Resolution retroactively authorizing the Office of Economic and Workforce Development to accept and expend a grant in the amount of $3,500,000 from the California Governor's Office of Business and Economic Development for the SF Live music and entertainment sector campaign and the Asian and Pacific Islander (API) Neighborhood Commercial Recovery Strategy for a three-year grant period of April 1, 2022, through April 1, 2025.

WHEREAS, The Administrative Code requires City departments to obtain Board of Supervisors' approval to accept or expend any grant funds (Section 10.170 et seq.); and

WHEREAS, In March 2020, the pandemic forced live entertainment venues to temporarily stop hosting in-person performances; while these restrictions were an important element of the San Francisco's comprehensive strategy to slow the spread of COVID-19, this shutdown had a significant financial impact on performing artists and the venues that host them and venues continue to face significant uncertainty, especially given the Delta and Omicron variants; and

WHEREAS, Live performances are a critical economic engine and tourism driver in San Francisco, but live music is not connected to the City's marketing and tourism efforts and there is presently no coordinated marketing or branding for the local live music and entertainment sector; as San Francisco emerges out of the pandemic, live entertainment can play a major role in our economic recovery, but a robust and coordinated campaign will be critical to drive residents and tourists back to local venues and emphasize San Francisco's role as a vibrant place to live, work, and visit; and
WHEREAS, The SF Live campaign will promote San Francisco's live music and entertainment sector in order to help catalyze the City's economic recovery; this campaign will produce a series of live performances that will be presented by entertainment venues in outdoor parks and plazas; and

WHEREAS, The program will cover the costs of producing these events and required permitting, and will provide stipends to participating venues, who will curate talent lineups and market the events; and

WHEREAS, To further enhance the music sector's profile, the campaign will fund the development of a San Francisco music brand in coordination with entertainment venues and venue advocates and will fund the development of a “music week” program to encourage residents and visitors to attend local live entertainment events during a promotional period; and

WHEREAS, While the COVID-19 pandemic increased the financial fragility of many San Francisco businesses, areas such as San Francisco's Chinatown that are largely reliant on tourism and visitors are seeing a slower recovery and have been impacted by xenophobic rhetoric and hate crimes against Asian and Pacific Islander businesses and the API community citywide; and

WHEREAS, As the City moves towards economic recovery, the recovery efforts must ensure the City is addressing small business challenges and that public investments strongly integrate community efforts by celebrating the cultural diversity of San Francisco; and

WHEREAS, The API Neighborhood Commercial Recovery Strategy will build on culturally centered community efforts to support API small business owners and commercial corridors that serve minority populations, including densely populated API commercial districts such as historic Chinatown, Japantown, Little Saigon, SOMA Pilipinas, Sunset and Richmond neighborhoods in San Francisco; and
WHEREAS, This strategy will work with community partners to provide in-language and culturally competent small business technical assistance, including entrepreneur technical assistance and ADA small business compliance, and to produce or enhance cultural celebrations and events that attract customers to shop and dine within San Francisco's neighborhood commercial areas; and

WHEREAS, The grant does not require an Annual Salary Ordinance amendment; and
WHEREAS, The grant does not require matching funds; and
WHEREAS, The Office proposes to maximize use of available grant funds on program expenditures by not including indirect costs in the grant budget; now, therefore, be it
RESOLVED, That the Board of Supervisors hereby retroactively authorizes the Office of Economic and Workforce Development to accept and expend, on behalf of the City and County of San Francisco, a grant from the California Governor's Office of Business and Economic Development for the SF Live music and entertainment sector campaign and the Asian and Pacific Islander Neighborhood Commercial Recovery Strategy in the amount of $3,500,000 for a three-year grant period of April 1, 2022, through April 1, 2025; and, be it

FURTHER RESOLVED, That the Board of Supervisors hereby waives inclusion of indirect costs in the grant budget; and, be it

FURTHER RESOLVED, That the Director of the Office of Economic and Workforce Development is authorized to enter into the Agreement on behalf of the City.
Recommended:

/s/ __________________________
Kate Sofis, Executive Director

Approved:

/s/ __________________________  /s/ __________________________
London N. Breed, Mayor   Ben Rosenfield, Controller
Resolution retroactively authorizing the Office of Economic and Workforce Development to accept and expend a grant in the amount of $3,500,000 from the California Governor’s Office of Business and Economic Development for the SF Live music and entertainment sector campaign and the Asian and Pacific Islander (API) Neighborhood Commercial Recovery Strategy for a three-year grant period of April 1, 2022, through April 1, 2025.

May 11, 2022 Budget and Finance Committee - RECOMMENDED

May 17, 2022 Board of Supervisors - ADOPTED

Ayes: 10 - Chan, Dorsey, Mar, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

Excused. 1 - Mandelman

I hereby certify that the foregoing Resolution was ADOPTED on 5/17/2022 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

London N. Breed
Mayor

File Number: 220394
Date Passed: May 17, 2022