

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

WORK AREAS



Advisory Bodies

Funding Sources

Programs

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