GRANTS
FOR THE
ARTS

FY25

Grantee Community Gathering

January 30, 2025

Virtual Meeting

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Housekeeping

- Please mute
- Please rename yourself with your name, pronouns, organization.
  - Ex. Jane Smith, she/her, City of San Francisco
- If comfortable, we encourage you to have your camera ON
  - Having our cameras on helps us feel more connected and makes it easier to read non-verbal cues.
  - If you prefer not to have your camera on, please feel free to participate through chat or audio.
- Please put questions in the Q&A
- The 'chat' is functional
- There will be time for connection via breakout rooms
- The virtual event is being recorded
- No scheduled breaks

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Land Acknowledgement

We acknowledge that Grants for the Arts sits on the unceded ancestral homeland of the Ramaytush Ohlone who are the original peoples 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, and we affirm their sovereign rights as first peoples.
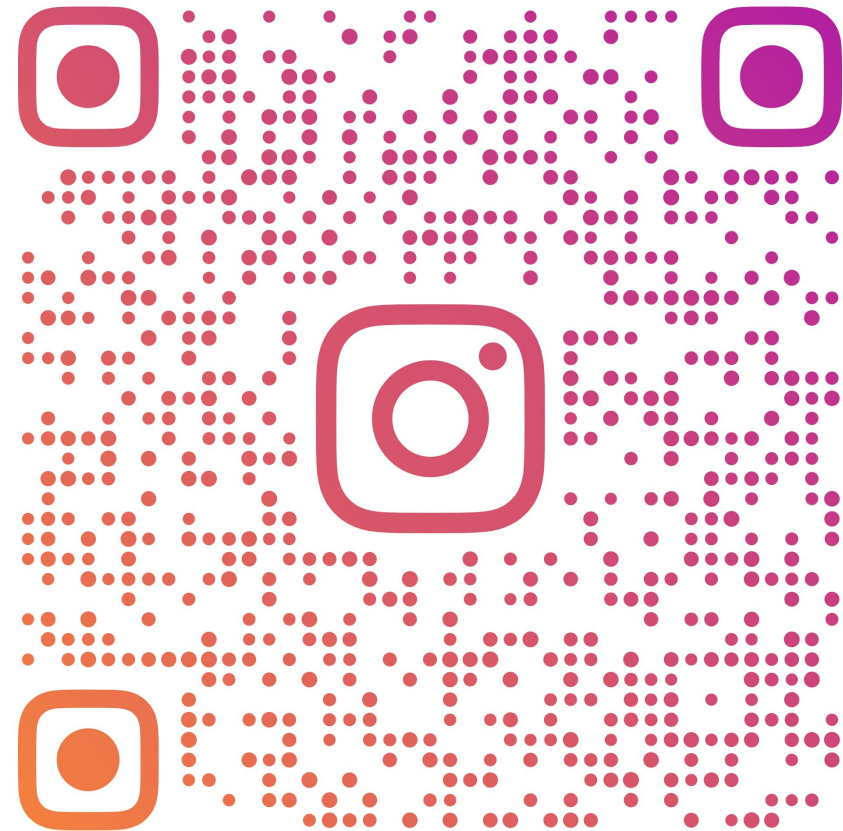
Accessibility Efforts and Resources

GFTA is committed to continuous improvements to accessibility and inclusion

- Virtual option for those not available or desiring an in-person gathering

- 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.

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Welcome from GFTA Director
Kristen Jacobson
she/her

Follow us on social media!

SF.GFTA

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GFTA Staff

Amy Chou, she/her
Senior Program Officer

Sarah Simon, she/her
Program Officer

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

Agenda

Time | Content

12:30 PM – **Arrive and Get Comfortable**

12:35 PM – **Welcome, Overview, Connections**

12:50 PM – **Deepening Shared Understanding:**

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

1:20 PM – **Questions and Answers**

1:30 PM – **Community Photo Opportunity**

1:35 PM – **Building Community: Discussion Break Out Rooms**

1:50 PM – **Community Share Out**

1:58 PM – **Closure and Goodbye**

GRANTS **ARTS** (logo)

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.
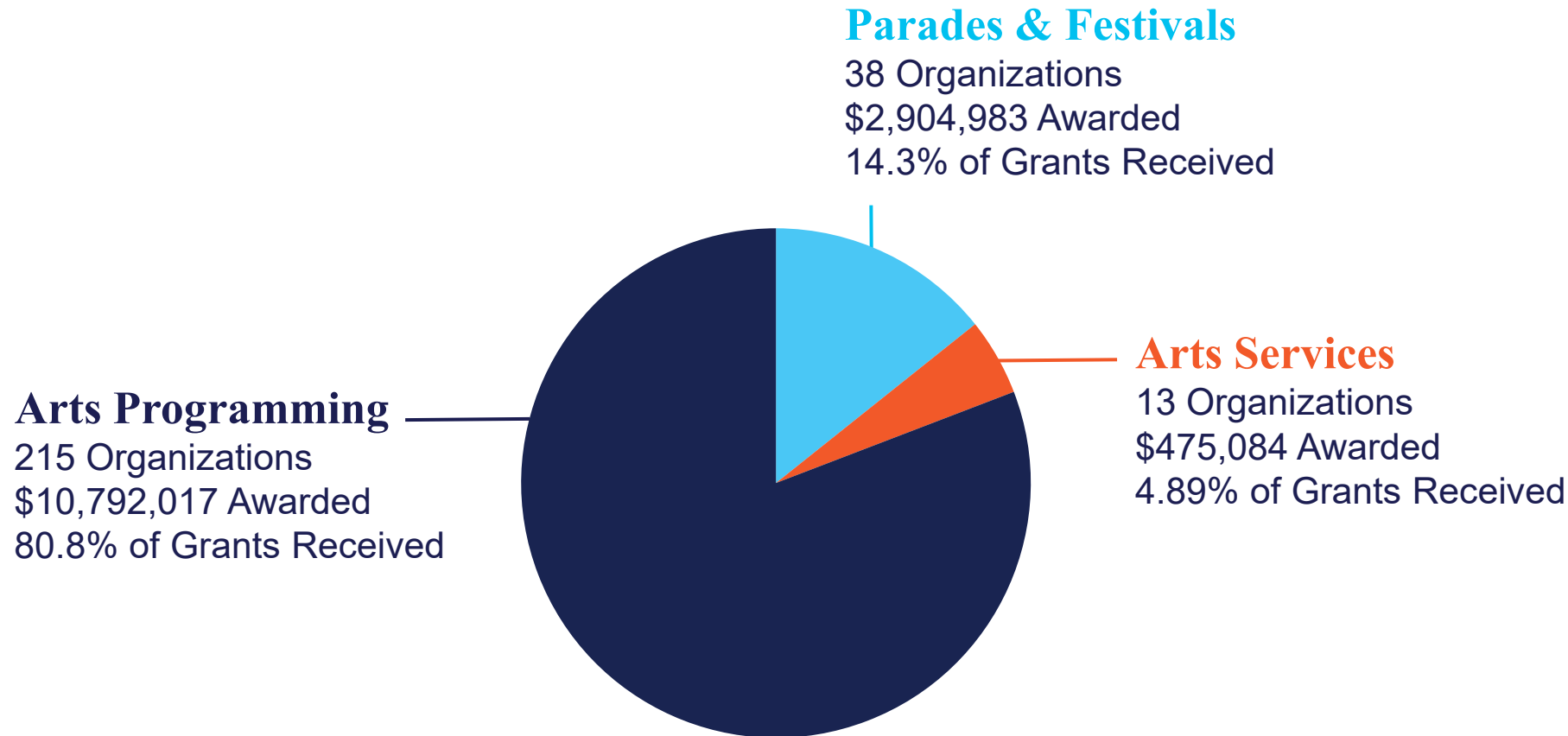
➢ We expect it to get messy sometimes.

These agreements were adapted from The Art of Conversation (adapted from Margaret Wheatley)

FY25 Grantee Impact

San Francisco Opera Association | Photo by Cory Weaver

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
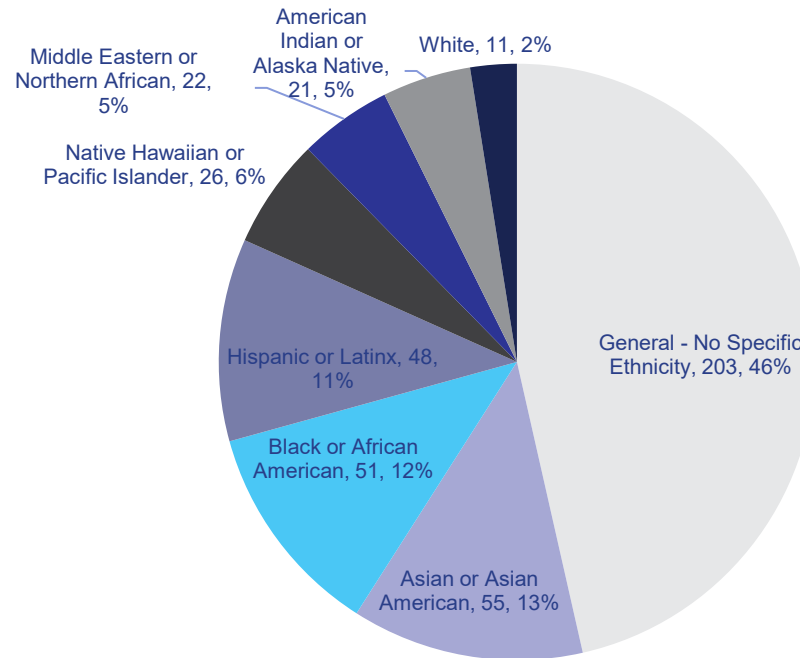$10,792,017 Awarded
80.8% of Grants Received

Grantee Impact*

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

Space Occupancy

- Co-Op/Collective 10 4%
- Rent on an as-needed basis 50 19%
- No Physical Space 28 10%
- Own 30 11%
- Rent/Lease 148 56%

Ethnicities Served

- Middle Eastern or Northern African, 22, 5%
- American Indian or Alaska Native, 21, 5%
- White, 11, 2%
- Native Hawaiian or Pacific Islander, 26, 6%
- Hispanic or Latinx, 48, 11%
- Black or African American, 51, 12%
- Asian or Asian American, 55, 13%
- General - No Specific Ethnicity, 203, 46%

Populations Served

- Veterans 9 2%
- Disabled 36 7%
- Seniors 41 9%
- Refugees/Immigrants, 52, 11%
- Youth (0-18) 61 13%
- LGBTQIA2+ 78 16%
- General - No Specific Population 201 42%

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

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What we learned from the FY25 RFP

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

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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.
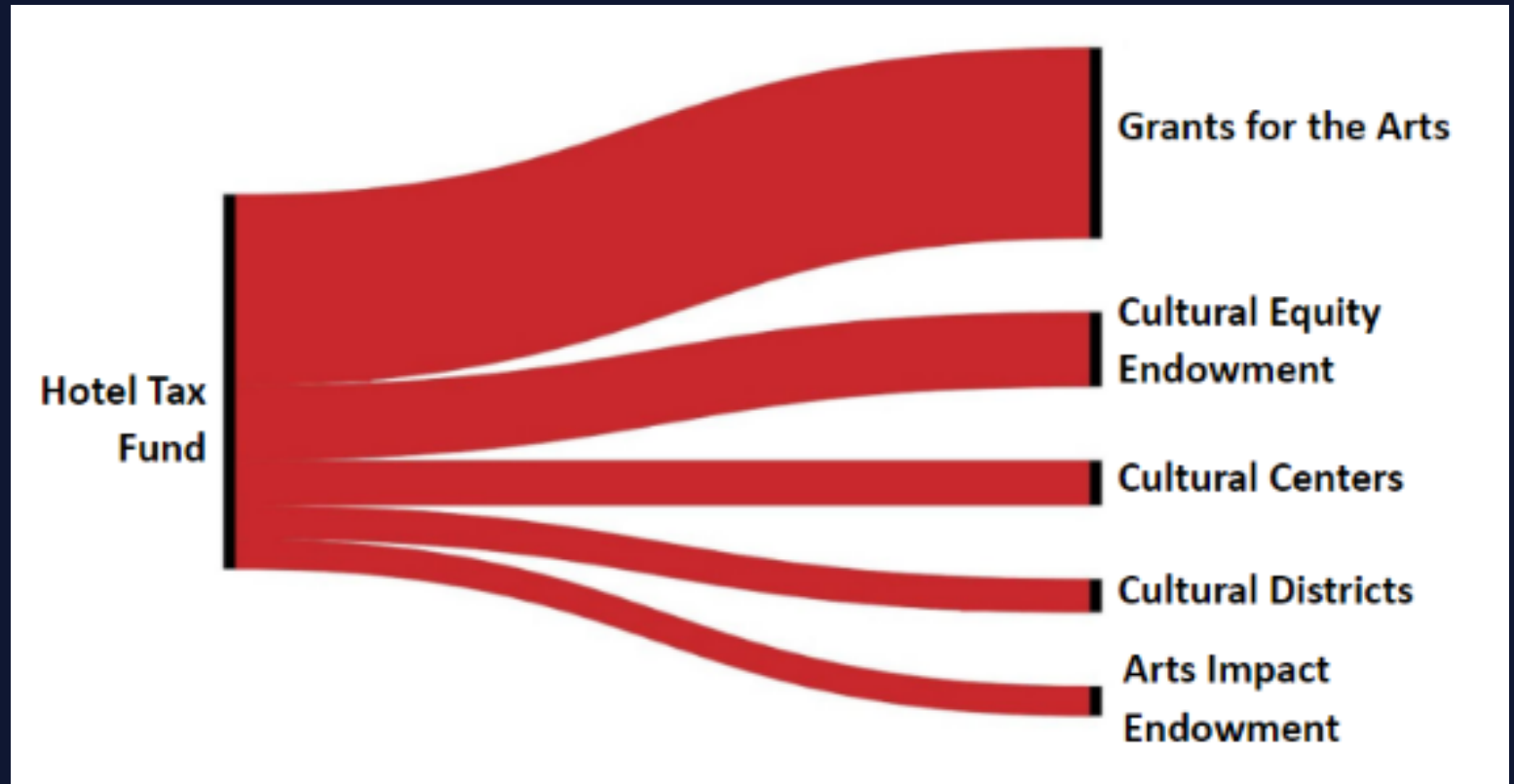
What can be improved?

- **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)
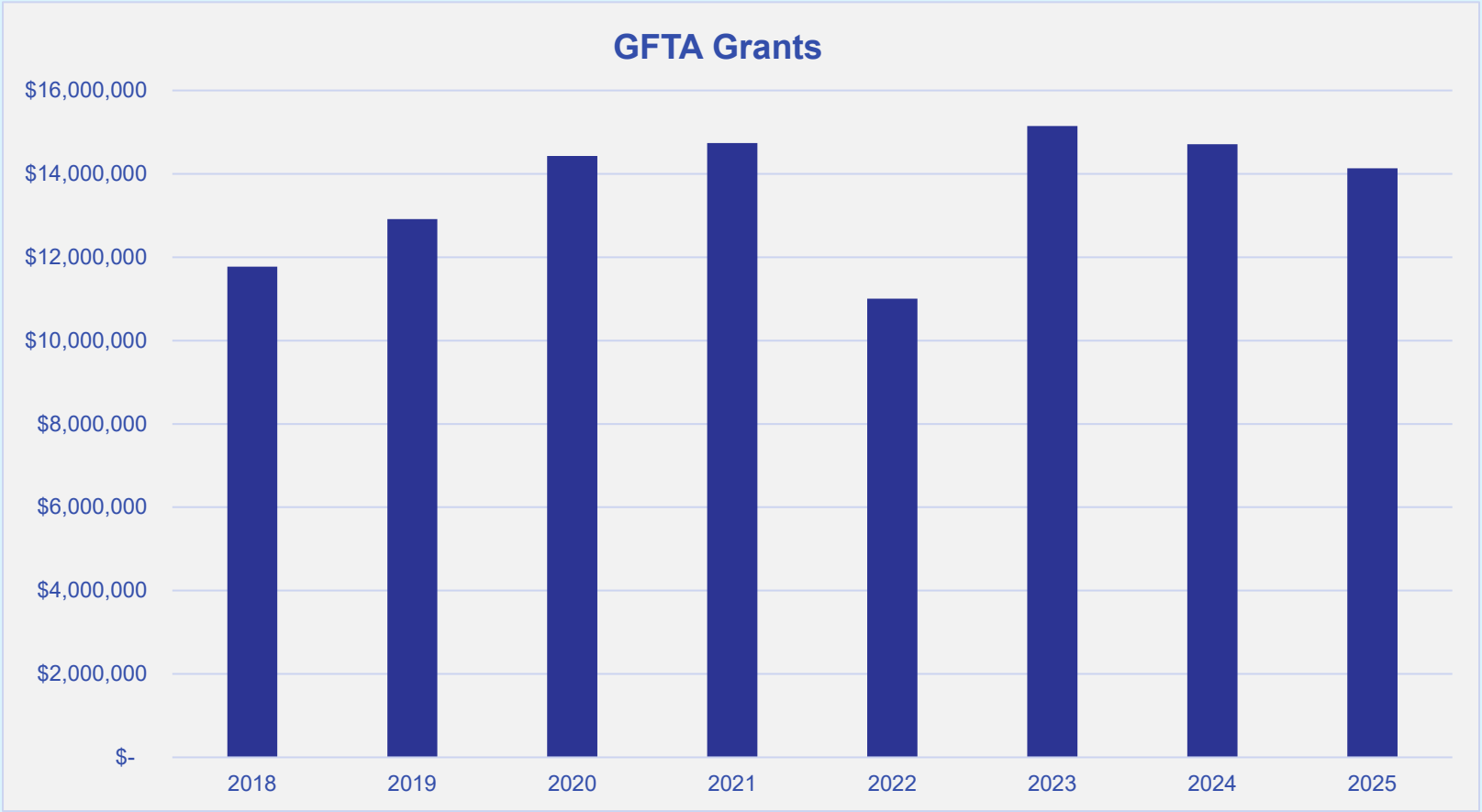
Hotel Tax Revenue

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.

Figure from Cultural Services Allocation Plan for the Arts Impact Endowment 2024-2029
AMS Consulting and SFAC

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

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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.
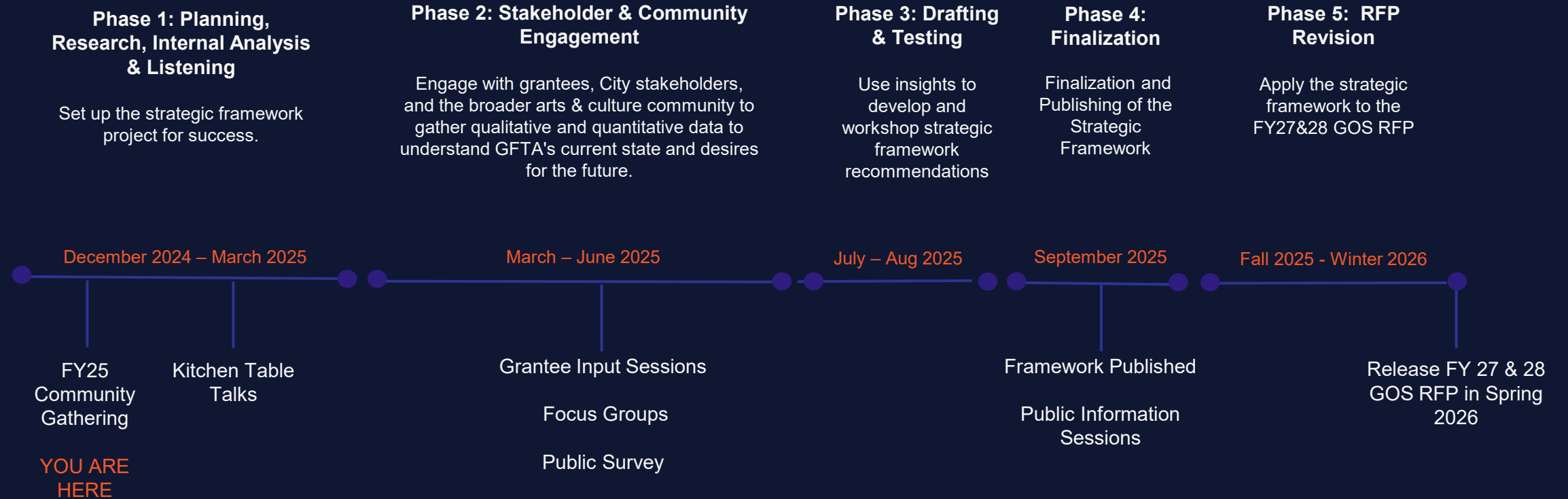
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Strategic Framework Overview

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

Phase 1: Planning, Research, Internal Analysis & Listening

Set up the strategic framework project for success.

Phase 2: Stakeholder & Community Engagement

Engage with grantees, City stakeholders, and the broader arts & culture community to gather qualitative and quantitative data to understand GFTA's current state and desires for the future.

Phase 3: Drafting & Testing

Use insights to develop and workshop strategic framework recommendations

Phase 4: Finalization

Finalization and Publishing of the Strategic Framework

Phase 5: RFP Revision

Apply the strategic framework to the FY27&28 GOS RFP

December 2024 – March 2025

March – June 2025

July – Aug 2025

September 2025

Fall 2025 - Winter 2026

FY25 Community Gathering

YOU ARE HERE

Kitchen Table Talks

Grantee Input Sessions

Focus Groups

Public Survey

Framework Published

Public Information Sessions

Release FY 27 & 28 GOS RFP in Spring 2026

GFTA Grant Requirements

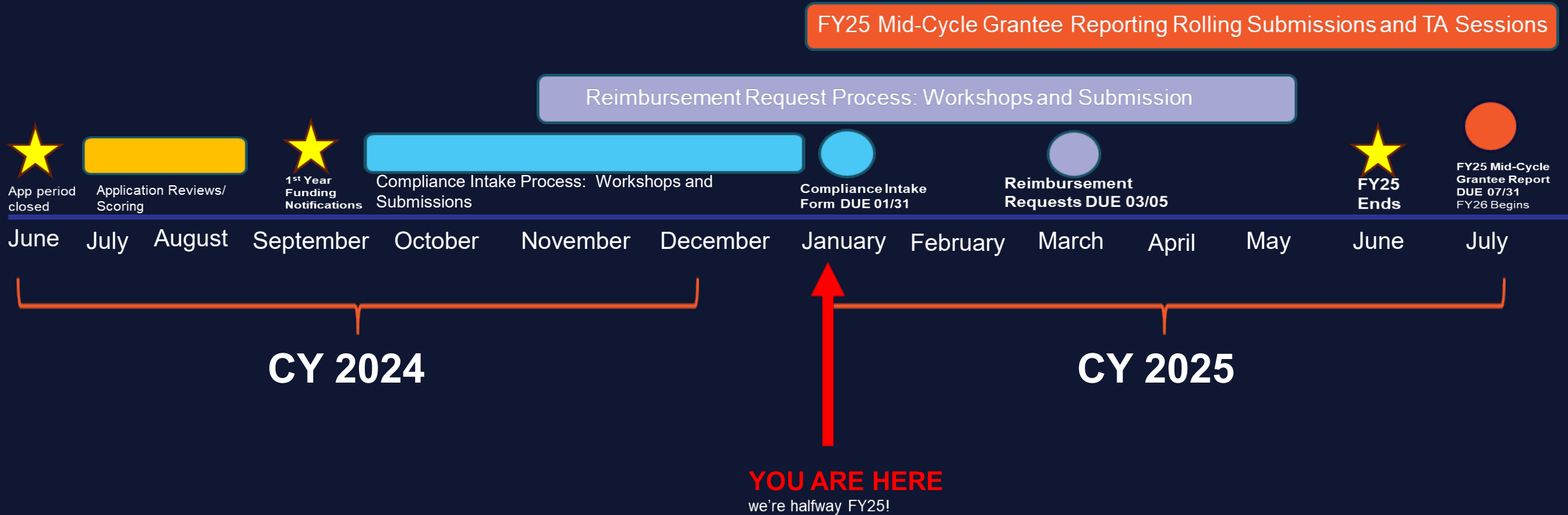All grantees must complete the following in order to be eligible to receive their FY25 and FY26 grant funding:

➢ Compliance Intake Process

➢ Reimbursement Request Process

➢ Mid-Cyle Grantee Reporting*

*New requirement from The City and County of San Francisco

ShadowLight Productions | Photo by Jacquelyn Serrano

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GFTA 2-year Grant Cycle

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

FY25 Mid-Cycle Grantee Reporting Rolling Submissions and TA Sessions

Reimbursement Request Process: Workshops and Submission

App period closed

Application Reviews/ Scoring

1st Year Funding Notifications

Compliance Intake Process: Workshops and Submissions

Compliance Intake Form DUE 01/31

Reimbursement Requests DUE 03/05

FY25 Ends

FY25 Mid-Cycle Grantee Report DUE 07/31 FY26 Begins

June July August September October November December January February March April May June July

CY 2024

CY 2025

YOU ARE HERE
we're halfway FY25!

Looking Ahead

San Francisco Youth Theatre | Photo by Sady Morales

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 <u>eligible</u> for an FY26 Award

WHEN? *Rolling submissions* with a final due date on <u>July 31, 2025</u>

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 <u>Mid-Cycle Report template,</u> then copy and paste into the e-form
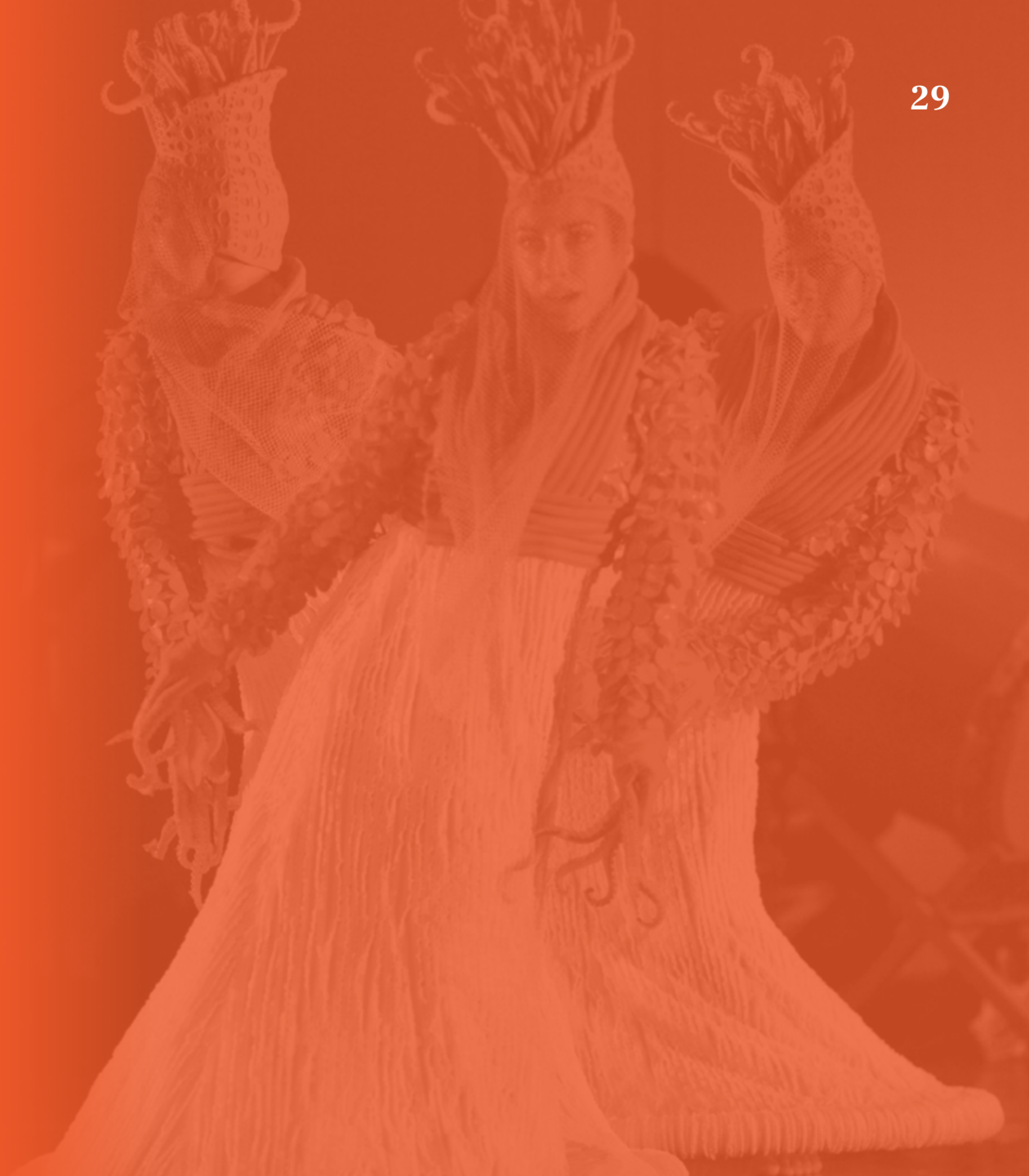
Questions

Museum of Craft and Design | Photo by Dallis Willard

Group Photo Opportunity

Share Out

Miro Navigation Tips:

- Space + Drag | Right Click + Drag to move canvas
- Ctrl + | + to zoom in
- Ctrl - | - to zoom out
- Click + Drag to move objects like post-its

1) Join your breakout room

2) Open this link:
https://miro.com/app/board/uXjVLovM3Hc=/

3) Pick a board and name your group

4) Add post-its to your board

5) Choose a group member to share out with the larger group

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Thank you!

Share your feedback about our gathering in our survey by Feb 28, 2025. Thank you!