

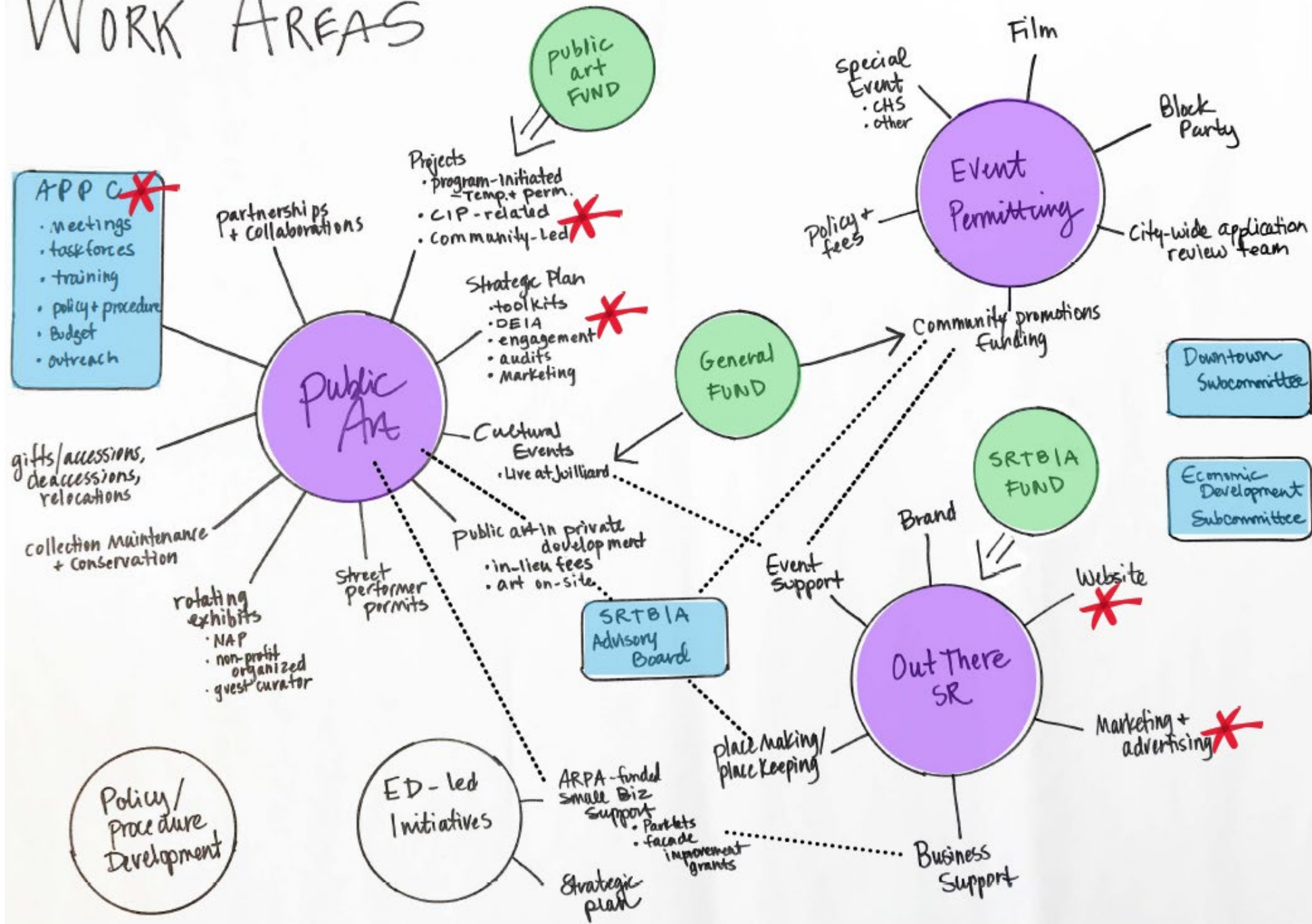
Annual Work Plan Discussion part 3

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City of Santa Rosa



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	\$72,150
• Prioritize transparency and accessibility (engagement tools)	APPC taskforce, training	2,500	1,900
• 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	44,250
Programming & Projects		\$187,500	\$33,500
• 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	33,500
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	\$108,650

WORK AREAS



City of Santa Rosa Public Art Fund

2018 - 2022: Revenue, expenditures and fund balance



Fiscal Year	Private development contributions ¹	City contributions ²	Other ³	TOTAL REVENUE	Expenditures ⁴	Fund Balance ⁵
2018-2019	\$71,250	\$36,180	\$80,473	\$187,903	\$85,409	\$1,042,623
2019-2020	\$69,585	\$134,212	\$4,504	\$208,301	\$210,368	\$1,057,470
2020-2021	\$45,681	\$8,158	\$4,250	\$58,089	\$277,570	\$860,744
2021-2022 (to date)	\$80,450	\$350,767	\$4,250	\$435,467	\$108,503	\$1,018,011

¹ Contributions from private development in fulfillment of the Public Art in Private Development ordinance that applies to commercial development projects \$500k and above. Developers choose between contributing in-lieu to the Public Art Fund, or installing art on the development site. For comparison, the valuation of art installed on development sites is as follows: 2018-19: \$524,250; 2019-20: \$219,510; 2020-21: \$ 164,000; 2021-22:

² City contributions to the Public Art Fund as established by ordinance are 1% of general fund capital improvement projects and 1% of park development fees.

³ Includes grants, donations/gifts.

⁴ Annual Public Art Program expenditures from the Public Art Fund for public art projects, cultural programming, conservation & maintenance, administrative costs, consultants.

⁵ Year end fund balance for the Public Art Fund for each of the fiscal years listed.

PUBLIC ART PROGRAM

- Public Art Projects (collection & non-collection)
 - Project management
 - Partnerships
 - Maintenance & conservation
- Private Development Requirements (1% for art)
- Cultural Events
- Rotating Exhibits
- Budget
- Website, social media, PR, marketing
- Out There SR
- Policy involvement (eg. General Plan Update)

ART IN PUBLIC PLACES COMMITTEE

- Community Engagement
 - advisory board
 - partnerships
 - better use of existing communication tools
 - presence at community events
- Policies & Procedures
 - review, revise, recommend
- Project Development
 - audit of current processes
 - project considerations
- Project Selection
 - selection criteria
 - selection panel/process
 - APPC approval

- Annual Work Plan
- Community Engagement for projects
- Project Evaluation

1. Strategic Plan Implementation FY22-23

Who	Category	Planned	Proposed
	Community Engagement & Input	\$12,500	\$6,000
	• Build Advisory Board (incentivize participation)	2,500	2,500
	• Build stronger relationships with community organizations (meeting costs)		1,000
	• Increase and sustain community participation (open houses)		2,500
	• Create Public Art Tool Kits (NEW)	10,000	0*
	Governance & Administration	\$109,000	\$112,100
	• Prioritize transparency and accessibility (policy/procedures, engagement tools)	2,500	3,100
	• Funding maintenance of all new public art installations	1,000	1,000
	• Partner with OCE	2,500	5,000
	• Outsource work (continuing work with Kimzin Creative)	25,000	25,000
	• Budget for existing temp project managers and contractors	78,000	78,000
	Programming & Projects	\$175,000	\$200,000
	• Public art audit	25,000	50,000
	• Grants for art organizations (HOLD for emergency response funds)	50,000	50,000**
	• Commissions and grants to artists (annual budget for programming/projects)	50,000	50,000***
	• Ongoing maintenance (annual budget for conservation/maintenance)	50,000	50,000
	PR & Marketing	\$15,000	\$15,000
	• Better use existing communication tools	3,000	3,000
	• Maximize outreach	5,000	5,000
	• Launch social media campaign	2,000	2,000
	• Create and launch marketing strategy	5,000	5,000
	TOTAL	\$311,500	\$333,100

* Postpone until FY 23-24

** Hold for emergency response funding as needed

*** Use for HWY 101 overcrossing project

 Annual budgets not included in Strategic Plan (plan only provided NEW costs of implementation).

 Includes carryover from 21-22

 Art in Public Places Committee

 Public Art Program

2. Continuing Projects

- a. Artists in the General Plan Update: Partnership with Planning/Santa Rosa Forward team, contract with Kimzin Creative (see "Outsource work" above)
- b. Unum in Courthouse Square: installation anticipated late 2022
- c. Ongoing maintenance and conservation: maintenance of items in the public art collection, ZAGG improvements
- d. Asawa Panels: ongoing
- e. Depot Park: revisit artist proposal and landscaping

3. New Projects

- a. HWY 101 Ped Overcrossing (funding needed, see *** above)
- b. Fire Station 5 (separate funding source)
- c. Others

RECOMMENDED ACTION

Approval of 2022-2023 Annual Work Plan