



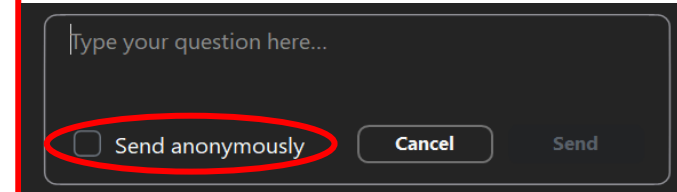
FY27 Cultural Ambassador Program Info Session

**June 15, 2026
12:00 – 1:00 p.m. PT**

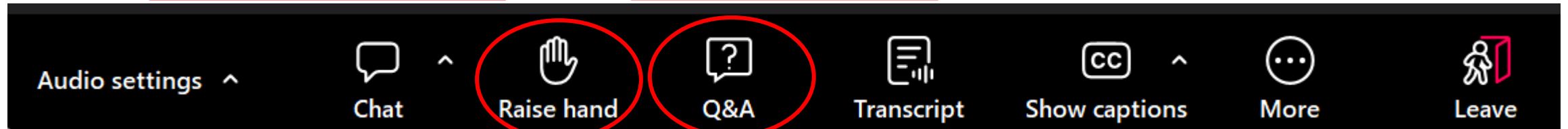
TECHNICAL HOUSEKEEPING

Chat has been disabled for this webinar. Ask all questions in the Q&A.

Click to see the Q&A and type a question. Tick the box to remain anonymous if you wish.



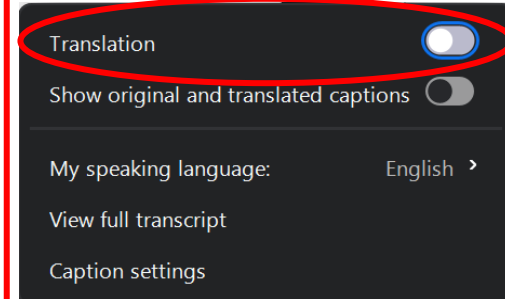
A dark-themed input box for asking questions. It contains a text field with the placeholder "Type your question here...", a checkbox labeled "Send anonymously" which is highlighted with a red circle, and two buttons labeled "Cancel" and "Send".



Your speaker and microphone settings

Click "Raise Hand" to join the queue to ask a question live. Your microphone will be unmuted when you are asked to speak.

Click "Transcript" or "Show Captions" to read along. These may be under "More" if not on your screen. The carat next to Captions also has the option to toggle on automated translations.



Technical Housekeeping – Part 2



2025 Artistic Legacy Grant recipient
Márcia Treidler “Mestra Cigarra”. Photo by
Joseph Smooke.

- 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, www.sf.gov/cultural-ambassador-program, 10 business days after 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 Acknowledgment

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

- About SFAC
- Cultural Ambassador Program Overview
- Scope of Work- Timeline, Activities, & Structure
- FY26 Grants Outreach Results
- Q&A



2024 Special Project Grant grantee Gay, Lesbian, Bisexual, Transgender Historical Society. "All the Nights We Got to Dance 2024." Photo credit: Gay, Lesbian, Bisexual, Transgender Historical Society.

Our Presenters

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2023 Arts Impact Endowment grantee Bindlestiff Studio.
"Granny Cart Gangstas". November 17, 2023. Photo by
Kate Dash

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About SFAC



2023 Cultural Equity Initiatives grantee Urban Jazz Dance Company. "UJDC host BAIDDF 2025 Artists Panel at SF Library". August 10, 2024. Photo courtesy of Urban Jazz Dance Company

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



2023 Special Project Grant grantee 23SPX-AB11 International Indian Treaty Council. October Sunrise Gathering at Alcatraz. October 13, 2025. Photo by Mike Haydon

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.

Cultural Equity Endowment Fund



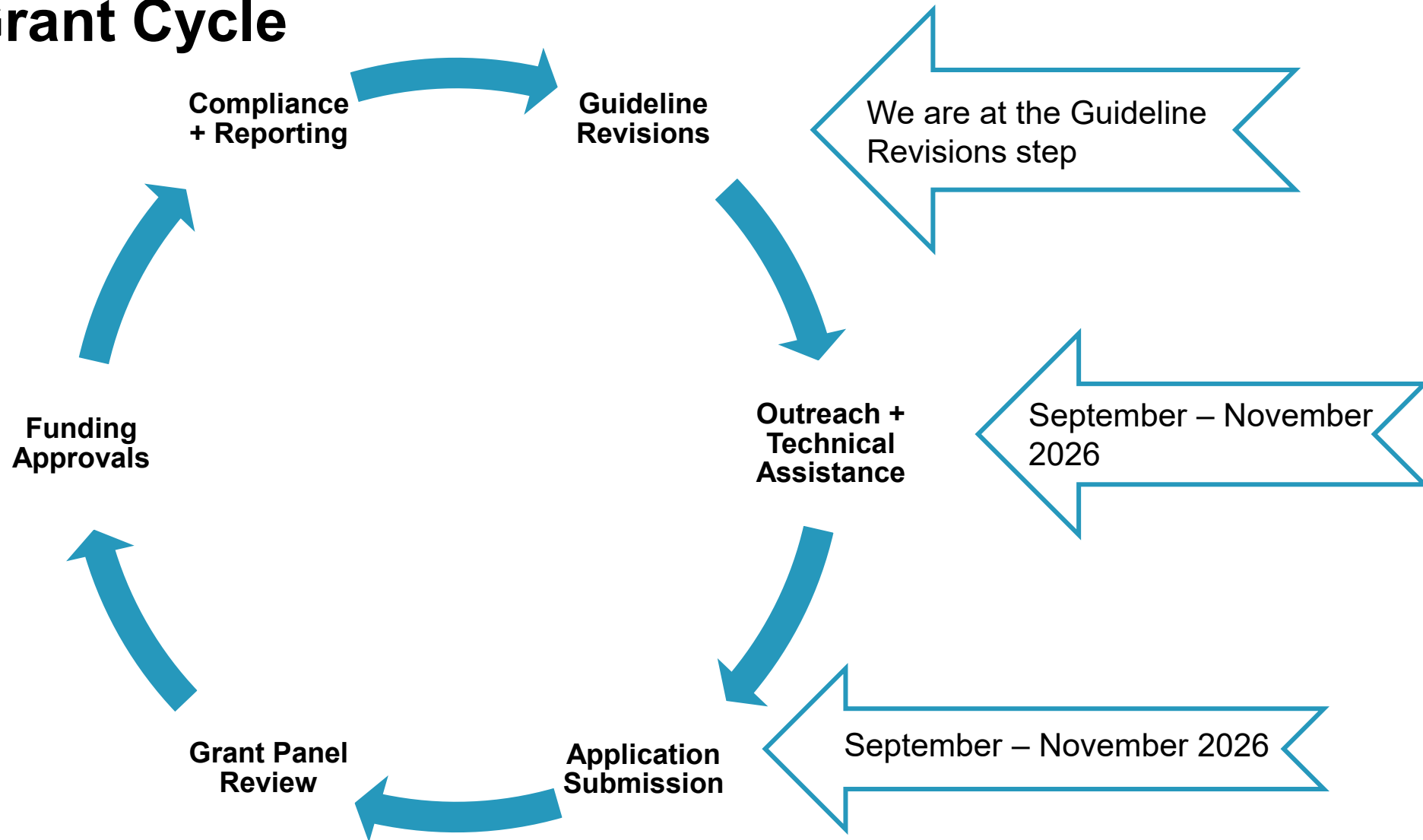
2024 Dream 2024 Dream Keeper Initiative grantee
The Dance Brigade, A New Group from Wallflower
Order. "Following the Road to Ose Tura". Photo by
Luke A Abiol Initiative grantee The Dance Brigade,
A New Group from Wallflower Order

SEC. 68.1. PURPOSES

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

The Arts Commission seeks to fund artists and organizations that foster artistic expression deeply rooted in and reflective of historically marginalized communities, including for example those communities highlighted by the Cultural Equity Endowment Legislation and the Grantmakers in the Arts' "[External link: Racial Equity in Arts Funding: Statement of Purpose and Recommendations for Action](#)," and the Cultural Equity Endowment Fund.

SFAC Grant Cycle



FY26 Cultural Ambassador Reflection



Sequoya Waukazoo-Nakai

“Thank you for the opportunity to serve as a Cultural Ambassador. The program is a strong model for community-based outreach, and it has real potential to expand equitable access to arts funding.”

Sequoya Waukazoo-Nakai
2026 Cultural Ambassador
American Indian/Alaska Native community
American Indian Cultural District

FY27 Cultural Ambassador Program Application Reminders

SFAC Staff Contacts

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

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

Application deadline: **Wednesday, July 15, 2026, at 5 p.m. PST.**

Late applications will not be accepted.

Learn more on this webpage on the SF.GOV website (www.sf.gov/community-investments) by clicking the link below or by scanning the QR code on this slide.

www.sf.gov/cultural-ambassador-program



Expected Time Commitment and Honorarium

Time Commitment: Approximately 85 Hours total

Duration: August 2026 – December 2026

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

Type of Grants Outreach:

- In-Person
- Online
- Virtual Engagement

FY27 Cohort Restrictions

- Selected FY27 Cultural Ambassadors cannot apply for a SFAC individual artist grant and/or be an employee of an arts organization planning to apply for a SFAC organization grant during the Fall 2026 application cycle and/or serve as a SFAC Grant Review Panelist in Spring 2027.



2024 San Francisco Artist Grant grantee Eric Garcia. December 16, 2024. Photo by Robbie Sweeny

Cultural Ambassador Program Overview

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.

Cultural Ambassador Program – Outreach Activities Overview

Serve as bridge builders between SFAC and San Francisco's arts and culture community, including San Francisco-based artists and arts organizations.

Cultural Ambassadors will conduct grants and community outreach at SFAC's Annual Convening (2026 Annual Convening date TBD) and via these activities:

In-person/hybrid at in-person community programs and events in San Francisco and some online promotion.

Online/virtual via social media, email, and other online channels.



2024 San Francisco Artist Grant grantee Megan Kurashige. Sharp & Fine in a photo by Robbie Sweeny.

Cultural Ambassador Program Outreach Activities Timeline

August

- Cultural Ambassador Orientation & Trainings
- In-Person Gathering of Cohort
- Planning & Prep for Grants Outreach
- 1st Individual Coaching Session

September

- SFAC Annual Convening
- Grant Info Session Webinars (Virtual/Online)
- Grants-Focused Social Media/IG Live Conversations
- In-Person Outreach Events and Online Outreach (Email/Newsletter/IG)
- Monthly Individual Coaching Session

October - November

- Grants-Focused Social Media/IG Live Conversations
- In-Person Outreach Events and Online Outreach (Email/Newsletter/IG)
- Monthly Individual Coaching Session

December

- Debrief of Cultural Ambassador Program Experience
- Cultural Ambassador Experience Program Survey

Scope of Grants Outreach Activities: August 2026 – November 2026

Coaching Support (All)

- Individualize Grants Outreach Plan
- Monthly Individual Coaching with SFAC Staff
- Outreach Toolkit
- Impact Tracking Document

Social Media Platforms

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

Community Arts Events

- 1 In-Person Event/Month
- Flyers to Handout
- Elevator Pitch on SFAC Grants

Online

- Newsletter/Emails
- Grants Info Sessions
- Connect artists/arts organizations to SFAC Staff

Grant Applicant Resource: SFAC Grants Landing Webpage

www.sf.gov/community-investments

The SFAC Grants Landing webpage link is forthcoming. The page will be linked to SFAC's new webpage on the SF.GOV website.

- **Webpage will include:**
- Grant Guidelines
- Application Instructions
 - Contact information
 - Application Questions
 - Project Budget
 - Support Materials
- Link to grant portal
- Link to technical assistance sessions webpage



Screenshot of the Community Investments webpage on the SF.gov website.

SFAC Communications Outreach Overview and Goals

www.sf.gov/community-investments

- Cultural Ambassadors will drive engagement, increase attendance at SFAC grant information sessions, and encourage a wider and more diverse pool of applicants through focused, digital outreach.
- Cultural Ambassadors will ensure SFAC's grant programs are accessible to underrepresented communities, fostering equitable participation in the arts.



2026 Cultural Ambassador Ebti. Photo by Charlotte Niel. June 2, 2025.

Impact Tracking: September 2026 – November 2026

- # of In person programs/events in San Francisco
- # of Virtual and hybrid events
- # of SF-based artists and arts organizations connected/recruited
- SFAC grants-focused social media posts & IG Live Session co-hosted with SFAC staff
- Emails, calls, in-person conversations, direct messages focus
- Referrals to SFAC staff for 1:1 meetings/calls



2024 San Francisco Artist Grant grantee Claudia Escobar. "'Márcia' Roxie theater.' December 2, 2025. Photo by Shannon O'Malley

Grants Outreach and Communications Tools

Dropbox Folder Shared with FY27 Cultural Ambassador Cohort Includes:

- Fall 2026 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

FY26 Cultural Ambassador Program Highlights – Part 1

FY26 Grants Outreach and Engagement

Tech Assistance and Promo

- In-person: 7 | Virtual/online: 7
- 8 JCDecaux kiosks | War Memorial monitor

Applicant consultations: 113

- Artists: 54 | Organizations: 59
- Email/phone inquiries: 339

Data as of 11/12/2025

*Slide from the SFAC April 28, 2026 Community Investments Committee Meeting



SFAC 2026 Grants outreach flyer featuring a photo from Megan Lowe Dances – “Gathering Pieces of Peace” with dancers Malia Hatico Byrne, Clarissa Dyas, Melissa Lewis Wong, Megan Lowe. April 2023. Photo by RJ Muna.

FY26 Cultural Ambassador Program Highlights – Part 2

FY26 Cultural Ambassador Program:

338 Hours of Outreach

31 Artists/Arts Orgs referred | 38 Arts Events

FY26 Grantee Video Profiles (3) Stats:

Total Views: 22,245 | Total Followers: 20.4k

Average: 31% Followers & 69% Non-Followers

Grants-Focused Instagram Live (3) Stats:

Total Views: 7,259 | Unique Viewers: ~199

Average: 56% Followers & 43.5% Non-Followers

Data as of 4/3/2026

*Slide from the SFAC April 28, 2026, Community Investments Committee Meeting



Screenshot from SFAC's Instagram page from FY25 SFA grantee Chinchin Hsu's grantee spotlight video.

Questions?



2024 San Francisco Artist Grant grantee Ana Teresa Fernández. "On the Horizon. Cora Cliburn & Destani Wolf. November 2, 2024. Photo courtesy of Ana Teresa Fernández.

Thank you!

Bookmark www.sf.gov/cultural-ambassador-program or email Jonell Molina at jonell.molina@sfgov.org and Jennifer Chu at jennifer.chu@sfgov.org for more information.

Application deadline: **Wednesday, July 15, 2026 at 5 p.m. PST.**

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