

Art Strategic Plan

Review Goals 4-5

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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 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.

Action Items:

- Utilize existing communication tools within the City of Santa Rosa
- Maximize our outreach opportunities.
- Make clearer how public art is relevant to current conversations and crises.
- Use more accessible, inclusive, and targeted language in our marketing, outreach, and materials.
- Host workshops that detail the application process.
- Launch a social media campaign that emphasizes a "don't come to us, we'll come to you" message.
- Create Public Art Toolkits.
- Partner with The Office of Community Engagement to be neighborhood ambassadors.
- Build mutually beneficial relationships with other City departments.
- Create an improved website experience
- Create and launch a comprehensive marketing strategy.



Goal V. A. Increase opportunities and decrease red tape for temporary projects. B. Increase staff capacity and strategic collaborations for public art.

Action Items:

- Conduct an audit of the current process by which regular and temporary projects are approved
- Create a new rapid-response approval process for funding temporary and timely projects.
- More actively support efforts beyond those that require funding.
- Explore expanding the budget for temporary projects.
- Strategically activate the APPC.
- Explore options to remove non-program related work from the desk of the Program Manager.
- Outsource work when necessary
- Better leverage resources within the City.



Recommended Action

Discuss Goals 4-5 review successes and roadblocks. Discuss items to move forward to FY 25-26

