Community Arts Market

Ferry Plaza Series ´26

Impact Report

June 11–14, 2026
Ferry Building Terminal Plaza, San Francisco, California

Executive Summary

"The Community Arts Market: Ferry Plaza Series demonstrates what becomes possible when artists are provided with equitable access to public space, professional infrastructure, and entrepreneurial support."

Produced by Arts.Co.Lab during the 2026 FIFA World Cup, the four-day market transformed Ferry Terminal Plaza into a vibrant destination where local artists, creative entrepreneurs, residents, commuters, and international visitors connected through art, culture, and commerce.

Rather than functioning solely as a temporary marketplace, the Community Arts Market served as an investment in San Francisco's creative economy. By removing financial barriers and providing artists with free access to professional production, business coaching, and high-visibility public space, Arts.Co.Lab created meaningful opportunities for artists to increase income, expand professional networks, reach new audiences, and strengthen long-term career sustainability.

Through the success of our program ***TRANSFORMATIVE ARTS MARKETS (TAM)***, Arts.Co.Lab reaffirms the belief that thriving artists contribute directly to thriving communities. Investments in creative infrastructure not only support individual artists but also activate public spaces, strengthen neighborhood economies, foster cultural exchange, and build a more equitable arts ecosystem.

Impact at a Glance:

You can see our overall numbers in this graphic, plus:

- **Free vending** opportunities provided to participating artists
- **Six weeks** of entrepreneurship training and individualized coaching provided before the market



Investing in Artists-Investing in Communities:

The Community Arts Market is the culminating step of our 6-week training TAM, and it reflects Arts.Co.Lab's long-term strategy of strengthening the Bay Area creative economy by investing in artists as entrepreneurs, cultural workers, and community leaders.

The approximately **$100,000** investment supported:

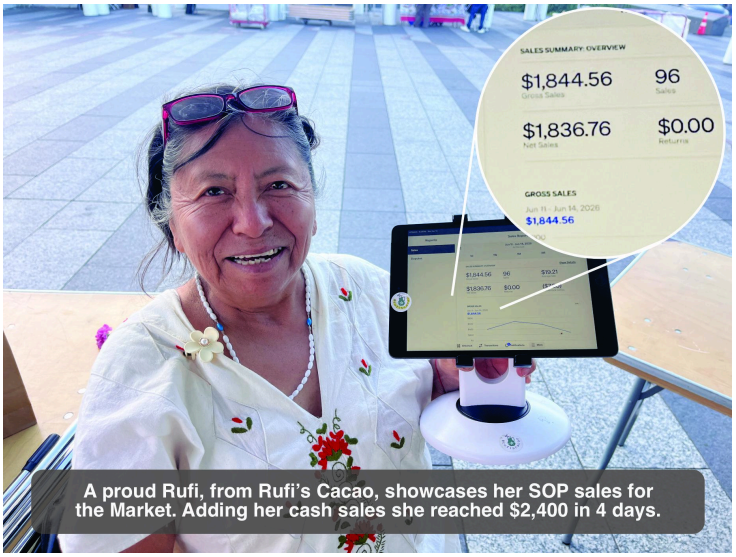
- Professional event production
- High-quality amenities (tents, furniture, and signage)
- Accessibility accommodations
- Public space performance activation
- Marketing and audience development
- Production staffing
- Site logistics and infrastructure
- Community partnerships: SF Port, Big Art Loop, Downtown SF, COVEN, Fogo Na Roupa
- Artist coaching and entrepreneurship training



Because participation costs were fully subsidized, artists retained **100% of their sales**, thereby maximizing the program's direct financial impact.

Economic & Community Impact

Participating artists generated approximately **$35,000** in direct sales during the four-day activation. The market welcomed approximately **2,800 visitors**, creating meaningful opportunities for community members to engage directly with local artists while experiencing the cultural diversity that defines the Bay Area. Equally important, artists developed relationships expected to produce continued economic benefit through future commissions, teaching opportunities, collaborations, and expanded collector networks.



A proud Rufi, from Rufi's Cacao, showcases her SOP sales for the Market. Adding her cash sales she reached $2,400 in 4 days.

Through our **Transformative Arts Market** program, artists also completed six weeks of professional development that included business development workshops, individualized coaching, and capacity-building through marketing support and production-assistance resources that will continue to generate value long after the market concluded.

The result was not simply a successful weekend event, but an investment in long-term artist sustainability and economic mobility.

The market strengthened public life by:

- Activating a highly visible civic space
- Supporting small creative businesses
- Increasing visibility for local artists
- Encouraging cross-cultural exchange
- Connecting residents and visitors through arts experiences
- Building relationships among artists, organizations, and community members

These outcomes demonstrate how artist-centered public programming contributes simultaneously to economic vitality, cultural participation, and community well-being.

Cultural Equity, Accessibility & Artist Success

Arts.Co.Lab intentionally designed the Community Arts Market to reduce barriers that often prevent artists from participating in professional marketplaces.

The program prioritized participation among BIPOC, immigrant, LGBTQ+, disabled, low-income, and emerging artists while creating an environment that welcomed visitors of all ages, backgrounds, and abilities.



Accessibility extended beyond physical accommodations to include thoughtful production practices that supported artists with chronic illnesses, neurodivergence, mental health disabilities, and other non-visible disabilities. Participating artists consistently described the experience as both professionally valuable and personally meaningful.

Christine Juang reflected:

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

Mindy Mivelle shared:

"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."

These responses reinforce that Arts.Co.Lab's investments build not only stronger businesses, but stronger artistic communities rooted in collaboration, belonging, and mutual support.

Funders, Partners & Community Collaborators

The Community Arts Market was made possible through the collective investment of philanthropic organizations, public agencies, cultural partners, businesses, volunteers, and artists who share a commitment to strengthening San Francisco's creative economy. We want to thank everyone who played a role in making this vision a reality:

- ★ **Funding Partners:** The **Svane Family Foundation** and The **Latino Community Foundation**
- ★ **Fiscal Sponsor:** **Independent Arts & Media (IAM)** provided the organizational and fiscal infrastructure.
- ★ **Public Agency Partners:** The **Port of San Francisco.**
- ★ **Community & Cultural Partners:** **COVEN, Big Art Loop–Portside, Downtown SF, Ferry Building.**

Together, these partnerships created opportunities that no single organization could achieve independently. By aligning public investment, philanthropy, artist leadership, and community collaboration, the Community Arts Market became a model for how cross-sector partnerships can strengthen arts infrastructure, expand economic opportunity, and cultivate a more equitable and resilient creative ecosystem.

About Arts.Co.Lab

Arts.Co.Lab (ACL) is a cultural equity organization that strengthens the creative economy by advancing the long-term sustainability of Black, Indigenous, Immigrant, LGBTQ+, disabled, and other under-resourced artists, arts organizations, and cultural entrepreneurs.

Through professional development, capacity building, and shared infrastructure, ACL cultivates emerging artists and creative leaders, strengthens organizational and business resilience, expands public access to arts and culture, and increases the visibility of community-rooted artistic practices.

We foster collaboration across artists, cultural organizations, public agencies, and community partners to build innovative, equitable systems that transform artistic vision into sustainable careers, thriving organizations, and lasting cultural impact. Our co-founders, Arturo Méndez-Reyes and Therese Davis, bring over 30 years of combined experience as BIIPOC artists and administrators committed to cultural equity in San Francisco.

To date, Arts.Co.Lab has:

- Supported more than **300 artists**
- Helped artists secure more than **$3.2 million** in grants and funding
- Produced professional development programs, markets, performances, workshops, and cultural activations throughout the Bay Area

Arts.Co.Lab designed, curated, and produced the Community Arts Market, transforming Ferry Terminal Plaza into a vibrant cultural destination that elevated local artists, creative entrepreneurs, and community connection.

The Community Arts Market demonstrates that investing in artists produces measurable returns for communities. By strengthening creative infrastructure, expanding economic opportunity, and cultivating cross-sector partnerships, Arts.Co.Lab continues to build a more vibrant, connected, and resilient arts ecosystem for San Francisco and beyond.



Funder Expense Report

The success of Transformative Arts Market, Cohort 2 can be measured by the amount of direct investment we were able to circulate back into the local creative economy. Through this program, Arts.Co.Lab invested **$108,841** into a network of mostly artists, cultural workers, creative entrepreneurs, and local service providers. This included **$20,800 in artist fellowships**, **$29,050 in personnel support**, and **$15,700 in capacity-building resources** such as infrastructure stipends, audiovisual support, photography, stage performers, ACL Bucks, and meals at the market.

Transformative Arts Markets - Cohort 2 - CAM'26

Professional Development Program

Description	Amount
Artist Fellowships	**$20,800.00**
Total	**$20,800.00**

Personnel	Amount
Project Manager	$10,500.00
Project Assistant	$8,400.00
Administrative Assistant	$4,550.00
Comms Lead	$5,600.00
Total	**$29,050.00**

Production team	Amount
5-person team for 4 days	**$4,000.00**
Total	**$4,000.00**

Capacity Building	Amount
Infrastructure Stipends	$4,200.00
Audiovisual	$2,000.00
Photographer	$1,000.00
Stage Performers	$4,000.00
ACL Bucks	$2,000.00
Lunch at Market	$2,500.00
Miscelaneous	$800.00
Total	**$15,700.00**

Production & Rentals	Amount
Sound + AV Tech	$2,000.00
Internet/Streaming	$200.00
Security	$3,500.00
SF Port Fees	$2,800.00
Sound permit	$800.00
Recology	$635.00
Insurance City	$1,456.00
Total	**$11,391.00**

Marketing & Outreach	Amount
Graphic Design	$1,400.00
Digital ads	$250.00
Printing	$2,500.00
Total	**$4,150.00**

Infrastructure	Amount
Pick tents	$15,000.00
Furniture	$750.00
LED Screen	$8,000.00
Total	**$23,750.00**
	$108,841.00

Beyond directly supporting participating artists, the program generated meaningful economic activity for local vendors and production partners. Investments in **production and rentals, marketing, outreach, permits, insurance, security, tents, furniture, and an LED screen** helped create a high-quality public market experience while keeping resources circulating within the Bay Area's cultural ecosystem. In this way, Transformative Arts Market demonstrates that community-rooted arts markets are not only cultural events, but practical engines for local economic development.

Thank you to our funders, the ***Latino Community Foundation*** and the ***Svane Family Foundation,*** for empowering this vision of a world where artists can thrive through their work. ***All the Love. All the Power.***