



**community
advisory board**

City of Santa Rosa

**Community Improvement Grant
Application Form**

Project Name New Roseland Regional Library Mosaic Sculpture	Requested Grant Amount:	\$2,500
	Matching Funds:	\$147,500
Project Physical Address: Hearn Community Hub, Hearn and Dutton Avenues	TOTAL Project Cost:	\$150,000
	Group or organization: Sonoma County Library Foundation	
Contact Person responsible for Grant Application: Craig Palmer	How did you hear about the Grant Program? SCLF Board member	
What is your CAB district? (Find Your District) X 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ City Wide		
Property Owner (see page 3 for all requirements): _____ City of Santa Rosa Name Title		
Person or organization to whom the check should be made out to Sonoma County Library Foundation Info@SonomaLibraryFoundation.org 707-545-0831 x1530 Name Email Phone PO Box 1402 Santa Rosa 95402 Address City Zip		

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print Name Craig Palmer

Signature _____

Title SCL Fund Development Director

Date July 1, 2026



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME: New Roseland Regional Library Mosaic Sculpture

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Matching Funds
Contracted Services			
	Artist Fees		\$65,000
Materials/Supplies			
	Tiles, adhesive, grout		\$25,000
	Lighting		\$5,000
	Fabrication		\$20,000
Printing/Reproduction			
	Donor recognition signage		\$2,500
	Community engagement materials	\$2,500	\$2,500
Other			
	Permits		\$1,000
	Engineering		\$10,000
	Transportation/lodging		\$5,000
	Insurance		\$1,500
	Installation, including foundation slab		\$10,000
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B. \$147,500
Total Project Cost (A+B)		\$150,000	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Sonoma County Library Foundation	March 2026	\$147,500
Total		\$147,500



Community Improvement Grant Questionnaire

New Roseland Regional Library Mosaic Sculpture Project

1. Project Description

The new Roseland Regional Library, rising as a beacon of hope and connection in the long-underserved Roseland community, would not be complete without a significant visual landmark to welcome visitors to a place of learning and belonging. Currently under construction as part of the Hearn Community Hub and co-located with Fire Station 8, the new Roseland Regional Library is set to open its doors in summer 2027.

Embodying the vibrant culture of the neighborhood that surrounds it, the Roseland branch's mosaic sculpture will create an engaging focal point for all visitors and passersby that reflects the library's role as a center for gathering, sharing, and celebration. The artwork will encompass themes such as literacy, storytelling, cultural diversity, access to information, and lifelong learning, while resonating with the unique identity of the Roseland community. The mosaic sculpture will signal the library as a vibrant public space, create a sense of place and community pride, be an invitation to enter for visitors of all ages, and convey the mission and values of Sonoma County Library.

Illustrating library-centered themes such as reading, imagination, and knowledge-sharing and also celebrating the cultural richness of Roseland, a goal of the mosaic sculpture is to inspire curiosity, creativity, and a sense of belonging by integrating art into a welcoming and inclusive public space. The selected sculpture will be accessible and engaging for a diverse, multigenerational audience in an underserved area of the City of Santa Rosa.

We anticipate that potentially thousands of Sonoma County residents will participate in the feedback process and art-making workshops, which will afford community members a voice in the mosaic sculpture's design. The hands-on experience of creating a public work of art will strengthen community connection through collaborative art-making and foster ownership and civic pride in the artwork.

Once installed, over 100,000 Roseland library visitors and community members annually will be able to view this public-space artwork designed to celebrate the unique community that is Roseland. As Sonoma County Library expands its partnerships with other local arts organizations, this process will serve as a model for future collaborative art projects.

Given the many required steps in the selection process, no visuals of the design will be ready until the Arts in Public Places makes its final selection in September 2026. The timeline is:

- a. Project orientation for finalists week of July 13-17 and deadline for finalists to submit proposals on September 4.

- b. Public display for community engagement is September 14-18, and the Selection Panel and APPC makes the final selection September 21-25.
- c. Library Commission approval comes at its meeting October 7, after which time the public fundraising campaign can begin with a deadline of December 31, 2026.
- d. Installation and unveiling: Summer 2027.

Permits/Approvals:

Sonoma County Library Director Erika Thibault has been working, every step of the way in this process, with the Art in Public Places Committee and Meredith Knudsen, Arts and Culture Coordinator for the City of Santa Rosa. These collaborative efforts have included using the Committee templates for the creation and distribution of the Request for Qualifications, Request for Proposals, and abiding by the entire Committee process for engaging the community, giving feedback of the finalists, and ultimately making the final selection of the winning design.

Under the construction leadership of Kitchell, the new Roseland Regional Library is swiftly taking shape. With guidance from Kitchell and input from the Arts in Public Places Committee, the library will coordinate with the selected artist(s) to apply to the City of Santa Rosa for permits for the foundation and sculpture.

Timeline:

May 27, 2026: Request for Qualifications to artists issued

June 19, 2026: Deadline to submit qualifications

July 10, 2026: Finalists notified

Week of July 13-17, 2026: Project orientation for finalists (exact date TBD)

September 4, 2026: Deadline to submit proposals for finalists

September 14-18, 2026: Public Display and feedback engagement activities

September 21-25, 2026: Selection Panel and APPC finalizes selection

October 7, 2026: Approval of contract at Library Commission meeting

October 2026: Launch of the Mosaic Project fundraising campaign

October 2026 – May 2027: Fabrication and community engagement

December 31, 2026: Fundraising campaign deadline

Summer 2027: Installation and public unveiling

2. Community Support for the Mosaic Sculpture

The Sonoma County Library Foundation formed a Roseland-based Mosaic Project Committee to advise library and Library Foundation leadership on the project. Members include: Gabriela

Esquivias, 10,000 Degrees (chair); Eddie Alvarez, City of Santa Rosa Councilmember; Ana Diaz, Library Advisory Board member (among other key Roseland affiliations); Isabel Lopez, Raizes Collective; Pat Kuta and Donaciano Botello Torres, SCLF Board members; and Dora Magana-Noverola, Roseland Regional Library Branch Manager. The Committee also tables at local events (Dia de la Primavera, Cinco de Mayo).

The City of Santa Rosa's Art in Public Places Committee was instrumental in the development and dissemination of the Request for Qualifications. In addition, the RFQ was publicly promoted by Creative Sonoma, and disseminated to the Sebastopol Center for the Arts, ArtStart, Museum of Sonoma County, Children's Museum of Sonoma County, ArtQuest, and local artists.

Once the artist(s) are selected, they will work with the library and Library Foundation to engage Sonoma County residents and library users, particularly in Roseland, for feedback about the sculpture. Engagement could include online and printed surveys, workshops and listening sessions in the library and other public spaces, social media posts, and newsletter inclusions, among other channels.

Community members will be encouraged to support the project through feedback, donations, and contributions of tile/artwork that integrates with the overall design.

Other support:

The library will oversee the artist selection process, including eliciting community feedback for final designs, support community outreach and engagement, facilitate installation with construction team, and provide ongoing maintenance.

The Library Foundation is organizing the fundraising campaign, and will support engagement communications and activities as needed.

3. Outreach Plan

Community engagement is a core component of this project. The artist(s) will collaborate with the library to prepare a meaningful approach to involving Roseland residents in the development of the artwork in order to incorporate local voices and lived experiences, build community connection and ownership, and provide opportunities for creative participation. These plans will be clear, feasible, and inclusive, as well as culturally responsive and accessible. Examples include: Multilingual community workshops and/or story-gathering sessions (in-person and virtual); collaboration with youth, families, or community groups to collect input on themes, imagery, or cultural references, and integrating these elements into the design. Partnerships with schools and community organizations to host accessible, multilingual tile-making workshops is also planned.

Feedback and suggestions will be gathered via input surveys. Surveys and informational flyers will be sent via direct mail to the Roseland community, placed in library branches and at BiblioBus stops throughout Sonoma County, and available at local events where library and/or

Library Foundation are tabling. There will also be posts in social media and local newsletters from both the library and Library Foundation platforms about the mosaic project.

The public engagement campaign will go from late July 2026 until the opening of the new library expected in summer 2027. The campaign will have many reinforcing channels, starting with flyers and pins needed for tabling at all events which bring the Roseland community together; a community wide poster effort inviting businesses, organizations, and agencies to become part of the outreach team; a robust social media campaign documenting the creation of the piece; and eventually a mailing inviting the public to participate in the unveiling and celebration of the new art piece and its artist creator at the ribbon cutting of the new library. In terms of quantities:

- a. Posters: 100
- b. Flyers: 2,500
- c. Buttons: 1,000
- d. Postcard: 5,000 mailed (printing, postage, design)

Most of all, this project is about capturing the spirit and heritage of Roseland in this art piece. The materials will focus first on all the different ways the public can become involved, by participating in public workshops, meeting the artist, giving feedback on the proposed final designs, attending the unveiling. Most significantly, the materials will be used to engage the public for the unveiling and celebration as part of the opening week for the new library, expected in summer 2027.

A separate, parallel fundraising campaign to raise both funds and awareness for the mosaic will be launched by the Foundation in October 2026. The centerpiece of the Mosaic Campaign will be engaging the Roseland and latino/a/x communities in Santa Rosa around the opportunity to engender ownership in the library by funding a tile for a little as \$25, making the barrier to participation as low as possible.

Note that grant monies would ONLY be used for community outreach for feedback, workshops, and unveiling engagement activities for the sculpture. No grant funds would be used for fundraising activities.

4. Maintenance Plan

The selected mosaic will be constructed using durable materials appropriate for a high-traffic public setting. Mosaic materials may include ceramic, glass, stone, or other weather-resistant materials.

Maintenance, cleaning, repair (if needed in future), and other upkeep will be managed and executed by the library's Facilities department and incorporated into the annual Facilities Plan.

5. Safety Plan

The Selection Committee will select an artist/artist team with significant public art installation experience and will work with the construction team to implement best safety practices throughout the creative cycle, following all applicable laws and regulations.

Where appropriate, gloves, eye protection, safety guidance and supervised tool use during workshops and other public activities will be enforced.

6. Project Budget

Funds will be used for all phases of the project, including:

- Artist fees for facilitation and design
- Materials (tiles, grout, structural base, lighting)
- Workshop supplies and community feedback outreach materials
- Engineering
- Permits, installation, and insurance

We are seeking a Community Improvement Grant specifically to support a comprehensive suite of community outreach and engagement materials.

The cost is based on current market pricing for mosaic materials, artist rates, and construction/installation.

Matching funds will come from the Sonoma County Library Foundation, which has formally approved underwriting costs associated with the mosaic sculpture and the associated fundraising campaign.

A critical part of the artist(s) selection criteria will be significant experience with creating durable, weather resistant, sustainable public works of art. It will be constructed with input from the community, ensuring its ongoing relevance and appropriateness within the Roseland neighborhood. As a public agency, the library is committed to the sculpture's upkeep and maintenance for the life of the building.

7. Environmental Consciousness

Where possible, the artist(s) will use recycled and repurposed tiles/materials as well as non-toxic adhesives and grout, and eco-conscious lighting. Careful materials planning throughout the process will minimize both waste and costs. The library will collaborate with the artist(s) to use sustainable practices during community outreach and workshops, and work closely with the construction team during mosaic assembly and installation to ensure every effort is made to reduce landfill.