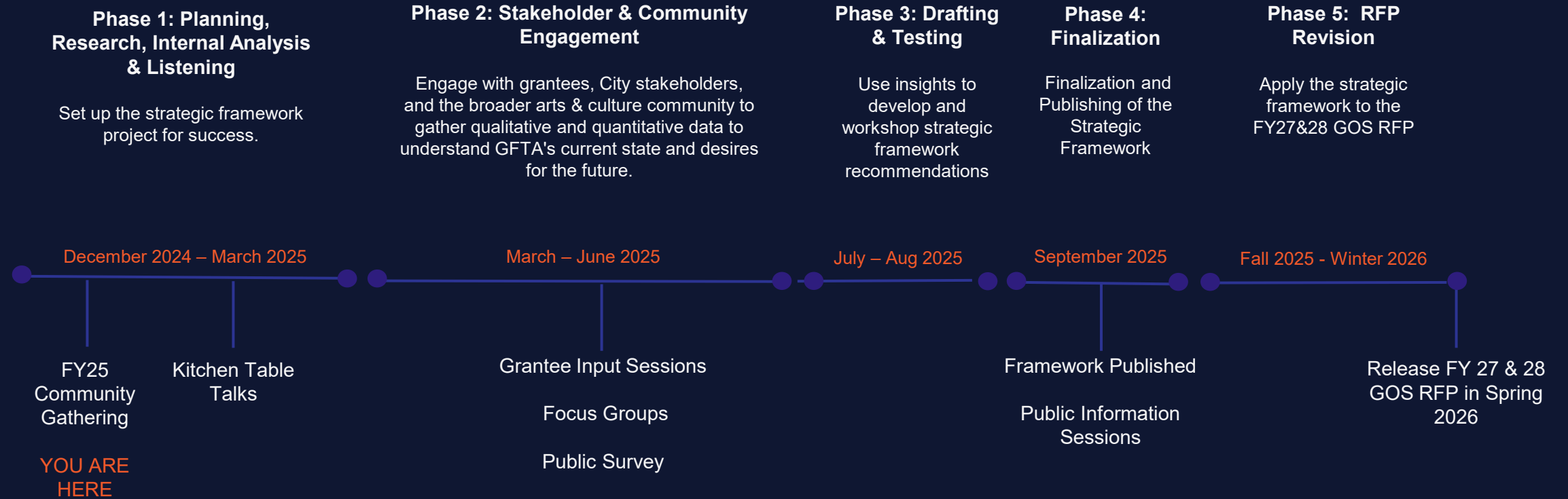


Strategic Framework Overview



Goal: Launch a new GFTA strategic framework by September 2025. The GFTA team will lead the work which will include extensive community listening efforts with grantees, city stakeholders, and the broader arts and culture community.

Strategic Framework: Next Steps





GFTA Grant Requirements

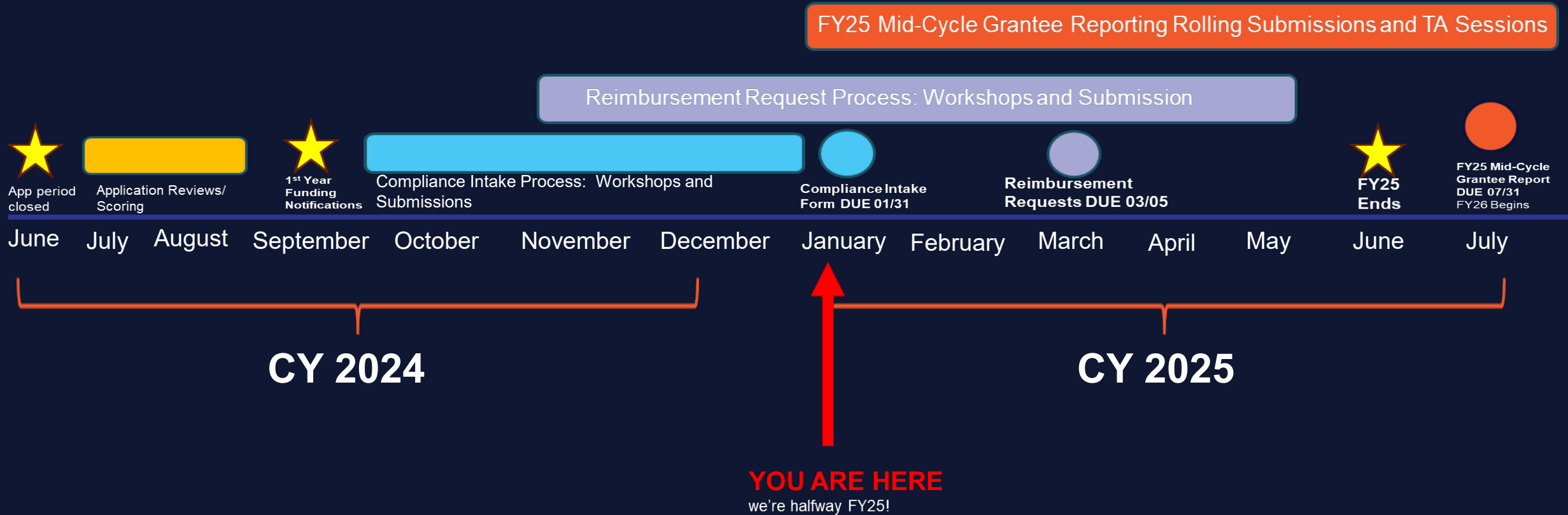
All grantees must complete the following in order to be eligible to receive their FY25 and FY26 grant funding:

- Compliance Intake Process
- Reimbursement Request Process
- Mid-Cyle Grantee Reporting*

**New requirement from The City and County of San Francisco*

GFTA 2-year Grant Cycle

Year One of Two-Year Grant: July 1, 2024- June 30, 2025 (FY25)



Looking Ahead

GFTA 2-year Grant Cycle

Year Two of Two-Year Grant: July 1, 2025 to June 30, 2026 (FY26)

- Grantees are now able to submit their **Mid-Cycle Report**. All grantees are required to submit this report covering July 1, 2024 – June 30, 2025 in order to be eligible to receive their FY26 grant renewal.
- **Allocations** for FY26 are expected to take place during the summer 2025.
- Second year **funding notifications** are expected to be released in September 2025.
- The **next round of RFP** is expected to be released by early 2026.

NEW! Mid-Cycle Report

WHY? To be eligible for an FY26 Award

WHEN? *Rolling submissions* with a final due date on July 31, 2025

WHERE? Submit via your personalized link (sent on January 9, 2025)

HOW?

- Sign up for one (or more!) of our monthly office hour sessions
- Prepare your responses in advance using the Mid-Cycle Report template, then copy and paste into the e-form

Questions



Building Community: Community Nature Mandala

KulArts



www.kularts-sf.org



Nora Abesamis-Bell & Anais Mendoza Juachon, 2020
Sama Sama Cooperative
Berkeley, CA



Mandala Creations

Intentional mandala creations, as visual expressions of healing, gratitude, peace, and well-being.

www.kularts-sf.org



Joseph Gabriel
London, United
Kingdom

Reconcile
rice grains
2020

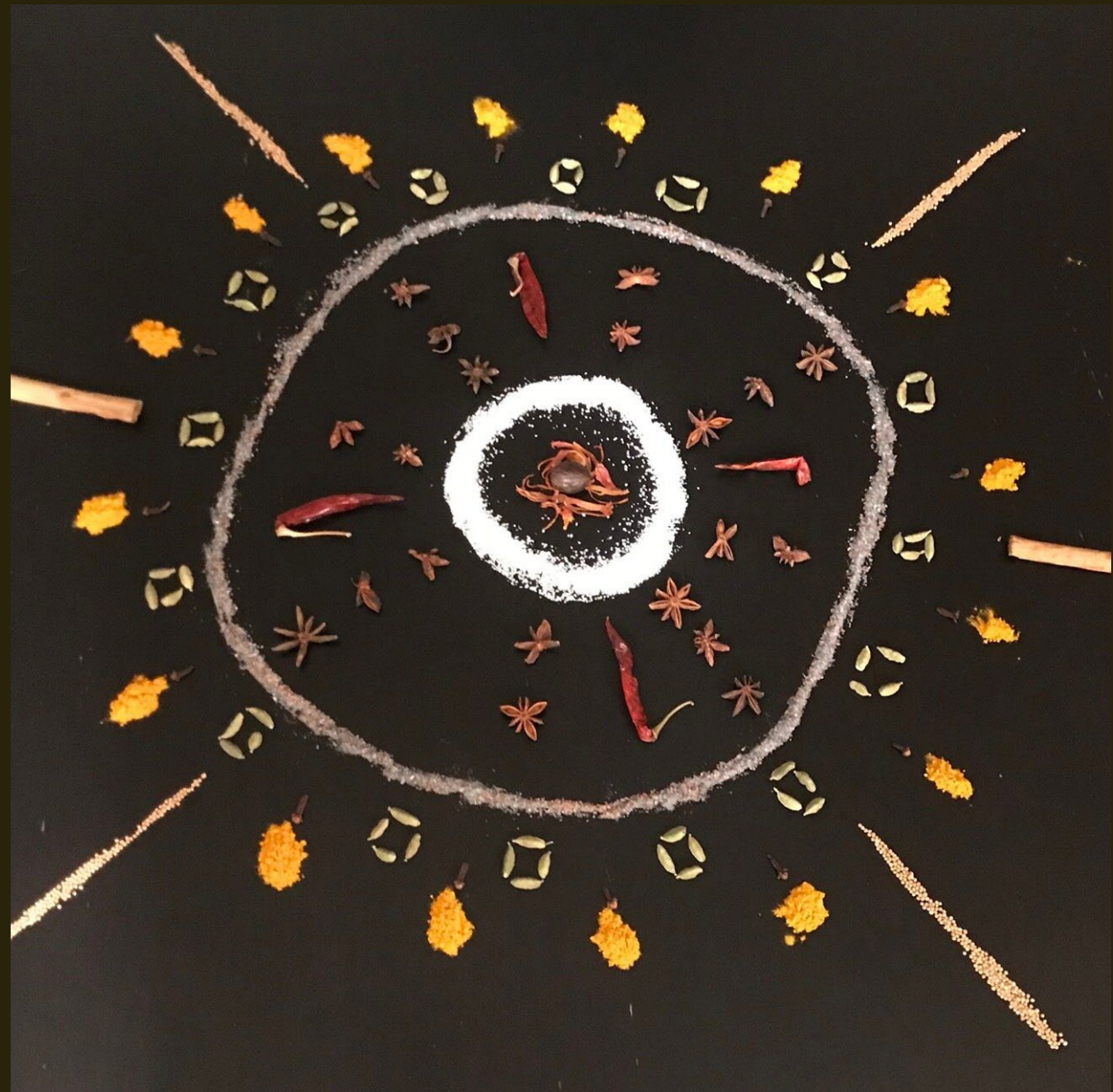




I created my rice grain mandala as a way to connect to a particular memory of one rainy season back home while being conscious of the meditative aspect of making a tangible work.

Herna Cruz-Louie
Oakland, CA

Untitled
Star anise, turmeric,
salt, dried chili,
cinnamon
2020



Alleluia Panis
San Francisco, CA

Untitled
Chili peppers, lemon,
salt, peony petals,
ginger
2020





Elements of my Mandala:
Chili peppers for healing
capsicum
Lemon for healing vitamin c
Salt for preservation
Peonies for honor &
prosperity
Ginger for healing
inflammations and healthy
lungs

Kawayan Perlarose
Bolick Ong
Kapolei, HI

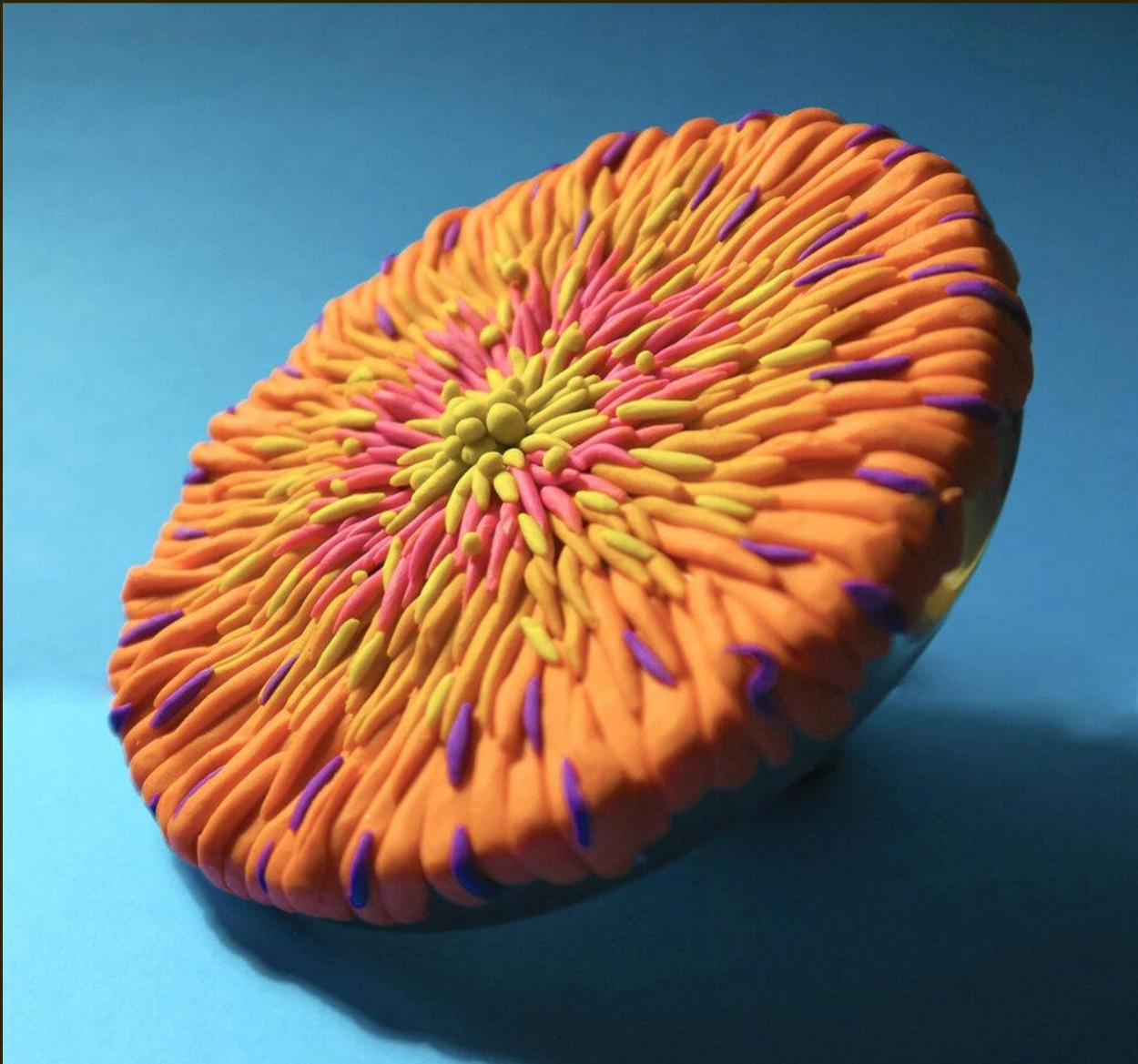
Untitled
Flower petals
2020



Kulay Labitigan
London, United
Kingdom

Gerbera parakaylola
Multicoloured
Plasticine
2020





I was reminded of the meditative quality of playing with plasticine, its experience of tactile play, the freedom to trial and error, and the distinct smell of childhood that it creates.

Marcella Pabros-Clark
Hayward, CA

Love & Compassion
Yellow daisies,
crystals, stones
2020



Ged Merino
Bogota, Columbia

2020 Vision
Found tree trunk,
yarumo leaves, yarn
2020





The leaves are used by the natives in the Amazons to make “RAPÉ” used for meditation and cleanses the body of negative energy. Increase good energy and positive thoughts.

Alleluia Panis
San Francisco, CA

Untitled
Wild tiny daisies,
succulent leaves,
bamboo, tree moss,
incenses
2020





Green mandala a divine
expression of vitality,
sustainability, and in the
knowing our 'being' is
enough.

Made from plants gathered
from my wild backyard
thriving in their green
beauty freely
unencumbered.



Thank you!

Please share your "gots" and "wants" from this community gathering on your way out.