



Agriculture and Artistry - Farmers' Market Performing Arts Project

August 26th, 2025

SSF Cultural Arts Commission Meeting

What is Agriculture and Artistry?

Overview

Through the pilot series, the Agriculture and Artistry Farmers' Market Performing Arts Project, the Parks and Recreation Department can support local performing artists in either solo or group acts. We are looking for artists who can provide a culturally relevant, family-friendly performance, though the series of performances does not yet have a start date and the application has not yet been made available to the public.



What is Agriculture and Artistry?

CALLING ALL LOCAL PERFORMING ARTISTS!

MUSICIANS - DANCERS - THESPIANS - POETS

**LOOKING TO SHARE YOUR ART
WITH THE COMMUNITY THIS WINTER?**

**APPLY TO PERFORM IN THE
AGRICULTURE AND ARTISTRY FARMERS'
MARKET PERFORMING ARTS PROJECT!**

FOR MORE INFORMATION, CHECK THE 'CURRENT
OPPORTUNITIES FOR ARTISTS' TAB ON
WWW.SSF.NET/CULTURALARTS.

APPLICATION AND DETAILS COMING SOON!



Mission

- Give artists an opportunity to showcase their work
- Have a variety of performers of different ages and genres
- Prioritize local performers
- Brighten the ambience of the South San Francisco Farmers' Market

Farmers' Market Performing Arts Survey July-August 2025

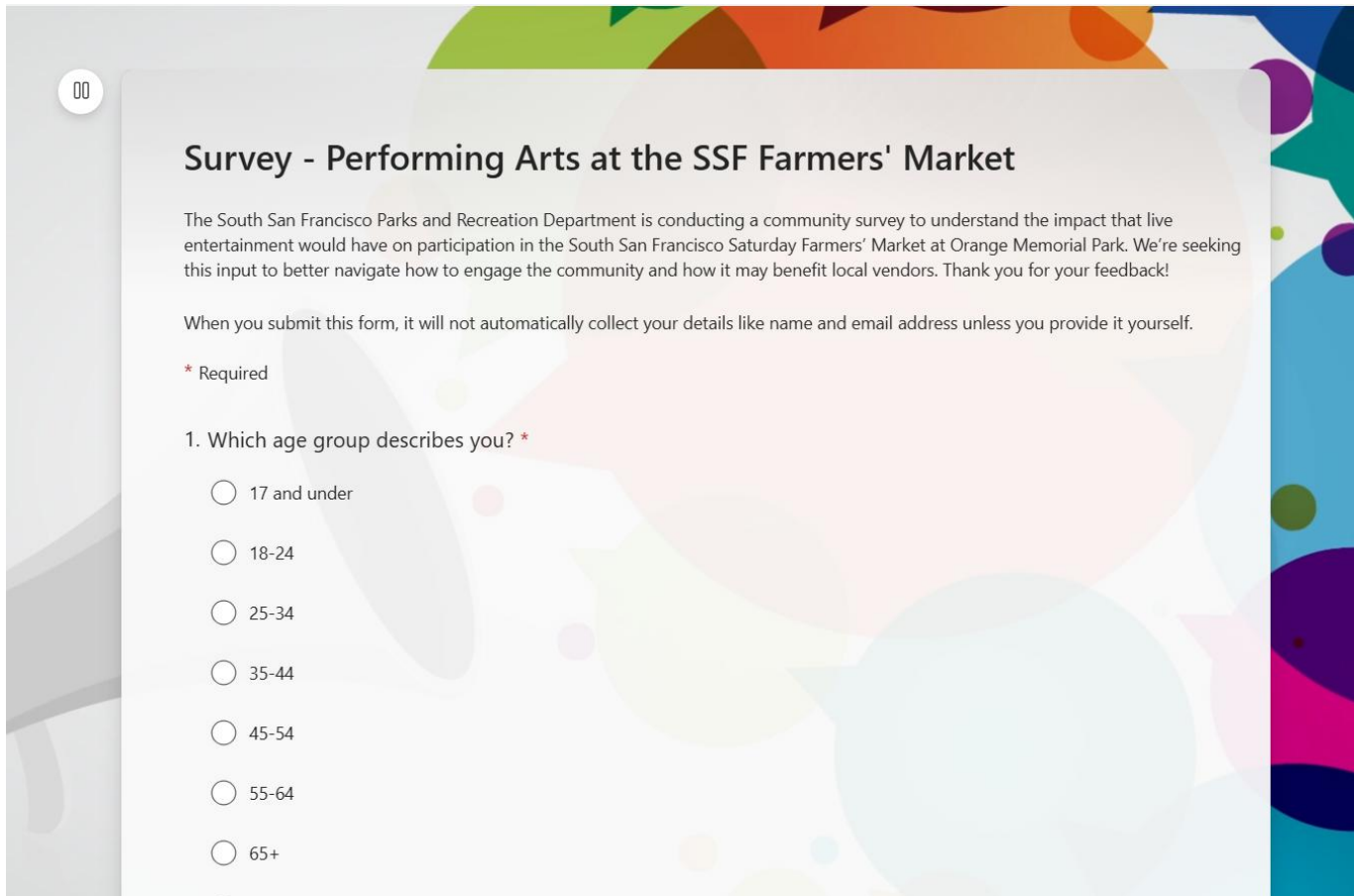
Farmers' Market Performing Arts Survey



Goals

- Receive insight on how live entertainment would be received
- Learn how the public thinks it would benefit vendors
- Gain feedback on the South San Francisco community's pre-existing interest in performing arts

Overview



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Survey - Performing Arts at the SSF Farmers' Market

The South San Francisco Parks and Recreation Department is conducting a community survey to understand the impact that live entertainment would have on participation in the South San Francisco Saturday Farmers' Market at Orange Memorial Park. We're seeking this input to better navigate how to engage the community and how it may benefit local vendors. Thank you for your feedback!

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

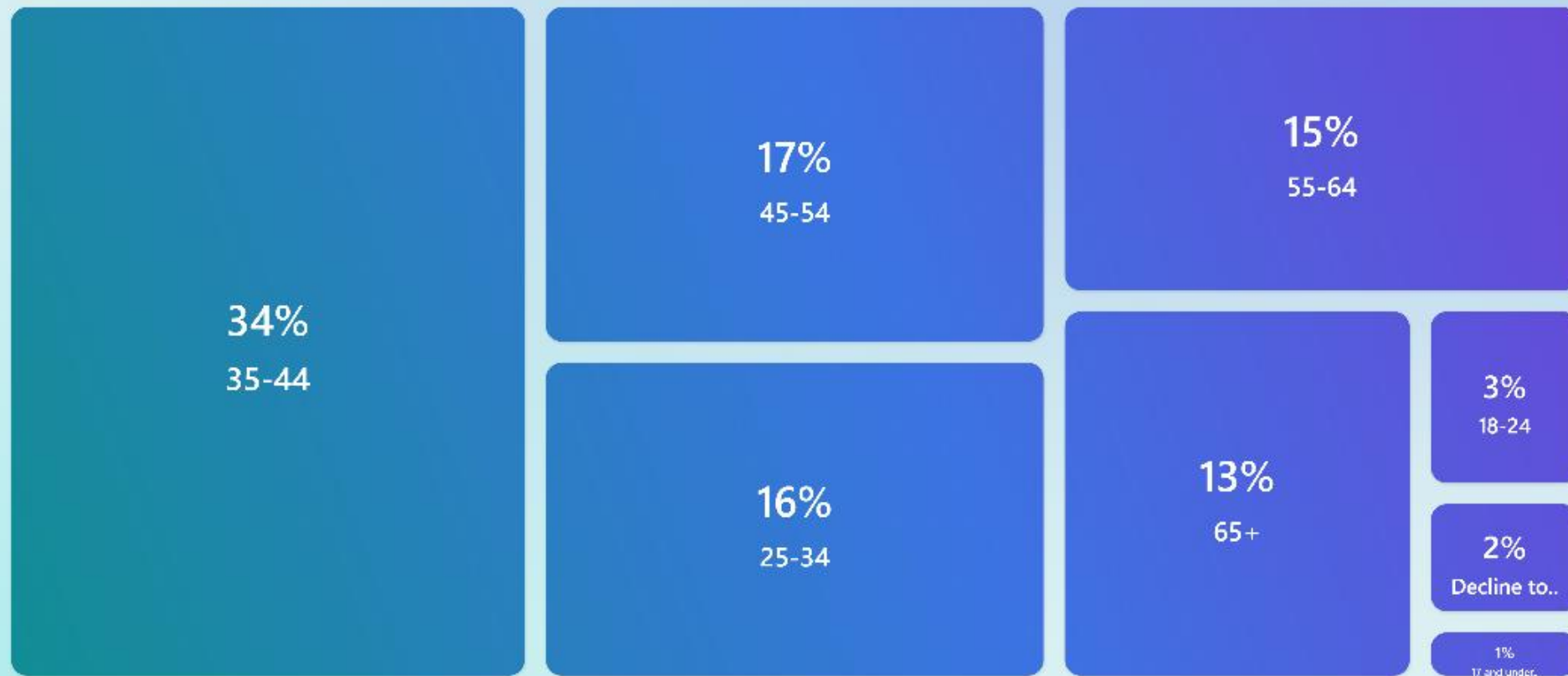
1. Which age group describes you? *

- ☐ 17 and under
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

- The survey was launched on July 18th, first advertised at the South San Francisco July Movie Night.
- We received a total of 174 responses.
- It was closed on August 15th.

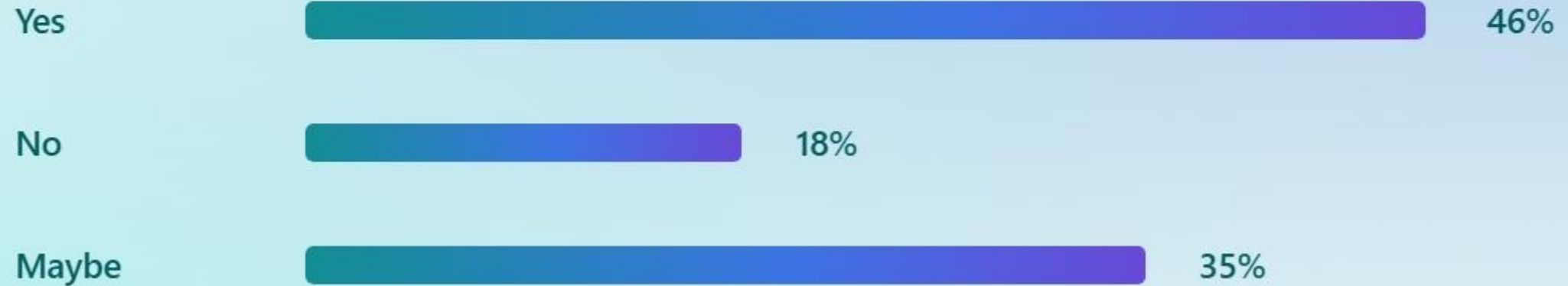
Results

Which age group describes you?



Results

Would you attend the Farmers' Market more often if it was accompanied by live entertainment?



Results

Please rank the following performance types in terms of your interests.

Music

Dance

Comedy

Poetry

Drama

Results

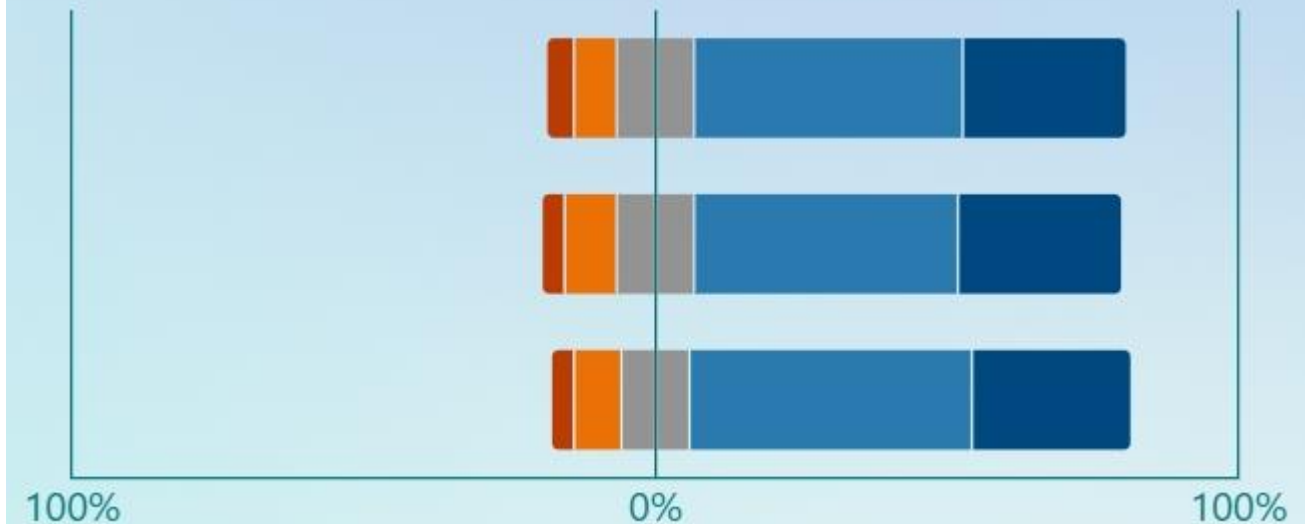
Please rate the following statements.

■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly agree

I think having live entertainment at the Farmers' Market would make it more interesting.

I think vendors would benefit from the presence of live entertainment.

I feel that the SSF community would benefit from the presence of live entertainment.



Recommendations for Performers

Respondents were asked, "Do you know any local performing artists you would recommend for the Farmers' Market?"

- About 30 of the recommended performing groups are located in the Bay Area, 5 of which are based in San Mateo County.
- 4 of these groups are high school-affiliated (SSFHS, ECHS, RHS).

QUESTIONS OR COMMENTS?



Agriculture and Artistry Presentation
City of South San Francisco

THANK YOU



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City of South San Francisco