



PUBLIC ART PROGRAM STAFF BRIEFING

**PUBLIC
ART**

**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



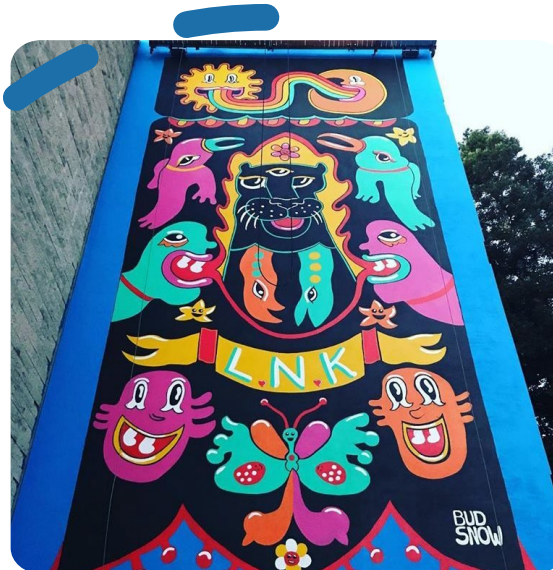


PUBLIC ART FUND

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

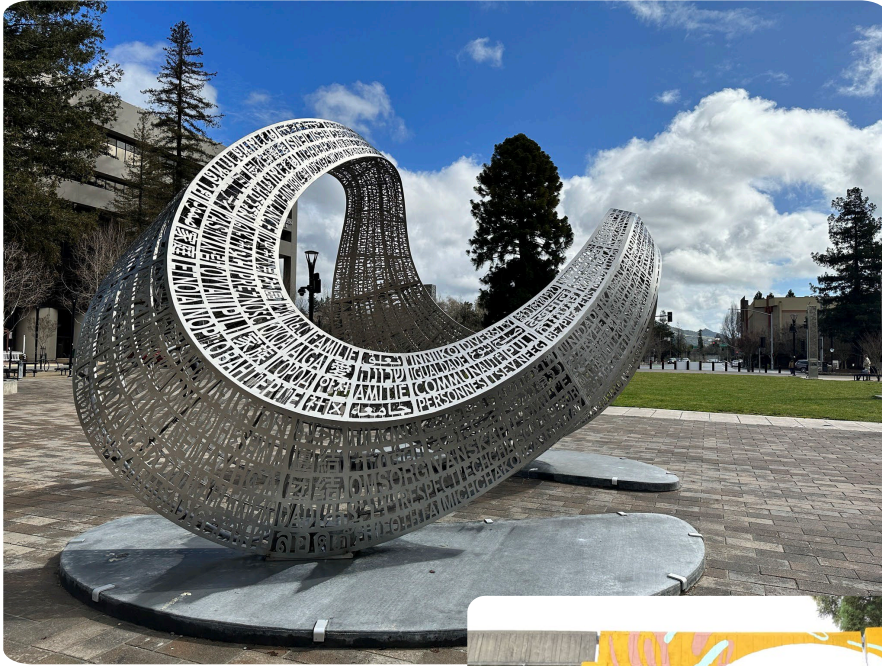


PROJECT DEVELOPMENT



- 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



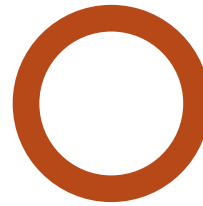
RECENT PROJECTS:

- **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





ARTSURROUND PROGRAM



Artists and Advocates attended the 2022 ArtSurround creative placemaking training in June 2022.

About the Program

ArtSurround is a new collaborative effort, launched in early 2022, among the public, private, and nonprofit sectors to enhance County's creative vitality by supporting artists and infusing the arts into our public realm. The program engages businesses and agencies that endeavor to enhance community livability through the arts, and fosters public imagination by supporting artists.



CURRENT PROJECTS

- Façade Improvement Program
- ArtSurround
- Arts Engagements for Santa Rosa Forward General Plan Update
- APPC Equity Training & Committee Taskforces



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

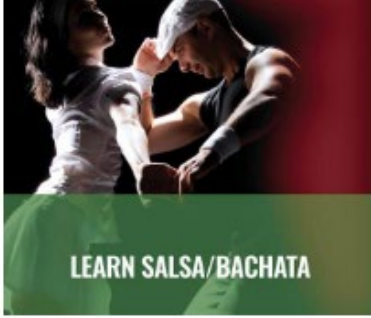
OUT THERE
SR
SANTA ROSA

OutThereSR.org





flat rock OASIS



LEARN SALSA/BACHATA



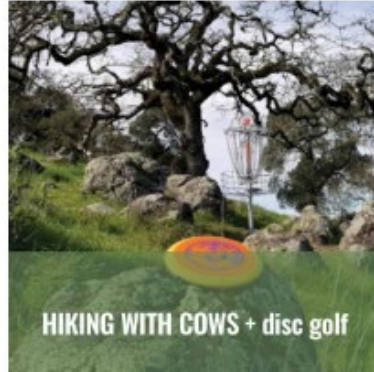
RENT E-BIKES make hills easy



MEGA HIKE



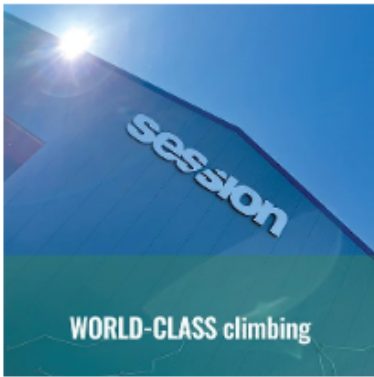
SKATE PARK



HIKING WITH COWS + disc golf



HATCHET THROWING +



WORLD-CLASS climbing



LEARN POLE DANCING



CIRCUS JAM !!!



RENT PADDLE BOARDS



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.



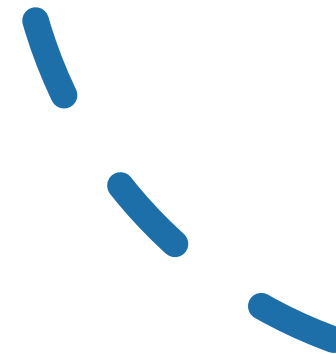
STRATEGIC PLAN FY 21-24

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.



**ART
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

