

# PROPOSED PROJECT SCOPE STATEMENT

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**Project Name:** Modernizing the Street Artist Licensing Program

**Project starts:** February 2016

**Project ends:** June 2017

## PROJECT PURPOSE

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This project aims to implement selected recommendations in Ms. Kate Faust's Evaluation Report in order to improve the Street Artists Licensing Program.

## DESCRIPTION

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We will implement changes to streamline the application, screening and monitoring process, conduct extensive community engagement about the necessary changes to the program, and explore selected strategies to implement a market structure and promote the program.

## DESIRED RESULTS

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- Increase the quality of the art and crafts sold through the program
- A more streamlined and efficient application, screening and monitoring process
- Program artists actively participate in the process to modernize the program
- Eliminate program deficit and balance program budget

## KEY STAKEHOLDERS

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SFAC staff

Street Artists Committee

Arts Commission

Advisory Committee of Street Artists and Crafts Examiners

Ad-hoc community working group: Program artists and other community stakeholders