

Market Manager/ Management Team: Scope of Work

Background

The San Francisco Arts Commission (SFAC) seeks qualified suppliers to provide proposals for an on-site Market Manager or Management team for the art vendor market at Embarcadero Plaza. Artists have sold their wares at this market for 52 years since the voter approval of the Street Artists legislation in 1972. This location is an important convergence of foot traffic, bicycles, transit, and private vehicles that comprises both local and out of town visitors. The Market Manager understands the need for high quality service for the artists as well as their customers, and other local agencies who have a stake in this location. The Market Manager is able to provide continuity of staffing to promote deep relationships with constituents. Currently, artists sell at Embarcadero Plaza seven days a week, with the largest concentration of artists on Saturdays. Market days can be anywhere from five (5) artists on a Monday to one hundred and twenty (120) artists on a Saturday. Artists may sell their wares from 6 a.m. until 12 a.m. midnight. However, most artists set-up by 9 a.m. and pack-up around 4 p.m.

Project Description

Project Timeline

A contract awarded pursuant to this Solicitation shall be non-exclusive with an original term of five years. The City at its sole, absolute discretion, shall have the option to extend the term for five additional years for a total of ten years.

A tentative start date of July 1, 2024. The Market Manager will staff the Embarcadero Plaza Market on Saturdays.

Space Allotment Lottery: 2-3 hours daily

The Market Manager will be responsible for running the space allotment lottery. The lottery occurs every day. Currently there is both a paper and online method for the lottery. The Market Manager will use the online method for the lotteries occurring Thursday through

Sunday. They will help artists adjust to this new policy and provide assistance for helping artists sign-up for the lottery. The Market Manager will use current lottery policies with an eye to suggest changes for efficiencies in the process. Once the lottery is complete, the Market Manager will help artists choose their space and record it on the map, documenting the market layout each day and sending the documentation to the Arts Commission.

Please see the attached maps for current market layout.

Legislation and Program Compliance: ongoing

The Market Manager will help enforce the guiding legislation and program rules for compliance. They will ensure artists are setting up and taking down their booths appropriately, and that the market aesthetics allow for ADA clearance and are equitably applied. The Market Manager will help enforce parking regulations, at times engaging with MTA or other city agencies for support. They will engage with artists who need reminders or assistance with policies. This includes artists with language access needs.

Artist Liaison/Point of Contact - ongoing

The Market Manager will act as the direct point of contact for artists at the market. They will help artists as needed with interpersonal disputes, clarification around policy enforcement, and general questions and feedback. They will help facilitate surveys for suggested changes and implement as necessary. The Market Manager will also keep an artist emergency contact list and utilize this list when occasionally necessary. The Market Manager will document all interactions in accordance with program policies. This includes taking credit card payments for artist licenses and applications, as well as passing out information about the program to interested parties.

Event Coordination - 5 to 15 hours monthly

Embarcadero Plaza is a venue that is permitted by Rec and Park for a variety of users for events ranging from walks or concerts to protests to bocce ball games. The Market Manager will need to help coordinate the artists with those users, as well as coordinating with Hyatt loading and unloading. These events may be run by a city agency or private company or non-profit. It is the Market Manager's job to ensure the art market runs smoothly with these other overlapping uses of the space. The Market Manager will work with city agency and private company representatives to adjust selling spaces as needed. They will communicate these changes to the artists and run the lottery accordingly for both planned and unplanned events. They will work in tandem with Arts Commission staff to ensure clear, consistent communication.

Marketing - 1 hour daily

While the Embarcadero Plaza market has been running for 46 years, there has been little to no regular marketing of the art market. The Market Manager will help Arts Commission staff strategize about best marketing practices. They will help implement marketing concepts such as: regular daily signage, profiles of artists for social media and the Arts Commission's website, signage for individual artist booths, flyers, etc. The Market Manager will take a direct interest in increasing visibility for the Embarcadero Art Market and help assist or refer

artists who need individual marketing support. They will educate visitors about the program and answer questions on applying for a license with the Arts Commission.

Security - ongoing

At times, artists may need support with security measures in the plaza. Embarcadero Plaza has a police foot beat that comes through irregularly, and security provided by Boston Properties and Hyatt for their respective locations. For permitted events, Rec and Park provides rangers for security. Events may also provide their own security such as fenced perimeters and guards. However, there is currently no security specifically for artists. The Market Manager, or their designated security person, will patrol the market and assist with security as needed. This person should be familiar with and trained in de-escalation practices and have experience with productively engaging with folks who live and/or occupy the street in San Francisco.

Requirements

Estimated Schedule

6 a.m. to 5 p.m.: Saturday

- 6 a.m. Lottery
- 9 a.m. Secondary Lottery (if needed)/Artist vehicles cleared from loading area
- 12 p.m. Third Lottery (if needed)
- 4 p.m. Artists allowed to return to loading area
- 5 p.m. Duty Ends

On-Site Facilities

The Market Manager must be willing and able to set up their own location for work. The Arts Commission will provide technical equipment such as a laptop, tablet, and credit card machine for efficient workflow. The art market is open air. There are no designated restrooms. The Market Manager must be prepared to staff the market in inclement weather, setting up and taking down their table and other physical equipment every day. They must be prepared to use merchant restrooms such as Philz Coffee or other merchants in the area.

Market days are subject to weather. If inclement weather does not allow the set-up of booths, the Market Manager will help artists close the market for the day, and is then free to leave.

Business Compliance

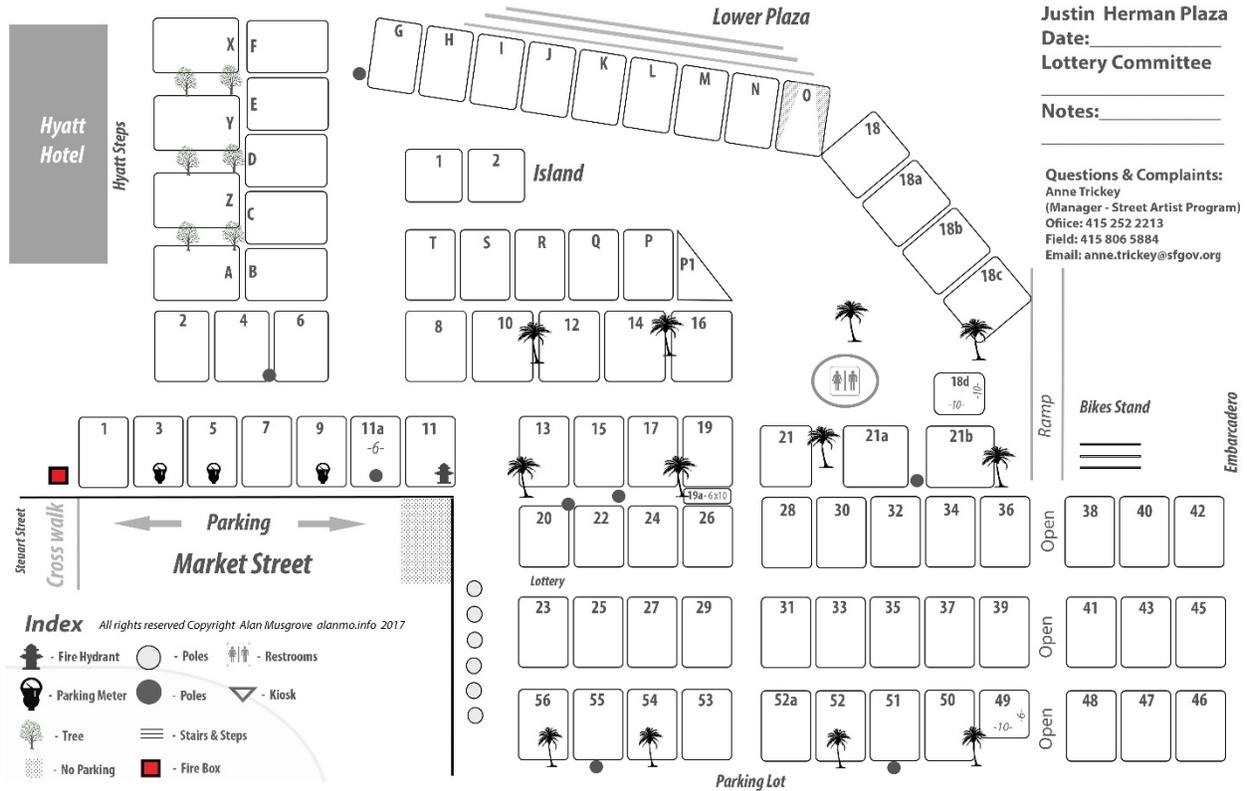
The Market Manager must be willing and able to become a compliant vendor through the City's Supplier Portal. This requires filing the appropriate paperwork with the Treasurer and Tax Collector's Office as well as the Human Rights Commission. Arts Commission staff will assist with this process. For more information, please check out the website link below.

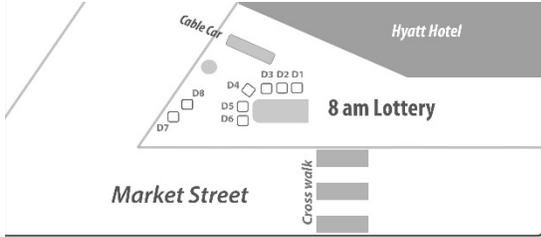
<https://sfcitypartner.sfgov.org/>

Language Access

Many of the artists at the market speak a language other than English. Languages include: Spanish, Cantonese, Mandarin, Korean, Italian, German, etc. The Market Manager should be able to help artists with language access needs.

Maps





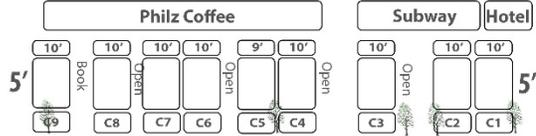
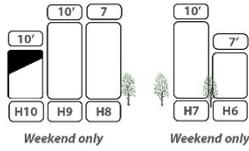
Market & Bart Spaces

Date: _____
 Lottery Committee

Notes: _____

Questions & Complaints:
 Anne Trickey (Manager - Street Artist Program)
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 Email: anne.trickey@sfgov.org

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Bart Spaces

Cafe Spaces

