

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)