



PUBLIC ART PROGRAM STAFF BRIEFING



**PUBLIC
ART**

The logo consists of the words "PUBLIC" and "ART" stacked vertically in a bold, red, distressed sans-serif font. The word "PUBLIC" is on the left and "ART" is on the right. The letters have a textured, almost hand-painted appearance.

**BOARD OF COMMUNITY SERVICES
JUNE 28, 2023**

**Tara Thompson, Arts & Culture Manager
Jessica Rasmussen, Arts Specialist**

Planning & Economic Development Department

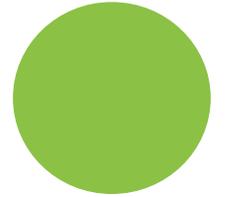
BACKGROUND

- Rec & Parks -> Planning & Economic Development
- Program Management & Staffing
- Advisory Body: Art in Public Places Committee



PUBLIC ART POLICY

- Council Policy 000-42 adopted by Council in 1996 establishing methods for the selection and funding of public art and forming the Art in Public Places Committee
- Various amendments approved by Council over the years with the latest in 2019





PUBLIC ART FUND

- A dedicated fund for the purpose of supporting public art and cultural programming consistent with the Public Art Policy
- Funding sources
- Eligible expenditures



PROJECT DEVELOPMENT



- Annual Work Plan
- Project Plan
- Artist Solicitation & Selection
- Selection Panel & Criteria
- Artist Agreement
- Community Engagement





RECENT PROJECTS:

- **2023**
 - *Unum* by Blessing Hancock installed in Courthouse Square
- **2022**
 - *Help Each Other Grow* by Rough Edge Collective installed on 5th Street Parking Garage



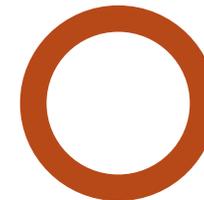
RECENT PROJECTS:

- **2021**

- Adoption of the Public Art Program Strategic Plan 2021-24
- Musician Relief Grants 2021

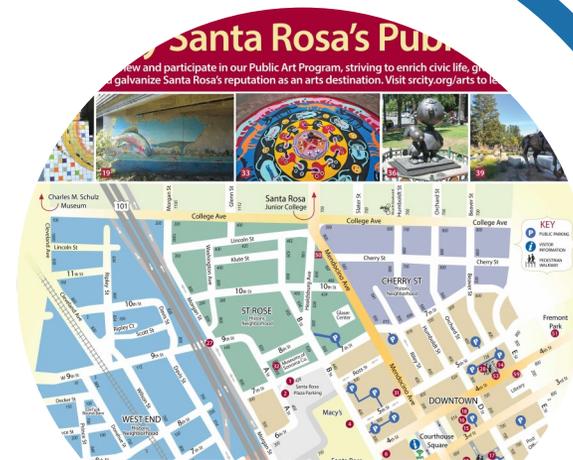
- **2020**

- *ZAGG* by Michael Hayden installed over SR Creek at Prince Gateway Park
- *Wellspring* by WOWHAUS installed in Coffey Park



ONGOING PROGRAMS

- Public Art Collection
- Conservation & Maintenance
- Public Art in Private Development
- Rotating Art Exhibits
- Live at Juilliard Concert Series
- Special Event, Film & Street Performer Permits
- Out There Santa Rosa



OUT THERE SANTA ROSA

Insider's Guide:

What's **hip**, **fun**, **cool** and **weird** in Santa Rosa.



ART



MUSIC



EAT-DRINK



ACTIVE



WILD CARD

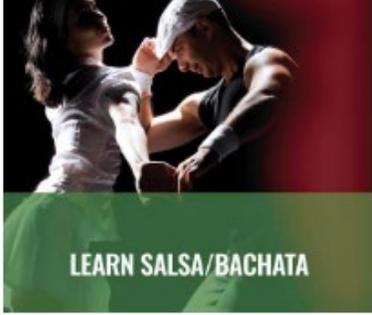
OUT THERE
SR
SANTA ROSA

OutThereSR.org





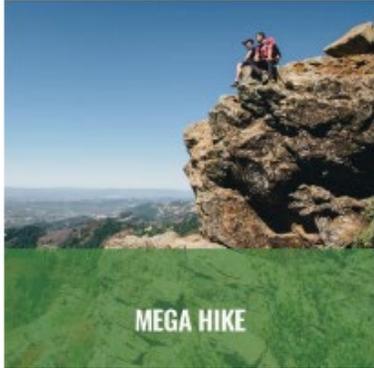
flat rock OASIS



LEARN SALSA/BACHATA



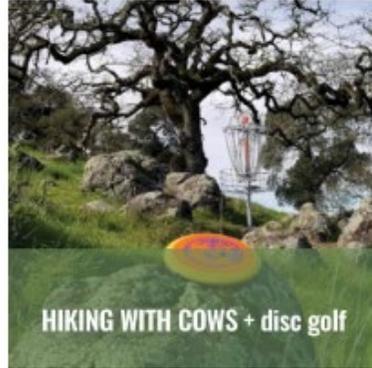
RENT E-BIKES make hills easy



MEGA HIKE



SKATE PARK



HIKING WITH COWS + disc golf



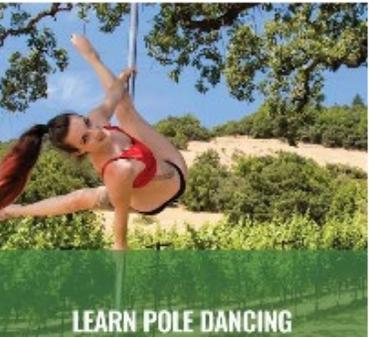
100% authentic SNEAKER store



HATCHET THROWING +



WORLD-CLASS climbing



LEARN POLE DANCING



CIRCUS JAM !!!



RENT PADDLE BOARDS



OUT THERE ACTIVE



Santa Rosa locals know SO many different ways to break a sweat.

Santa Rosa has over 70 parks! And we have all kinds of wild ways to exercise indoors too.



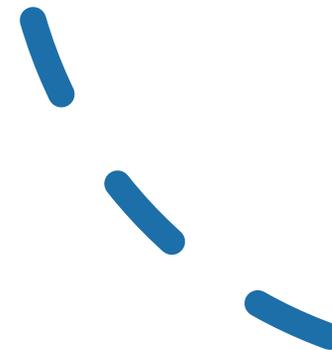
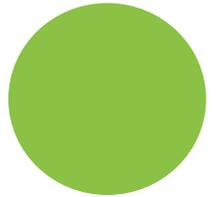
STRATEGIC PLAN FY 21-24

VISION – *what's the world we're working to build?*

An empowered, thriving, and inclusive Santa Rosa community connected through the power of art.

MISSION – *what's our unique contribution in making that world a reality?*

Champion artistic expression and amplify community voices through a diverse array of public art experiences.



**OFFICE
OF
PUBLIC
ART**



FY 21-24 GOALS

- I. Diverse voices are represented, included, and celebrated within the programming, process, outreach, and infrastructure of the Public Art Program.
- II. Neighborhoods are infused with art and community leaders across the city champion arts programming.
- III. Public Art is funded and maintained as a core component of placemaking and economic development.
- 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.
- V. The Public Art Program is more nimble, better resourced, and better equipped to deliver on its mission and fulfill its vision for Santa Rosa.





QUESTIONS

