

Annual Work Plan Discussion Part 2


June 6, 2022

Art in Public Places Committee

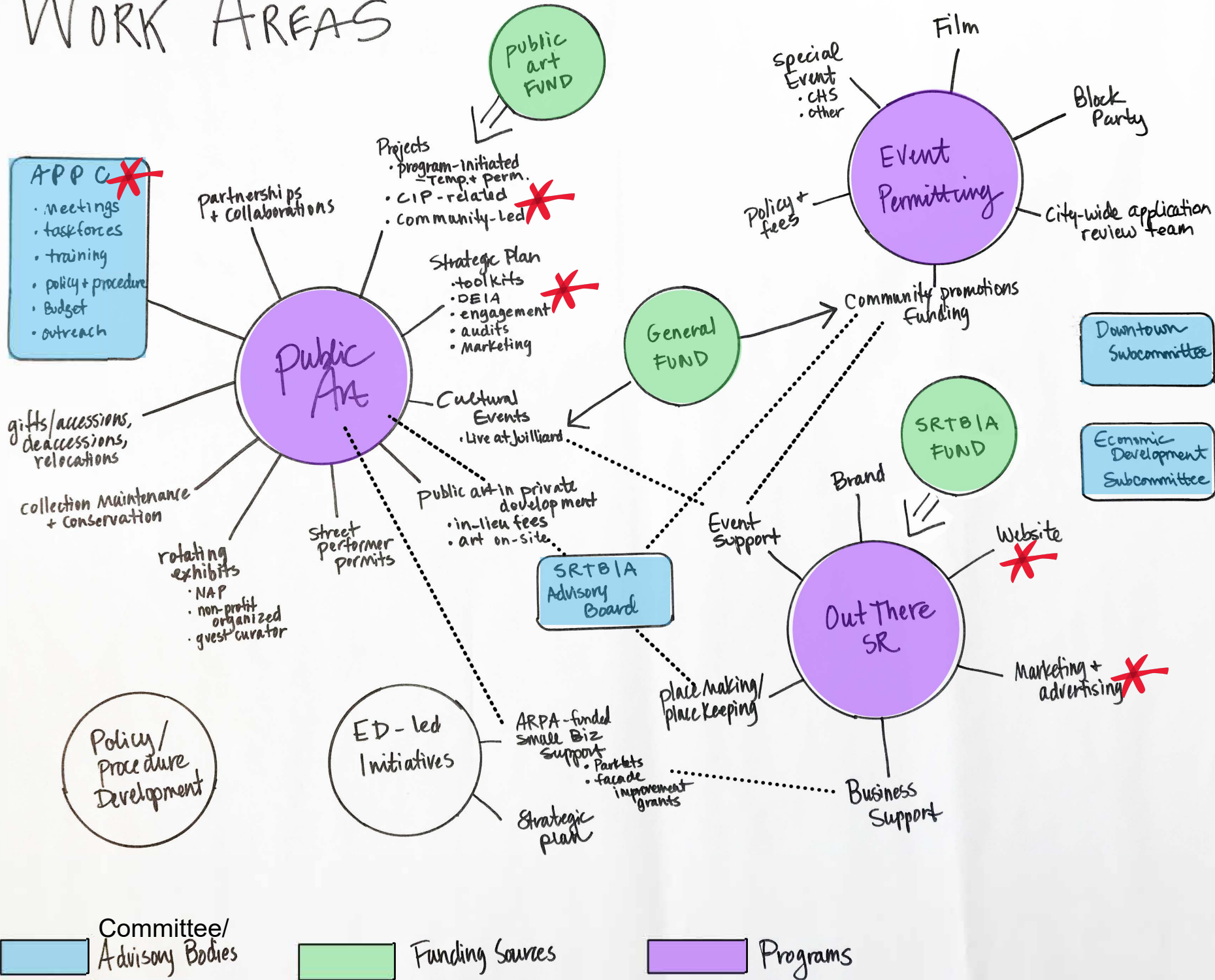
Tara Thompson, Arts & Culture Manager



**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
• 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	\$61,000
• Prioritize transparency and accessibility (engagement tools)	APPC taskforce	2,500	0
• 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	35,000
Programming & Projects		\$187,500	\$19,500
• 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	19,500
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	\$83,500

WORK AREAS



Public Art Work Area			
Focus	Brief Summary	Timeline	Current Examples
Partnerships and Collaborations	Relationship building and collaborative projects with outside entities	Ongoing as community needs or invitations to collaborate arise, each project has own timeline	ArtSurround with Creative Sonoma
Projects	Temp or perm art initiated by Art Program or community	Ongoing as staff capacity allows, each project has own timeline	5th street parking garage, Unum in Courthouse Square, Depot Park project, etc.
Strategic Plan	Art audit, engagement, tool kits, marketing	Now through 2024 but flexible, priorities and timeline should be revisited as we go	Marketing and engagement underway through OTSR, rotating exhibits, art audit, façade improvements and placemaking, diversity workshops, APPC taskforces
Cultural Events	Currently just the Live at Juilliard Concert Series	6 week series every summer, we're in year 27	Concert series: July 17, 24, 31, Aug 7, 14, 21
Public Art/Private Development	Required of commercial projects by City code, developer places art on site or pays in-lieu fee to public art fund	Ongoing	Caritas Village installation
Street Performer Permits	Free permits to perform with certain restrictions, in sanctioned public areas, available over the counter at City Hall, Room 3 and valid for one calendar year	Ongoing, permits valid from January 1 to December 31 each year	Ongoing
Rotating Exhibits	Around 10 exhibits per year at the Finley Center and Person Senior Wing. Includes the National Arts Program and exhibits coordinated with non-profits and art organizations	Ongoing and year-round	California Indian Museum and Cultural Center at Finley Center & Becoming Independent at Person Senior Wing - both through July
Collection Maintenance	Conservation, maintenance and repairs of current collection	Ongoing and year-round as needed	Zagg light installation/attachment to bridge, Tile Dragon Mural, Asawa panels
Gifts/Accessions, etc.	Facilitating donated public art	Ongoing as donations come in, or as we need to deaccession or relocate artwork	Fire station Tame the Fire
APPC	Meetings, task forces, training, policy and procedure, budget, outreach. APPC members are encouraged to participate in the focus areas that most interest them	Ongoing	Reviewing annual work plan and considering interconnected work areas

Out There Work Area		
Focus	Brief Summary	Timeline
Brand	The je ne sais quoi, imagery and tone of Santa Rosa and all that is "Out There" Consistency in website, social media, presence in community	Mostly in place, fine tuning over the next year
Website	Build a site which features Santa Rosa artists, businesses, music, cultural events, etc.	Just launched, figuring out what maintenance will look like next
Marketing and Advertising	Create following around the Out There website, the Public Art Program and culturally important places/events in Santa Rosa. OT social media, possible newsletter	Need to establish best marketing channels and a social media campaign structure over the next year
Business Support	Connect businesses to Public Art Program opportunities and highlight the resulting projects. Connect businesses to the public through all other focuses in the OT work area	Will be put into action during the ARPA funded small biz support program
Placemaking/Placekeeping	Through OT highlighting public art, as well as OT map and swag	To be streamlined over the next year
Event Support	This may be through funding, marketing, documenting the event, or participation/presence at the event	To be streamlined over the next year

Event Permitting Work Area		
Focus	Brief Summary	Timeline
Special Event Permits	Permits for special events on City streets, sidewalks, alleys, parking areas and other civic spaces	These are all ongoing and year-round
Film Permits	Permits for commercial filming activity on City property	
Block Party Permits	Permits for neighborhood block parties on residential streets	
City wide application review team	Coordination and management of city team who review and approve permits	
Community Promotions funding	Council-approved funding mechanism for community events in Santa Rosa	
Policy and fees	Review, draft and recommend policy changes and fee structures for all applicable permits	

Other work areas to keep in mind	
Policy /procedure development	Review, draft and propose changes to related policies and procedures
Economic Development led Initiatives	ED Strategic plan, ARPA funded small business support. Ex: parklets, façade improvement grants
Advisory bodies including subcommittees	Downtown subcommittee, ED subcommittee, SRTBIA advisory board

Suggested work areas and tasks for APPC members

APPC members have expressed interest in public engagement and connecting the public to resources and programs. Are there other areas members would like to know more about?

- Getting the word out about programs
 - Most programs are ongoing, but public engagement is appropriate only at certain stages. City staff will be proactive in communicating upcoming opportunities for public engagement from the APPC. Next up, spreading the word about:
 - 5th Street mural installation and small celebration, we'll send dates when they're finalized
 - Live at Juilliard: Sundays July 17, 24, 31, Aug 7, 14, 21 Band line up will be announced soon!
 - ArtSurround projects in Santa Rosa, coming up July through December
 - Staff will provide updates to APPC on rotating exhibits at Finely and PSW
 - APPC members are welcome to check out and share OTSR features, Public Art program related and otherwise. Instagram: @outtheresr
 - Communicating to the public what the APPC does and how the public can participate in public meetings
 - Host a meet and greet, talk about task forces
 - Assist with organizing Open House or other public art events
 - APPC attend South Park or Roseland community events
 - Programs/focus areas we will need assistance with in the near future include:
 - Art Audit (under strategic plan in the Art Program work area)

Which programs interest you? If after reviewing the descriptions, a particular program or focus area calls to you, let's discuss it further!

- Toolkits / resources
 - Developing Public Art Toolkits is called for in the Public Art Strategic Plan. We don't currently have a program to support events/activities directly. Toolkits are intended to provide direction, resources, easy step-by-step instructions for the following:
 - Murals: private or public
 - Public events:
 - Permits: parks, road closures, amplified sound
 - Recology

- What other resources do we think the public needs to be connected to?
 - Grant opportunities
 - Creative Sonoma, various opportunities
 - CAB Community Improvement Grants
 - Public Art Funds, when available
 - Access to free cultural and community events
 - Other?
- Public Art Program Partnerships
 - Creative Sonoma
 - SR Office of Community Engagement
 - SR Metro Chamber
 - Museum of Sonoma County
 - ArtStart
 - Rough Edge Collective and the Mural Project

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

Proposed 2022-2023 Annual Work Plan & Recommended Expenditure Plan

1. Strategic Plan Implementation FY22-23

Category	Planned	Proposed
Community Engagement & Input	\$12,500	\$2,500
• Build Advisory Board (incentivize participation)	2,500	2,500
• Create Public Art Tool Kits (NEW)	10,000	0*
Governance & Administration	\$109,000	\$109,000
• Prioritize transparency and accessibility (engagement tools)	2,500	2,500
• Funding maintenance of all new public art installations	1,000	1,000
• Partner with OCE	2,500	2,500
• Outsource work (new contractors)	25,000	25,000
• Budget for existing temp project managers and contractors	78,000	78,000
Programming & Projects	\$175,000	\$175,000
• Public art audit	25,000	25,000
• 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	\$301,500

* 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).

2. Continuing Projects

- Artists in the General Plan Update: Partnership with Planning/Santa Rosa Forward team, contract with Kimzin Creative
- Unum in Courthouse Square: installation anticipated September 2022
- Ongoing maintenance and conservation: maintenance of items in the public art collection, ZAGG improvements
- Asawa Panels: ongoing
- Depot Park: revisit artist proposal and landscaping

3. New Projects

- HWY 101 Ped Overcrossing (funding needed, see *** above)
- Fire Station 5 (funding from TPW)
- Others