



2024 MEMORANDUM OF UNDERSTANDING



This Memorandum of Understanding (MOU or “Agreement”) is dated as of **January 17, 2024**, and entered into by and between **Ocean Avenue Association (OAA)** and **ArtSpan** for the **Neighborhood Art Initiative**.

PROJECT OVERVIEW

Through funding from the Mayor’s Office of Economic Workforce Development (OEWD), ArtSpan’s Neighborhood Art Initiative trains San Francisco organizations to produce public art initiatives. This sharing of institutional knowledge by way of a mentorship empowers organizations throughout the city of San Francisco to independently create and sustain public art initiatives that support small businesses and local artists.

From January through April 2024, ArtSpan will provide consultation support to Ocean Avenue Association (OAA) in OAA’s production and public presentation of a neighborhood arts initiative. OAA’s program—modeled after [ArtSpan’s Excelsior Art Initiative](#)—will use art as a vehicle for community engagement to foster the revitalization of San Francisco’s Ocean Avenue, while uplifting local artists and businesses.

ArtSpan serves as a consultant, guiding OAA’s dedicated business coordinator—a professional working in and serving the neighborhood—on how to produce a neighborhood arts initiative from start to finish. ArtSpan’s mentorship lays the foundation for the ongoing production of art initiatives by providing districts with the necessary skills and knowledge to independently produce art programs long-term.

PARTNER ROLES & RESPONSIBILITIES

ArtSpan supports OAA’s development of an art initiative with accompanying art walk and community reception/celebration. ArtSpan:

- ❑ provides up to 10 consulting hours per month via Zoom or phone concluding April 2024 for the following:
 - ❑ trains one (1) business coordinator, equipping OAA to independently continue the program beyond the time period of this MOU
 - ❑ supplies outreach templates and examples
 - ❑ reviews and advises on outreach and calls for art/proposals within the allotted consulting hours
 - ❑ amplifies OAA’s call for art/proposals



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- ❑ connects OAA's business coordinator with Excelsior Action Group for up to five (5) hours of consultation per month until the initiative's public presentation concluding April 2024

Ocean Avenue Association (OAA)

- ❑ produces, funds, and presents their art initiative
- ❑ connects ArtSpan with their dedicated business coordinator to manage and produce the art program
- ❑ budgets for the business coordinator, artist stipends, and other related expenses (e.g. promotional costs, music/entertainment, event photographer, designer, insurance, etc.)
- ❑ carries out all event-related outreach and recruitment (e.g. host businesses recruitment)
- ❑ authors, posts, and hosts call-for-art/proposals
- ❑ includes ArtSpan's and OEWD's logo on all relevant collateral promoting the art initiative and its accompanying event(s)
- ❑ produces and hosts all accompanying celebrations (e.g. art walk; community celebration/pubic reception)
- ❑ secures required permits associated with the event (e.g. for street closures, music and amplified sound, food and drink, etc.)
- ❑ will be featured on ArtSpan's website, social media, and in funding applications as a participant in ArtSpan's Neighborhood Art Initiative mentorship program

Both parties agree to keep an open line of communication with Rosendo Betancourt serving as point of contact for OAA, and Andrea Martin serving as point of contact for ArtSpan.

DESCRIPTION OF PARTNERS

OCEAN AVENUE ASSOCIATION

The Ocean Avenue Community Benefit District was formally established in December 2010 with a 15-year term.

The district comprises 148 properties that front Ocean Avenue from Manor Drive on the west running along Ocean Avenue to Interstate 280.



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The nonprofit Ocean Avenue Association manages the district with a focus on cleaning and maintenance, safety; marketing; and streetscape improvements.

ARTSPAN

ArtSpan is a 501(c)(3) nonprofit organization committed to supporting the San Francisco Bay Area creative community, ensuring artists remain recognized as an integral component of the region's ethos. ArtSpan promotes San Francisco artists, produces professional development workshops, networking mixers, and paid opportunities to showcase work and make direct connections with diverse audiences.

GENERAL AGREEMENT

IN WITNESS WHEREOF, the parties have hereunto executed this MOU as of the date first above written. In the event of a dispute that cannot be settled through consensus, a third party will be brought in to mediate.

The MOU may be modified when necessary at the request of any party.

Rosendo Betancourt, Small Business & Marketing Manager, OAA

January 24, 2024

Date

Andrea Martin

Andrea Martin, Program & Membership Manager, ArtSpan

1/24/24

Date