



Public Art Program
2021-2022 Annual Work Plan & Recommended Expenditure Plan
DRAFT

1. Strategic Plan Implementation FY21-22

Category	Anticipated Expenditure
Community Engagement & Input <ul style="list-style-type: none">• Build stronger relationships with community organizations• Increase and sustain community participation• Build Advisory Board	\$6,000
Governance & Administration <ul style="list-style-type: none">• Prioritize transparency and accessibility• Funding maintenance of all new public art installations• Partner with OCE• Outsource work (contractors)*	\$94,100
Programming & Projects <ul style="list-style-type: none">• Public art audit• Grants for art organizations• Commissions and grants to artists**• Partnerships• Application workshops• Ongoing maintenance**	\$187,500
PR & Marketing <ul style="list-style-type: none">• Better use existing communication tools• Maximize outreach• Launce social media campaign• Create improved website• Create and launch marketing strategy	\$23,000
TOTAL	\$310,600

* Recurring, annual budget for temp project managers and contractors included

**Annual amount regularly budgeted on item is included

2. Artists in City Planning & Projects

- Funding: TBD
- Goals: Art and creative thinking as elevated elements considered across the organization during planning processes and project development. FY21-22 opportunities include the General Plan Update and the Santa Rosa Avenue Corridor Plan implementation.

3. Imagine Art in Old Courthouse Square

- Timeline: installation anticipated March 2022

4. Fifth Street Parking Garage

- Timeline: installation anticipated February 2022

5. Depot Park Public Art

- Timeline: TBD

6. Asawa panels returned to fountain in Courthouse Square

- Timeline: TBD