



SOMARTS
cultural center

SOMArts CULTURAL CENTER (South of Market Arts, Resources, Technology and Services) FACT SHEET AND PROGRAM OVERVIEW

FACILITIES

South of Market Cultural Center, 934 Brannan Street (3 administrative offices, 99-seat expandable black box theater, darkroom, printmaking, ceramics and dance studios, 3 classrooms, Bay Gallery, Main Gallery).

MISSION & VISION

To promote art on the community level, and to foster an appreciation of and respect for all cultures. Founded in 1979, SOMArts embraces the entire spectrum of arts practice and cultural identity, and it is beloved in San Francisco as a truly multicultural, community-built space where cutting-edge events and counterculture commingle with traditional art forms.

AUDIENCES/CONSTITUENTS ANNUALLY SERVED

Audiences: 40,000 on-site, 450,000+ through technical support of city fairs and festivals

Arts and Cultural Organizations: 80+ Bay Area nonprofits

Artists: over 1000 visual and performing artists

Schools: 25–40 schools in the Bay Area

Students and teachers: over 1,000 students (grades K–12) and 40 teachers, local universities and college students

BUDGET

(Fiscal year ending June 30, 2011)

Total projected operating expenses: \$1,107,515

Total projected operating revenues: \$1,107,515

Board Leadership: 10-member Board of Trustees

SOMArts Staff: 4 full time, 25 part time and seasonal

934 Brannan Street
San Francisco, CA 94103

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www.somarts.org



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SELECTED INSTITUTIONAL HIGHLIGHTS

In 2008-09, SOMArts partnered with Philanthropy by Design, Rebuilding Together and more than 150 volunteers to repair and renovate the lobby, theater and garden at SOMArts. This support allowed SOMArts to invest in new ADA-compliant risers for the theater as well as lighting and sound equipment, and to install the new RAMP Gallery space in the reception area.

In 2010, funded by the Western States Arts Federation, SOMArts produced “It’s All A Blur,” a major touring exhibition featuring the work of San Francisco Masters who blur the lines between identity, politics and sexuality in their reimagining of the American Dream. The exhibition will tour to Reno and Las Vegas and will be part of the Time-Based Art Festival in Portland in 2011.

In 2010, SOMArts collaborated with the San Francisco Art Institute’s City Studios program to renovate its ceramics studio and begin offering free classes to students age 12-18.

In 2010-11, with support from the Creative Work Fund, SOMArts partnered with artists Peter Foucault and Chris Treggiari to develop the Mobile Arts Platform, a mobile sculpture that serves the community through a series of curated exhibitions by local artists at neighborhood fairs and festivals.

In 2011, SOMArts is collaborating with the Bay Area Video Coalition to launch the Neighborhood News Network and offer a three-month class in video journalism.

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PROGRAMS SERVING BAY AREA AUDIENCES

Main Gallery Exhibitions & Programs: offers 3 SOMArts-curated exhibitions each year in the 3,100 sq ft Main Gallery, provides guidance, technical and publicity support for 4 exhibitions awarded through the Commons Curatorial Residency program. Supports 15-20 exhibitions annually through the smaller Ramp gallery and offers more than 40 exhibition-related events including talks, performances and workshops that encompass a full range of visual, literary and performance-based art promoting artistic excellence and vibrant cultural communities in San Francisco. Admission to exhibitions is free, events are often free or less than \$12.

Annual Day of the Dead Exhibition: offers a dynamic, free, five-week installation annually based on a theme with references to current events locally and globally. Annual attendance is over 2,000 in addition to docent-led tours and arts workshops that serve 20-30 schools and 400+ K-12 students.

SOMArts Studio Series: partners with individual artists and organizations to offer events and workshops that encourage contemporary art-making opportunities for artists at all levels of practice. 2011 programming includes *Feast of Words: A Literary Potluck* on the first Tuesday of each month, and *SQUART! (Spontaneous Queer Art)*, with choreographer Laura Arrington and THEOFFCENTER.

Classes and Workshops: SOMArts hosts teaching artists and organizations who offer low-cost classes and workshops in printmaking, photography, karate and ceramics. Classes range from \$12/hr to free. Sixth Street Photography workshop offers free classes for people who are very low-income and homeless. Ceramics classes are free for youth with support from SFAI's City Studios program. Chrysalis Print Studio offers free drop-in printmaking classes for queer youth.

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PROGRAMS SERVING ARTISTS

Affordable Space Program: supports Bay Area arts and culture nonprofits by providing a complete package of technical, marketing and venue services. Ticket sales and concessions revenue are retained by the guest organizations. SOMArts is uniquely positioned to support large-scale nonprofit events as one of the only centrally-located venues with a flexible space to host indoor/outdoor events with a capacity of over 500 attendees.

Technical Services Program: supports Bay Area fairs and festivals by providing staging, seating and handicap lifts and ramps as well as technical consultation. Annually serves more than 40 Bay Area outdoor events including the Chinese New Year's Parade, Cherry Blossom Festival, Potrero Hill Neighborhood Festival and the Chinatown Music Festival.

Arts Presentation Program: further reduces the financial risk for companies selected to perform at SOMArts. SOMArts pays each company an agreed-upon artist fee, partially covers the in-house costs of the engagement, and conducts a targeted marketing and press outreach campaign. Ticket sales are shared by SOMArts and the guest organization. Also includes varied co-presentations and off-site presentations.

Commons Curatorial Residency: supports artists, arts collectives and organizations by providing technical, marketing and venue services as well as a curatorial stipend for month-long residencies in the 3,100 sq ft Main Gallery. Four proposals are selected annually by a conflict-free panel of Bay Area artists, funders and arts workers.

RAMP Gallery: provides space for emerging artists to display work in the high-traffic SOMArts reception area. Proposals are unjuried and selected on a first-come, first-serve basis.

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Professional Development: SOMArts annually provides free space to organizations who provide free professional development opportunities for artists and arts administrators on a first-come, first-serve basis.

Fiscal Sponsorship: SOMArts provides a limited number of fiscal sponsorships for projects, allowing artists access to funding for short-term projects and emerging organizations.

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