



# Santa Rosa Arts District Business Plan

Art in Public Places Committee  
June 2008



# Business Plan: Purpose

- ❖ Document Arts District features
- ❖ Identify sources of financial support
- ❖ Present recommendations for future

# Santa Rosa Arts District

Where we've been...



... where we're going



Where we've  
been...



# Establishment of Arts District

- ❖ City Council created district, Nov. '06
- ❖ Redevelopment Agency funding, \$280K
  - ❖ Arts Coordinator in Rec & Parks
  - ❖ Arts programming:  
Rec & Parks, Redevelopment



# Reasons for Arts District

- ❖ Supports economic development
- ❖ Strengthens local tourism industry



# Economic Development

Arts districts help

- ❖ Foster economic development
- ❖ Revitalize urban areas
- ❖ Improve business climate
- ❖ Attract high-caliber workforce

# Tourism

Arts attract cultural tourists

- ❖ Stay 53% longer
- ❖ Spend 35% more money







# 1% for Art in Private Development

- ❖ Ordinance also passed Nov. '06
- ❖ New SR commercial development must:
  - ❖ Install public art, or
  - ❖ Contribute to City's Public Art Fund
- ❖ Funds art installations in all SR (not just District)

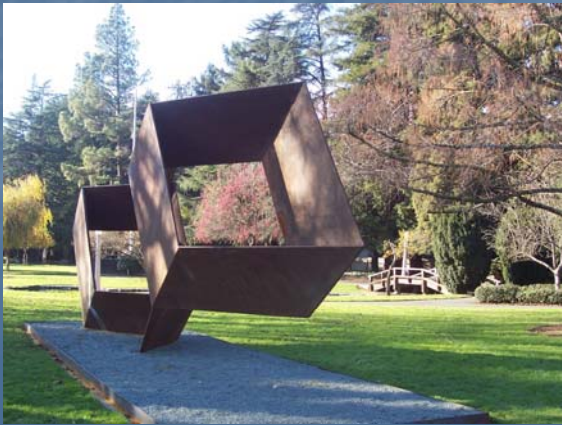


# 18-Month Implementation Plan

Three areas of focus:

- ❖ Physical Environment
- ❖ Cultural Programming
- ❖ Leadership

# Physical Environment



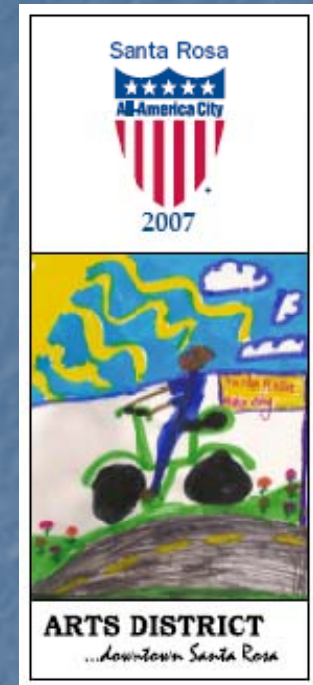
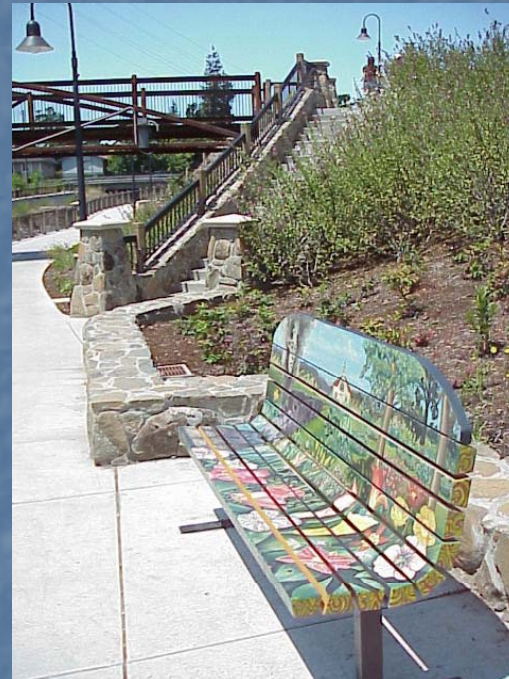
## ❖ Public art at three "gateways"

- ❖ Ned Kahn: Digitized Field
- ❖ Boback Emad: Whole Some
- ❖ Charles Ginnever: Hangover II

# Physical Environment

## Identity

- ❖ Street banners
- ❖ Artistic furniture



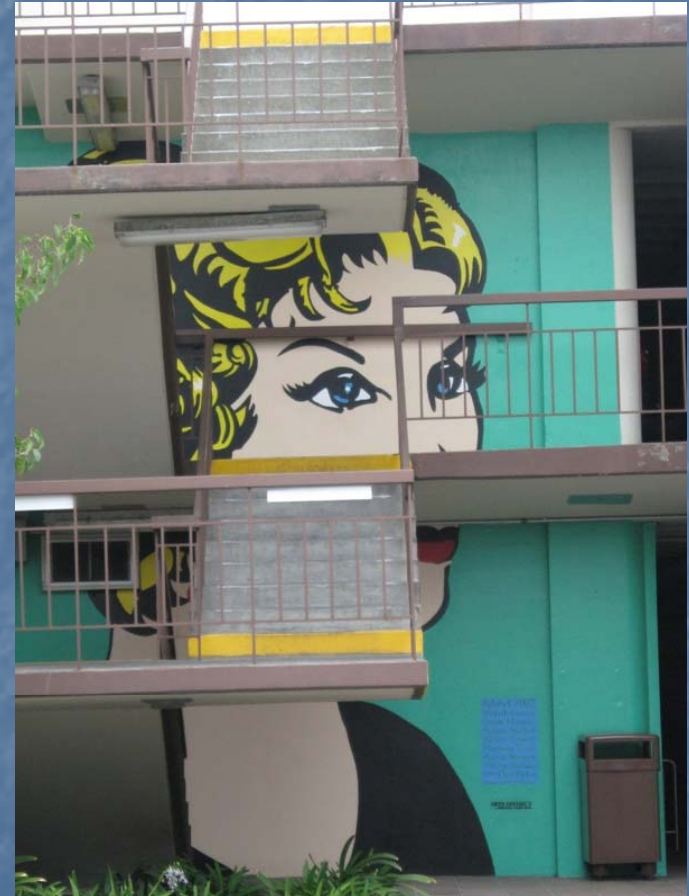
# Physical Environment – Public Art



- ❖ Robert Ellison, *Renaissance*
- ❖ Ned Kahn, *Nine*
- ❖ Charles Ginnever, *Hangover II*
- ❖ Bryan Tedrick, *Buchephelus*
- ❖ Civic Art Walk: 16 sculptures installed

# Physical Environment

- ❖ Artstart graphics on downtown garages
- ❖ Artstart street signs



# Cultural Programming

- ❖ Sonoma County Book Festival



# Cultural Programming

## Performance Sonoma

- ❖ Partner with Arts Council, Community Foundation
- ❖ Courthouse Square Gala
- ❖ Rabble-fish Theater, *Crossing Point*
- ❖ American Philharmonic, Mariachi Champaña Nevin



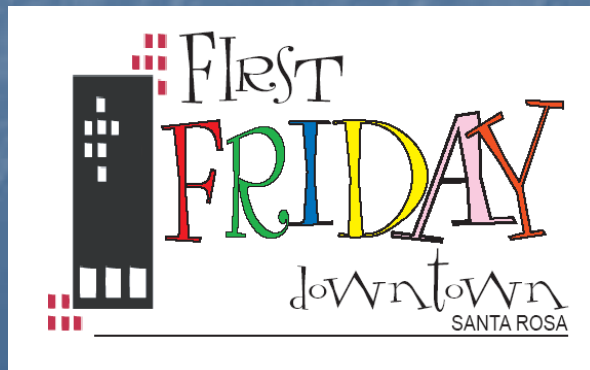
# Cultural Programming



- ❖ Dia de los Muertos at Courthouse Square

# Cultural Programming

- ❖ Unsilent Night – a holiday boombox parade
- ❖ First Friday



# Leadership

- ❖ Professional management of Arts District
- ❖ Formed partnerships



# Partnerships

- ❖ Arts Council
- ❖ Community Foundation
- ❖ Santa Rosa Mainstreet
- ❖ Artstart
- ❖ Sonoma County Museum
- ❖ Other artists & arts organizations



# Leadership

## Community Projects Awards

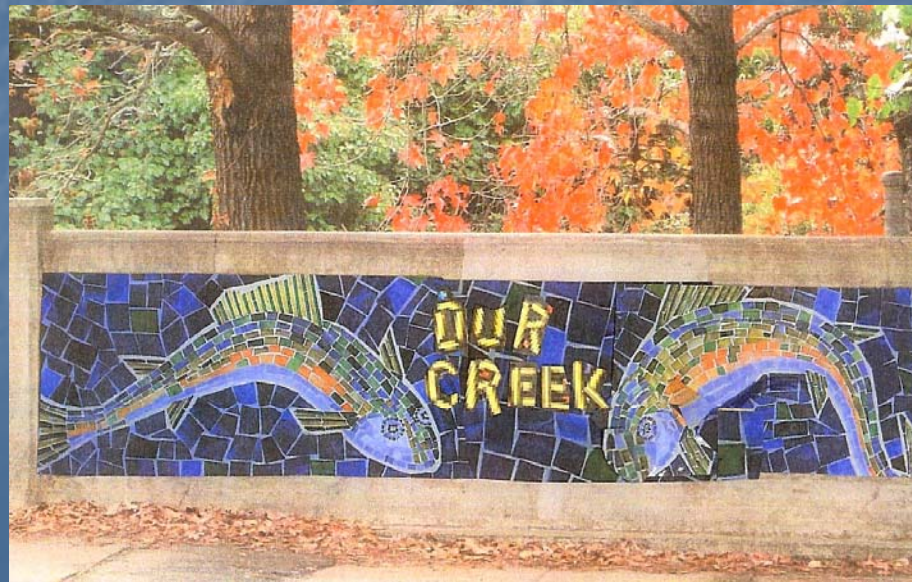
- ❖ Helps artists & art orgs enliven Downtown with art & events
- ❖ Public Call for Artists, spring '08
- ❖ 14 projects by Jan. 2009
  - ❖ Tree Sweater Forest Project



# Community Project Awards

## Additional Examples:

- ❖ American Philharmonic Concerts in SR Plaza
- ❖ Our Creek Mural Project



# Community Project Awards



- ❖ Krank Boom  
Clank: Kinetic  
Sculpture Vehicles  
in Railroad Square

# Leadership – Marketing for District

- ❖ Web site & links
- ❖ Event calendar in PD, Bohemian, Marin IJ
- ❖ Rec & Parks Activity Guide
- ❖ Rack cards
- ❖ News releases & ads



**ARTS DISTRICT**  
...downtown Santa Rosa *Happenings*

**ARTS DISTRICT...downtown Santa Rosa comes alive on September 7th!**

**PERFORMANCE SONOMA GALA**  
Come to Courthouse Square and enjoy world class performances by the American Philharmonic Brass Quintet and the Santa Rosa Symphony Jazz Quartet playing gypsy and dance music. This is the kick off event for Performance Sonoma, a county-wide performance series that offers varied interpretations of the theme "crossing borders". Two top performance companies who are participating in the large-scale, county-wide festival will have information, entertainment and free tickets!  
**7-9PM**  
[www.performance-sonoma.com](http://www.performance-sonoma.com)

**First Friday, Downtown Santa Rosa Art Walk**  
Come early and stay late for the opportunity to meet local artists, discuss their creations in shops and restaurants. The festivities take place in Courthouse and Railroad Square and at the Sonoma County Museum.  
**5-8pm**  
[www.firstfridaysonoma.com](http://www.firstfridaysonoma.com)

**Art in Surprising Places...**  
You are invited to view five proposals for a new Public Art Project for the corner of College and Mendocino Avenues. The artists' maquettes and sketches will be on public display at the Santa Rosa Plaza Mall thru September 30. Public comments are welcome!  
[www.artcity.org](http://www.artcity.org)

**All Events are FREE!**

**Save the Date!**  
**Sonoma County Book Festival**  
Saturday, September 15, 10am-5pm  
Courthouse Square  
**Rabbit-Fish Theater "Crossing Points"**  
September 27 - 7:30pm & September 29 - 2:00pm and 7:30pm  
Cultural Center - 547 Mendocino Ave. Tickets at [www.glasscenter.com](http://www.glasscenter.com)  
**American Philharmonic & Mariachi Chalmapala Nevin "La Pasión"**  
Saturday, October 6, 3pm  
Willard Park

Sponsors: **BOHEMIAN** CITY OF SANTA ROSA

For more information, please call (707) 543-3732, or visit [www.srcty.org](http://www.srcty.org).  
To Contribute to the Arts District Happenings Calendar, please email your downtown event info to [vcumpler@srcty.org](mailto:vcumpler@srcty.org).



Where we're  
going...



# Arts District Business Plan

Provides short-term and long-term recommendations for

- ❖ generating revenue
- ❖ enhancing marketing
- ❖ providing leadership



# #1: Form Review Panel

- ❖ Review panel of City staff who would execute business plan should:
  - ❖ Study recommendations
  - ❖ Prioritize recommendations



# Adapt to Current Economy

- ❖ Adopt “maintenance mode” until economy strengthens:
  - ❖ Continue to partner with other depts. & organizations
  - ❖ Seek to sponsor 2008 holiday window displays



# Optimize Resources

- ❖ Align City depts. & nonprofits affiliated with District
- ❖ Rec & Parks will lead promotions & programming



# Ensure Consistent Branding

- ❖ Formalize branding standards
- ❖ All art & culture activities in District must adhere to branding standards, regardless of sponsor



# Initiate Simple Fee-Based Activities

- ❖ Develop additional fee-based activities, e.g.:
  - ❖ “Phantom Galleries”
  - ❖ Visual arts rental program
  - ❖ Street artist permit program
  - ❖ Public artists registry



# 1% for Art: Propose Revision

- ❖ Current: Funds only art installations
- ❖ Recommend funds also be used for:
  - ❖ Programming
  - ❖ Performances
  - ❖ Promotion



## Co-Sponsor Speaker Series

- ❖ Community Foundation plans 2008 series on urban revitalization through the arts
- ❖ Arts District should partner on this speaker series
- ❖ Part of Arts District Leadership



# Support Festivals in District

- ❖ Support existing festivals (e.g., Book Festival, Dia de los Muertos)
- ❖ Encourage development of new festivals



## Prepare to Promote New Assets

- ❖ Church of One Tree, DeTurk Round Barn available by 2009 for rentals.
- ❖ Prepare promotions for these new assets.



# Docent-led Guided Tours

- ❖ Offer guided tours of District by trolley or foot:
  - ❖ Art
  - ❖ Architecture
  - ❖ History
  - ❖ Culture



# Pursue Selling Ads, Signage

- ❖ Explore generating additional revenue through
  - ❖ Ad sales
  - ❖ Corporate sponsorships
  - ❖ Signage
  - ❖ Naming rights



# Bennett Valley Sr. Center

- ❖ Defer changes until economy improves
- ❖ Recast as a multigenerational center
- ❖ Emphasis on the arts



# Encourage Arts Collaborative Downtown

- ❖ Currently vacant buildings could include:
  - ❖ Arts Center
  - ❖ Artists' studios



# Explore Enterprise Fund

- ❖ Recommend District Enterprise Fund to capitalize on revenue generation from city-owned venues



## Continue to Study New Funding Sources

- ❖ Employer-sponsored employee fund drive
- ❖ "A to Z" countywide tax
- ❖ TOT increase, with a portion earmarked for District



# Focus on Arts in Economic Development

- ❖ Capitalize on city's Economic Development expertise
- ❖ Offer best practices and policies pertaining to arts
- ❖ Part of Arts Leadership



## Arts District: Where We've Been

- ❖ District established by City Council
- ❖ Successful 18-month implementation plan
- ❖ Programming by Rec & Parks and Redevelopment staff
- ❖ Biz plan documents existing features



# Arts District: Where We're Going

- ❖ Business Plan contains more than a dozen recommendations for:
  - ❖ Revenue generation
  - ❖ Consistent branding
  - ❖ Leadership (e.g., speaker series, downtown festivals)



# Arts District: Where We're Going

- ❖ Create Dynamic Arts District with:
  - ❖ Performing Arts
  - ❖ Public Art
  - ❖ Expand number and types of events
  - ❖ Encourage galleries
  - ❖ Encourage housing and studio space for artists
  - ❖ Attract the greater community and tourists to downtown



# Discussion