



**Public Art Program**  
**2021-2022 Annual Work Plan & Recommended Expenditure Plan**  
**APPROVED March 1, 2021 by the Art in Public Places Committee**

**WITH EXPENDITURE DETAIL**

**1. Strategic Plan Implementation FY21-22**

<b>Category</b>	<b>Anticipated Expenditure</b>
Community Engagement & Input	\$6,000
• <i>Build stronger relationships with community organizations</i>	1,000
• <i>Increase and sustain community participation</i>	2,500
• <i>Build Advisory Board</i>	2,500
Governance & Administration	\$94,100
• <i>Prioritize transparency and accessibility</i>	2,500
• <i>Funding maintenance of all new public art installations</i>	1,000
• <i>Partner with OCE</i>	2,500
• <i>Outsource work (new contractors)</i>	25,000
• <i>Budget for existing temp project managers and contractors</i>	63,100
Programming & Projects	\$187,500
• <i>Public art audit</i>	25,000
• <i>Grants for art organizations</i>	50,000
• <i>Commissions and grants to artists (annual budget for programming/projects)</i>	50,000
• <i>Partnerships</i>	10,000
• <i>Application workshops</i>	2,500
• <i>Ongoing maintenance (annual budget for conservation/maint)</i>	50,000
PR & Marketing	\$23,000
• <i>Better use existing communication tools</i>	3,000
• <i>Maximize outreach</i>	5,000
• <i>Launch social media campaign</i>	2,000
• <i>Create improved website</i>	5,000
• <i>Create and launch marketing strategy</i>	8,000
<b>TOTAL</b>	<b>\$310,600</b>

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

**2. Artists in City Planning & Projects**

- Funding: TBD
- Goals: Art and creative thinking as elevated elements considered across the organization during planning processes and project development. FY21-22 opportunities include the General Plan Update and the Santa Rosa Avenue Corridor Plan implementation.

**3. Imagine Art in Old Courthouse Square**

- Timeline: installation anticipated March 2022

**4. Fifth Street Parking Garage**

- Timeline: installation anticipated February 2022

**5. Depot Park Public Art**

- Timeline: TBD

**6. Asawa panels returned to fountain in Courthouse Square**

- Timeline: TBD