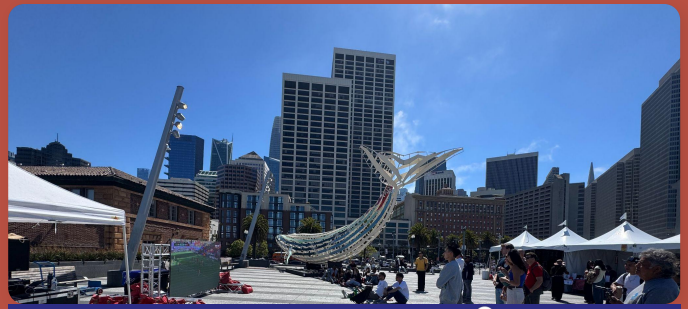
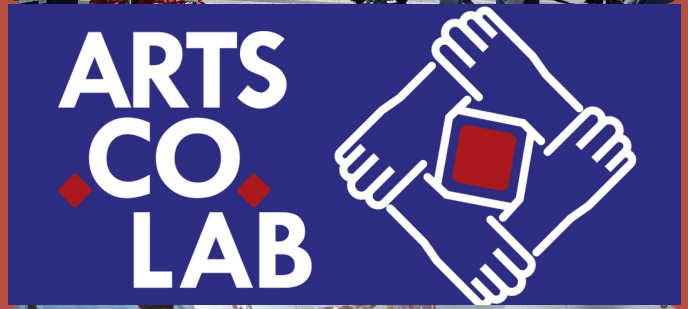






COVEN IMPACT REPORT · 2026

Community Arts Market

Ferry Plaza Series

June 11–14, 2026

Ferry Building Terminal Plaza · San Francisco, California

Produced by Arts.Co.Lab · Marketing & Communications by COVEN

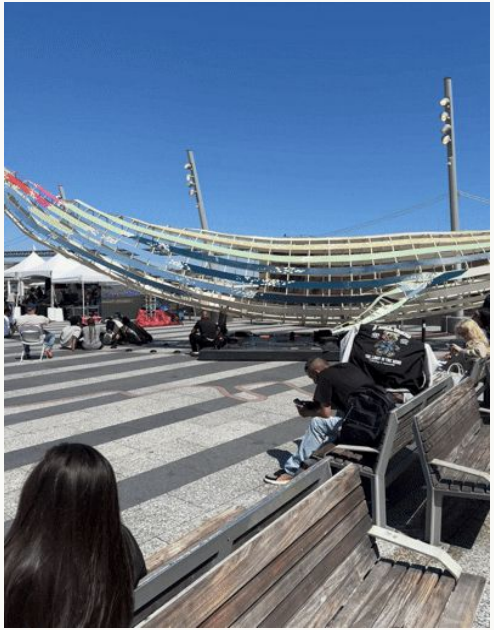
"World Cup energy. San Francisco soul."

EVENT OVERVIEW

A Free, Four-Day Cultural Gathering

The Community Arts Market transformed Ferry Terminal Plaza into a vibrant hub connecting local artists, creative entrepreneurs, residents, and visitors through art, culture, and commerce, providing basic infrastructure for the Creative Economy in San Francisco.

Over four days, the event co-mingled public art, live programming, World Cup viewing, and family-friendly activities—demonstrating how creative spaces can power community building.



DATES
June 11–14, 2026

VENUE
Ferry Terminal Plaza

ADMISSION
Free & Public

DURATION
4 Days

BY THE NUMBERS

Four Days of Measurable Impact

2,800

Total Attendees

Over four days

23

Artists & Creatives

Local participants

$35K

Artist Revenue

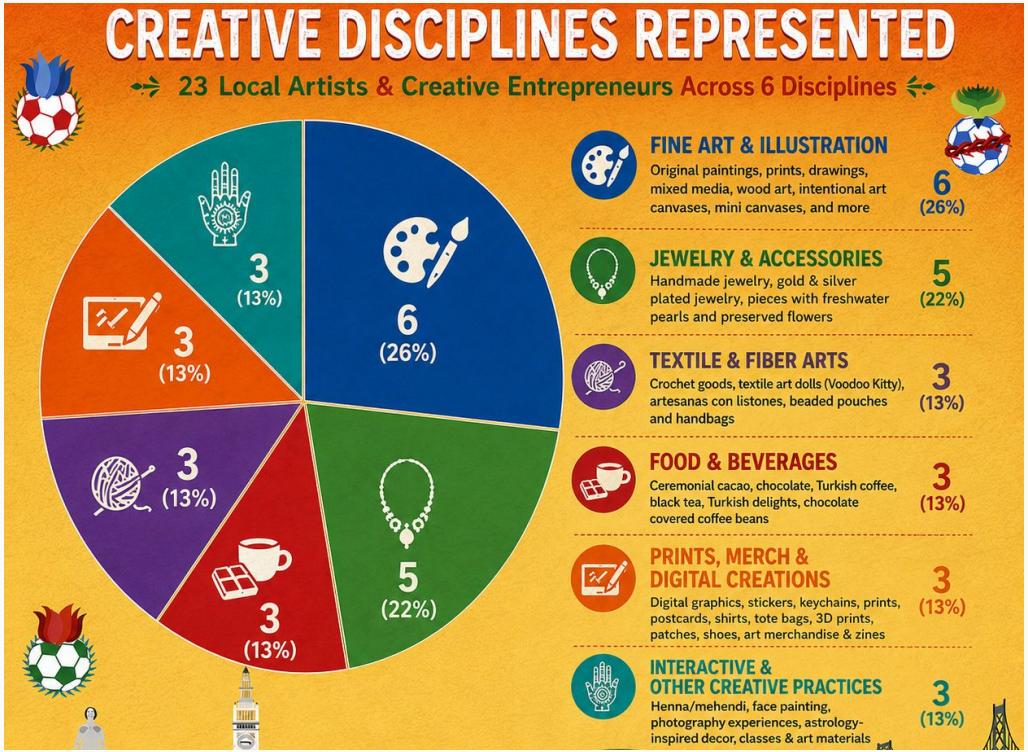
100% retained by artists

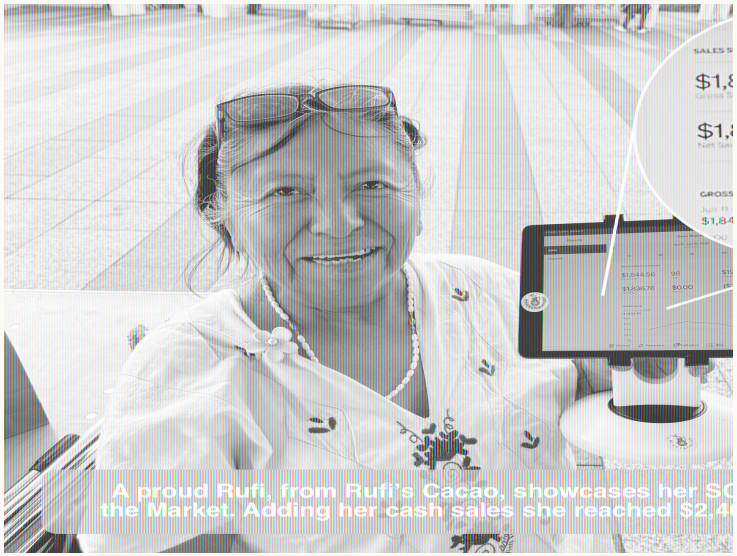
$75K

Production Investment

In community programming

ARTIST PARTICIPATION



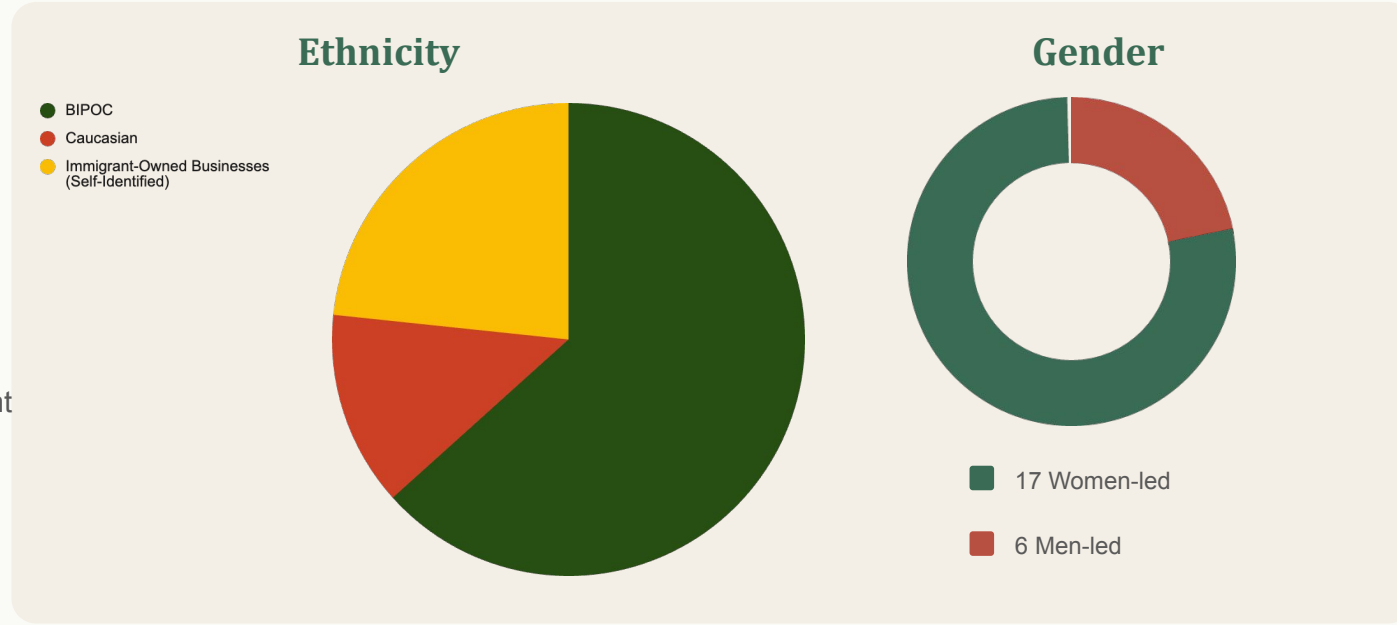


The market served as a vital platform for local talent to connect directly with the community and visitors alike.

PARTICIPATING ARTISTS & VENDORS

1. Bingkoland
2. Ceremonia
3. à•pe
4. Zachary Seth Greer Studio
5. Pridimensional
6. Drea the Artist
7. Bear It All Shop
8. Eternal Sunshine Jewelry
9. Art of Marchesano
10. Rufi’s Cacao
11. Mivelle
12. Art - Dio
13. 9AM Jewels
14. QT Coffee
15. Juang Studio
16. Bay Area Party Entertainment
17. Mayeli´s Craft SF
18. 64 movements
19. Dos Coyotes - Lenel
20. Dos Coyotes - Arturo
21. Independent Artists
22. Xolox - Josue
23. Sindhu Kuncharapu

23 Local Artists Total



ARTIST DEMOGRAPHICS

Demographic Group	Participants	Percentage
Latinx	7	30.40%
Chinese / East Asian	5	21.70%
Caucasian / White	4	17.40%
South Asian	3	13.00%
Filipino	2	8.70%
Arab	1	4.30%
Turkish	1	4.30%
Total	23	100%
Category	**Number**	**Percentage**
BIPOC Participants	19	82.60%
White Participants	4	17.40%
Immigrant-Owned Businesses (Self-Identified)	7	30.40%

STRATEGIC PARTNERS









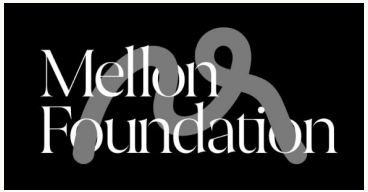














Keeping Dollars in Artist Hands

$75,000

Production Investment

Invested into production, performances, artist support, staffing, logistics, infrastructure, equipment, and local community partnerships.

This is money reinvested into the local economy.

$35,000

Total Artist Revenue

Generated in direct sales over four days, with 100% of proceeds retained by artists and small creative businesses.

Artists received booth space, infrastructure & operational support at NO COST — retaining 100% of their earnings.

COMMUNITY IMPACT

Beyond the Numbers

New Audiences

Artists connected with visitors, residents, and World Cup fans who might never have engaged with local creative work.

Network Building

Strengthened professional relationships among artists from diverse backgrounds and disciplines in the Bay Area.

Public Space Activation

This public programming wove together art, food, performance, and sport activating the waterfront and the installation of Echoes, by the Big Art Loop.

Ecosystem Support

Free access to a professionally produced marketplace gave emerging and independent artists infrastructure they couldn't access alone.

PHOTO GALLERY

Visualizing the Impact











Captured moments of economic and community impact across the four-day event.

Creating Multiple Entry Points to Discovery

COVEN's communications and outreach strategy established a clear public identity for the event and extended audience awareness across digital, media, hospitality, and neighborhood channels.

Marketing Brief

Defined the event's public identity: "World Cup energy. San Francisco soul."

Social Media Copy

Platform-ready copy for pre-event and during-event promotion across channels.

Press Release

Approved language for media, partners, and event calendars covering who, what, when, where, why.

On-Foot Distribution

Flyer distribution to hotels, private clubs, coworking spaces, and residential communities.

Media Placements

Listings on Downtown SF Partnership and Funcheap SF, reaching audiences seeking free cultural events.

Project Management

Coordination across workstreams: timelines, copy, logistics, and partner-facing documentation.

Taking the Event to the Audience

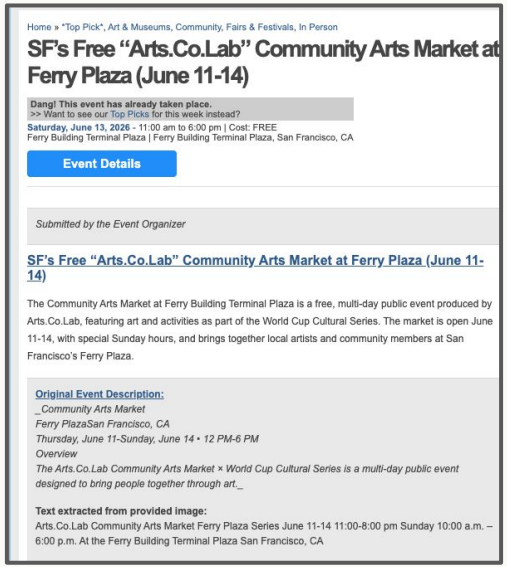
Promotional **flyers** were delivered directly to nearby hotels, private clubs, coworking spaces, and residential communities — reaching visitors, downtown workers, and locals already near the waterfront.

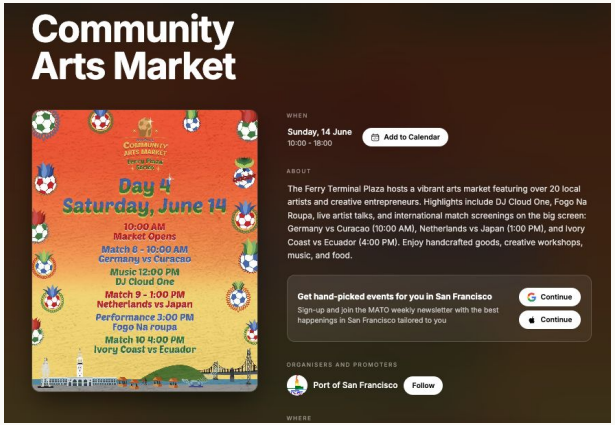
HOTELS	CLUBS & COWORK	MEDIA LISTINGS
Grand Hyatt	The Battery SF	Downtown SF Partnership
Marriott	Groundfloor Club	Funcheap San Francisco
Kimpton Fisherman's Wharf	Shack15	Do the Bay
The Jay, Autograph Collection	The Amador	NBC/Telemundo
Club Quarters Hotel SF		ABC San Francisco
Four Seasons at Embarcadero		
The Westin St. Francis		

Snapshot of Promotion

A digital footprint spanning event listings, social media engagement, and community calendars.







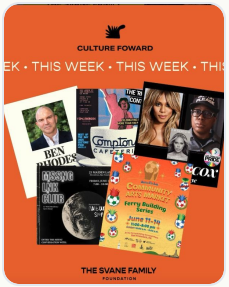
DOWNTOWN SANFRANCISCO

FUNCHEAPSF

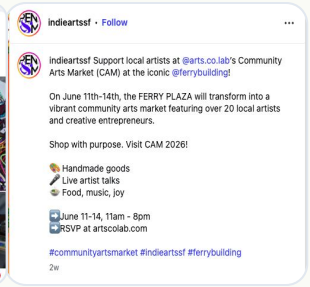
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MARKETING & COMMUNICATIONS · SOCIAL MEDIA SNAPSHOTS

A showcase of live event coverage, community shares, and social media storytelling.

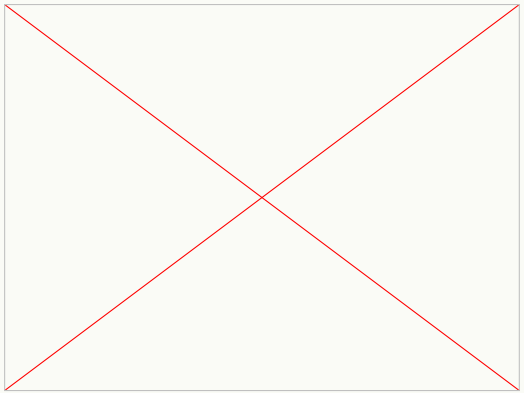




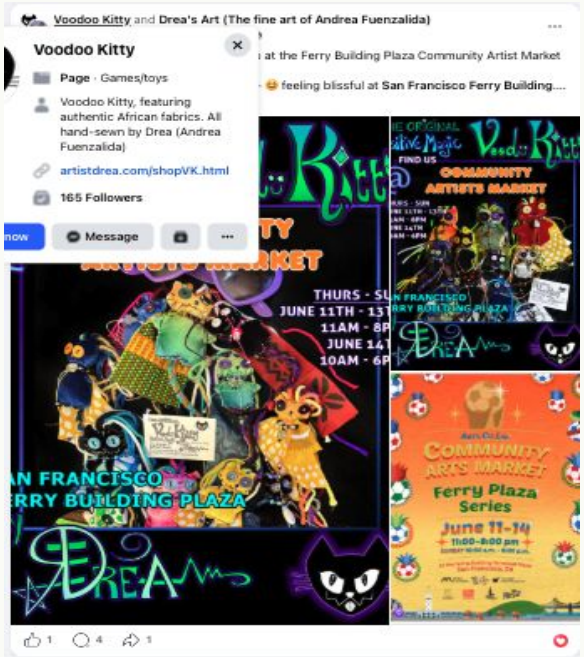




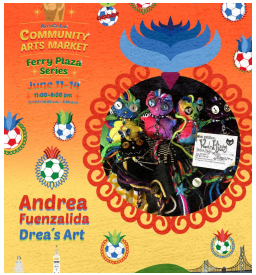








COMMUNITY ARTS MARKET · ARTIST CO-PROMOTION





































MARKETING IMPACT · SOCIAL MEDIA IMPRESSIONS

Analytics overview for Arts.Co.Lab during the June 11-14 event series.

52K

TOTAL REACH

7K

STORY VIEWS

In Their Own Words

> *So much of what we do as artists & creatives is an extension of our heart, and I trust it touched the hearts of many who came through the market this weekend.*

— Christine Juang, Participating Artist

> *Big gratitude to Arts Co Lab... and everyone who supported us to make this possible. You are a gift to us all.*

— Christine Juang

> *I feel truly honored to have spent such a wonderful weekend with all of you. Thank you for a fantastic event. I would love the opportunity to participate again.*

— Participating Artist



PARTNERSHIP IN ACTION

Two Organizations. Complementary Strengths.

Arts.Co.Lab

Event Producer

- Event production & operations
- Artist recruitment & training
- Booth space at no cost to artists
- Site coordination & logistics
- Infrastructure, permits, & equipment
- Staffing & community partnerships

COVEN

Marketing & Communications

- Public messaging & positioning
- Marketing brief & core narrative
- Social media copy (pre + during)
- Press release for media & partners
- On-foot flyer distribution
- Media placements & event listings

Together, Arts.Co.Lab and COVEN delivered a fully produced, publicly visible, community-centered cultural event.

CONCLUSION

Art. Community.Connection.

The **Community Arts Market** demonstrated that artist-centered cultural programming can generate measurable economic and social impact.

With a $75K investment, the event produced $35K in direct artist revenue, welcomed 2,800 attendees, and built lasting connections among 23 local artists and creative entrepreneurs.

Most importantly, it helped build the infrastructure for a more sustainable local arts ecosystem—one where creativity thrives.



Thank You

ARCHIVE LINKS

Marketing Brief

Social Media Plan

Comms Calendar

Press Release

Additional event photos!