



Public Art Program
2023-2024 Annual Work Plan & Recommended Expenditure Plan
APPROVED by APPC 8/30/23

1. Strategic Plan Implementation FY23-24

Category	Expenditure
Community Engagement & Input	\$17,898
• Build Advisory Board (incentivize participation)	5,000
• Build stronger relationships with community organizations (meeting costs)	852
• Increase and sustain community participation (open houses)	2,046
• Create Public Art Tool Kits (Kimzin Creative)	10,000
Governance & Administration	\$73,982
• Prioritize transparency and accessibility (policy/procedures, engagement tools)	2,500
• Funding maintenance of all new public art installations	1,000
• Partner with OCE/VPP	5,482
• Outsource work (continuing contract with Kimzin Creative)	25,000
• Budget for ongoing program contract position (Jessica Rasmussen)	40,000
Programming & Projects	\$200,000
• Public art audit (Kimzin Creative)	50,000
• Grants for art organizations (HOLD for emergency response funds)	100,000
• Ongoing maintenance (annual budget for conservation/maintenance)	50,000
PR & Marketing	\$25,763
• Better use existing communication tools	4,375
• Maximize outreach	7,388
• Launch social media campaign	4,000
• Create and launch marketing strategy	10,000
TOTAL	\$317,643

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

2. Continuing Projects

- a. Artists in the General Plan Update: Partnership with Planning/Santa Rosa Forward team, contract with Kimzin Creative
- b. ArtSurround: some projects complete, remaining will be done before end of 2023
- c. Ongoing maintenance and conservation: maintenance of items in the public art collection, ZAGG improvements will need additional funding
- d. Asawa Panels: will need additional funding
- e. Fire Station 5 Public Art: separate funding source

3. New Projects

- a. HWY 101 Ped Overcrossing (pending confirmation of additional funding from TPW)