



**PUBLIC
ART**



PUBLIC ART PROGRAM UPDATE STAFF BRIEFING

CITY COUNCIL | AUGUST 3, 2021

Tara Thompson, Arts & Culture Manager
Planning & Economic Development
Department

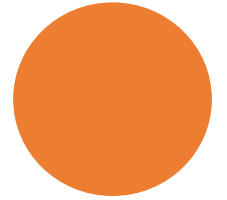
BACKGROUND

- Public Art Program was housed in the Recreation & Parks Department until 2018 when it was relocated to the Economic Development Division
- The Program is managed by the Arts & Culture Manager and supported by part-time contractors and/or temporary project managers as budget allows



PUBLIC ART POLICY

- Council Policy 000-42 adopted by Council in 1996 establishing methods for the selection and funding of public art and forming the Art in Public Places Committee
- Various amendments approved by Council over the years with the latest in 2019
- The policy outlines the following:
 - Committee composition, appointment, duties
 - Project development and approval processes
 - Public Art Fund sources and eligible expenditures
 - Processes for accepting gifts and loans
 - Processes for relocating or deaccessioning



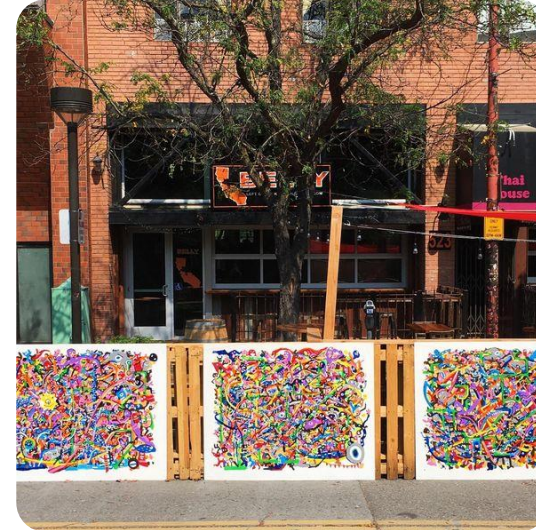
PUBLIC ART FUND

- A dedicated fund for the purpose of supporting public art and cultural programming consistent with the Public Art Policy
- Funding sources:
 - CIP: 1% of general fund construction costs
 - PDF: 1% of total PDF fees (may be spent only on public art located in parks)
 - Private Development In-Lieu Fees: 1% of construction costs for commercial projects \geq \$500,000
- Eligible expenditures include:
 - Public Art projects
 - Cultural programming, including administrative costs
 - Maintenance and conservation of the Public Art Collection
 - Fees for consultants



RECENT PROJECTS: ENGAGING ARTISTS IN RESPONSE AND RECOVERY

- Tubbs Fire Recovery:
 - Fire Response Rounds 1 & 2
 - Sonoma County Residents Reflect on the 2017 Wildfires
 - Coffey Park Public Art Project
- Pandemic Response and Recovery:
 - InsideOutThere.com
 - Open & Out
 - Crisis Response Planning



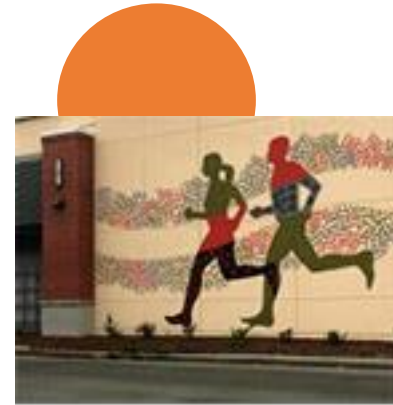
CURRENT PROJECTS

- Imagine Art in Old Courthouse Square
- Fifth Street Parking Garage Project
- Musician Relief Grants
- Out There SR Integration
- APPC Task Forces



PUBLIC ART IN PRIVATE DEVELOPMENT

- Ordinance adopted in 2006 to provide procedures and standards for the integration of public art into commercial development projects throughout the city
- 1% of construction costs for commercial projects \geq \$500,000
- Developer can either place artwork on-site, or contribute in-lieu to the city's Public Art Fund



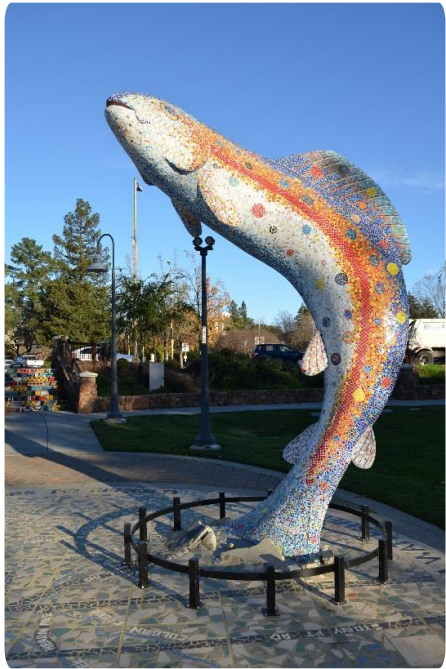
ONGOING PROGRAMS

- Public Art Collection
- Conservation & Maintenance
- Rotating Art Exhibits; National Arts Program
- Street Performer Permits
- Live at Juilliard Concert Series

Enjoy Santa Rosa's Public Art

We invite you to view and participate in our Public Art Program, striving to enrich civic life, give voice to creative spirit and galvanize Santa Rosa's reputation as an arts destination. Visit srcity.org/arts to learn more.





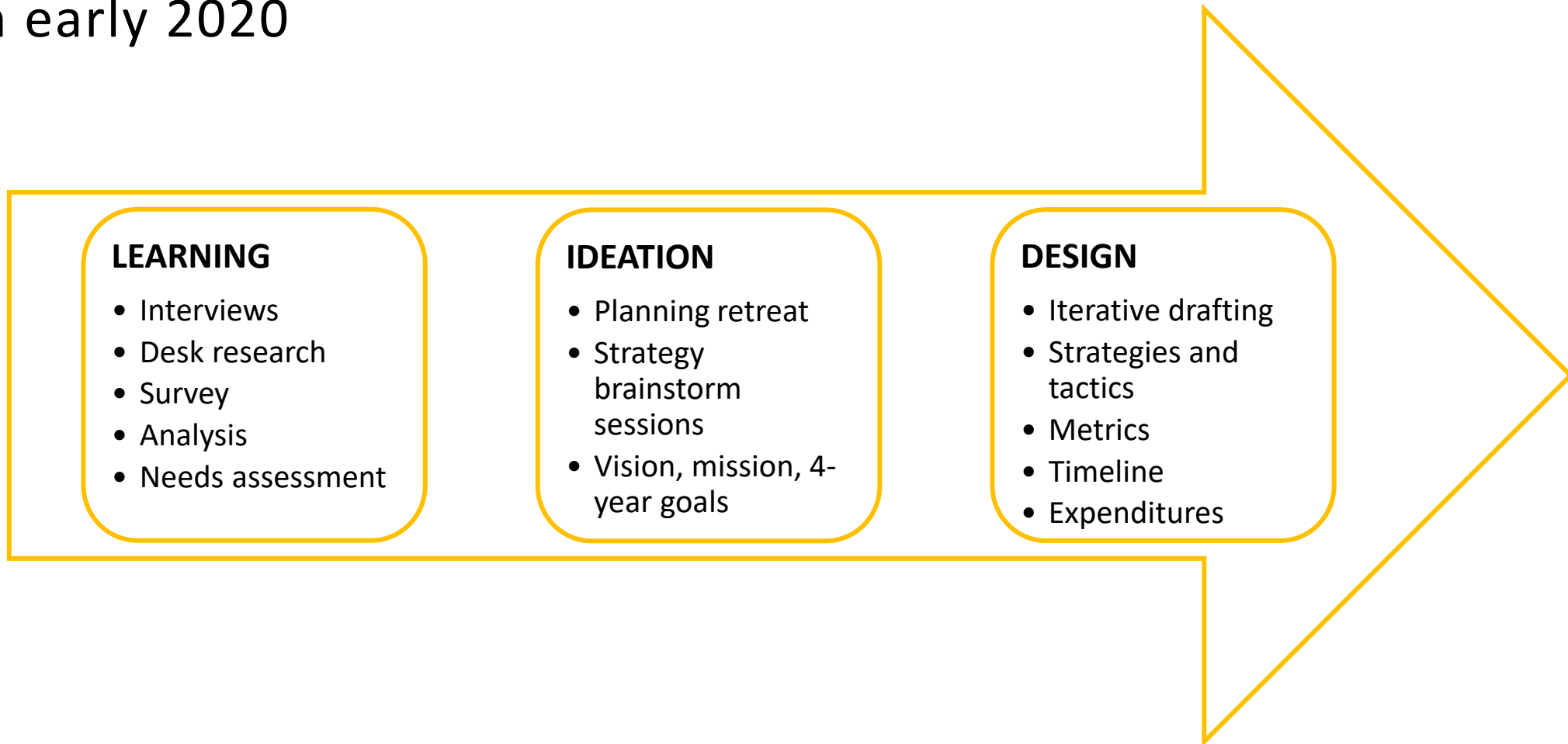
PLANS

- Art & Culture Element included in General Plan 2035 (2009)
- Santa Rosa Public Art Master Plan adopted by Council in 2015
- Public Art Program Strategic Plan FY21-24 adopted by APPC in 2021



STRATEGIC PLAN FY 21-24

Public Art Program engaged Third Plateau Social Impact Strategies in early 2020



STRATEGIC PLAN FY 21-24

VISION – *what's the world we're working to build?*

An empowered, thriving, and inclusive Santa Rosa community connected through the power of art.

MISSION – *what's our unique contribution in making that world a reality?*

Champion artistic expression and amplify community voices through a diverse array of public art experiences.



**PUBLIC
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THEORY OF CHANGE

To serve our community our community, artists, and stakeholders, the Public Art Program, with the support of the Art in Public Places Committee, will take a strategic three-prong approach to public art programming.

CONNECT

We will amplify our messaging to increase community engagement

CHAMPION

We will provide voice and platform for diverse community expression

CATALYZE

We will empower community through equitable and accessible programming

ARTISTS

Connect artists to City resources and services and demystify the governmental regulations and processes



A more diverse group of artists are engaged and empowered to find new opportunities to create public art.

COMMUNITY

Bring public art programming to neighborhoods throughout Santa Rosa.



Santa Rosans have access to art experiences that reflect their culture and sense of place.

PARTNERS

Engage with City departments and community partners to amplify our reach and capacity.



Public art is embedded into the fabric of the City and opportunities to support community art expand key strategic partnerships.



FY 21-24 GOALS

- I. Diverse voices are represented, included, and celebrated within the programming, process, outreach, and infrastructure of the Public Art Program.
- II. Neighborhoods are infused with art and community leaders across the city champion arts programming.
- III. Public Art is funded and maintained as a core component of placemaking and economic development.
- IV. The Public Art Program and the Art in Public Places Committee are rightfully seen as positive and familiar and as key assets in and for the community.
- V. The Public Art Program is more nimble, better resourced, and better equipped to deliver on its mission and fulfill its vision for Santa Rosa.



FY 21-24 STRATEGIES

- I. Diverse voices are represented, included, and celebrated within the programming, process, outreach, and infrastructure of the Public Art Program.
 - A. Frame “public art” in a more expansive and culturally accessible way.**
 - B. Ensure greater community voice in the commission process.**

- II. Neighborhoods are infused with art and community leaders across the city champion arts programming.
 - A. Bring art to areas in the City that do not currently have public art programming.**
 - B. Empower diverse community leaders to champion and shape arts programming.**



FY 21-24 STRATEGIES

- III. Public Art is funded and maintained as a core component of placemaking and economic development.
 - A. Deepen existing relationships with local businesses associations.**
 - B. Better leverage public art to drive economic activity.**

- IV. The Public Art Program and the Art in Public Places Committee are rightfully seen as positive and familiar and as key assets in and for the community.
 - A. Invest in Public Relations.**
 - B. Improve outreach and demystify APPC and Public Art Program processes.**



FY 21-24 STRATEGIES

- V. The Public Art Program is more nimble, better resourced, and better equipped to deliver on its mission and fulfill its vision for Santa Rosa.
 - A. Increase opportunities and decrease red tape for temporary projects.**
 - B. Increase staff capacity and strategic collaborations for public art.**



KEY PERFORMANCE INDICATORS

- Projects from a wider variety of art mediums
- Broader and deeper engagement with and support of artists from diverse backgrounds
- Increase in the number of neighborhoods with public art
- Deeper partnerships between the Public Art Program and the business community
- Better maintained public art
- Greater responsiveness to artist and community needs
- Greater awareness of and support for the Public Art Program



EXPENDITURE IMPLICATIONS- PUBLIC ART FUND

	FY21	FY22	FY23	FY24	Category Total
Community Engagement & Input	-	\$6,000	\$12,500	\$2,500	\$21,000
Governance & Administration	\$2,500	\$31,000	\$31,000	\$31,000	\$95,500
Programming & Projects	-	\$87,500	\$75,000	\$50,000	\$212,500
PR & Marketing	-	\$23,000	\$15,000	\$15,000	\$53,000
<i>Annual Subtotals</i>	<i>\$2,500</i>	<i>\$147,500</i>	<i>\$133,500</i>	<i>\$98,500</i>	
GRAND TOTAL					\$382,000



IMPLEMENTATION: FY 22

- Community Engagement & Input
 - Build stronger relationships with community organizations
 - Increase and sustain community participation
 - Build Advisory Board
- Governance & Administration
 - Prioritize transparency and accessibility
 - Funding maintenance of all new public art installations
 - Outsource work
- Programming & Projects
 - Public art audit
 - Grants for art organizations
 - Partnerships
 - Application workshops
- PR & Marketing
 - Better use existing communication tools
 - Maximize outreach
 - Launch social media campaign
 - Create improved website
 - Create and launch marketing strategy





QUESTIONS

