

# Art Strategic Plan

Review Goals 4-5

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# Overview

- The City of Santa Rosa's Public Art Program and Art in Public Places Committee (APPC) embarked on a strategic planning process to set a new, bold vision that can help the City navigate the current crises and build an empowered, thriving, and inclusive Santa Rosa community connected through the power of art. The resulting four-year plan stretches from FY2021 – FY2024 and was created in collaboration with City staff, APPC members, area artists, issue experts, community leaders, and engaged citizens
- Review current status, successes and roadblocks. Discuss what we want to move forward FY 25-26



# **Goal 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.**

## **Action Items:**

- Utilize existing communication tools within the City of Santa Rosa
- Maximize our outreach opportunities.
- Make clearer how public art is relevant to current conversations and crises.
- Use more accessible, inclusive, and targeted language in our marketing, outreach, and materials.
- Host workshops that detail the application process.
- Launch a social media campaign that emphasizes a "don't come to us, we'll come to you" message.
- Create Public Art Toolkits.
- Partner with The Office of Community Engagement to be neighborhood ambassadors.
- Build mutually beneficial relationships with other City departments.
- Create an improved website experience
- Create and launch a comprehensive marketing strategy.



# **Goal V. A. Increase opportunities and decrease red tape for temporary projects. B. Increase staff capacity and strategic collaborations for public art.**

## **Action Items:**

- Conduct an audit of the current process by which regular and temporary projects are approved
- Create a new rapid-response approval process for funding temporary and timely projects.
- More actively support efforts beyond those that require funding.
- Explore expanding the budget for temporary projects.
- Strategically activate the APPC.
- Explore options to remove non-program related work from the desk of the Program Manager.
- Outsource work when necessary
- Better leverage resources within the City.



# Recommended Action

Discuss Goals 4-5 review successes and roadblocks. Discuss items to move forward to FY 25-26

