

Art Strategic Plan

Review Goals 1-3

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Overview

- The City of Santa Rosa's Public Art Program and Art in Public Places Committee (APPC) embarked on a strategic planning process to set a new, bold vision that can help the City navigate the current crises and build an empowered, thriving, and inclusive Santa Rosa community connected through the power of art. The resulting four-year plan stretches from FY2021 – FY2024 and was created in collaboration with City staff, APPC members, area artists, issue experts, community leaders, and engaged citizens
- Review current status, successes and roadblocks. Discuss what we want to move forward FY 25-26



Goal 1. Diverse Voices are represented, included, and celebrated withing the programing, process, outreach, and infrastructure of the public art program

Action Items:

- Look beyond visual art
- Partner and build stronger relationships with culturally diverse local and regional community organizations and associations.
- Create a set of specific criteria related to diversity and inclusion for consideration when developing and approving new projects.
- Increase and sustain community participation in the Public Art Program, public meetings, community surveys, and open houses.
- Prioritize diverse voices in Public Art Program planning.
- Prioritize transparency and accessibility.



Goal 2. Neighborhoods are infused with art and community leaders across the city champion arts programming

Action Items:

- Conduct public art audit
- Leverage partnerships to increase impact
- Provide commissions and grants to artists for installations or performances in underserved neighborhoods that are reflective of the demographics of the community.
- Create grant opportunities for art organizations targeting specific neighborhoods disproportionately impacted by COVID-19, the fires, and other current crises.
- Serve as an active partner and resource to community leaders.
- Build an informal and diverse advisory board



Goal 3. Public Art is funded and maintained as a core component of placemaking and economic development

Action Items:

- Seek regular input from the business community
- Explore opportunities to include business representation in Public art Program planning.
- Explore public art opportunities to support local retail and service businesses.
- Set aside dedicated funding for maintenance of all new public art installations
- Prioritize maintenance for all existing public art installations



Recommended Action

Discuss Goals 1-3, review successes and roadblocks. Discuss items to move forward to FY 25-26

