Progress Report on Strategic Plan Implementation and Annual Work Plan Discussion Pt. 2

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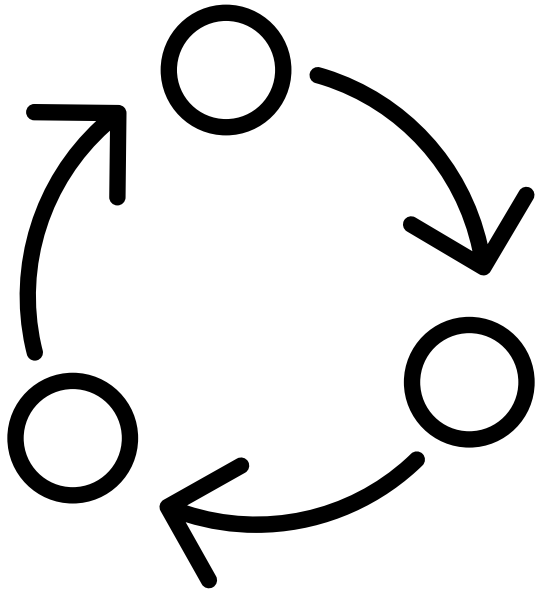
City of Santa Rosa

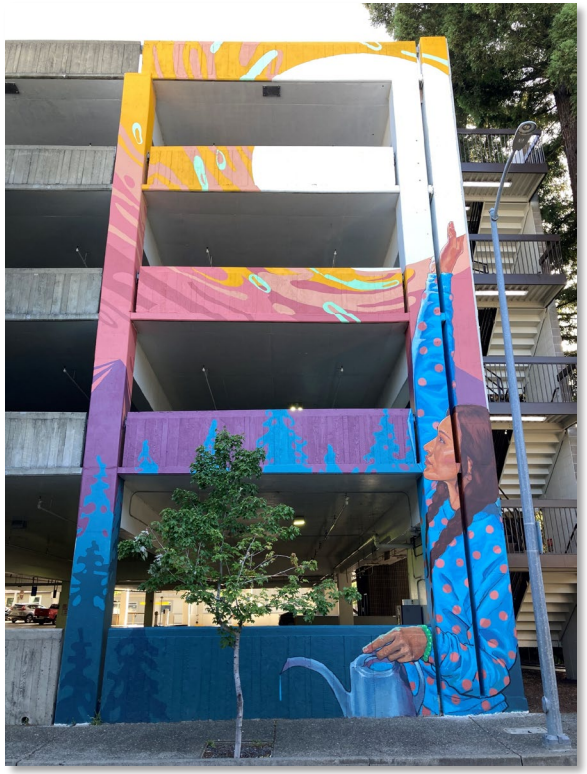
Annual Planning Process

- **Review**
  - FY Accomplishments
  - Progress on Strategic Plan implementation
  - Work Areas & Responsibilities
- **Iterative Planning**
  - Strategic Plan Implementation
  - Continuing projects
  - Ongoing programs
  - What has changed?
  - New opportunities?
- **Implementation**
  - FY 23-24: June 30, 2023 to July 1, 2024



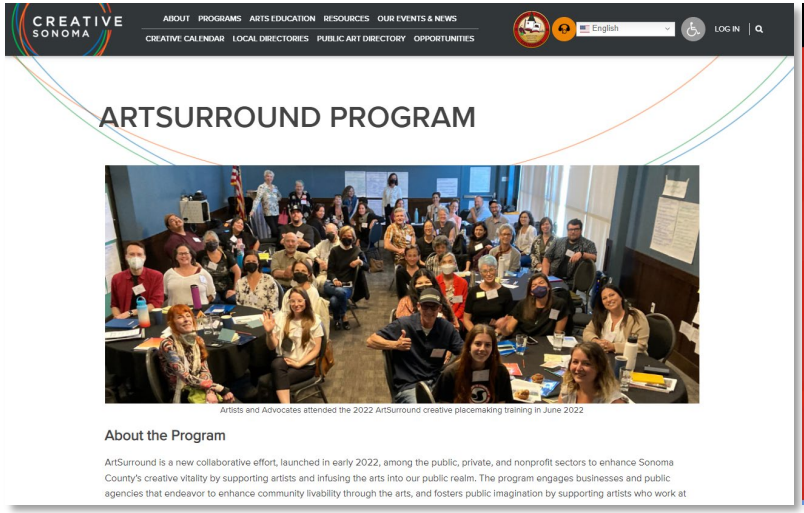
Accomplishments FY 22-23

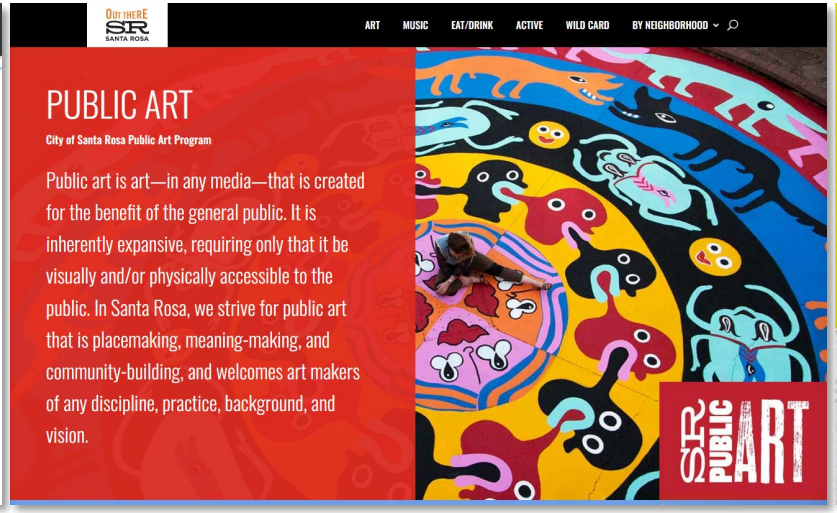
- Installed “Unum” by Blessing Hancock in Courthouse Square, and hosted a successful dedication ceremony
- Installed mural on the 5th Street parking garage, “Help Each Other Grow” by Rough Edge Collective
- Launched the Façade Improvement Program, including partnerships with two arts non-profits to provide free murals, mosaics and other placemaking artwork to small businesses impacted by the pandemic
- Partnerships with several organizations to bring free public exhibits to the Finley Community Center and the Person Senior Wing:
    - Artist’s Workshop of Sonoma County
    - Redwood Empire Chinese Association
    - Office of Community Engagement
    - National Arts Program Foundation
    - Pointless Sisters Quilters
    - Santa Rosa Rural Cemetery
    - The Pomo Project
    - Santa Rosa Historical Society



Accomplishments FY 22-23

- Live at Juilliard returned in 2022, including 6 free public concerts in Juilliard Park, attended by roughly 500 people each week
- Launched ArtSurround, a partnership with Creative Sonoma to provide grants to seven local artists or artist teams to produce nine temporary public art installations throughout Santa Rosa
- Introduced rebranded, comprehensive Out There Santa Rosa website (outtheresantarosa.org) including a page for the Public Art Program, and launched new destination marketing campaign
- Completed Equity training with the Art in Public Places Committee, hosted by Kimzin Creative, including ongoing mentoring with committee taskforces





Accomplishments FY 22-23

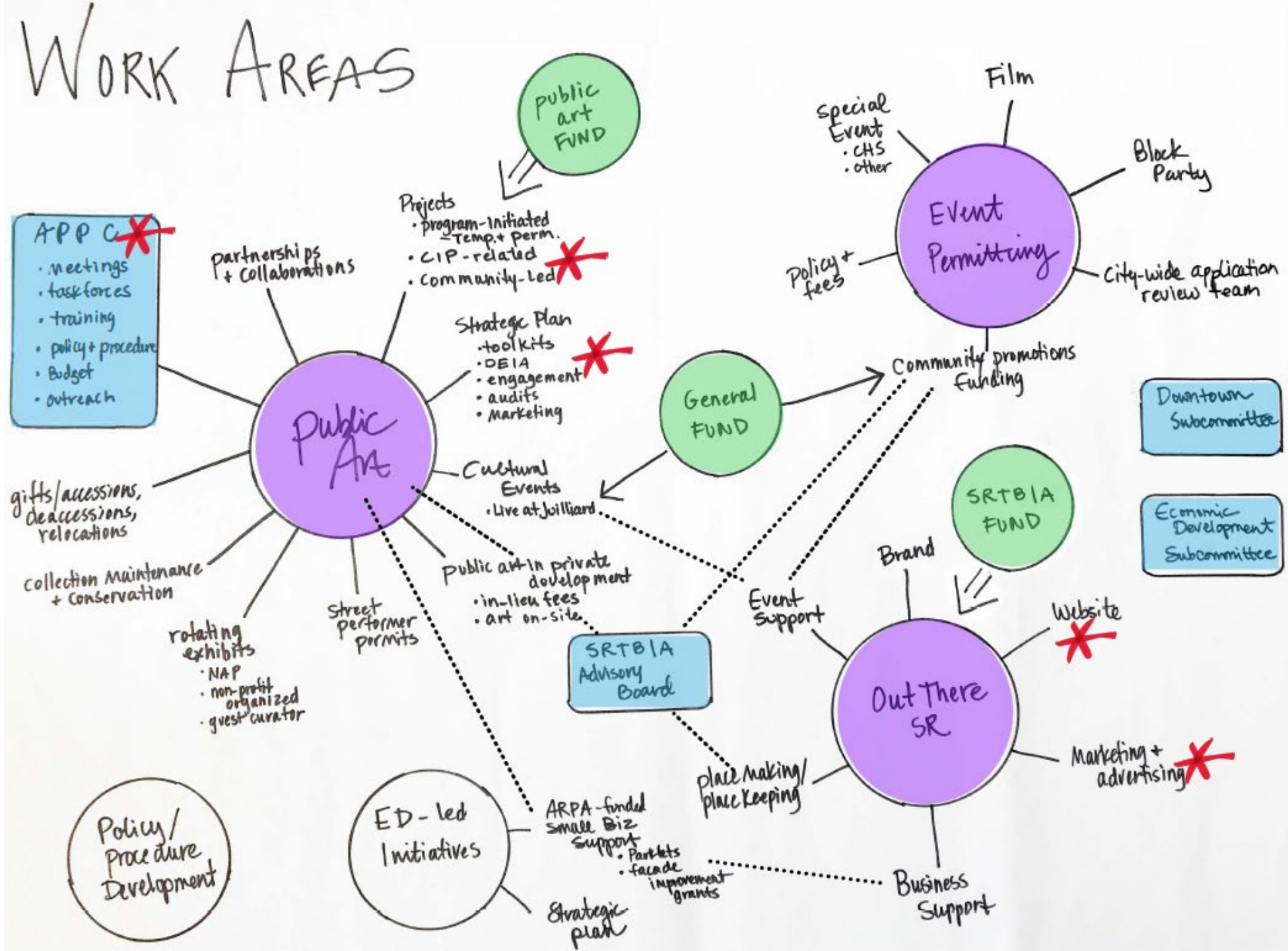
- Launched Arts Engagements for the General Plan Update, partnering with Santa Rosa Forward and Kimzin Creative
  - Arts Engagement #1
    - **Artist:** Blanca Molina
    - **Engagement Description:** 15-page bilingual coloring book for grades 3-8 on the topics of health and environmental justice to be distributed to local school and arts organizations within Santa Rosa's Equity Priority Areas. To be published this summer.
  - Arts Engagement #2
    - **Artist:** Kayatta Patton
    - **Videographer:** Jimmy Dallara
    - **Associate Producer:** Fernanda Alvarez (SRJC Student)
    - **Engagement Description:** spoken word workshops for Santa Rosa Junior College students focusing on health and housing. Data collected created an original song and music video that reflects and uplifts the hopes/dreams of SRJC students. Video to be released this summer.
  - Arts Engagement #3
    - **Artists:** Erika Lutz and Briona Hendren
    - **Engagement Description:** workshops for Santa Rosa High School students focusing on health and environmental justice. Data collected created an immersive installation that reflects and uplifts the hopes/dreams of local high school students. Event took place in Courthouse on 5/21.

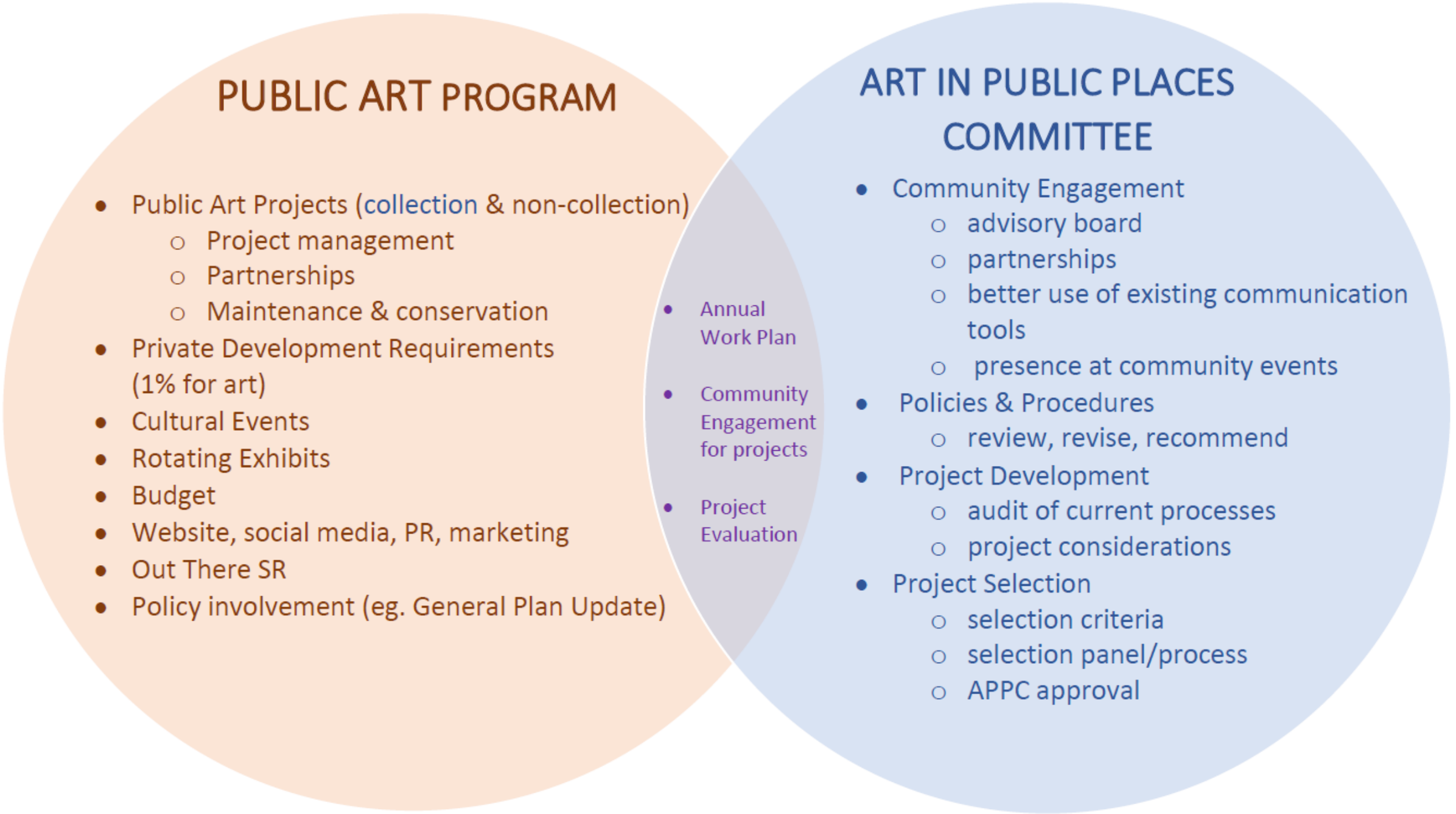
Strategic Plan Implementation FY22-23, Progress Report as of June 30, 2023

Category	Steps Taken	Anticipated	To Date
Community Engagement & Input		$16,000	$552
• *Build stronger relationships with community organizations (meeting costs)*	*Partnerships, adding to Kimzin Creative contract/scope*	*1,000*	*148*
• *Increase and sustain community participation (stipends, open houses)*	*Stipends for volunteers, adding to Kimzin Creative contract/scope*	*2,450*	*404*
• *Build Advisory Board (incentivize participation)*	*Adding to Kimzin Creative contract/scope*	*2,500*	*0*
• *Create Public Art Tool Kits (NEW)*	*Adding to Kimzin Creative contract/scope*	*10,000*	*0*
Governance & Administration		$137,100	$121,169
• *Prioritize transparency and accessibility (engagement tools)*	*APPC taskforce, professional development*	*3,100*	*3,100*
• *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*	*5,000*	*2,018*
• *Outsource work (new contractors)*	*Contract with Kimzin Creative for Artists in Gen Plan and DEIA training*	*50,000*	*50,000*
• *Budget for existing temp project managers and contractors*	*Project manager, arts specialist*	*78,000*	*65,051*
Programming & Projects		$200,000	$66,135
• *Public art audit*	*Currently in planning phase, adding to Kimzin Creative contract/scope*	*50,000*	*0*
• *Grants for art organizations*	*Hold for emergency response funds*	*50,000*	*0*
• *Commissions and grants to artists (annual budget for programming/projects)*	*Hold for HWY 101 Ped Overcrossing Public Art*	*50,000*	*0*
• *Ongoing maintenance (annual budget for conservation/maint)*	*Regular maintenance is underway*	*50,000*	*66,135*
PR & Marketing		$15,000	$4,237
• *Better use existing communication tools*	*New Public Art page on OTSR website*	*3,000*	*1,625*
• *Maximize outreach*	*Branded equipment for events*	*5,000*	*2,612*
• *Launch social media campaign*	*Being incorporated into OTSR strategy*	*2,000*	*0*
• *Create and launch marketing strategy*	*Being incorporated into OTSR strategy*	*5,000*	*0*
	TOTAL	**$368,100**	**$192,093**

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

Work Areas


Public Art FUND
Projects
• Program-Initiated – Temp. + Perm.
• CIP-related
• Community-led
APP C
• meetings
• taskforces
• training
• policy + procedure
• Budget
• outreach
partnerships + Collaborations
Strategic Plan
• toolkits
• DEIA
• engagement
• audits
• Marketing
Public Art
gifts/accessions, deaccessions, relocations
collection Maintenance + Conservation
rotating exhibits
• NAP
• non-profit organized
• guest curator
Street performer permits
Public art in private development
• in-lieu fees
• art on-site
Cultural Events
• Live at Juilliard
General FUND
Film
Special Event
• CHS
• other
Block Party
Event Permitting
Policy + fees
City-wide application review team
Community promotions funding
Downtown Subcommittee
Economic Development Subcommittee
SRTBIA FUND
Brand
Website
Event support
Out There SR
Marketing + advertising
SRTBIA Advisory Board
place making/ place keeping
Business Support
ARPA-funded small Biz support
• Parklets
• facade improvement grants
ED-led Initiatives
Strategic plan
Policy/ Procedure Development
Committee/ Advisory Bodies
Funding Sources
Programs


PUBLIC ART PROGRAM
Public Art Projects (collection & non-collection)
Project management
Partnerships
Maintenance & conservation
Private Development Requirements (1% for art)
Cultural Events
Rotating Exhibits
Budget
Website, social media, PR, marketing
Out There SR
Policy involvement (eg. General Plan Update)
Annual Work Plan
Community Engagement for projects
Project Evaluation
ART IN PUBLIC PLACES COMMITTEE
Community Engagement
advisory board
partnerships
better use of existing communication tools
presence at community events
Policies & Procedures
review, revise, recommend
Project Development
audit of current processes
project considerations
Project Selection
selection criteria
selection panel/process
APPC approval

Annual Work Plan Areas & Topics

I. Implementation of Strategic Plan

- Community Engagement & Input
  - Support APPC Taskforces
  - Create Public Art Tool Kits
  - Build Advisory Board
- Governance & Administration
  - Partner with OCE
  - Outsource work (contractors)
- Programming & Projects
  - Public Art Audit
  - Partnerships
  - Grants for organizations (focusing on crisis response)
- PR & Marketing
  - Better use existing communication tools
  - Social media campaign
  - Marketing Strategy
  - Outreach opportunities

II. Continuing Projects

- ArtSurround
- Asawa Panels*
  - Work with Artworks Foundry ongoing
  - Additional funding may be requested
- Art Engagements for General Plan Update*
- Façade Improvement Program/Placemaking Projects*
- Fire Station 5*
- HWY 101 Ped Overcrossing

III. Ongoing Programs

- Rotating Art Exhibitions
- Cultural Events (e.g. Live at Juilliard*)
- Out There Santa Rosa*
- Maintenance and conservation
  - Maintenance of items in the public art collection (funding encumbered)
  - ZAGG improvements (Additional funding may be requested)

**Includes other funding outside of Public Art Fund*

II. New Opportunities

City of Santa Rosa Public Art Fund

2018 - 2023: 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	$80,450	$355,382	$4,250	$440,082	$131,179	$1,173,038
2022-2023	$113,590	$38,620	$4,600	$156,810	$530,615	$797,816

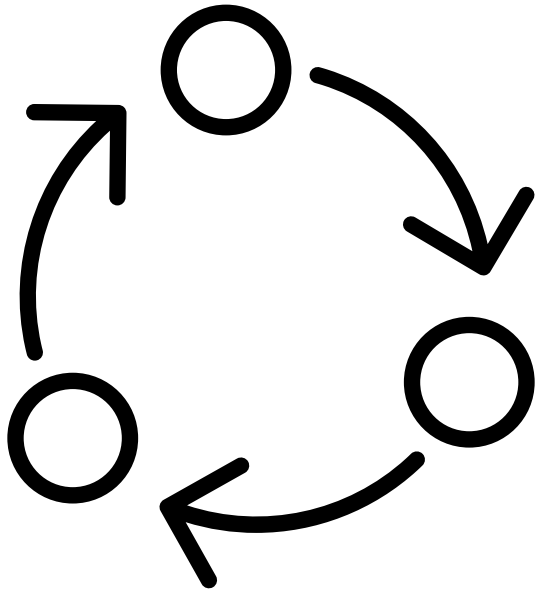
[1] *Contributions from private development in fulfillment of the Public Art in Private Development ordinance that applies to commercial development projects $500k and above. Developers choose between contributing in-lieu to the Public Art Fund, or installing art on the development site.*

[2] *City contributions to the Public Art Fund as establised 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.*

Next Steps

- Revise as needed based on APPC feedback
- Special Meeting in Aug or September to approve FY 23-24 Work Plan
- Implementation!
  - Program Staff
  - APPC taskforces
  - Consultants
  - Partners