

WATSONVILLE **PUBLIC ART PLAN**

Engagement & Initial Recommendations Update



AGENDA

PROJECT TIMELINE

ENGAGEMENT

- Engagement to Date
- Major Themes

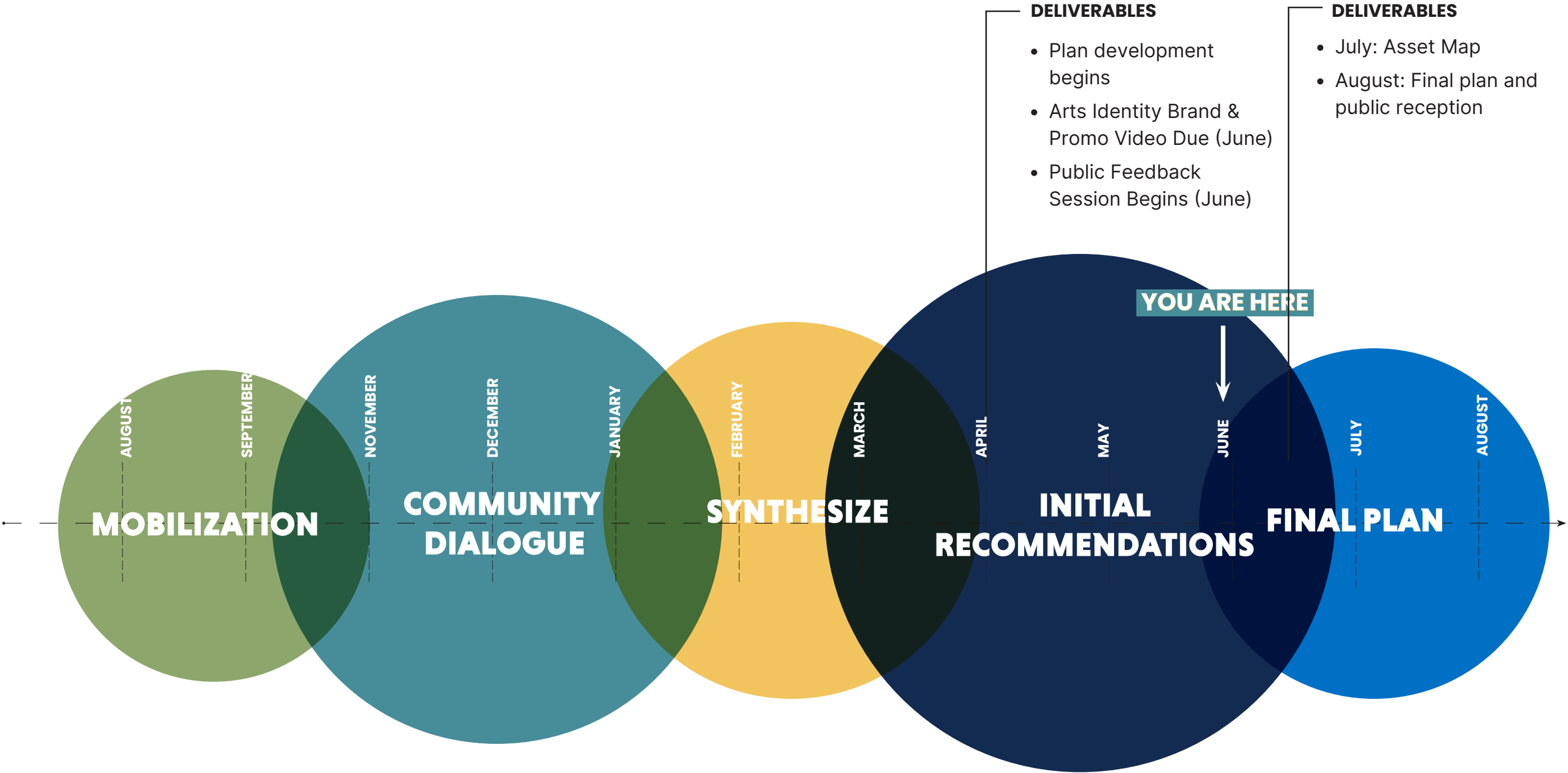
PLAN FRAMEWORK

- Phasing
- Initial Recommendations

NEXT UP

- Arts Identity Launch
- Asset Map Completion
- Draft Plan Document





ENGAGEMENT

- Survey: 507 Responses
- One-on-One Conversations & Drop-in Sessions: 15+
- Focus Groups: 9 Sessions

MAJOR THEMES

- Communication & Process Evaluation
- Direct Artist Support & Opportunities for Emerging Artists
- Celebrate Local Cultures & Heritages
- The Power of the Arts to Build Community and Shape Lives
- Leverage Downtown Watsonville as an Arts Destination



PHASING

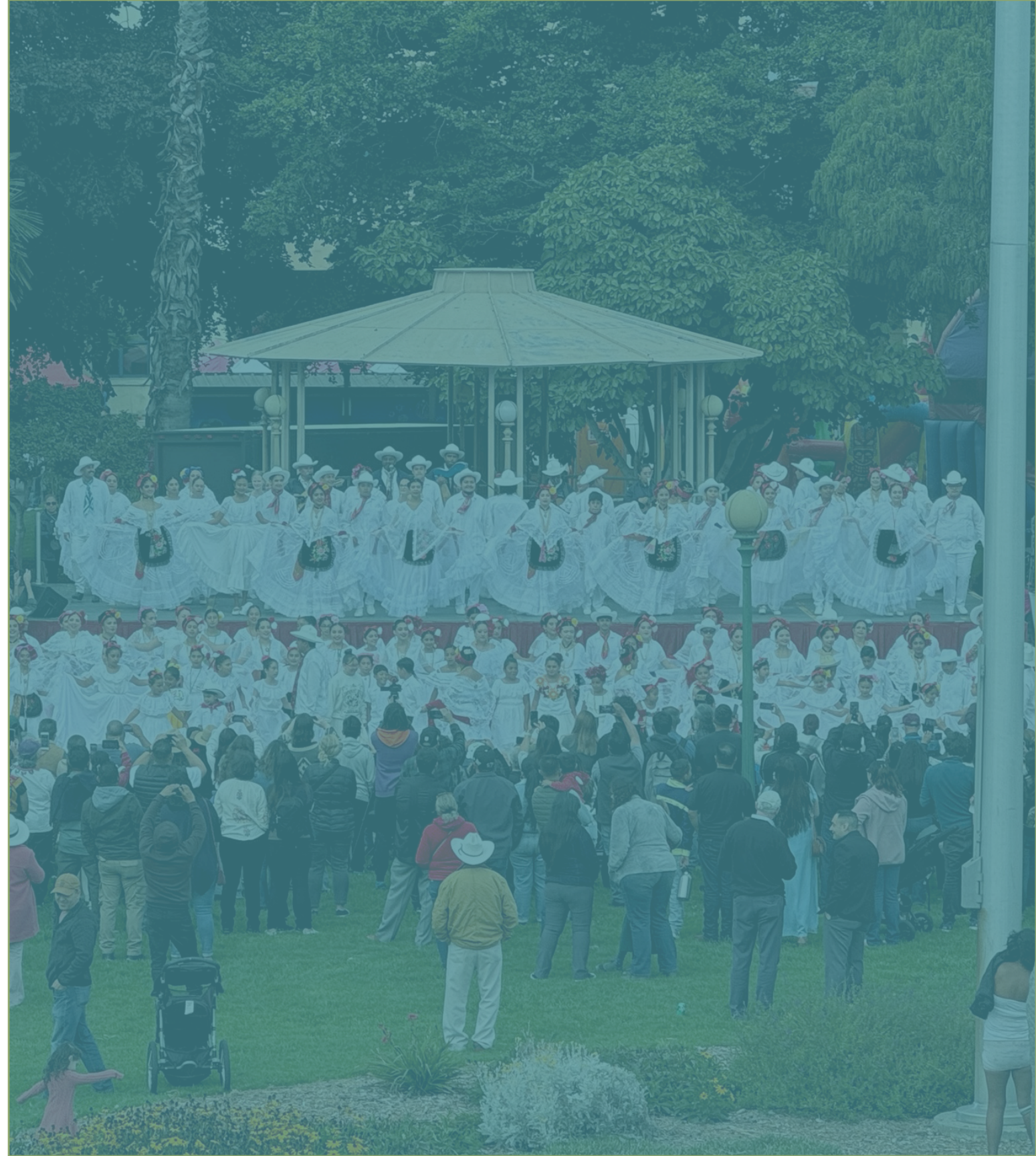
*Long-range planning for cultural investment means that oftentimes that it can be difficult to predict emerging needs in the arts community. This flexible framework helps decision-makers find various funding sources and allows for the ability to adapt priorities to local cultural changes. It encourages big dreams while focusing on actionable steps to grow local arts and culture with available funding and capacity. *Timelines always have the potential to shift.*

The **Now, Soon, Next, Then** framework for plan implementation provides decision-makers with a flexible yet strategic timeline that prioritizes projects and foundational cultural program elements so that future investments can best leverage the momentum and increased capacity in the cultural sector built through prior phases.



NOW (0-3 YEARS)

- Generally either foundational elements that are required prior to later investments in arts and culture or low-cost and quick-to-implement project ideas that provide early wins for the community.

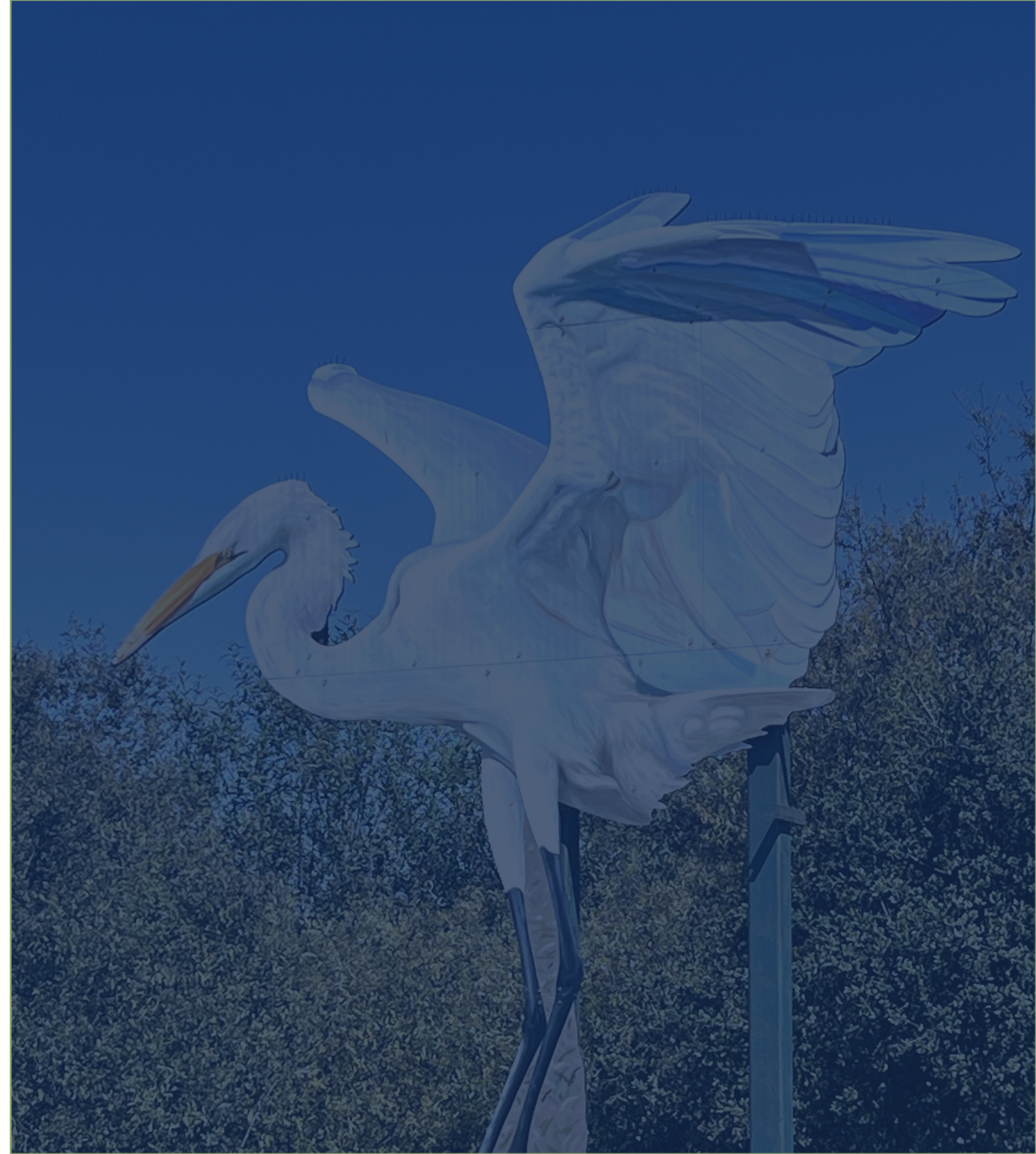


NOW INITIAL RECOMMENDATIONS

Action Item	Timeline	Priority	Considerations
1.1 Identify City Staff Roles and Responsibilities	Now	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Consider hiring a part-time Arts Coordinator utilizing public art funds to act as liaison to the Arts Advisory Committee and support project implementation within the Arts Plan
1.2 Seat the Public Art Advisory Committee	Now	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Identifying the annual evaluation criteria for grantmaking utilizing public dollars per the Arts Plan. City of Watsonville will then use these criteria to make funding decisions utilizing the Cultural FundSelecting project priorities for implementation, including public art during the current funding cycle, and finalizing the Public Art Program WorkplanMaking a recommendation for public art selection to City Council for final approvalHelping organize and promote the Annual Arts Summit & own the Arts Calendar
1.3 Pursue a Cultural District Designation	Now	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">A Cultural District, as outlined by the program, is a well-defined geographic area with a high concentration of cultural resources and activities. Each of the 14 districts received the designation for a period of five years, per state legislation.The California Cultural Districts program aims to leverage the state’s artistic and cultural assets. Aligning with the mission and values of the California Arts Council.
1.4 Launch the New Watsonville Arts Identity	Now	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Launch the new Watsonville Arts identity through web, social media, print materials, and promote arts information and resources in the community.
1.5 Use the Arts to Bring People Downtown	Now	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Arts activation downtown should be supported by the city, such as a Second Saturdays.

SOON (3-5 YEARS)

- Recommendations in this category typically require additional planning and financial measures compared to items in the Now category.
- These projects may also take advantage of new and diverse streams of funding and partnerships that have been built during the earlier phase.



SOON INITIAL RECOMMENDATIONS

Action Item	Timeline	Priority	Considerations
2.1 Host an Annual Arts Summit	Soon	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Consider hiring a part-time Arts Coordinator utilizing public art funds to act as liaison to the Arts Advisory Committee and support project implementation within the Arts PlanThis may be a contracted role that transitions into a regular position with the City of WatsonvilleEvaluation of overall staffing to support plan implementation
2.2 Develop a City-Sponsored Arts Calendar & Communications Strategy	Soon	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">In partnership with Arts organizations, author and promote an Arts calendarUsing the newly developed Watsonville Arts Identity to strengthen promotion and communications around the arts through a formal strategy for website, social media, wayfinding & signage, and informational materials
2.3 Review Existing City Processes that Impact Arts Programming & Facilities	Soon	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Permitting applications for events and muralsOffering workshops to artists, online information and cheat sheets for city processes thatZoning Requirements for arts and culture Institutions, consider a zoning overlay for the Cultural District that is arts-friendly, case studies:<ul style="list-style-type: none">Nashville Artisan Manufacturing CodeLowell, Mass Artist Overlay DistrictSomerville, Mass Artist & Creative Enterprise uses by-rightTwin Cities, MN Creative Zone Overlay
2.4 Explore Expanded Funding Opportunities	Soon	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">See funding mechanism menu.

FUNDING MECHANISM MENU

Funding Mechanism	Potential Sources	Other Considerations
Expanded Percent for Art Program	<ul style="list-style-type: none">Add Developer 1.25% if located on the property to the existing fee	<ul style="list-style-type: none">Additionally, there remains an opportunity to increase the percentage
Excise Tax Structures	<ul style="list-style-type: none">Transient Occupancy Tax (TOT)	<ul style="list-style-type: none">An allocation of the existing TOT tax with a dedication of the funds into the Cultural Fund would bolster the available funding and create a direct tie between investment in the arts and driving tourism locally
Grant Opportunities	<ul style="list-style-type: none">National Endowment for the ArtsThe Lilly FoundationThe Mellon FoundationState-wide grantsFederal grantsCultural District	<ul style="list-style-type: none">The allowable expenses differ from grant to grant but it should be noted that grants are not a replacement for sustained and long-term funding sources, meaning that it is not advisable that capacity building and the expansion of operations or critical programming only rely on grant fundsGrants are often times an excellent source of one-time project-based funding

NEXT (5-10 YEARS)

- Items in the Next category may comprise projects with longer implementation timelines driven by their complexity or funding requirements to make these visions a reality.
- These projects are often informed by successes and challenges faced during the early years of plan implementation.
- Large-scale investments in the Next category are oftentimes some of the most impactful and galvanizing moments in plan implementation, cementing the local art and culture legacy and serving to fulfill the community vision.



NEXT INITIAL RECOMMENDATIONS

Action Item	Timeline	Priority	Considerations
3.1 Evaluate Staffing Needs & Governance to Support a Growing Arts and Culture Sector	Next	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Periodically reevaluate staffing needs and consider increasing staff support to meet a growing arts ecosystem
3.2 Explore Expanded Cultural Programming Opportunities & Resources	Next	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Once any additional funding mechanisms and sources have been identified, consider the expansion of city-supported programming for the arts, such as expanded programming for youth arts through the youth center, strengthened partnerships and financial support to current programming providers and improvements to city-owned spaces for the creation and presentation of the arts.
3.3 Invest in the Cultural District/Downtown Watsonville through Creative Placemaking	Next	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Promote the community’s creative identityGrow jobs in the creative sectorIncrease tourism and bring new visitorsAttract and support artists, start-ups, and creative businessesCreate opportunities for affordable housing. This may include live/work and maker spaces for artists.Protect and preserve historic assets in the community that contribute to the character
3.4 Develop a “Call for Walls” Program	Next	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Launch a call for walls program to match private property owners with local artists to create works of art, leveraging existing funding resources.Consider a mural festival annually when all murals are painted within a short time span, making for an engaging and community centered arts experience. As a bonus, this consolidates all the communications and processes into a set timeline and will reduce friction and frustration points throughout the year.
3.5 Explore the Development of an Arts + Creative Industries Program	Next	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Consider grant-making opportunities supported by the City of Watsonville for:<ul style="list-style-type: none">Artist EducationVisual and Performing Arts Supplies & EquipmentCreative Enterprise Business Grants

THEN (10-15 YEARS)

- Action items in the Then category encompass visionary and transformative measures that require robust partnerships and a commitment to creating a truly thriving arts and culture ecosystem.



THEN INITIAL RECOMMENDATIONS

Action Item	Timeline	Priority	Considerations
4.1 Consider an Artist-in-Residency Program	Then	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">To continue to provide diverse cultural experiences to community members, consider an artist-in-residency program (local or visiting artist) that continually injects new life and ideas into the local creative fabricCabrillo College as a PartnerArts Council of Santa Cruz County
4.2 Consider the Subsidy of a Community Arts Space	Then	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Potential sites include the support of the redevelopment of the Porter Building, Fox Theater, or the subsidy of another city owned space, such as the Lamborn Home as PVA shifts to downtown.Identifying roles and partners <p>Case Studies:</p> <ul style="list-style-type: none">The Tannery Arts Center in Santa, CruzCrowd-funded arts center in Baltimore, MD
4.3 Support the Redevelopment of the Porter Building and Fox Theater	Then	<div><div></div><div></div><div></div><div></div><div></div></div>	<ul style="list-style-type: none">Potential funding sources include: State and Federal Historic Rehabilitation Tax Credits, this require the pursuit of historic designation for the properties, but can support 20% of project rehabilitation costs

NEXT STEPS

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- Arts Identity Launch
- Asset Map Completion
- Draft Plan Document





THANK YOU!