

Progress Report on Strategic Plan Implementation and Annual Work Plan Discussion

Tara Thompson, Arts & Culture Manager

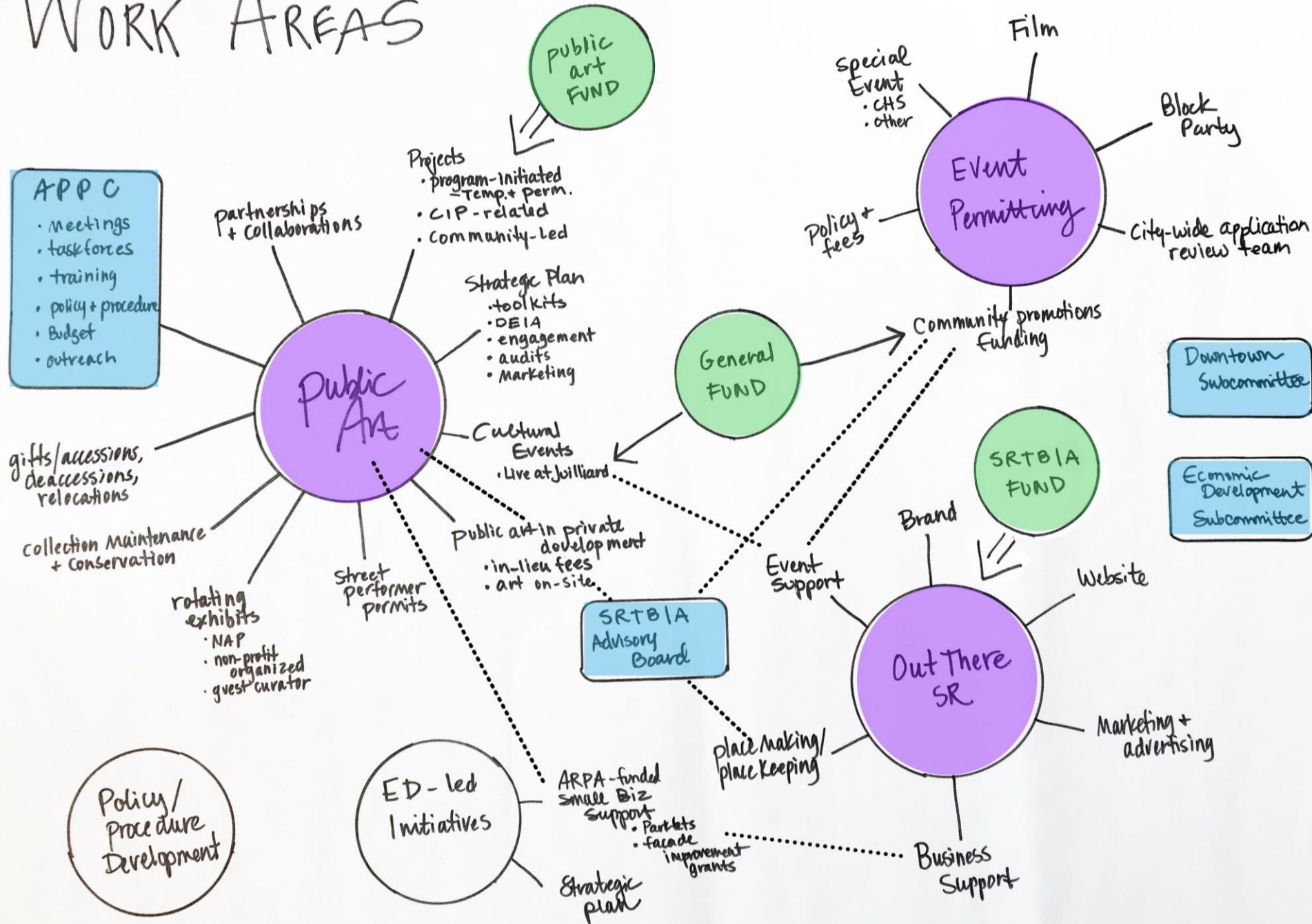
City of Santa Rosa



**Public Art Program
Strategic Plan Implementation FY21-22
Progress Report as of April 25, 2022**

Category	Steps Taken	Anticipated	To Date
Community Engagement & Input		\$6,000	\$0
• Build stronger relationships with community organizations (meeting costs)	APPC taskforce	1,000	0
• Increase and sustain community participation (open houses)	APPC taskforce	2,500	0
• Build Advisory Board (incentivize participation)	Currently in planning	2,500	0
Governance & Administration		\$94,100	\$61,000
• Prioritize transparency and accessibility (engagement tools)	APPC taskforce	2,500	0
• Funding maintenance of all new public art installations	Conservator review of new commissions	1,000	1,000
• Partner with OCE	Hosting Multicultural Roots exhibit at Finley, other activities pending	2,500	0
• Outsource work (new contractors)	Contract with Kimzin Creative for Artists in Gen Plan and DEIA training	25,000	25,000
• Budget for existing temp project managers and contractors	Project manager, arts specialist	63,100	35,000
Programming & Projects		\$187,500	\$19,500
• Public art audit	Currently in planning phase, funds to hire contractor	25,000	0
• Grants for art organizations	Collaboration with ARPA funded Small Biz Support Program, funds for non-profits to deliver art/placemaking façade improvements	50,000	0
• Commissions and grants to artists (annual budget for programming/projects)	Collaboration with Creative Sonoma on ArtSurround grant and training program, funds will be awarded to artists for projects in Santa Rosa	50,000	0
• Partnerships	APPC taskforce	10,000	0
• Application workshops (materials, outreach)	No open calls issued yet this FY	2,500	0
• Ongoing maintenance (annual budget for conservation/maint)	Regular maintenance is underway	50,000	19,500
PR & Marketing		\$23,000	\$3,000
• Better use existing communication tools	Incorporate Public Art in new OTSR site and campaign	3,000	3,000
• Maximize outreach		5,000	0
• Launch social media campaign		2,000	0
• Create improved website		5,000	0
• Create and launch marketing strategy		8,000	0
 Annual budgets not included in Strategic Plan (plan only provided NEW costs of implementation).	TOTAL	\$310,600	\$83,500

WORK AREAS



Public Art Program

Annual Work Plan Discussion

I. Continuing Projects

- a. Artists in the General Plan Update
 - Collaboration with Santa Rosa Forward team
 - Contract with Kimzin Creative
 - Additional funding needed for artists (see *** on previous slide)
- b. Unum in Courthouse Square
 - Installation anticipated August 2022
 - Funding encumbered
- c. Ongoing maintenance and conservation
 - Maintenance of items in the public art collection (funding encumbered)
 - ZAGG improvements (Additional funding may be requested)
- d. Asawa Panels
 - Work with Artworks Foundry ongoing
 - Funding encumbered
- e. Depot Park
 - Revisit artist proposal and landscaping
 - Additional funding may be requested

II. New Opportunities

- a. HWY 101 Ped Overcrossing (Funding needed)
- b. Fire Station 5 (funding from TPW)
- c. Others