

Appendix Contents

Arts and Culture Historical Overview	2
Community Survey Results	11
Benchmarking Report	52
2019 Creative Vitality Index Snapshots	75
Cultural and Creative Assets	79
Plan Specific Samples	89

Arts and Culture of Healdsburg| Historical Overview

By Holly Hoods, Healdsburg Museum and
Historical Society

Arts and Culture of Healdsburg, Historical Overview

By Holly Hoods, Healdsburg Museum and Historical Society

Indigenous Art of Southern Pomo and Western Wappo

The diverse artistic talents and rich cultural traditions of the Southern Pomo and Western Wappo-speaking people have been linked to this land for thousands of years. The former Native village site of *Kalé* was located at the Healdsburg Plaza and to the west where Hotel Healdsburg stands today. Sheltered by oaks and madrones, the village took its name ("water midst") from its location near the confluence of Dry Creek and the Russian River. For generations the people lived in settled, independent villages within recognized home territories with a well-developed culture, plentiful and varied diet, and a tradition of skilled basket weaving.

In the more recent past, Southern Pomo speakers have lived in the vicinity of Healdsburg, Alexander, and Dry Creek Valleys. Descendants of the First People still live in the local area, retaining strong personal ties to their homeland, oral traditions, and cultural heritage. Stories, songs, and dances are passed on by elders, reinforcing ancestral knowledge.

Using methods honed over generations, Native Pomo and Wappo basket makers are recognized as being among the finest basket makers in the world. Artfully combining form and function, basket makers from the local area employed two different basket weaving techniques—coiling and twining. Coiled basketry used both single rod and double rod coils, and was often decorated with brightly colored beads, shells, and feathers, such as woodpecker, oriole, quail, and mallard. Some work baskets were coiled so tightly that they could hold water without leaking. Twined baskets, such as double-mouthed fish traps or seed-sifting baskets were generally made for rougher usage.

Weavers used up to twelve different materials to make their baskets, primarily willow (for the foundation) and sedge root, redbud bark, bulrush root and grey pine root fibers for the body. Design elements in the weaving were enhanced by the contrasting colors. Redbud gave the baskets a beautiful red color. Bulrush root was often dyed black. Basket materials required up to a year of complex preparation, including harvesting, stripping, whittling, and drying.

At the turn of the 20th century, an art market developed for Pomo baskets in the United States. Intricate and ornate baskets, some tinier than a thimble, were woven specifically to be sold at market. Indian basketry became highly collectable and some weavers were able to generate important income from sales of their work. An extensive collection of Pomo/Wappo basketry is held by the Healdsburg Museum and Historical Society and the Dry Creek Rancheria Band of Pomo Indians.

Both men and women wove, and still weave, baskets. The basket weavers' ties to the land remain strong, adhering to traditional gathering practices.

Founding of Healdsburg, 1857

City founder Harmon G. Heald of Ohio arrived in Sonoma County in 1850. Heald built a cabin and trading post on the well-worn path heading northward to Gold Country, now Healdsburg Ave. Patronized by travelers, local Native people, and incoming settlers, "Heald's Store" or

"Heald's Station" soon featured a post office, blacksmith, a chair making and wagon shop and a few wood-frame houses. Heald bought land and filed the first town plat in 1857. He donated the land for the Plaza in the center of town and reserved lots nearby for a school, cemetery, and churches.

Within two years, Healdsburg had 120 houses, a private academy, a concert hall, and a population of 500. Many of the early townspeople were farmers. They celebrated harvest with agricultural festivals and fairs, as did the Native residents with their own seasonal celebrations. People socialized through the Grange and their churches and made their own entertainment. A Masonic Lodge was founded in 1857. Other fraternal organizations soon followed, as did singing, sports and amateur theater clubs. The clubs and organizations hosted picnics and barbeques, dances, and quilting bees.

Theaters and Performing Arts

In 1876 Ransom Powell acquired the Liberty Hall on Center Street. At the time it was the largest hall and roller-skating rink in the County. He quickly orchestrated an extensive renovation of the building, converting it to an elaborate theater. In addition to the required structural improvements, the new configuration included a mezzanine level, an orchestra pit, private viewing boxes, dressing rooms and various storage areas. The new theater could seat up to 500 people. At the time of its opening in early 1877, he also established "special rates...to Church and other local societies wishing to give benefit entertainments" so as to make it affordable for a wide variety of uses and making it "so popular that none need be denied its use."

By 1884, the City was attracting performers from across the United States. Early efforts of a cultural nature included halls and other performance spaces such as Truitt's Opera House and Theater where vaudeville acts, lectures, musicians, and amateur and professional acting troupes were the bill of fare. Truitt's Theater featured a 22' x 18' stage, seating 700. Amenities included conductor Lerch with his orchestra, a scenic painter, a theatrical teamster, and a set carpenter. In 1912, Truitt sold the theater to Robert Hansen, who promised, "It will be my purpose to give the amusement loving people of Healdsburg a place where they can enjoy good performances, and where they will be comfortably seated in a building warmed uniformly throughout."

As the 20th Century dawned, so did the growth of a new entertainment. First confined to nickelodeon enterprises where customers viewed flickers on machines, the silent movie era required auditorium or theater space. The M&M Theater opened in 1908 as a nickelodeon on West St (now Healdsburg Ave) and began showing silent films. It may have later been known as the Victory.

In 1918, it was announced that E.B. Deakin, Harry Tucker and Clyde Van DeVere will erect a "modern" theater on the site of a former livery stable. The new Liberty Theater opened to great fanfare on (what is today) Healdsburg Ave. in 1920. The *Healdsburg Enterprise* described it "with a seating capacity for 1000. The opera chairs are of the latest pattern and beautifully upholstered. The stage has dimensions that will accommodate any troupe of players that may come North of the Bay. The screen curtain is a "Diamond Crystal" of the latest make for perfect

display. An \$(unclear),000 organ will blend the harmony of the music. The picture projector is an entirely new machine throwing a perfect reproduction on the screen. The room will be equipped with brilliant lights for the intermission periods."

An April 1930 article announced the theater would have its name changed from The Liberty Theater to the Plaza Theater after its conversion to a "Talkie Theater." Movie bookings would be second run features following their big city debuts. The Plaza endured until 1954.

The Avon Theater opened on North St. in 1949 as a motion picture theater. Named as the owner's wife's name, "Neva," spelled backwards, the theater was a popular destination for local kids and families for decades. It was purchased by Healdsburg Mayor and store owner Abel DeLuna in 1978. During DeLuna's ownership, the theater served the local Spanish-speaking community by showing Spanish language films two days a week.

Meanwhile on Fitch Mountain, Jane Moore, owner of the Camp Rose Inn, founded the Camp Rose Players, an acting troupe in 1976. The 30-seat playhouse opened with "Josefa and Capt. Fitch," a play Moore wrote that dramatized the life of Fitch Mountain's namesake, Henry Fitch, and his wife, Josefa Carrillo. Moore described how the tiny theater company gathered momentum:

"I began writing what was soon to become *Josefa and Captain Fitch* - a play with music. As I continued to write, many of the restaurant "regulars" contributed their efforts including Vincent Campanella, who offered to help me whenever he dropped into town. Another customer, Bill Slattery, wrote all the original music. John Born drew our flyers and accompanied Bill Slattery on the marimba while Sara Anna played her violin. Our restaurant's downstairs area then began the conversion from basement to theater and stage. Chairs were purchased as the "As Is" yard at the Salvation Army. Tickets were printed by Gary Solem of Solem's Appliance Store on his office copy machine..."

Camp Rose Players presented more than 100 shows. Aside from a three-year break in the 1980s, Jane Moore produced 3 productions a year from 1976 until her death in 2012, which signified the end of Camp Rose Players.

In 1987, the Aven Movie Theater was remodeled by a new ownership group and became The Raven Performing Arts Theater. It became a community center, offering first-run and art house films, concerts, and a venue for local performance groups. Between 1988 -1998, under management of former music promoter Don Hyde, Healdsburg's Raven Performing Arts Theater earned its growing reputation as "Best Theater North of the Golden Gate."

In 2000 falling attendance and increased competition forced the owners to put the Raven Theater building up for sale. A small group of local individuals worked to save the theater as a performance venue and in 2001 incorporated as Healdsburg Performing Arts Theater (H-PAT). H-PAT entered into a lease/purchase agreement with the theater's owners, exercised their option in 2005 and purchased the Raven for approximately \$850,000. The theater is continually undergoing upgrades to its performance space, making the facility more versatile and audience- and performer-friendly.

Healdsburg Performing Arts Theater now operates under the name Raven Performing Arts Theater. Since the purchase of the Healdsburg building, this organization has grown to include

more than 100 volunteers and performers. More than 130 performances are presented annually. The “Mr. Healdsburg” Pageant was one of the Raven's most important fundraisers for 15 years, bringing in around \$20K each year, produced by Carol Noack. “Dancing with the Stars” at the Raven ran from 2011 thru 2019. This entertaining and rousing couples' dance competition netted over \$300,000 for the Raven in its 8 year run. This was produced by Vera Harvey with co-producers Susan Degive, Tom Brand, and Joe Gellura. The Raven is now the performance home of the Raven Players, H-Town Youth Theater, and Healdsburg Jazz Festival, as well as annual school performances by Healdsburg Elementary School, Westside School, and St. John's School.

History

The Healdsburg Museum and Historical Society (HM&HS) was founded in 1976 to record the history of the Healdsburg area through the collection and preservation of historical materials and to foster the appreciation of local history through programs and activities. Founder Edwin Langhart, City Clerk and archivist was the first HM&HS president and curator. The City collection was originally housed at City Hall and included photographs, paintings, artwork, historical documents, and Pomo basketry. Funded by the City, the Healdsburg Museum moved from 133 Matheson St. into the historic former Healdsburg Carnegie Library building at 221 Matheson St. in 1990. Budget cuts at the City ceased funding to the Museum in 1993. The Museum was saved by the Historical Society, which took over responsibility for managing the facility and caring for the City's collection. The City deeded the collection to the HM&HS in 2016 but continues to insure the collection and maintain the historic Matheson St. property. The HM&HS continues to operate today as a nonprofit history and arts organization, supported by a staff of three, a cadre of over 80 volunteers and an active Board of Directors. The Healdsburg Museum offers three rotating exhibitions per year free to the public and presents cultural and educational programming to the community.

Music

Over the years the City of Healdsburg and outdoor concerts have become almost synonymous. The Saturday night concerts in the Plaza provided entertainment for local citizens and visitors since the 1880s. Rural families came to town to listen and socialize. The merchants stayed open on those Saturday evenings so the parents could shop and then treat the children to something cool at the soda fountain.

The Russian River Brass Band was the first organized band here in the late 1850s. It is doubtful this band played in the Plaza, as back then the block donated to the City by Harmon Heald was still covered with oak and madrone trees. It was used mostly as a parking lot for wagons since there were no fountains, benches, or bandstands. The Russian River Brass Band was still in existence in 1866 when Professor Carl V. Wilmot became the conductor.

In 1873, the native trees were cleared from the Plaza and pines, fir and eucalyptus were planted. About five years later the bell tower and the first bandstand were built. By the mid-1880s the Sotoyome Band was formed. In March 1888 this new band gave an open-air concert in the Plaza, the beginning of a series of Saturday night concerts. In 1891, the City Trustees granted the band the privilege of erecting a bandstand adjoining the bell tower and

furnishing benches for the audience's comfort. Weekly Saturday evening band concerts started in May that year.

Although the band had only 15 members in 1891, they played a full concert of marches, waltzes, and other selections. The Sotoyome Band also played for dances. Not even an earthquake could stop the Saturday night concerts in the Plaza. Two months after the disastrous 1906 SF Earthquake, the band played two numbers by Healdsburg composers: "The Gaiety Girl March" by Will L. Livernash and a march-song, "The True Sons of '49," words by Arthur Price and music by Louis Meyer.

The band was reorganized in 1916 as the Healdsburg Brass Band. Even during the World War I years, the concerts were well attended. In May 1918, the *Healdsburg Tribune* reported, "Quite a number of persons drive to Healdsburg from Santa Rosa on Saturday evenings to enjoy the concerts given by the Municipal Band in the Plaza." In the late 1920s, the Lytton Boys' Band (Salvation Army Band) was providing the Saturday night music.

During the mid-1930s, the Depression years, the Healdsburg merchants signed a petition to abandon the concerts, as they did not bring enough profit to those businesses which contributed to the Chamber of Commerce and the concert fund. As a result, the Salvation Army Band discontinued their concerts in the Plaza. However, in 1937 Owen Sweeten was asked by the merchants and the City Council to organize and conduct summer concerts.

The Healdsburg Municipal Band concerts that Sweeten directed not only featured band music, they also starred local talent, both young and old, contests and other diversions, such as bathing beauties. They drew large crowds to the Plaza on Saturday nights. The *Tribune* reported that "close to 4,000 people attended the July 5th concert in 1941." The "Star-Spangled Banner" was played at the beginning and end of each concert.

The old bell tower, bandstand and fountain are gone and the gazebo on the east side of the Plaza now serves as the stage. In 1982, the Healdsburg Community Band was founded by Lew Sbrana and Doug and Judy Price. Some of the original members included: Larry and Judy Price on trombone, Milt Brandt and Guerdon Miller on drums, Tony Heitz on trumpet, Jason DeStefano a high school senior, on trumpet, and Doug Pile on clarinet. Lew Sbrana was the first conductor. In 1987, the Healdsburg Chamber of Commerce hosted a free weekday noontime concert in the Plaza. The "Picnic in the Plaza" series grew and offered nine concerts, including Elmo and the Hi-Rise Hillbillies, Hi-Jinks and the Community Band on summer Sunday afternoons. The summer concerts continued in 1995 as "A World of Music."

In 2004, a new format was introduced for the Summer Music Series, "Tuesdays in the Plaza!" Lynn Woznicki, C.E.O. of the Healdsburg Area Chamber of Commerce, championed the idea of changing the traditional Sunday afternoon concerts to Tuesday evenings. She gained support from merchants, locals and the Healdsburg Certified Farmers' Market, hoping to create a more neighborly gathering at a cooler time of day, midweek. Concerts included Stompy Jones, the Sorentinos and Norton Buffalo. Concerts continue to be funded entirely by sponsors and private donors. Record crowds attest to the ongoing popularity of the Tuesday format. Despite being temporarily discontinued during the Covid pandemic, Music in the Plaza is a longstanding and much-loved local tradition.

Founded by Jessica Felix, the Healdsburg Jazz Festival began in 1999. A Jazz fan from a young age, Felix opened an art gallery five years called "All That Art and Jazz." She started a nonprofit organization called "Jazz in Flight." After meeting Felix was urged by Dan Zastrow, manager of the Raven Theater and Elizabeth Candelario, Executive Director of the Healdsburg Arts Council, to start the Jazz festival. In 1999, Candelario got the first sponsors and Zastrow provided the venue to launch the Jazz Festival. Over the next decade, the festival grew to attract major artists and a wide audience. Healdsburg Jazz Festival developed a national reputation for artistic excellence, hosting internationally acclaimed jazz musicians, showcasing the area's foremost jazz performers and nurturing new talent.

Visual Arts

Sonoma County and Healdsburg has long attracted a thriving and talented visual arts community. Healdsburg was home to internationally recognized painter Richard Diebenkorn during his final years. The noted artist worked mostly in small scale and abstract at his Dry Creek Valley studio from 1988 until his death in 1993.

The Healdsburg Arts Council (HAC) was formed in 1993 to advance the arts and art education in the Healdsburg community and to further the community artists, writers and performers by providing performance opportunities, library readings, visual art presentations and educational workshops in the arts.

After years of producing pop up exhibitions and offering numerous classes and workshops for artists, art patrons and students, the Healdsburg Arts Council opened "Plaza Arts" in 2002 on Plaza Street. Fulfilling the top request in the 1999 Community Cultural Plan, the Plaza Arts facility became the home for a new visual arts gallery hosting exhibits and workshops, as well as providing space for local artists to display on an ongoing basis.

In 2003, the Jazz Festival left the umbrella organization to form its own nonprofit organization, and Plaza Arts received the IRS non-profit community benefit designation. Plaza Arts continued to grow, receiving community support through events such as Miniatures in the Manor and Opera in the Garden and an annual Healdsburg Art Festival. In 2010 Plaza Arts became Healdsburg Center for the Arts (HCA) and has gradually expanded the programs to include a gift area of artisan made work; growing the education program to include a mentoring program for artists and expanding the exhibitions with a nationwide call for artists for one exhibit a year. Ongoing art instruction includes after school programs and a 6-week summer art camp. One of the most popular exhibitions is the Young Artist Show, featuring works from ten area elementary schools, as well as the HCA youth education program.

In 2018, HCA hired its first paid Executive Director to expand the breadth and scope of activities, especially in public art and performing arts. A team of dedicated volunteers staffs the gallery, coordinates and assists at events, hangs exhibits, and serves in an advisory role to the Board. Completing the team is a contract Creative Education Coordinator and a Board of Directors that oversees and guides the organization.

Within the past 25 years, Healdsburg's art scene has flourished. Healdsburg boasts nearly 20 art galleries. Not counting the Healdsburg Museum, the oldest gallery is the **Erickson Fine Art**

Gallery (324 Healdsburg Ave.), which opened in San Francisco in 1983, and moved to Healdsburg in 1997. This three-story gallery showcases contemporary paintings, sculpture, and mixed media works by local and international artists, including kinetic works by Jerome Kirk.

The following alphabetical list describes the art galleries presently operating in Healdsburg, adapted from the Sonoma County Tourism Board, 2021.

- **Aerena Gallery Healdsburg** (115 Plaza St.) brings the "life aesthetic" of its locations in Napa Valley's Yountville and St. Helena to the Healdsburg Plaza with contemporary art, sculpture, and furnishings
- **Barndiva Gallery + Bar** (237 Center St.) offers singular pieces of fine art, photography, sculpture, textiles, glass and furniture.
- **Bob Johnson Art Gallery** (314 Center St.) consists of four gallery spaces, a design studio, and a private art library in the 1885 Gobbi building. Johnson presents a cross-section of representational art, as well as a variety of his illustration work, from wine cartoons to fine art renderings.
- **Bourne Photo Studio + Gallery** (14 Healdsburg Ave) offers commercial photography in a clean and bold style, with an emphasis on architecture and interiors for the publishing, hospitality, and design/build industries.
- **Bradford Brenner** (101A Plaza St.) is an internationally collected painter who opens his studio and displays his work.
- **Cynthia Berg Polsan Fine Art Studio** (311 Center St., Unit D-1 upstairs) presents the artist's fine art sculpture and paintings.
- **Dovetail Collection** (407 Healdsburg Ave.) features fine wood furniture and handcrafts from West Coast master craftsmen and artisans.
- **Gallery Lulo** (303 Center St.) features compelling work from the worlds of jewelry, art, and design, presented in a modern space, with rotating shows and constant new work.
- **Hammerfriar** (132 Mill St., Suite 101) displays contemporary conceptual art by Bay Area artists in insightful and thoughtfully composed exhibitions.
- **Hand Fan Museum** (309 Healdsburg Ave) is the only museum in the United States devoted entirely to hand fans with a permanent collection and rotating exhibits.
- **Harris Gallery** (320 Healdsburg Ave.) highlights work by a father and son team, Marc (M.C.) Harris and A3L3XZAND3R Harris. The father's neo-cubist inventions and richly colored modernist landscapes are widely collected, while the classically trained son is known for his impressionist landscapes, cloud formations and elegant figure works.
- **Hawley Winery Tasting Room & Gallery** (36 North St.) features bold Sonoma County landscapes by Dana Hawley, an established and collected artist since 1980. The gallery also serves as a tasting room for Hawley wines, with wine-stave furniture and chandeliers by Austin Hawley.
- **Healdsburg Center for the Arts** (130 Plaza St.) is a community nonprofit presenting about eight shows a year, including an annual members' show and a Young Artists' show displaying work by local students.
- **J. Howell Fine Art** (101A Plaza St., upstairs) exhibits original paintings and works on paper by contemporary California artists.
- **Randolph Johnson Gallery** (by appointment) presents oil-on-linen landscapes, seascapes, portraits, and still lifes by fine artist Randolph Johnson.

- **Stafford Gallery** (119 Plaza St.) The gallery features nationally and internationally established artists with bronze and wood burl sculptures, acrylic and oil paintings, limited edition large format photography, fine art glass and handmade jewelry.
- **Upstairs Art Gallery** (306 Center St.) displays original paintings, collage, photography, fine art prints, jewelry, fused glass, raku pottery, turned-wood vessels, bird carvings, and textiles created by Sonoma County artists; the gallery is located in a mezzanine that looks out over the **Levin & Company** bookstore.

Public Art

In the late 20th century, public art in the form of permanent monuments to history appeared in the Healdsburg Plaza, memorializing local sports champions, the Sanborn family, fallen soldiers and heroic first responders. Before this, most of the public installations were primarily of a practical kind, such as the Ladies Improvement Club artistic drinking fountain of 1901 and the Plaza Street sidewalk clock from the 1920s.

Public art has flourished in the past 15 years, with encouragement by the City of Healdsburg. In 2007, the City adopted a public arts policy to guide the installation of artwork in public spaces for long-term installations. As part of the City celebration of the sesquicentennial in 2007, artist Carlos Perez painted a mural about local history on the Masonic Lodge at the northwest corner of Center and Plaza Sts. The first phase of the art at the Foss Creek Pathway was dedicated in 2006 by Healdsburg Mayor Mike McGuire and Voigt Family Sculpture Foundation Founder Al Voigt. The second section was dedicated in 2007 by Congressman Mike Thompson and Al Voigt. The art will be on display for an indefinite period, and new works have been installed along the Pathway as new sections are constructed. In 2010, the Voigt Family Sculpture Foundation installed "Aero-5," a stainless-steel kinetic sculpture made by Moto Ohtake in the West Plaza.

In 2018, a temporary public arts installation program was introduced as a pilot program, which is now the City policy. Under the current guidelines, temporary art installations are allowed in parks (in a designated location) under a permit issued by the Community Services Director. In 2021, the City of Healdsburg is engaging with the arts and culture stakeholders to develop a new arts and culture community plan to support, develop and promote the vibrant arts community of Healdsburg and the surrounding area.

Healdsburg Community Cultural Plan
Community Survey Results

Topline
Findings: For
Discussion

City of Healdsburg Community Survey

Report Contents

Introduction & Methodology

Topline Findings

Demographics

Preliminary Observations

Introduction and Methodology

The survey was available from February through the end of March 2021. Survey distribution included email communications, social media, and other alerts to City community lists, organizational lists, Creative Leadership Team member contacts, and sharing of the survey link by community organizations and respondents.

A total of 526 people completed the survey, including 5 Spanish language surveys.

The overall goals of this community survey are to understand how residents participate in and connect with arts, culture, and creative activities; learn what is important to residents; identify barriers and solutions to arts participation; and understand Healdsburg's vision and aspirations for the future.

Topline Findings

Participation

Priorities

Opportunities

Barriers

Demographics

76% of respondents are full time residents of Healdsburg.

Community Creative Participation

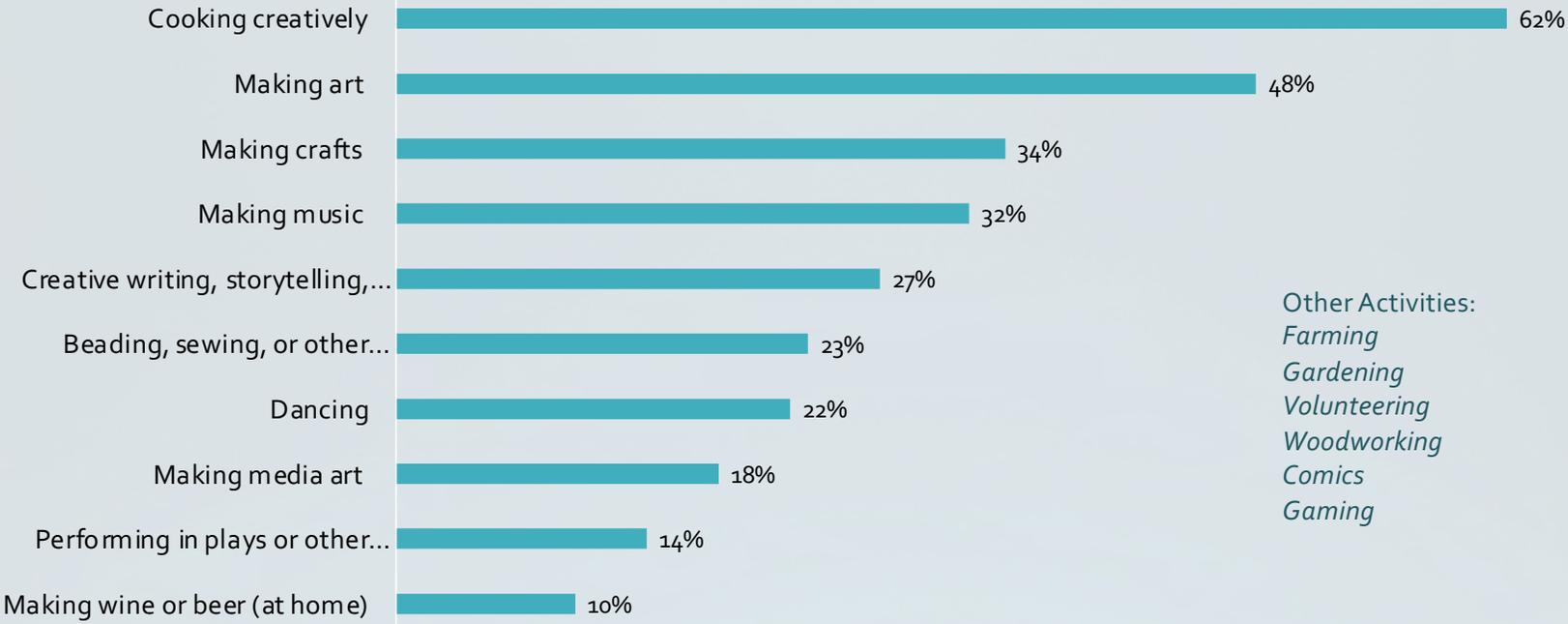
Almost all respondents report participating in creative activities (pre-COVID-19). The most popular activities are:

- ***Cooking creatively (62%)***
- ***Making art (48%)***
- ***Making crafts (34%)***
- ***Making music (32%)***

The most popular places respondents attended or visited (pre-COVID-19) are:

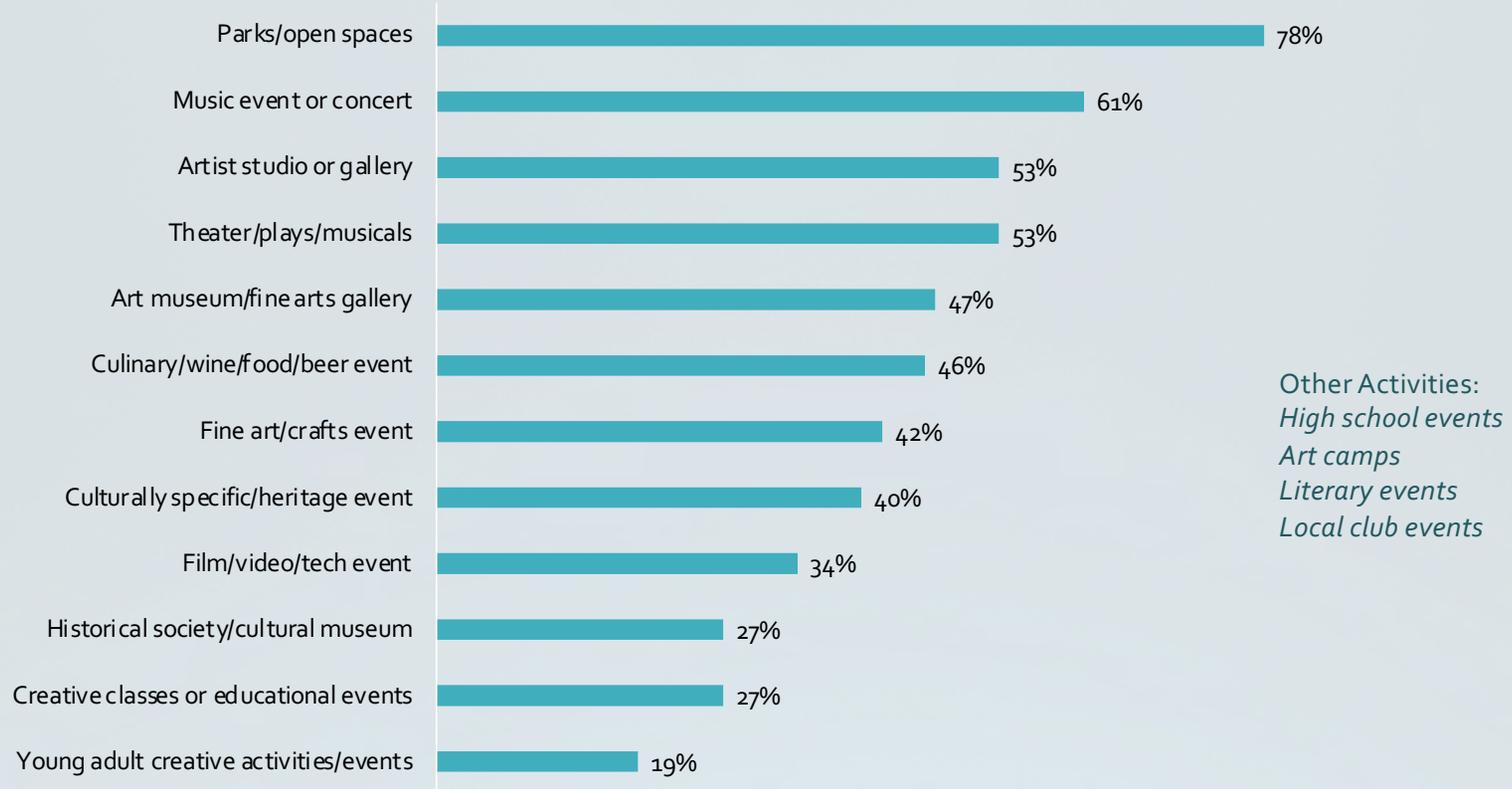
- ***Parks/open spaces (78%)***
- ***Music event/concert(61%)***
- ***Theater, plays, musicals (53%)***
- ***Artist studio or gallery (53%)***
- ***Art museum/fine art gallery (47%)***
- ***Culinary wine/beer/food event (46%)***
- ***Fine arts/craft event (42%)***
- ***Culturally specific/heritage event (40%)***

Creative Participation (Pre-COVID-19)



Thinking about life before COVID-19, what types of creative activities do you or your family participate in? (Check all that apply.)

Creative Events Attendance (Pre-COVID-19)



Thinking about places and events you attended pre- COVID-19, which of the following did you attend or visit in Healdsburg? (Check all that apply)

Healdsburg Creative Events/Opportunities Rating



How do you rate creative opportunities in Healdsburg based on...?

Priorities

46% of respondents believe creative activities and opportunities are more important to them since COVID-19.

44% believe they are of same importance than before the health crisis.

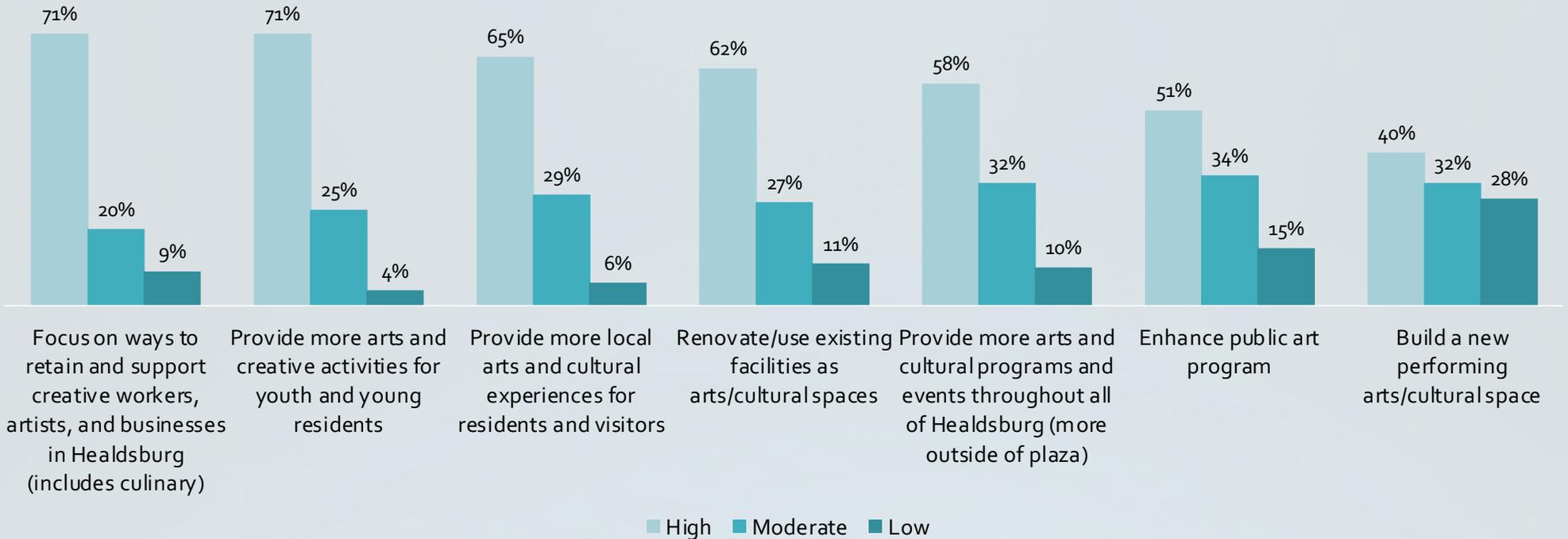
As a community, respondents consider arts and culture to be...

- Extremely important (58%) or somewhat important (28%) **to their community**
- Extremely important (55%) or somewhat important (28%) **to them personally**
- Extremely important (38%) or somewhat important (36%) **to their families**

Asked to **prioritize plan initiatives** (*extremely high priority/high priority*):

- Focus on ways to retain and support creative workers, artists, and businesses in Healdsburg (71%)
- Provide more arts and creative activities for youth and young residents (71%)
- Provide more local arts and cultural experiences (65%)
- Renovate/use existing facilities as arts/cultural spaces (62%)
- Provide more programs outside of the plaza (58%)

Community Plan Priorities



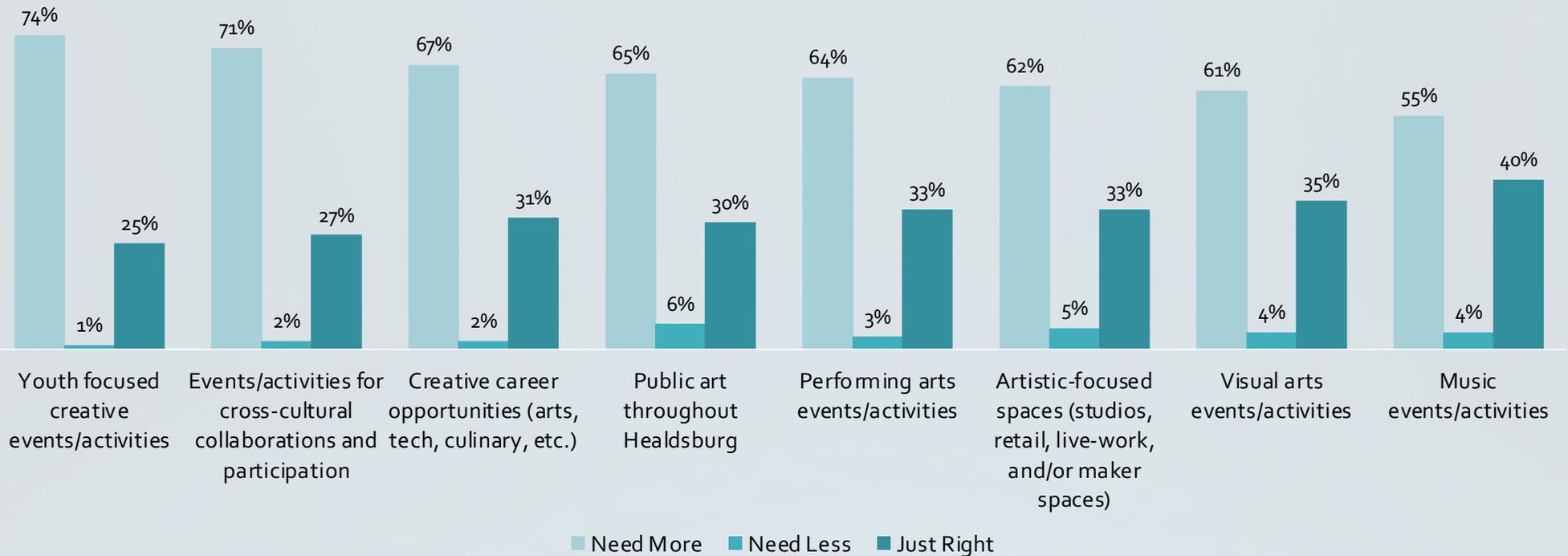
Thinking about priorities for the Healdsburg Arts and Culture Plan, please rate the following

Community Plan Priority Ranking

Item	Overall Rank	Rank Distribution
Renovating/using existing facilities as arts/cultural spaces	1	
Provide more arts and creative activities for younger residents	2	
Focus on ways to retain and support creative workers/artists in Healdsburg (including culinary)	3	
Develop inclusive arts and cultural opportunities/programs for all residents	4	

If you had to choose only FOUR priorities, what would they be? Please RANK your top four priorities with 1 being the MOST important priority

Need for More Community Events/Activities



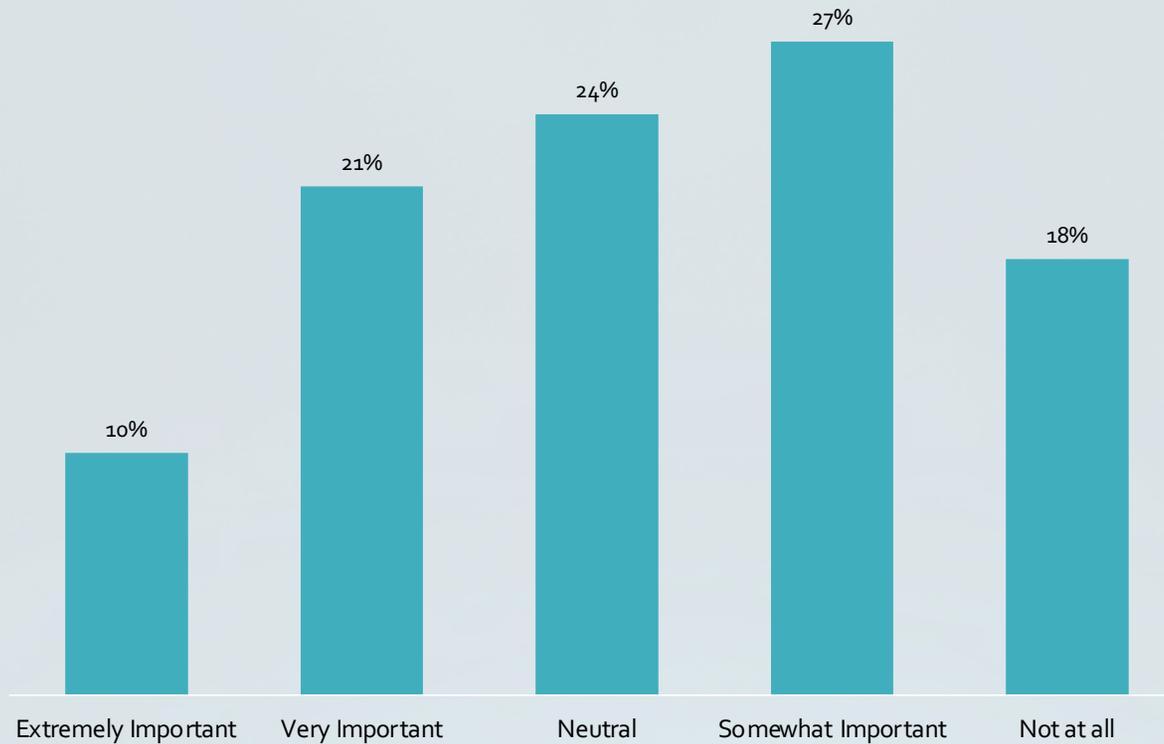
Does Healdsburg need more, need less, or have the right amount of the following?

Implementation Partners



Thinking about the implementation of the Arts and Culture Plan, how involved should the following be in supporting arts and creative initiatives for Healdsburg residents?

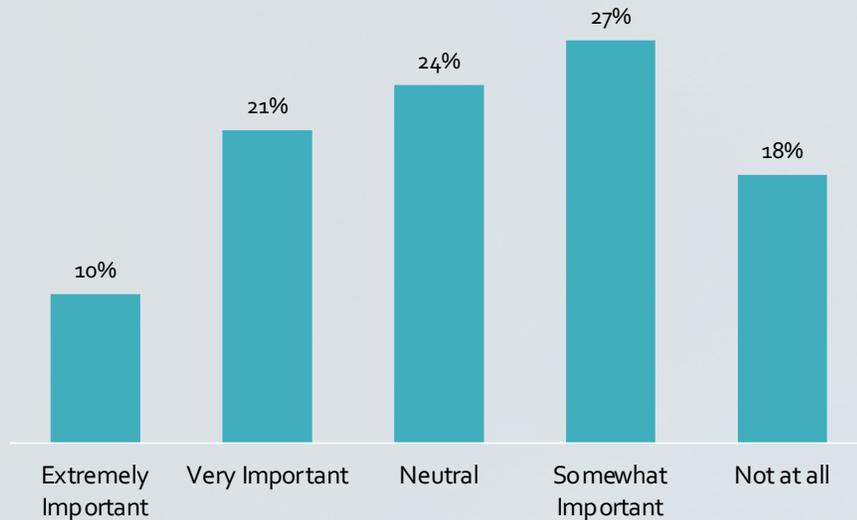
Importance of New Performing Arts Space



How important do you think it is that Healdsburg has a new performing arts/cultural space?

Importance of New Performing Arts Space

How important do you think it is that Healdsburg has a new performing arts/cultural space?



This space should provide...(in order of priority)

1. Community classes, workshops, and programs for people of all ages
2. Performing arts spaces
3. Exhibition and gallery spaces
4. Commercial spaces for compatible businesses (artistic, culinary, etc.)

n=234

Write-in Suggestions...(alpha order)

- Access to tools & materials in a Maker/Art space:
- Agriculture, nature and sustainability of our environment
- An arts, design and crafts school
- Artist in Residency Programs
- Basement coffee house, cafe or similar
- Bilingual classes, x-cultural
- Cultura de otros paises (cultures of other countries)
- Easy gathering space - like cafe or micro brewery
- Free or low cost art materials
- Free or low cost, sliding scale events and multicultural events
- Free space for mural art
- Inclusive, innovative, cultural events
- Information for upcoming events
- Interactive art
- Jobs for working artists
- Live theatre
- Live/work space
- Maker Space
- Music
- Open space/room to grow
- Opportunities for local artists and performers to showcase their talents:
- Volunteer opportunities
- Youth outreach/engagement
- Youth program

The One Thing....

(this plan should accomplish)

A sample of comments

Total Comments = 270

Continue to develop diversity of arts and culture events and venues in Healdsburg.

Continue to develop affordable housing for artists and service community.

Continue to make Healdsburg a place of opportunity and inclusion, not exclusive and out-of-reach.

Build a diverse, vibrant, and multifaceted community for all ages, all cultures/races, and economic levels - out of many one community.

Create a context where the arts are considered in all City investments and processes. Especially in the planning process.

Developing inclusive arts and cultural opportunities for the minority groups in Healdsburg is important, its important to know that its important to celebrate our culture outside of our homes.

To cultivate Healdsburg externally as a nationally recognized arts destination and to foster the power and beauty of the creative spirit within our community as part of our identity.

Draw people (locals and tourists) to Healdsburg for more than just the wine and restaurants. Create an artistic identity for the city.

Enhance Healdsburg reputation as a culinary and cultural center.

Give younger people a way to express themselves through hands-on art.

Healdsburg should support the visual arts through a new or renovated facility that would provide spaces for year-round art classes.

I think that it is important to keep the needs of the residents of Healdsburg in the forefront of any plans for a cultural space. A space that encourages visitors is great, but it is most important to support community needs.

I want this plan to bring more of our community together. I do not just mean more events I mean all ethnicities and races coming together.

I would hope that it be more connected with genuine art and creativity, especially music. That it be less 'pop' and schlock and more genuine, cutting edge and idiosyncratic.

Please address the fact that the people who provide services, such as creativity and artistic income and tourist attractions, cannot live and work in Healdsburg. In five years, can you be implementing some solutions.

Definition of arts and creativity in Healdsburg

A sample of comments

Total Comments = 221

Oportunidad, comunidad, distracción, unión, aprendizaje, diversidad y multicultural.

Those creative events or experiences that stimulate understanding and appreciation of ourselves and our fellow citizens

Vibrant downtown atmosphere. Worldwide reputation for rich and memorable arts experiences worth traveling for.

VERY white dominated

Creativity in looking at the splendid nature around us and figuring out how to create a vibrant, thriving natural world. There is creativity in making things, not just painting and sculpture but inventing things (e.g., maker spaces for electronics as well as crafts, welding, etc.), perhaps experimenting with fashion couture, or making music in new ways; creating art, games and music using computer technology; presenting poetry slams or other performance art - basically, whatever would attract kids and young women and men to give them a place to belong and be creative

It's there, but I have to dig to find it. As a new resident I don't know what's available. I notice a lot of small art programs popping up but not of the caliber I expect. Healdsburg has a great art and cultural heritage but the only artwork I see is what is for sale in private galleries. Is there a physical place I can learn and discover more of it?

The Glue. We are all pent up. The focus on a monoculture. Got to get back to the arts as a means to express not impress. Our guests, the visitors of our town, need to see more of our local experience. I define Healdsburg art and creativity as the synthesis of what it means to live here. Our shared geography and the Tie That Binds Us Together!

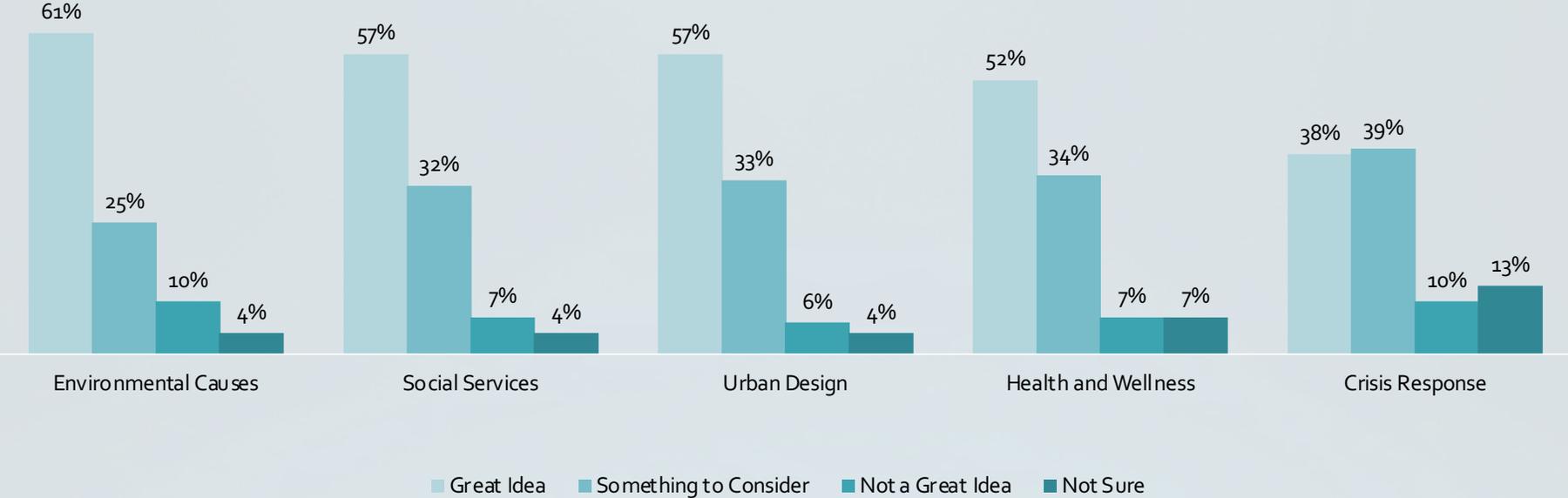
My definition of arts and creativity in Healdsburg is creatively enhancing what we already have in the town by adding more activities more food(culinary) by which we can support businesses and increase revenue to support more activities.

My definition is a city that is colorful and looks alive with color and have areas that draws one into. It could be more interesting nooks and crannies around town. I think it is very important to draw people away from the Plaza down towards railroads tracks area, and northern areas.

I envision places and opportunities for local artists (especially young people) to share their talents in an accessible and affordable way, and an environment that promotes ease and awareness for those in the community who appreciate art and wish to partake of it, see/hear/experience it.

For me, creativity comes first... it's an inspired process that requires space, practice, tension, quiet, courage, play, and depth. It's deeply personal, sometimes joyful. Sometimes the result—art, is a gift to give... and receive. Please don't trivialize the act into an attraction for a buck. Be artful in your consideration of what the City is offering. That, would be really cool.

Ideas for Artist Integration



What do you think about the idea of using artists and arts activities to address issues such as

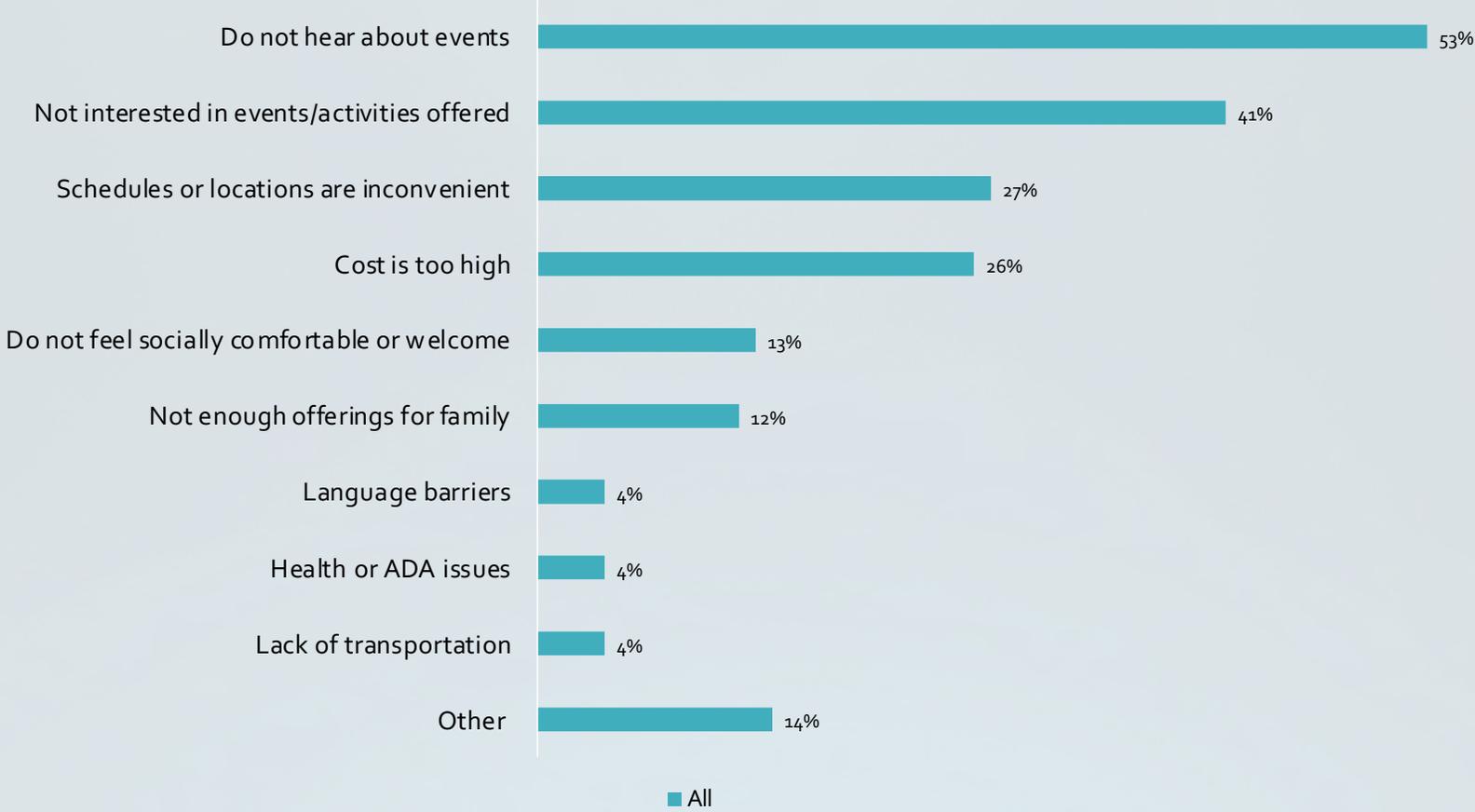
Barriers

The most-cited barriers to arts and cultural participation are not hearing about activities and opportunities (53%), and lack of interest in what is being offered (41%).

Additional barriers commented on include:

- Excess tourists at some events
- Certain events are too crowded, such as plaza events
- Attend events outside of Healdsburg as provides more variety
- COVID is the main, current barrier

What keeps respondents from participating...



What (if anything) keeps you or your family from attending and/or participating MORE in arts and cultural events?

Artists

52% of those surveyed consider themselves an artist, craftsperson, or creative worker. Although, of those, **25% are professional or aspiring professional artists. 45% practice their art or creativity as a hobby or a leisure activity.**

The remaining respondents are professionals in the nonprofit arts sectors (10%) and creative sectors (8%), or educational sector (12%).

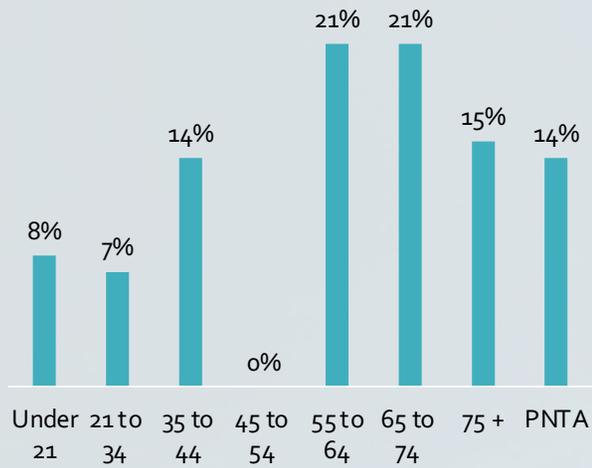
Professional and aspiring artist priorities are as follows:

Item	Overall Rank	Rank Distribution
More exhibition, performance, and sales/work opportunities in Healdsburg for my art and/or artistic business	1	
More networking and connection opportunities with other local artists or creative businesses	2	
Collaborative and cross-sector marketing and promotions with City and other creative businesses	3	
Artist and/or creative work space and/or live/work space	4	
Opportunities for leadership in the community (such as serving on boards or committees, working on City projects)	5	

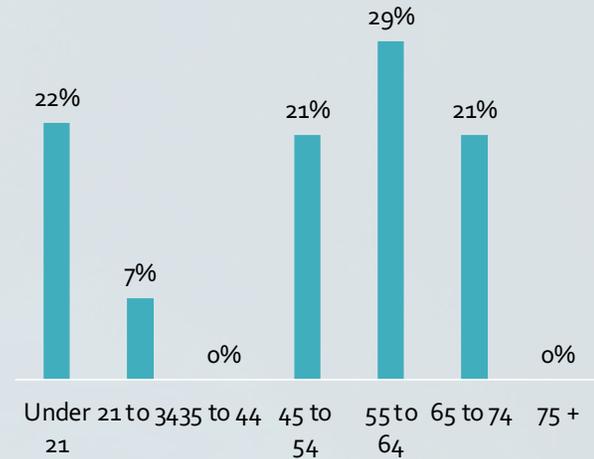
Lowest Rank | Highest Rank

Artist Profile

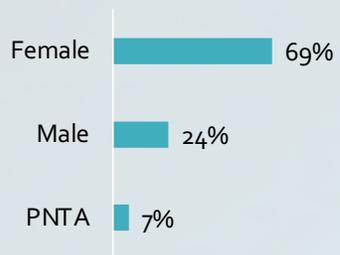
Professional Artists



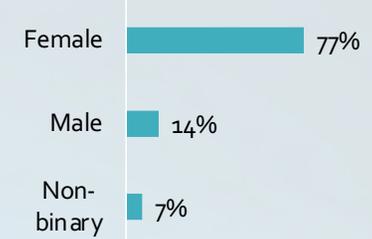
Aspiring Professional Artists



Gender Identity

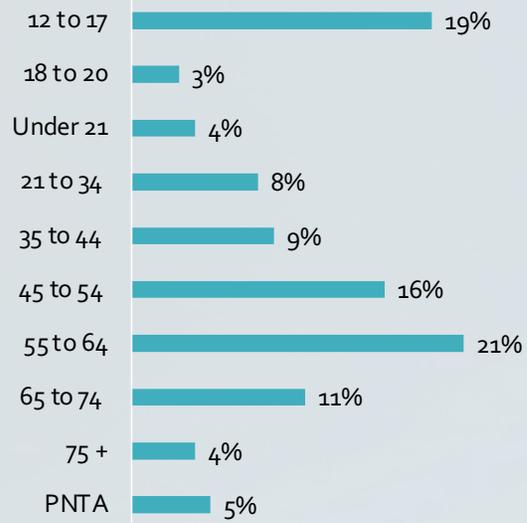


Gender Identity

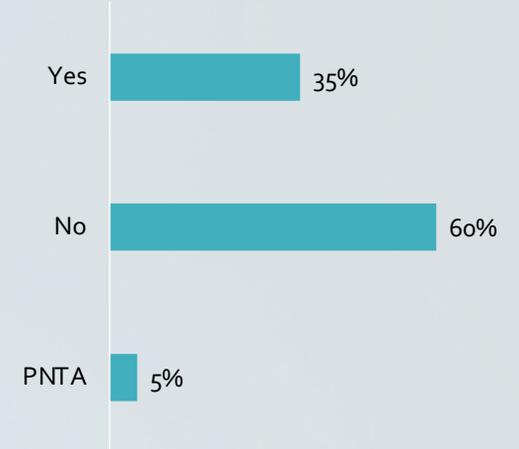


Demographics of Sample

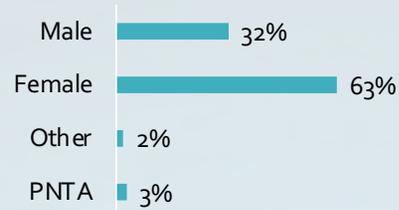
Age



Under 18 in household

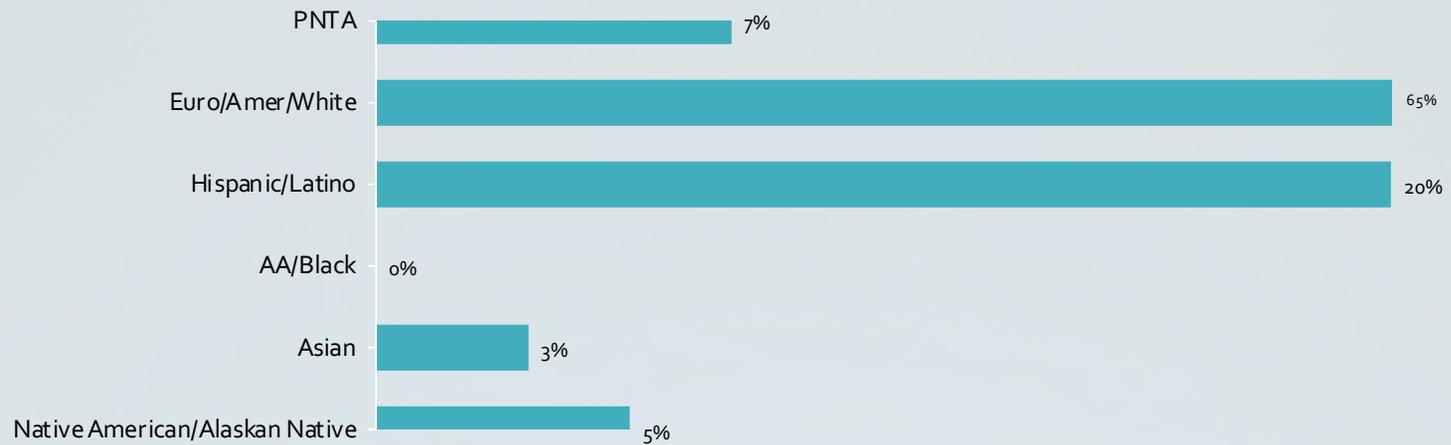


Gender Identification



Demographics of Sample

Background



Observations

- Great participation in survey from younger generations of Healdsburg
- High priority is creating more opportunities for youth and young residents and providing more local arts and culture experiences throughout Healdsburg.
- Opportunity exists to improve the ratings of creative events/activities, and to eliminate barriers to participation. The overall ratings of events are low.
- Respondents want more variety and higher quality arts experiences. There is evidence that one of the barriers to participation is a lack of interest in current offerings.
- High priority is supporting creative sector workers in community with a specific focus on ways to retain and support creative workers, artists, and businesses.
- Significant support for renovating existing spaces for arts and cultural uses and community collaboration.
- Respondents are concerned with the balance of activities that may bring more tourists and want to see activities focused on residents.
- The needs of artists vary depending on stage of career. Comments indicated older, more established artists do not have space or exhibition needs, although they support initiatives for emerging artists.

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

- A better venue for music and art education.
- a big area where anyone can put up any art and murals/graffitied but only good and nice things.
- A big park and artificial turf football/soccer field for doing sports.
- A completed NEW performing arts center and gallery
- A hang out spot where everyone of all ages is welcome could help bring the community together over years.
- A lot more color because I feel like Healdsburg has too many neutral colors and not enough of different colors
- A new performing arts center that is large enough to house many different types of productions.
- A performing arts center
- A shift in the identity of the town (and its appeal to tourists, it's 'brand') that de-emphasizes expensive tastes and instead broadens its appeal to people from other, lower income brackets and cultural interests.
- A stringer multi-cultural art presence Attracting High quality installations events etc.
- A variety of activities for all ages at low cost
- Affordable community classes and activities involving all sectors of our city's residents
- Affordable Housing.
- All people to express themselves through art or be able to use it as an escape
- an art program for everyone
- An authentic art/culture plan will improve our ability to imagine and think creatively, both individually and together. With a shared vision for a Healdsburg that honors all its residents we are on the path to face the looming environmental and equity issues with flexibility, pragmatism, and compassion. Central to this plan could be the establishment of a school that values imaginative and practical solutions to our challenges/ and supports students as future active residents.
- An easy way for everyone to participate in making art. such as a public mural.
- Art and creative opportunities will be as diverse as it's residence.
- art programs
- Artists of all economic classes would be included in the art scene.
- Assuming The Raven continues as the performing arts center for Healdsburg, develop a parking plan.
- ATTRACTING FAMILIES TO LIVE IN HEALDSBURG AND SEND THEIR KIDS TO PUBLIC SCHOOL.
- Be accessible and attractive to our Spanish speaking community.
- Be very inclusive as to language, age, ability.
- Become a destination for highest quality, variety and inclusive art and culture
- Bring back Bear Republic.
- Bring community together
- Bring EVERYONE who lives in Healdsburg together in a space where they all feel welcome and creative.
- Bring local artists who live here out into the community to exhibit, teach, and share their talents with the community.
- Bring more art shows for everyone to enjoy which will increase revenue for the city and residents.
- bring more joy to the residents and give recognition where it's needed and deserved.
- Bring more opportunities to produce and appreciate art in all mediums.
- Bring more people together with art, culture.
- Bring people together for free music, art, and play.
- Build a New Arts and Cultural Space
- Can you please make some place in Healdsburg with ceramics equipment where people could go and make things with clay without needing thousands of dollars?
- Catching the sparks and ideas that ignited among Healdsburg's artists and 'non-artists' during the quiet introspection of covid.
- Providing avenues of space, tools, instruction & support to fan all those creative flames. Watching self-confidence bloom in the creation of new art. And sharing joy throughout the community, having nurtured that growth together. Polishing up the silver lining of this long period of isolation and coming together out of quarantine to a new and better place for the whole of the community. What a beautiful souvenir it will be to look back from sometime in the future and see what good was borne of such difficulty!
- Continue to build reputation as a place to live/visit that supports a variety of arts and cultural opportunities
- Continue to develop diversity of arts and culture events and venues in Healdsburg. Continue to develop affordable housing for artists and service community. Continue to make Healdsburg a place of opportunity and inclusion, not exclusive and out-of-reach. Build a diverse, vibrant, and multifaceted community for all ages, all cultures/races, and economic levels - out of many one community.
- Continued outdoor art installations and live music. Find a way to use existing spaces and buildings for art exhibits.

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

-
- continuing to enrich, while enhancing our community
-
- Coordinate visual arts presence, including all galleries (for profit, NPO). Art walks, Art talks, Art district. Focus more on supporting local arts and artists than tourists.
-
- Create a context where the arts are considered in all City investments and processes. Especially in the planning process.
-
- create more diversity in offerings
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- create more places for artists and performers, and more opportunities for exposure and participation by all ages
-
- CTE
-
- Develop a semiprofessional theater company that creates adult and children theater. Develop a Theater arts training program for Shakespeare and theater in the park. Develop a quality concert and music program at the wineries.
-
- Developing inclusive arts and cultural opportunities for the minority groups in Healdsburg is important, it's important to know that it's important to celebrate our culture outside of our homes.
-
- Development of a state-of-the-art community, cultural, diverse, and inclusive public gathering place for music, performing arts, visual arts, events, galas, and education. Future generations of Healdsburg should have the opportunity to have a safe space where they can try out new creative endeavors to expand and refine their talents. We need to think creatively and be a model that other cities look to for inspiration. That is a future for Healdsburg that I would like to see.
-
- Diversify the economic structure of the city.
-
- Draw people (locals and tourists) to Healdsburg for more than just the wine and restaurants. Create an artistic identity for the city.
-
- Educate those ignorant to how the arts may improve everyone's life through demonstration: outdoor sculpture, permanent or temporary presentations at the plaza of art contests for the youth, concerts, movies artist-driven concepts for the arts (like the Christmas. light program 2020 Dec) need a budget for this that directly pays the artist
-
- Emphasize walking to the arts over driving.
-
- Encourage a variety of art experiences available to residents and visitors
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- encourage all to be accepting of others and to encourage a heartfelt temperament
-
- Engage kids and encourage them to create art.
-
- engage the community
-
- Enhance creativity and arts to benefit the broadest range of the community, improving access and opportunities for kids and families
-
- Enhance Healdsburg reputation as a culinary and cultural center.
-
- Enhance performing arts events and opportunities.
-
- Enhance the cultural and performance arts for the city
-
- Enriched lives for locals and visitors alike
-
- Establish an arts, crafts and design school and plan for low income, live/work housing that suits makers m, workers, and students.
-
- Everyone in Healdsburg should be interested in doing art. If they aren't good at it, they can at least try to do something.
-
- Expanded range of artistic/cultural offerings, convenient and affordable, inviting to a wide range of Healdsburg
-
- Expanded/additional arts spaces are likely to increase community/visitor attendance/participation.
-
- Expose visitors and locals alike with visible manifestations of art all around town. More music, more sculpture, more painting, more that can be shared regardless of income level. Our restaurants are great, but expensive. We don't need to have 6 Michelin-starred places here.
-
- Find some event where the community can come together and have fun, while having enough space or few enough people to not be crowded. Something everyone will have fun at that is like a year round fair for everyone.
-
- Focus on expanding art opportunities for ALL community members
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- Focus on residents.
-
- For the community a renovated arts center would be amazing for the pride and support for town identity, but also an attraction for tourism to cross-market different types of art, opportunities, and support for all kinds of art. Currently the one-off events come and go in a weekend (sometimes without knowing about it) or there are events all over town too (art galleries, performing arts, music).
-
- Cross marketing of art in town is essential to support all artists and businesses.
-
- Fund and Give our diverse youth an opportunity for to engage in culturally diverse arts, dance, music, and theater
-
- Funding to be appropriately budgeted
-
- Get children into art.
-
- Give the town a place that is the central focus for a vibrant array of cultural/creative activities that bring us together for cultural activities.
-
- Give younger people a way to express themselves through hands-on art
-

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

Greater focus on arts than on wine and wine tasting

Have a public art program for the youth and everyone that can join.

Have a space for youth, of all backgrounds that could help build bushes and closes current gaps regardless of color, race, sex, and social economic status

have a variety of arts and cultural programs available that bring the community together

Have more open and well-funded cultural engagement opportunities for underrepresented communities

Have more places to show off people's art

Have more things to do like an amusement park

HHBG should support the visual arts through a new or renovated facility that would provide spaces for year-round art classes.

Headline: The City of Healdsburg elevates Creativity to solve the challenges of our times! Creativity is not just silly! It is the most important thing for survival and thrival. With the best plan ever, all residents utilize many outlets to express themselves, connect with new people, and leverage the abundance of our town to be healthy and vibrant. We have the potential to step into the next era with art being an integral part of climate justice and social justice. We can take the lead to take a stand and lead other towns of similar size forward!

Healdsburg is great for tourists who come to drink win and enjoy the art. What Healdsburg lacks are things for younger people to do.

What Healdsburg should have been a place where children or teens can go to have fun.

Healdsburg perceived as art centric, not just wine centric.

Healdsburg still has a small town feel even though it's dominated by tourism, I believe it's necessary to keep the activities in the square available and affordable for the guests and the public. But if there is a cost, try and have the guests/tourists pay for it! It's a treat to visit Healdsburg, the residents should not have to pay for the tourists impact on their city.

Healdsburg will be known and valued as a creative destination.

Healdsburg will be known not just for its wines and restaurants. It will be known as a center of art and culture.

Help with more community events that will involve families

Hopefully engage children into loving their culture and find a love for art.

I am thinking back 5 years why this is still a topic. I am contacting city council today feel something is up again to disrupt what we already thought we have achieved.

I don't know

I don't now

I envision arts and culture as means to bring Healdsburg together.

I guess I'd just like the plan to make it easier for artists, musicians, and writers to present their work. And for residents and visitors to enjoy the fruit of their labor. Sorry to be so vague, but that's what I've got...

I hope it can create easier access to artistic endeavors for the community.

I hope there is a stronger incentive of love and appreciation for art in lower income communities in Healdsburg. I hope to see murals to help the culture around that does not cater to the delicate tongue of tourism but comes from the soft heart of the community. I would also like to see experiences and opportunities in art be extended to all the people at a sustainable, fair, and affordable cost.

I HOPE THERE ARE MORE MURALS.

I hope this plan will be able to develop an art walk across the town, to showcase the artists we have in our town.

I plan to make Healdsburg feel like home again. Our town is surrounded by tourists now that we can't enjoy anything here.

I really would like Healdsburg to be known not just as a wine tasting town that people go to for the weekend it would be nice if it was more artsy and accessible to young people (5-18)

I suspect this survey is to gauge the public's support for turning the former Shed facility into a new arts venue. This is fine if the activities there are inclusive of all residents, especially vineyard workers, laborers, those on fixed incomes, and middle class residents and their families. In other words, it would be a shame if the events held there--or anywhere in town, for that matter--were tailored only to those who are wealthy and well-educated to attract funders and patrons. I sometimes feel that the City is more interested in making our small town more upscale (see Montage and the new restaurants and hotels downtown) and that it neglects those on the other side of the tracks.

I think it would be wonderful to have a space that draws talent from all areas and features regular performances in music, plays, musical theater, poetry, etc.

I think that in the future this plan should focus more on providing opportunities for youth to be involved in the visual and preforming arts. For me personally, I was a dancer for 12 years of my life. When I moved to Healdsburg, I found myself leaving school early each day to drive to Santa Rosa for dance practice. This is one of the main reasons I eventually ended up quitting dance all together. I know there is a small dance studio next to the high school, and I did go there for a bit, but there were many reasons that I along with many of the

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other dancers, eventually ended up switching studios. I think that the same goes for acting and theater in Healdsburg. I feel like it all is overlooked, and the kids I know who are very into performing all end up going out of town, usually to Santa Rosa, to do so. Healdsburg High doesn't even have a theater or dance program. I am not sure if this is really what this survey is geared towards, but I think that the visual and performing arts in Healdsburg are lacking and should be focused on more in the future.

I think that it is important to keep the needs of the residents of Healdsburg in the forefront of any plans for a cultural space. A space that encourages visitors is great, but it is most important to support community needs.

I think that there should be a plan in place to help with the development of aspiring artists may it be in combat sports or drawing. I think there should be a place where people could go to learn skills that could make their future such as a how-to-draw class or a training camp for combat sports artists.

I think that there will be more people in Healdsburg expressing themselves through art in five years and I think that art programs that already exist will be better

I think what they should, but more is activities for younger kids to do, have more artwork and just have a better system.

I want Healdsburg to be full of art and people's creative mind. Maybe some stuff painted on the sidewalks to show a more creative side of the town.

I want it to implement a performing arts program as well as more varieties of art and creative activities to do in Healdsburg

I want more people to be included such as the youth of Healdsburg.

I want people to visit Healdsburg for the art and then discover the wine and food as a bonus

I want this plan to be able to keep kids and families in town.

I want this plan to bring more of our community together. I do not just mean more events I mean all ethnicities and races coming together.

I want this plan to bring the community together.

I want this plan to have more visitors and to have more art in this town.

I want this plan to retain artists and to grow art and culture throughout the City.

I want this plan to support and expand the cultural options in the city of Healdsburg.

I want to city to embrace and support the Arts as vigorously as it does wine and food - from the population to developers through city government.

I want to have more camps.

I want to see it build more varieties of performing arts spaces throughout not only the plaza but all of Healdsburg in total.

I would hope that it be more connected with genuine art and creativity, especially music. That it be less 'pop' and schlock and more genuine, cutting edge and idiosyncratic.

I would like for every building that I walk into to have unique and meaningful art pieces with a history and story. Additionally, spaces that are actively being used to further creative endeavors in public spaces

I would like to see more events for young ones and families with creative art and activities. I think we need to encourage young ones to be creative.

I would like to see more opportunities for local businesses and activities that branch out of more than just the plaza.

I would love this plan to bring arts and culture to ALL residents. It will be more diverse and inclusive.

I would love to see the town recognized as an art/ music venue rather than just wine.

I would very much like to be able to get involved with local and community arts once the pandemic is past us. I was involved when I lived in Tulare County before moving here and miss that aspect of the community. So, I'm hoping in 5 years the plan will somehow include me! :-)

I'd really like to have moved sculptures, the kind that people can move around town. You could make them heavy so people didn't move so far, but wouldn't it be so cool if you were in one place and saw a sculpture and then you came back, and it was on the other side of the plaza.

Ideally, this plan will bring more tourists into Healdsburg, thus bringing money into our local economy.

Idk

if there is a cultural arts center, it should be good and adequate venue to attract top talent so we can experience live performance of good caliber artists

I'm not planning on doing anything for Healdsburg

Improve race relations.

In 5 years, an arts and cultural plan for Healdsburg can promote the 'outside the box' thinking needed to move forward on addressing environmental and equity issues with wild and pragmatic wisdom. If we can't imagine a better world, we'll continue living in the one

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

that is past its freshness date. Art is a way of viewing life, not merely a commodity. It doesn't discriminate based on age, background, or income. For example, Indigenous

In 5 years, I would like to see Healdsburg renovated and have art displayed around town and more art galleries that are affordable for all residents.

In the future I hope for this plan to just have a larger and more accessible place for people to be creative and have fun. I also hope that it will allow people who are very passionate about art to be able to practice it more without the restrictions of what you may be doing in school or your space at home.

In the next five years, I would like Healdsburg to be, overall, more involved in the arts to the point where all residents have various art programs available to them (photography, performing arts, fine arts, etc.). Right now, most of the art related activities in Healdsburg seem to be catered mainly toward tourists as tourist attractions rather than true creative spaces for anyone to express themselves artistically.

Include everyone in the community, no language barriers.

Include the youth

Inclusive and broad and diverse and true to Healdsburg

Inclusive art and creativity across genders, races, ages, and all backgrounds... and more street art and vibrancy in town.

inclusivity

Inclusivity

Incorporate art into Healdsburg's Parks & Rec offerings. Equal attention should be given to art classes as sports classes.

Increase the amount of semipermanent public outdoor art exhibits

Increase the level of community-wide participation and enjoyment of creative and artistic activities by 100 percent.

Interactive art in Healdsburg.

Invite other counties to participate and share their creative efforts here. Have an international aspect that opens Healdsburg up to a bigger picture.

Is there any way Healdsburg can bring some form of opera (classical- not country) to our city? It seems to me that the city is quite short of classical musical events. Could we please have more? Maybe work in conjunction with music in the vineyards to bring some of their music to Healdsburg.

it would be great if there was a building where people can go paint or buy paintings.

It would be great to see a type of maker space in Healdsburg. Either a maker space or more culinary creativity. Many people have great dishes but in a competition of many fast-food restaurants and tourist restaurants, it would be hard to compete. Being able to support more people with culinary talent would make a great addition to the community and could encourage people to share what they have.

It would be great to see residents all ages and colors and cultures in the plaza or other parks/locations, having celebrations throughout the year, be it art, music and/or dance.

It would give the town a lift in another direction. We focus so much on wine tasting and restaurants, wouldn't it be wonderful to be known for our arts culture?

Just want to be able to go to more exciting art exhibitions.

keep art quality high.

Keeping our own community as priority, above that of visitors

Larger space for outdoor concerts

leave Healdsburg

Leave it to the private sector with government support.

Less expensive Art things

Less wine, more theatrical performances

Let Healdsburg be known as THE place for artistic endeavors.

Local community will be stronger and more unified. People will help each other more

Low cost/sliding cost or free spaces for artists, art exhibitions and performances. Widely disseminated information re events and opportunities. Opportunities open to wider audience. Good public art program should enhance city throughout its neighborhoods (not just 'plop' art on square, for example).

maintain small town flavor

Make arts and creative activities/events a part of the local culture and available to all, across generations, cultures, and income levels.

Make Healdsburg a destination for the Arts

Make Healdsburg affordable so artists can live, work, participate and exhibit here. Increase the density so the community of artists and

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

patrons is organic and doesn't have to rely largely on tourists. Replace some tasting rooms with galleries. (get to a better balance.)

Make the plaza and adjoining streets pedestrian-only with parking provided on the periphery of town.

Make it a town where everyone wants to visit! Add more places for teens to hang out.

Make it creative

Make it fun and exciting

Make it more fun for young people

Maximize the use of existing spaces and organizations first and then fill in the gaps with new initiatives.

Maybe have an artist present on evenings at the square that could involve kids in a certain type of art.

More activities for are kids

More affordable arts options for residents

More art opportunities for local youth and residents

More classes for the public!

More concerts

More creative opportunities for youth/teenagers

More cultural exchanges & communication between community members across age groups & SES.

More culturally inclusive events. More for kids. Affordable (some free) events. Street fair events. More appreciation for written arts.

More culturally diverse performing arts with ability for local participation/learning opportunities.

More Diverse and accepting community overall.

More ECE/ youth activity in the community

more exciting things for kids to do in town

More food

more free events for residents and visitors

More inclusion. I want all cultures to feel included here and to have more artwork displayed downtown.

More live music, please!

More opportunities and attraction.

More opportunities for a wide variety of visual and performing artists

More opportunities for the youth beyond art classes at school. Parents shouldn't need to take their children to other cities or towns to take classes or experience art.

more public art

More sculptures

More spaces for kids and teens to do, as in stores or an arcade or spots to hang out.

More varied and distributed public art, funded by a tax on new development. 0.5/1.0%

More vibrancy - more interactive experiences that involve local community

More visible art around town...inclusive diverse art events in the plaza...

More youth involved with the community.

Move away from an alcohol based tourist destination, focus more on creative arts

Move forward with the already planned and approved multi use space next to the shed. Having worked in and been part of management in multi-use spaces. The potential for developing a creative program schedule to a coma date a wide range of events and uses. Would add a dynamic to our city that has yet to be tapped.

N/a

New art programs

no

Not cause traffic congestion.

not sure

nothing I'm getting out of here

Offer more ethnic music

One thing I plan to do for Healdsburg is to make it feel like home again. Our town is surrounded by tourists and none of us feel like we can enjoy anything in this town because they take over.

One thing I want this plan to do for Healdsburg would be creating programs for people who wish to draw or study the history of art. Also, these programs would be available for the youth. That is something I would like to see. This will help build connections with other people and come together as a family.

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

One thing I want this plan to do for Healdsburg would be to establish programs for the young people who wish to learn more about Art or the history of it. I think programs would bring many smiles to many people. It would be able to bring people together and unite everyone as a family. Not to mention, it would be better if these programs benefited people later with their art careers. Programs that help people with their art careers would be great.

One thing I want to add to Healdsburg is a soccer field but with real grass. I want this because my dad is on a soccer team clad pisco and the fake grass makes the grass go too fast.

One thing is challenging but I hope the value is inclusive and reflective of Healdsburg's agricultural roots.

one thing that I want to see in 5 or more years in Healdsburg is a public pool that's just for the people who live in Healdsburg full time. I also want Healdsburg to make houses and places to live for homeless and for everyone from Healdsburg or nearby towns or people in Sonoma county who have lost their homes in fires or if they lost their jobs and or business homes or anything else from covid to help them and to help small local business and locals who make crafts or art and things like that

Parallel the success of the Jazz Festival in attracting the talent and audiences for other cultural events. That would include a movie theater comparable to the Rialto in Sebastopol.

Plan events that include residents and do not negatively impact the environment and small town city feel.

Please address the fact that the people who provide services, such as creativity and artistic income and tourist attractions, cannot live and work in Healdsburg. In five years, can you be implementing some solutions.

Promote new artists rather than be a local club for old timers.

Provide a space for artists to create, nurture and perform.

Provide both working spaces for artists and arts center.

Provide enrichment for all our residents, have spaces for collaboration and fun!!

Provide more affordable arts and cultural opportunities.

Provide more combined cultural experiences by including the arts, culinary arts, viticulture, and visual arts together. Maybe create an 'Art Walk', 'Town Walk', progressive dinner walk, or Artists Tour by cars.

Provide more public art.

Public arts program

Put a strategy together which guides the city's government body's policies and project approvals, including a multi-talented/faceted advisory and authority to oversee the prioritization, financing and delivery of arts and culture in the community.

Put Healdsburg on the map as a cultural/arts city

Rehab the Raven. Get a realistic plan together (eliminate the kitchen, Actors Equity dressing rooms and community meeting space)

Make it a performing arts theater or tear it down/sell it and start over.

Renovation de sus installations.

Renovate and find exciting ways to re-imagine the spaces that exist, and promote these spaces and events very well, in ways that appeal to both tourists and locals.

Renovate the Raven and turn it into a multi-use, creative space

Renovate the Raven Film Theater and bring movies back to Healdsburg.

Renovate the Raven! Then once it's usable space, bring in more music. Thanks! And here's to you, Claire!

Safe place for expression

Seeing it explode into a creative center that has no equal on the planet.

Showcasing artists and events from outside Healdsburg by bringing in more diverse and experimental artists.

Since Healdsburg is a destination for wine tasting and river activities, and there is a local following for the arts, people staying in Healdsburg for vacation have more choices for entertainment. Plus, they can bring their kids to the workshops and participate themselves. No need to drive anywhere else. Healdsburg will have it all.

Somewhere in Healdsburg there is an activity EVERY weekend that falls within the boundaries of an Art and Cultural experience, event, or opportunity. The theater is being used, the galleries are showcasing a new artist, a street is closed for a public performance, there is something happening in the Gazebo. There is someone playing music in the Plaza almost all the time.

Spread it out so that all folks have access not just downtown

spread more positivity

Supplement public education with opportunities for youth to learn the arts

Support a depth of creative inspiration by providing a variety of places for people to work, experiment, and learn within. In this way, the City will sponsor an openhanded invitation to connectedness and community through the practice of the arts.

Support our residents' interests in arts and cultural activities. Make these activities available and interesting to all residents and all ages.

Survey Question: Thinking ahead 5 or more years, please describe ONE THING you want this plan to do for Healdsburg? (What will be different and better?)

Tourists are also important, so they should also be available for them to participate in. I think we need a better balance between residents and tourists. Healdsburg needs tourists to support all the restaurants, shops and tasting rooms. But these places are also appealing to locals and they should be accessible and affordable for them, as well.

The character of the city is broadened to offer world class interfaces with the arts.

The cost of art classes should be lowered.

the galleries here are not really for locals or youth, just to sell paintings to rich tourists, I think there should be a less exclusive one

The town will grow rapidly and change after the new housing development is completed. I have no idea what will be 'better' at that time.

Note: I have lived here for 40 years so biased.

There better be a fair of some sorts like in Cloverdale or Santa Rosa

Thinking ahead 5 more years I want to start helping the community

This plan should contribute to making living in HB sustainable for residents. Right now, it feels like HB caters to tourists and little attention is paid to what makes a sustainable community. It seems very likely that, to have a healthy, sustainable city, residents of all socioeconomic levels and backgrounds should be able to participate meaningfully in the community - and opportunities to be creative could very well be the most important means to reach that goal. HBG needs to take the pulse of the community every year no matter what arts and culture plan results; being nimble and able to adapt to residents' changing needs and desires should be built into any plan. A big shiny new performing arts building won't accomplish this even though big donors seems to love building buildings.

To better communicate the opportunities to participate in the arts no matter your background, age etc.

To bring the city together and share both arts, seeds, music, and ideas. More community cross involvement

To cultivate Healdsburg externally as a nationally recognized arts destination and to foster the power and beauty of the creative spirit within our community as part of our identity.

To have an In-n-out

To have more diversity in the audience who appreciate arts and culture

Unite all the different efforts and programs in the city into one place where visitors and residents can easily find ways to participate in and support the arts.

Unite the cultural divide

Visitors would see Healdsburg as an artist's community.

We will use art and creativity to build bridges across divides in our community.

Wide and widely publicized selection of artistic and cultural activities will be offered.

Would hope it's more open to anyone interested in showing their work

Young inclusion

Youth club! Teen club! Something for young kids like me to do

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg
I believe Arts & Creativity are essential, music really does change lives. - Arts & Creativity bring greater meaning to life.
A great way to get the community together.
A group to support the existing and new local artists and showcase their work to locals and visitors.
A place that supports artistic expression and education for its residences!!
A unified statement of the people and the land. Anesthetic definition to act as a foundation to erect fine art rather than poorly made murals (Plaza across from Art Center) and odd sculptures.
a variety of works representing multi-cultural themes
A very active arts community of open artists studios with workshops in painting, drawing, mosaics.... Full season of plays as we have had at the Raven, but with two spaces one main stage and one smaller for studio plays. For the summer Shakespeare, a workshop with kids and parents. Musicians offering daily demonstrations and small combos playing classical music in the plaza. Open mic nights for new comedians in one of the cafes, then new musicians, then poetry slams in the art galleries. More new play readings.
ability to attend local plays and music in public or affordable private venues
activities that you must think when doing it
Activities and programs which would enrich the creative and cultural lives of residents (ok, and visitors)
activities that encourage connection to your heart
Activities that provides enjoyment for adults, children, and tweens.
All art avenues are needed
Allowing space and opportunities for talented people to share and for those of us not so talented to enjoy
An enlivened, imaginative community who use their visual skills and creative thinking to imagine an equitable, healthy, and happy future.
An expression of emotion or thought portrayed through a medium of creativity.
Anything someone does or creates that expresses their feelings, emotions, self, or culture.
Anything you can think of. Anything you build/draw/write.
Art and creativity are where the mind and soul combine to discover, imagine, and explore the past and present. It's a vessel to transport us on our own journey or to enjoy with companions. Healdsburg is a port in life's storm.
Art and creativity in Healdsburg is strong. There are so many talented residents. I'm glad the city is usually receptive about artistic opportunities.
Art in square seems most successful and welcoming...like the music & fairs. Need to expand beyond the square. Jazz festival very successful but needs to be affordable to lower income residents.
Art in the dark, music in the plaza, day of the dead event.
Art is exiting, happy. It can be special help protests and make others happy. It gives better days and is a great activity
Art is expressed throughout Healdsburg. There are many things that adults can tour around but there is not enough for children or the youth to do. Something that really gets the interest of younger people are LED lights placed around town which are amazing for pictures. The thing is that teens do not have much to do in Healdsburg and there is not much opportunity to get out there.
art is something someone can create, and creativity is when someone has a vision in their head, and they can bring it out to life.
Art is the expression or application of human creative skill and imagination, and creativity is the use of the imagination or original ideas, especially in the production of an artistic work.
art should enhance the beautiful area we live in, and reflect the varied talents, who reside here.
art, music, plays
Art/Craft shows, museums, music events -my perspective is as an attendee, not a participant.
arti is cool
Arts and Creativity are a big part of Healdsburg because it is more of a tourist town and may help bring in more people.
Arts and creativity in Healdsburg are flashy
Arts and creativity in Healdsburg comes from the heart and is really thought out.
Arts and creativity in Healdsburg is one of a kind. We need to grow it!
Arts and creativity in Healdsburg is very important for the community and it should be a priority. As of now, arts and creativity in Healdsburg usually relates to small concerts in the plaza or other various tourist attractions.
Arts and creativity make Healdsburg money, and draw in tourist dollars, but most artists even successful ones can't afford to live *or* work there based on their work alone, so Healdsburg has just become a selling venue for them like other tourist

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg
cities. If you want to attract artists, then you should make the city hospitable to their needs. The affordability issue is not new. Permits and zoning is not new.
Arts and creativity provide an area of expression and love for community through it. The most material art in Healdsburg is based on boujee metallic abstracts that do not provide any human comfort or joy to see as the community feels disconnected from them. We need more color and humanity in our art!
Arts and creativity should strive to be interactive, thought provoking, and accessible to all residents.
Arts and Creativity to me is any way of externalizing and processing emotions or emotional experiences.
Arts and music of different cultures and backgrounds focused on different ethnicity in HBG today. Do we know what others besides Latinx live in HBG? How could we bring that forward?
Arts are the multi-faceted products of people who have been not just inspired to create but encouraged, supported, exposed to the possibilities. Creativity belongs to each one of us, untapped, unexplored, or flourishing and is a powerful tool we can use to expand ourselves, our communities, our sense of place and to promote a collective identity of creators who have space to exist.
Arts is what someone may be able to create, the talent that they have. Creativity is when someone comes up with ideas and they use their skills to bring them to life.
Arts mean live performances of music, plays, dance, etc. creativity to me means artistic ability and being able to showcase it whether in paint, paper, etc.
Arts should be an inclusive and eclectic thread that ties the members of our community together through visual, performing, and written arts activities. The arts should be available to all and be reflective of the many colors of our community.
As an out-of-towner I appreciate the fine dining and the Raven Theater. I haven't had a chance to experience other activities.
As it exists, I think it is too tourist oriented. This town is already inundated with tourists; and arts and 'creativity' should be more connected with people who live here
Aside from the Tuesdays on the plaza concerts, the city of Healdsburg does little to promote or enhance creative opportunities or exposure to the arts. Most of the opportunities to enjoy the arts are available only through the efforts of private enterprise i.e. The Raven players, local galleries, or arts organizations. I'd like to see the City do more to support and promote events and most importantly, provide a space for arts events to take place. It would be great to see a performing arts space that also provides space for art studios and a maker's space. It would be nice if the city focused on that instead of finding a permanent home for farmer's market.
Average.
beautiful, unique arts and quiet, calming places to relax.
Being introduced to new works of art, expanding my cultural horizons
Bland and just made for either older adults or young children.
boring
Brings people together, making long lasting, beautiful memories
Budding potential to make Healdsburg stand out as a destination and best place to live for arts and creativity for locals and tourists (and as something besides wine/alcohol consumption)
Community oriented cultural and educational opportunities
Concerts Public art Maker workshops Children's classes Affordable art instruction
Cooking classes for kids, art and crafts for family, outdoor activities for families
Could be better
COVID has thrown everything off course but even before the pandemic Healdsburg needed an arts and cultural space creative
Creative and interesting art comes from having a critical mass community of artists and I would love to see Healdsburg take concrete steps to support the formation of such a community, but I am not optimistic given current development trends in Healdsburg
Creative arts are so important for all communities not just Healdsburg. We need to keep them alive!
Creative expressions that inspire and nourish the soul and connect people more deeply to the world by opening them to new ways of seeing, listening, and appreciating.
Currently--creativity is for the wealthy, or not to be interacted with. The Vision--creativity enriches everyone's lives, creates a platform for the most important of conversations, and gives meaning and unique place fullness to our town.

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg
different fun awesome
Drawing
Drawing, paintings, murals
Events, public art, festivals
Expressing alternative visions of the human experience.
Expression and appreciation of visual, performing, and cultural arts.
Expression that brings us together as a community.
Expressive Free
Films, live theater, music performances, culinary.
fine
Fine art- painting, sketching, etc. Crafts- pottery, metal arts, etc. Music
For me, creativity comes first... it's an inspired process that requires space, practice, tension, quiet, courage, play, and depth. It's deeply personal, sometimes joyful. Sometimes the result—art, is a gift to give... and receive. Please don't trivialize the act into an attraction for a buck. Be artful in your consideration of what the City is offering. That, would be cool.
For the elite, older white folks
Freedom of expression that's tame enough for the public
From what I've seen and personally experienced, currently It is a little pretentious & catered to tourism (which I understand) & elite population (which I detest), but ideally it would also more inclusive & family friendly for the average Healdsburg resident and surrounding communities.
fun
Fun
Fun and exciting for are kids
Fun art around the town that me and my family do on walks and strolls.
good high quality
good quality but needs more variety
Growing our community
Hands on events for children
happy, upbeat
Having art easily available to perform and see for residents and tourists in many different forms
Having fun and expressing the love we have for this town through art.
Healdsburg art is creative, and always has a little secret in the corners of the art pieces
Healdsburg is a great place to eat and be entertained. A summer Shakes spear series in the park would be a good addition.
Hire a new director for raven theater and do more high quality and relevant productions
Healdsburg is full of creativity in all the fields. Art, music, food, wine, architecture, flowers, and agriculture are thriving and need more exposure to the residents and tourists.
Healdsburg should be considered a destination city for the arts and arts programming.
Healdsburg sits in a beautiful setting. Surrounded by beauty it should be represented by the highest quality of visual art and music.
high quality
I don't get to see much just because I can't go out. From what I know there are a few places that have art involved.
I don't have one
I don't know
I don't know about any of this or see any of it.
I don't really see them enough to talk about the creativity in Healdsburg
I envision places and opportunities for local artists (especially young people) to share their talents in an accessible and affordable way, and an environment that promotes ease and awareness for those in the community who appreciate art and wish to partake of it, see/hear/experience it.
I feel like Healdsburg is all about wine and wine activities, which leaves out a large amount of population (children, adults who don't drink, seniors, and people who can't afford to go out and dine in this town) to enjoy possible artistic events.
I feel like I don't see much of it while I'm in Healdsburg
I feel our arts scene is a little conservative, but perhaps that's fitting in a small town. I'd like to see art and performances

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg
with a bit more 'edge,' myself. Especially when it comes to literary readings, which tend to be middlebrow and kind of dull.
I love the rainbow fence by Gibbs Park and seeing art around the square.
I love the recent outdoor art installations around town. I hope these continue!
I really like the cultural murals on Plaza street, and I wish there were more.
I think arts and creativity are the ideas and things that display and define the culture we have around us.
I think in a small town like this, for there to be a strong artistic community would be important, because right now I don't really feel that for youth, maybe for adults though
I think there should be more events with art in Healdsburg and invite everyone around Healdsburg
I would define it to have fun and to pass the time.
I would like to see art classes and workshops offered for adults in Healdsburg, as part of the Parks & Rec department. Pre-Covid the library had a few adult art classes, which were great - but we need more! Overall, I'd prefer art classes to athletic classes via Parks and Rec.
I would love to see murals, public art spaces, color!! Music not just on the plaza with alcohol but more family venues, dance venue, outdoor movies, kinetic sculpture parade, teen space!
I would say that the definition of arts and creativity in Healdsburg is the ability for the community to foster different aspects of culture, and through art this culture can be expressed creatively.
I've worked in art galleries, museums and have performed professionally at the Raven. The art galleries are well supported by town but feel the experience at Raven is diminished due to facility issues and more support for artists that work there. We need to raise reputation of RPAT to attract more quality artists & this is very important to the town.
Idk
In my opinion, aside from Healdsburg Jazz, tourists don't come here for cultural events as much as for wine tasting and dining. There should be more emphasis on arts and creativity for residents.
In my own words, I believe that my definition of art and creativity is the way how art is expressed and how each mural or creative activity tells a story.
Inclusive space for all creative expressions
Incredibly important for everyone. Especially helpful for kids. Exposing them to a world with which they were not familiar.
Innovative, talented, natural free-form
Inspiration Enhanced experiences for residents and visitors, beyond wine tasting. (Create a broader reason for visiting and enjoyed community participation)
Interactive exhibits and events (indoor & outdoor), gallery/meet the artist events, live theatrical performances (!), live music, art/sculptures in the community.
inviting and homey
It comes from the heart and is very thought out.
It feels like arts and creativity are limited to children and select adults (usually older and wealthier).
It has faltered as the town has become more occupied by second homes and wealth. In the past, it felt like more a part of the fabric of the town... we need to constantly be attracting creativity to keep Healdsburg vibrant into the future.
It is limited to visual art in galleries and some public art
It shares what people in Healdsburg are like
It's there, but I must dig to find it. As a new resident I don't know what's available. I notice a lot of small art programs popping up but not of the caliber I expect. Healdsburg has a great art and cultural heritage but the only artwork I see is what is for sale in private galleries. Is there a physical place I can learn and discover more of it?
It's what creates memories
its nicest
Lacking
Less wine, more theatre
Libertad de expresión
Limited opportunities
Live music, spoken word, art shows, cuisine, acting, dance, and cultural celebrations that bring our diversity into the light of day and let us celebrate together.
Local and it is targeted for residents that will enjoy participating in the arts and culture activities.
Lovingly inspired Creative Inclusive Well planned, managed & attended
Many of the arts in Healdsburg can be seen as expensive with a moderate variety.

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg
Many options for many different interests. Do not boil everything down to what we think will appeal to everyone and will ultimately appeal to no-one.
Multiple places around town to be surprised by people's imaginations, like the sculpture that just cropped up next to the antique shop at the north end of town. Brilliant!
murals and bringing the community together through pretty things
My definition is a city that is colorful and looks alive with color and have areas that draws one into. It could be more interesting nooks and crannies around town. I think it is very important to draw people away from the Plaza down towards railroads tracks area, and northern areas
My definition of art in Healdsburg is murals and paintings
My definition of arts & creativity in Healdsburg is participatory in nature for all ages and cultures. And in different locations around Healdsburg. Collaboration with community partners like the library and schools would also be helpful.
My definition of arts and creativity in Healdsburg is community coming together and having fun whilst looking at artwork made my children.
My definition of arts and creativity in Healdsburg is creatively enhancing what we already have in the town by adding more activities more food(culinary) by which we can support businesses and increase revenue to support more activities.
Not many places for people to express themselves or do art.
Nurturing the imagination Crossing boundaries of expectation Surprise Freedom Sharing
One of the ways to express ourselves
Open forum in several areas where people of all ages can engage in some form of artistic endeavor.
Open mindedness and encouragement of all types of art, dance, film, music, etc.
Oportunidad, comunidad, distracción, unión, aprendizaje, diversidad y multicultural.
Outside art - live and visual. Galleries!
participating in events that fill your heart
People exploring their passion in a public format.
Please read my previous comments, especially #12. Creativity breathes life into Healdsburg and makes for a kind of beauty that feeds our souls. Cultural experiences and wisdom expand our appreciation of differences and open our senses. We learn from each other. We have allowed major imbalances to occur in the world and on the planet; they are begging for greater reverence for nature, respect for diverse cultures and people; and the inclusion of a creative artists' untethered viewpoint. Without arts and culture, we are a more brittle community. Healdsburg streets, College and University, left us a legacy and a clue as to our founders' intentions. They believed in the sustaining power of establishing a regional school to grow the town in a healthy direction and keep it vibrant.
Pre-pandemic: lively, available, and diverse art scene.
Preparing to expand to become an Arts and Cultural Destination
promising, but not matured
Providing the community an opportunity to experience the creative process either for themselves or being inspired from seeing another's creative process.
Public events, gallery events w/meeting artists, live performances, live music, public art, classes, written arts.
Quality entertainment, always room for improvement and growth
repurposing the obvious, providing surprise and delight with an action, event, or object a community willing to risk exploration and execution of novel ideas using city resources and talent
Right now, lackluster obviously. The Raven could be a shining star. We need it for locals, to draw more quality outside, bookable performances, to have a place that isn't a black hole for a CHILDREN'S THEATRE \$\$\$
Sculpture and music are my preferences in art
Sculptures, murals, and purposefully interesting trees all qualify. Anything that's been made fun or interesting to look at sculptures, celebrations, unity
Something beautiful; something that makes you think, something you enjoy and would like to repeat.
Sounds like fluff for tourists.
Sporadic events. Need for more music venues with range of classical to modern
Stale, old, hidden
Stale, white, old
Street art/ murals or bring art and color into town.
Student driven.

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg
Supportive environment for both individual artists/makers as well as group events
The arts and creativity in Healdsburg seems to be limited to the square. To my knowledge this is the only place that features artistic endeavors, yet there are other locations and avenues that could also benefit from events. I was surprised to learn that there are other shopping centers.
The arts define our culture and society. They are inspirational, encouraging, supporting. To live in a place where you can shun the miseries of the world for an hour or two, be catapulted into another realm of life would be a wonderful gift. Some of the shows at the Raven (especially musicals for me) have had that affect. We need more of these.
The arts in Healdsburg to me are film, live theater, live music concerts, and galleries. Creativity is offering those in a variety of venues.
The arts of Healdsburg are a very thing to have because you can just walk by the plaza and have amazing artwork hanging.
The community coming together to make Healdsburg a better place to be.
The definition of arts and creativity in Healdsburg means bright, wealthy, and capable of bringing smiles to everyone. Where one can pour their hearts out with using heart. However, there needs to be a little more sunshine for Healdsburg by using art to brighten it up.
The feeling of comfort and joy.
The Glue. We are all pent up. The focus on a monoculture. Got to get back to the arts to express not impress. Our guests, the visitors of our town, need to see more of our local experience. I define Healdsburg art and creativity as the synthesis of what it means to live here. Our shared geography and the Tie That Binds Us Together!
The minds and creativity of children, young adults, and adults put together for outsiders to see and for us to express through public events and displays.
The performing arts.
The sculptures, the fountain, the music nights, events such as the tree lighting, performances at the Raven Theater, dance and music lessons, and art classes in school.
There are many artists, galleries, and musical events, such as Jazz Festival. Raven is trying hard to produce quality theater.
There are some fun fair type things in the plaza in the summer but not too many
There is some art around here but not enough.
There's a lot of art every turn
There's a lot but not a lot for youth and the minority groups in Healdsburg
There's a lot during summer or certain holidays but theres not much throughout the whole year and not much for just kids
Those creative events or experiences that stimulate understanding and appreciation of ourselves and our fellow citizens
Though aesthetic objects and places are important to me I define arts and cultural as 'a way of being and viewing the world with depth, imagination, reverence and anticipation.' An arts and cultural focus can offer 'the glue that minimizes our divisions so we connect at the level of soul.'
To me, there is creativity in looking at the splendid nature around us and figuring out how to create a vibrant, thriving natural world. There is creativity in making things, not just painting and sculpture but inventing things (e.g., maker spaces for electronics as well as crafts, welding, etc.), perhaps experimenting with fashion couture, or making music in new ways; creating art, games and music using computer technology; presenting poetry slams or other performance art - basically, whatever would attract kids and young women and men to give them a place to belong and be creative.
Too exclusive and expensive
Too much focus on art and government should not be involved financially
Total
um
uniform. need more, new.
Uplifting and supportive.
Very impressive, especially for a town of our size.
VERY white dominated
Vibrant downtown atmosphere. Worldwide reputation for rich and memorable arts experiences worth traveling for.
We are a small city with plenty of talent but without the facilities or venues to encourage more participation and attendance. The arts in Healdsburg focused on community participation but not on first-class performances. Result: Healdsburg arts and creativity feel quaintly provincial (Jazz Festival excepted).
We are blessed to have lots of art and performance opportunities but now our movie theatre closed. It would be nice to see more diverse music. Also more events in plaza that incorporate arts, music and wine/beer and food.

Survey Question: In a few words or phrases, describe your definition of arts and creativity in Healdsburg

We have a growing presence of public art in Healdsburg and need more. Music in the Plaza seems to be the only venue for music (although there is some offered at the Raven) We need to include the Arts in our regional persona, not just wine and food.

We need more

WE need to creatively solve the problem of housing for field and seasonal workers. WE need to value dignity of all people who come to Healdsburg - those with money in their pockets to spend and those who come to earn a money to live. Arts without respecting the value and dignity of all people is emptiness.

We're lucky to have as much as we do for a small town but there is lots of room for growth, especially for young people. Making it special for locals is all that matters (tourism will follow). Tourism does nothing for the inclusivity we need to improve on.

Wide variety, could be more culturally diverse on stage and off.

Healdsburg Community Cultural Plan
Benchmarking Report
Creative Vitality Index Snapshots

City of Healdsburg

Arts and Culture Community Plan:

Benchmarking Report

Contents

Observations	3
Creative Vitality Index: Healdsburg and Comparisons	10
Benchmark Cities: Program Highlights	13
Jackson Hole, Wyoming.....	13
Cultural Tourism	13
COVID-19 impact	13
City-Managed Cultural Spaces	14
Artist Retention	14
Laguna Beach, CA.....	15
Cultural Tourism	15
COVID-19 Impact	15
City-Managed Cultural Spaces	15
Artist Retention	16
Santa Fe, NM	17
Cultural Tourism	17
City-Managed Cultural Spaces	17
Artist Retention	17
Boulder, CO	18
Cultural Tourism	18
COVID-19 impact	18
City-Managed Cultural Spaces	19

Artist Retention 19

Sedona, Arizona.....20

Cultural Tourism20

City-Managed Cultural Spaces 21

Artist Retention 21

Cultural Equity Policy..... 21

Observations

- The most significant areas of difference when comparing creative economies of similar communities are cultural nonprofit revenues and art gallery/individual artist sales, with Healdsburg considerably lower in these categories.
- Jackson, WY has a very strong CVI compared to all other benchmark communities. Jackson has focused on cultural tourism campaigns and dedicates much of its lodging tax to marketing, promotions, and infrastructure. It does not support artists directly, but rather organizations and attracting visitors to the areas, which has seemed to successfully support individual artist sales.
- During the pandemic, Jackson's tourism is stronger than anticipated and tax revenue has increased, mainly due to strong outdoor recreation options.
- Affordable housing is an overarching issue with artist retention. A privately developed artist live/work facility is under construction in Laguna Beach, following a multiyear approval process; however, a City-sponsored project was the subject of a 2017 Art Space feasibility study and, while needed, it was abandoned following opposition from some community groups. Many communities have not figured out how to tackle the challenge. Laguna Beach and Boulder CO have distinct infrastructure and initiatives for artist support.
- Like the recommendation in the Healdsburg plan, Boulder, CO partners with Create Boulder, a foundation established to increase overall funding for the arts, whether through corporate or individual philanthropy, by establishing a central "clearing house" for donations that will positively augment the City's existing efforts. Laguna Beach has created a new fund to solicit and receive public donations for the public art program; the fund is based on the presence of significant wealth and interest in the community.
- The City and Create Boulder supports individual artists through its Creative Neighborhood Program. Laguna Beach created a new \$100,000 fund this year for individual artist projects as a COVID response, and to create public art opportunities for artists new to the field.
- Boulder has an impressive variety of cultural spaces, including non-traditional spaces across the city. Laguna Beach conducted a feasibility study but chose not to build a cultural arts center/theater facility; the study recommended exploring better use of and improvements to existing facilities.

City	Jackson, WY	Laguna Beach, CA	Boulder, CO	Santa Fe, NM	Sedona AZ	Healdsburg, CA
Cultural Agency	Staff	Cultural Arts	Office Of Arts & Culture	Arts Commission	Chamber Of Commerce	Community Services
Address	P.O. Box 4413 Jackson, WY 83001	505 Forest Avenue, Laguna Beach 92651	1001 Arapahoe, Co Boulder, CO 80302	200 Lincoln Avenue, Santa Fe NM 875094	45 Sunset Drive Sedona, AZ 86336	1557 Healdsburg Ave, Healdsburg, CA 95448
Phone	307-734-9026	(949) 497-3311	720-564-2355	505-955-6707	928-203-5078	707.431.3152
Established By	City Council	Ordinance	Ordinance	Ordinance By City Council	Ordinance Of The Mayor	TBD
Year Established	2010	1987		1985	1992	TBD
Website	www.jhpublicart.org	http://lagunabeachcity.net	https://bouldercolorado.gov	https://www.santafenm.gov	https://www.sedonaaaz.gov/your-government/departments/arts-and-culture	https://ci.healdsburg.ca.us/924/community-center
City Agency Or Nonprofit?	Public Art Task Force	City Agency	City Agency	City Agency	City Agency	City Agency
Board	Task Force	Arts Commission	Arts Commission	Arts Commission	N/A	TBD
Members	8	8	5	9	None	TBD
Appointed By	Mayor	City Council	City Council	City Council	None	TBD
Policy Or Advisory	Advisory	Advisory To City Council	Advisory To City Council	Advisory To City Council	None	TBD
Cultural Plan		2015	2016	Culture Connects: Santa Fe (2016)	2013	2020/2021

Demographics

City	Jackson, WY	Laguna Beach, CA	Boulder, CO	Santa Fe, NM	Sedona AZ	Healdsburg, CA
City Population	7,686	22,991	326,078	150,056	10,339	12,104
White	74.1%	79.30%	79.80%	39.50%	84.30%	47.5%
Hispanic	24.9%	9.50%	9.80%	51.10%	12.00%	30.00%
Asian	0.0%	4.50%	5.60%	1.60%	2.00%	1.50%
African-American	.1%	0.90%	1.20%	1.20%	0.40%	Less Than 0.1%
American Indian	0%	N/A	0.30%	4.20%	0.00%	Less Than 0.1%
Other	.9%	2.70%	3.90%	2.20%	1.10%	0.1
Median Income	\$75,150	\$121,474	\$78,642	\$59,192	\$60,015	\$90,300
Administrative Information						
City General Fund Budget	\$23,248,457	\$108,500,000 (FY 20-21)	\$288,900,000	\$102,357,829	\$21,924,060	
Capital Improvement Budget	\$7,393,676	\$7,040,000	\$85,600,000	\$79,262,976	\$7,354,550	
Staff Director	Carrie Geracci	Sian Poeschi,	Matt Chasansky	Pauline Kanako Kamiyama	Nancy Lattanzi	Dave Jahns
Contact	307-413-1474	949-497-0722	720-564-2355	(505) 955-6653;	(928) 203-5078;	707-431-3152
Position	Project Manager	Cultural Arts Manager	Arts Manager	Assistant Director	Arts & Culture Coordinator	Recreation Manager
Reports To	Nonprofit Board	City Manager	Library Director	City Council/Mayor	City Council	Community Services Director
Staff FTE Count	1 Now, Usually 2 Ftes	2	3	3	1	1

City	Jackson, WY	Laguna Beach, CA	Boulder, CO	Santa Fe, NM	Sedona AZ	Healdsburg, CA
Additional Staff Positions	*	Arts Coordinator	Public Art Admin; Grants Admin	Assistant Director Assistant	*	TBD
Department Budget	\$3,000 commissioning budget from government; \$250,000 annual budget	\$954,000 (pre-COVID)	\$1,400,000; 17% budget cut Post-COVID	\$2,000,000 Usually, [Cut By 53% Post-COVID]	\$65,000 - \$75,000 per sculpture per year for public art	
Sources Of Funding						
City General Fund	\$45,000	\$264,000	\$1,253,191	\$1,918,135	\$2,400,000 City General Fund And \$500,000 Contingency Fund	
Private Funding	Yes	\$250,000 for public art projects. City has created a fund to solicit and receive public donations of any amount for public art projects.	Create Boulder 50% Matching Gift Partnership, Awarding More Than \$40K To Local Area Artists \$925,000 Grants	Matching Program Created Between City And Local Non-Profits. Every Dollar Designated By City Is Matched, Creating \$1.5M For Local Cultural Infrastructure.		
Earned Income	NA	NA	NA	NA	NA	NA
Sponsorships	NA	NA	NA	NA	NA	NA
Other	Lodging Tax	\$440,000 from the Tourism BID	Community Health And Safety Tax; Seat Tax	Primarily Funded By Lodgers Tax		

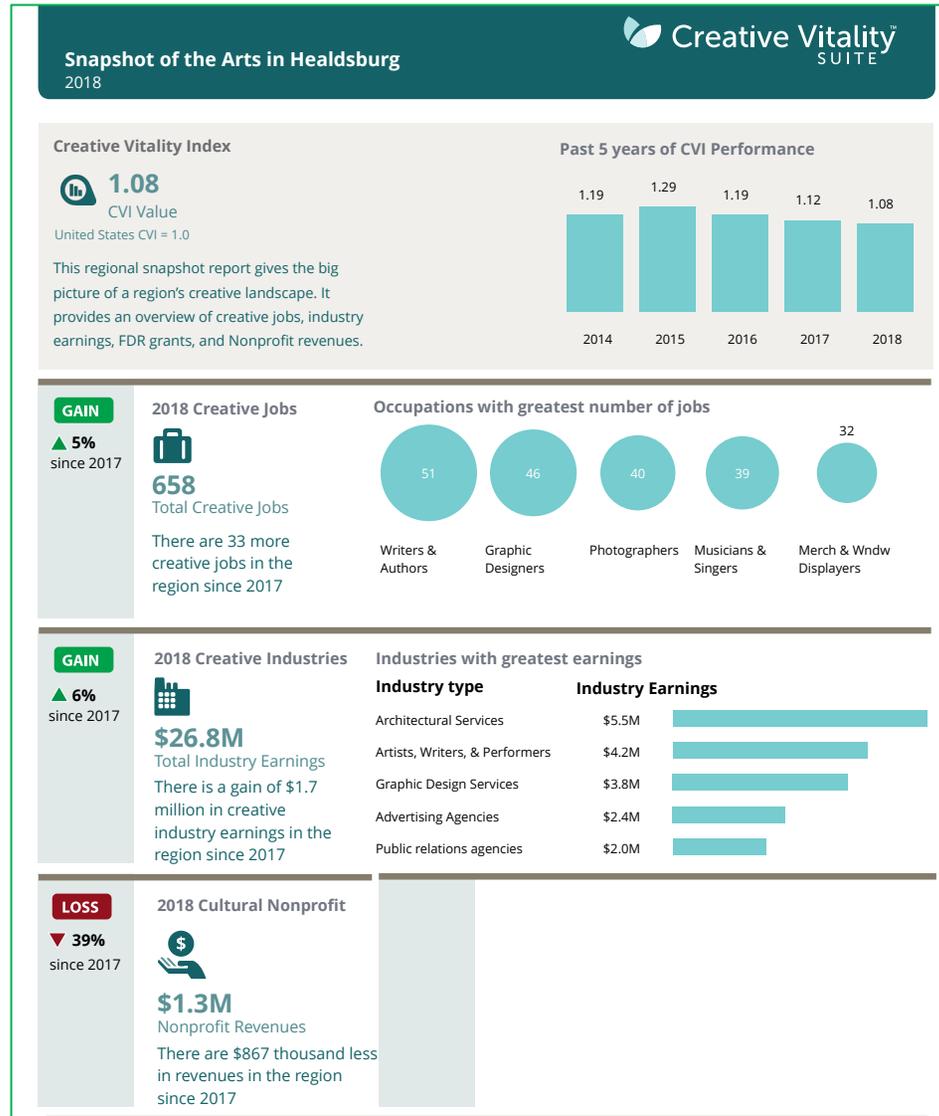
City	Jackson, WY	Laguna Beach, CA	Boulder, CO	Santa Fe, NM	Sedona AZ	Healdsburg, CA
Program and Agency Information						
Grants	N/A	\$200,000 for grants to arts organizations in recent years	Increased From \$750K To \$975,000 In 2020	Yes	N/A	
Organizations	N/A	\$200,000	See (1) Below	Yes	N/A	
Artist Grants Or Fellowships	N/A	\$100,000 in new (2020/21) funding for individual artist projects as COVID response	Yes	Yes	N/A	
Other	N/ A	N/A	Yes - "Creative Neighborhoods Program" City Offering Special Low-Interest Loan Programs	N/A	Public Art/Arts Organization Mapping App	
Capacity-Building	Yes	No	Special "Rent Free" Days For City-Owned Performance Arts Venues	Yes - Through Matching Program	No	
Arts Education	Yes	No	No	Yes - Through Matching Program	Yes	
Special Events	Yes	Yes	No	No	Yes	
Historic Preservation	No	Yes	No	No	No	
Festivals And Special Events	Yes	Yes	Yes	Yes	Music Festivals	

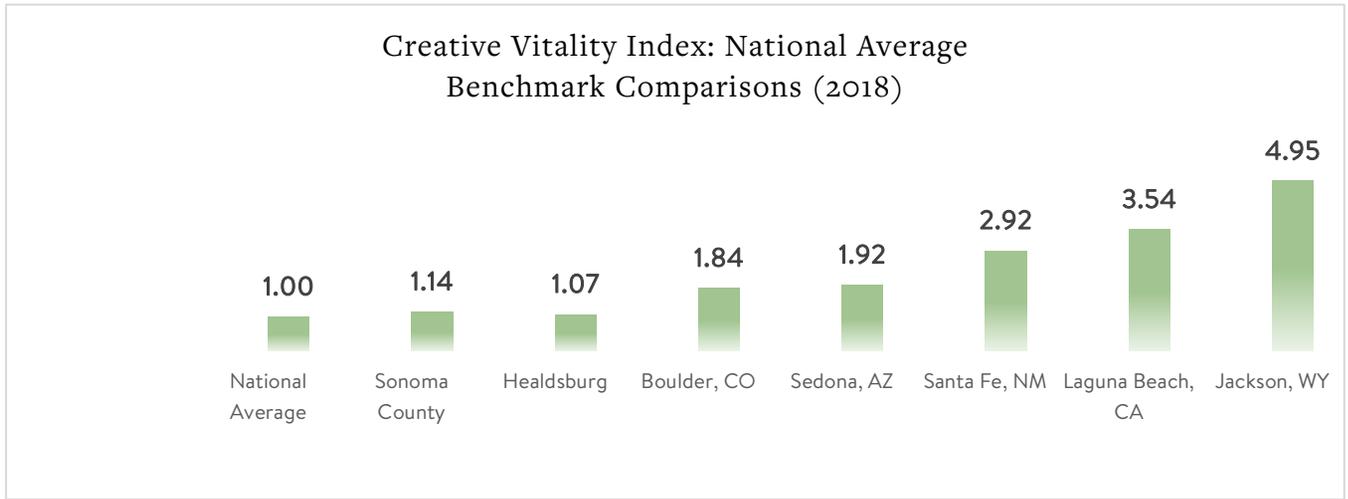
City of Healdsburg Arts and Culture Community Plan: Benchmarking Report

City	Jackson, WY	Laguna Beach, CA	Boulder, CO	Santa Fe, NM	Sedona AZ	Healdsburg, CA
Other Programs	Yes	No	No	No	Yes	
Arts Calendar	No	Yes	Yes	No		
Newsletter	No	No	Yes	No	Yes	
Arts Directory	Yes	Yes	No	No		
Artist Census	No	No	2017 Census Of Boulder Artists	No	No	
Poet Laureate	No	Yes	No	Yes		
Cultural Diversity Policy	No	No	Yes	No	Yes	
Arts Or Cultural District	No	Yes	No	No	Galleries With Shuttles On First-Fridays	
Arts Facilities Managed	Owned, Not Managed	No	Owned, Not Managed	Owned, Not Managed	Owned, Not Managed	
Artist Live Work Space	No	One private project under construction. Public project assessed in 2017 Art Space Study but opposed by some in community	No	No	No	
%-For-Art Ordinance? Percentage?	1.50%	1.0% Ordinance plus mural program and additional Arts Commission projects	1% For Public Art Policy	2%	N/A	

City	Jackson, WY	Laguna Beach, CA	Boulder, CO	Santa Fe, NM	Sedona AZ	Healdsburg, CA
Private Development Requirement?	No	Yes	No	No	No	
Annual Budget	\$250,000	964,000 PA= \$250,000	\$300,000 For 2017-18	2000000; \$400,000 Separate Budget For CIP From The State. Two-Budgets With One From The City And The Other From The State	\$1,820,000	
Partner Agencies (If Any)						
Tourism Agency		Hoteliers' Business Improvement District: Fund in part by and regrants TOT Funds	Create Boulder Foundation		Chamber Of Commerce	
NOTES:	None	New And Remodeled Commercial And Industrial Developments And Residential Developments Of 4 Or More Units	Categories: Operating Support, Community Projects, Arts Education, Rental Assistance, Cultural Field Trips, Scholarships	Funding Focuses On Youth Arts, Economic Growth, Creative Spaces And Community Engagement And Participation. Youth Cultural Passport.	Assists with promotion of events, representation of interests of American Indian population, and creation of public art/art mapping	

Creative Vitality Index: Healdsburg and Comparisons





Creative Vitality Index (Community Comparisons: Small Population Only)		
	Healdsburg CA	Jackson WY
2018 CVI Value	0.29	1.00
Creative Occupations	416	1,096
Cultural Nonprofit Revenues	\$1,330,223	\$34,943,131
Performing Arts Participation	\$711,386	\$3,487,399
Bookstore and Electronic Media Store Sales	\$454,975	\$2,336,725
Music Instrument Sales	\$0	\$504,300
Art Gallery Sales/Individual Artists	\$9,734,290	\$20,964,479
Population	12,200	10,500

	Healdsburg CA	Laguna Beach CA
2018 CVI Value	0.42	1
Creative Occupations	416	1,016
Cultural Nonprofit Revenues	\$1,330,223	\$26,978,730
Performing Arts Participation	\$711,386	\$5,494,895
Bookstore and Electronic Media Store Sales	\$454,975	\$940,349
Music Instrument Sales	\$0	\$0
Art Gallery Sales/Individual Artists	\$9,734,290	\$26,632,832
Population	12,200	22,750
	Healdsburg CA	Sedona AZ
2018 CVI Value	0.55	1
Creative Occupations	416	815
Cultural Nonprofit Revenues	\$1,330,223	\$2,503,680
Performing Arts Participation	\$711,386	\$1,134,934
Bookstore and Electronic Media Store Sales	\$454,975	\$603,658
Music Instrument Sales	\$0	\$0
Art Gallery Sales/Individual Artists	\$9,734,290	\$18,643,170
Population	12,200	10,300

Benchmark Cities: Program Highlights

Jackson Hole, Wyoming

Cultural Tourism

The Chamber of Commerce maintains a worksheet of activities open during COVID-19, however there is no specific Cultural Tourism Program or agenda sponsored by the city.

[Wildly Creative Jackson Hole](#) (see video) is a micro-campaign targeting the arts and is funded by local non-profits as well as monies from a City lodging tax. Wildly Creative is focused on helping the arts and artists showcase Jackson Hole as a cultural destination. The initiative is coordinated by the Jackson Hole Travel and Tourism Board as well as Art or Artisan “[Superhosts](#)” (e.g. National Museum of Wildlife Art, Grant Teton Music Festival). The lodging tax does not go directly to artists, but to cultural organizations themselves. The lodging tax funding is earmarked primarily for marketing and infrastructure maintenance (60% marketing, 40% infrastructure). The marketing portion of the budget is to be primarily utilized during low-tourism seasons.

Cultural tourism within Jackson Hole is complemented by recreational activity – more than 4 million annually frequent the area a year to enjoy the mountains, lakes and trails. Jackson Hole is working to more strongly promote Wind River, the American Indian reservation nearby in response to the Black Lives Matter movement. Jackson Hole Public Art is actively seeking outreach opportunities to local American Indian artists to promote their works and events as well as invite their participation in current initiatives.

COVID-19 impact

The Jackson Hole Public Art budget was cut by 25% due to the Pandemic. The City budget itself was cut by 40%. However, tourism has been stronger than anticipated and the tax revenue has swelled, according to interviewee and Executive Director of Jackson Hole Public Arts, Carrie Geraci. The week of 9/17/2020 the city had a 95% hotel occupancy rate. It is yet to be determined the final impact on the City budget.

COVID-19 relief

Jackson Hole Public Art commissioned artists to make [posters](#) for COVID-19. The organization has advocated for more work for artists, most recently encouraging the county to commission a mural and hire artists to paint jersey barriers to make outdoor seating more appealing. Each jersey barrier commission was approximately \$2,000. So far, two artists have been engaged in the project. The mural commission has engaged one artist for a total cost of \$5,000.

Residents of the Center for the Arts teamed with the [Community Foundation of Jackson Hole](#) to secure grant relief for non-profits renting spaces within the facility via an Emergency Respond fund created in response to the Pandemic.

City-Managed Cultural Spaces

[Center for the Arts](#) – The land for this facility is owned by the Town and County on a 100 year lease. The venue has over 200,000 individuals visit each year. This 78,000 square foot campus offers performance and rehearsal space, conference rooms, an outdoor amphitheater and gallery space.

Artist Retention

The cost of housing is considered comparable to San Francisco. Therefore, affordability is an issue for artists. Although there has not been a formal census, Jackson Hole Public Art Staff anecdotally report that each year the city loses artists due to a lack of affordable housing. There are no specific initiatives focused on supporting artists, however the City does offer a general emergency fund that has been promoted on the Jackson Hole Public Art site. The site also offers a list of state and private grant resources.

Jackson Hole's current initiatives for creating a more culturally vibrant town include self-guided tours using digital imaging technology, a database of artists and fabricators working in the region, professional development programs for local artists, and workshops teaching how to problem-solve challenges most frequently encountered in commissioning public art. A special website with images and information on all publicly and privately owned art located on or adjacent to public space is currently pending Town of Jackson approval.

Laguna Beach, CA

Cultural Tourism

Laguna Beach has a Business Improvement District (BID), which is a hotel district. The BID is considered a self-assessment by hoteliers, not a tax (not technically HOT). BID assessment is 2% of hotel charge, with 1% going to Visit Laguna Beach for their operations and marketing, and the second 1% percent going to the arts. The 1% for the arts is divided five ways, with a portion going to Arts Commission programming and another portion to Cultural Arts for the organizational grants. Note that the BID is assessed on top of 10%, which goes to City's General Fund, so the visitor sees a 12% "tax" on their folio.

All programs funded through the BID are considered as promoting cultural tourism: Arts Commission programming and organizational grants dollars. Organizational grants are restricted to public programs provided by arts organizations during the off season. Additional cultural tourism funding is from the general fund, private funding, earned income, and sponsorships.

COVID-19 Impact

The City created a new grants program for individual artists, project grants to create artwork. Some are doing their first public art installation, which allows them to expand their portfolios. Looking for private dollars for a second round of grants for 2021.

Second, Cultural Arts is bringing in well-qualified outside artists who are exhibiting alongside local artists in a city park, city hall, and downtown. Exhibiting together reflects well on the local artists, helping promote their careers. This is also a public statement on the value of the art in the community during the pandemic. The City has been pondering the questions: How do I experience art during the pandemic? Have all the old ways gone out the window? Where does this journey lead?

Also, the City also assisted Laguna Art Museum by contributing to their exhibition costs and joined other grant proposals.

City-Managed Cultural Spaces

Irvine Bowl and Forum and Festival Grounds (<https://www.foapom.com>) is operated by the Festival for the Arts under agreement with City. The Bowl is a classic Southern California, outdoor amphitheater with 2,600 seats, built in the 1940s, and home since the 1960s to the annual

Pageant of the Masters. There is also a smaller outdoor venue, the Forum. The Festival Grounds are in front of the venue and serve as the outdoor exhibit area for arts exhibitions and booths during the summer Festival of the Arts.

[Laguna Playhouse](#) (land and facility): operated by the Laguna Playhouse, a nonprofit theater company, under an agreement with the City. The Playhouse produces an annual subscription season of theater.

Artist Retention

While overall the number of artists in the community is declining, The City of Laguna Beach has retained artists through the longstanding presence of annual artists marketplaces: the Sawdust Art Festival, Festival of Arts, Laguna Art-a-Fair, and independent galleries.

The enjoys a city's century-old identity as an artists' community, continuing through to the present, although currently hampered by real estate pressures and the overall cost of living.

The City has also developed an artist's live/work policy, as a commitment to artists retention. A local artist has succeeded after a long process to gain approval to start construction on 28 artists live/work units this fall.

The Laguna Beach College of Art is creating their first master's program, which will increase the number of artists.

Santa Fe, NM

Cultural Tourism

Historically, the Department of Arts and Culture operated under the Department of Tourism and working within the larger infrastructure of the local government. This was problematic, as the current Director thought it more difficult to fight for specific causes, i.e. advocate for additional funding or social justice initiatives under tourism. In 2020 the department became its own separate office. The tourism initiatives of the city focus more on marketing and promotion of the Santa Fe Arts Market (for-profit, retail arts) rather than supporting individual artists.

Notes on COVID-19 Impact:

The pandemic created an opportunity for the lodger's tax, which is the primary funding source for the department, to create digital artistic content to help promote the city of Santa Fe. The budget for the Department of Arts and Culture was drastically impacted by COVID-19 – what was a \$900,000 grants programming budget has since been reduced to \$320,000. The department primarily shares links and resources, such as information on unemployment offered by the state. Through New Mexico and City CARES funding, the department has facilitated \$50,000 worth of funding for 32 individual artists and created artists activations around the city by commissioning artwork that shares COVID-19 safety messages and artistic happenings in the area. Each artist has received a commission of \$500-\$1,000. The city has also utilized \$75,000 of CARES funding for teaching artists how to create online, social media, and analytics sales programs.

City-Managed Cultural Spaces

[The Community Gallery](#) operating within the Convention Center -The City of Santa Fe Arts Commission's Community Gallery offers exhibitions for the public, educational and professional development for local artists/artisans and exciting activities for the community. High quality art is for sale at all price levels. The Community Gallery promotes, sells and exhibits the work of New Mexico artists and artisans.

Santa Fe Parks and Recreation park spaces, i.e. [Santa Fe Railyard Park + Plaza](#) - This park is utilized for movies, festivals and arts spaces and was created in partnership with the Trust for Public Land, which helped the city acquire former railroad land, oversee design, fundraise and construct the one-acre plaza. The space includes a performance green, climbing wall, playground, bike and pedestrian trails.

Artist Retention

Santa Fe is historically an artist's community, but recent increases in housing is creating tension and difficulty with retaining artists.

Boulder, CO

Cultural Tourism

The Department of Arts and Culture does not play a “lead role” in coordinating Cultural Tourism initiatives for the city. The Department awarded \$975,000 to local nonprofits to help create a more culturally vibrant community, rather than reinforce a specific Cultural Tourism Initiative. The Chamber of Commerce plays more of a leading role through collecting a “seat tax,” or “admissions tax” which contributes a percentage of every ticketed event to a fund specifically used for promoting tourism activities. This admissions tax is approximately 5%.

COVID-19 impact

Given the City realizes the importance of the arts for its local economy, the Department of Arts and Culture’s budget increased from \$750,000 to \$975,000 this year in light of COVID-19. The additional funding was allocated primarily for grant relief efforts for artists. Many city departments have had at least a 4-7% budget cut.

COVID-19 relief:

The City has partnered with Create Boulder, a local foundation, to fundraise for “gap” funding that might be needed in light of the Pandemic via a [matching gifts program](#). Create Boulder’s goal is to increase overall funding for the arts by making it easier to support the arts, whether through corporate or individual philanthropy, by establishing a central “clearing house” for donations that will positively augment the City’s existing efforts. Create Boulder and the City have created a Works Progress Administration-style micro grant (Creative Neighborhoods) that is invested into special projects focused on building community during COVID-19. Create Boulder has sponsored the completion of 66 projects, allocating over \$40K of funding to Boulder entities.

The Creative Neighborhoods program matches residential property owners with a list of artists pre-vetted by the City. The City created an open call for Residential Property Owners to open their land for public art commissions. The City pays the artists directly to complete the works of art on private property but does not interface between the two parties to avoid legal issues.

Creative Neighborhoods is geared towards quickly delivering funding to artists who have lost jobs, contracts, events, or have otherwise been put in a vulnerable position due to the necessary restrictions to control the COVID-19 pandemic. At the same time, the projects leverage the talent of artists to unite and vitalize our neighborhoods with the goal of either a) helping their neighbors stay connected during the restrictions, or b) after restrictions are lifted, helping people to reconnect, recover and adjust to new social conditions.

City-Managed Cultural Spaces

The Department of Arts and Culture sets the rent for city-owned spaces, but due to the Pandemic, it has accelerated formerly three-year grant payments as well as permitted funds to be used for operating funds, salaries, etc.

[Dairy Art Center](#) – The Dairy’s 42,000 square foot facility houses disciplines ranging from visual arts, theater, and film to dance and music. The space offers art galleries, performance venues, teaching studios, offices, rehearsal spaces, dance studios, and a 60-seat art-house cinema.

[Boulder Museum of Contemporary Art](#) - Founded in 1972 by a group of local artists, Boulder Museum of Contemporary Art (BMoCA) offers 10,000 square feet of gallery space. It does not house a permanent collection.

In addition to spaces that are designated “cultural” areas the city manages the following for performing arts activity:

- Baseball Field – Utilized for dance and music performances, theatrical spaces
- North Boulder Recreation Center – Utilized for theater and dance performances
- Civic Area Park – Bandshell utilized for performances, i.e. music, theater, dance and opera
- Extensive Open-Space Program – The city has been acquiring natural spaces for the past 50 years and utilized for performances, e.g. puppetry, aerial dance, theater

Unique considerations

Golf courses: the City is currently investigating using its many golf courses for theater performances

Artist Retention

Boulder has not completed an Artist Census since 2018 but plans to do so in the next phase of its cultural plan (potentially in 2021). The City added more grant funding with local foundation and special commission projects to help retain artists (see above) during the Pandemic.

Sedona, Arizona

Cultural Tourism

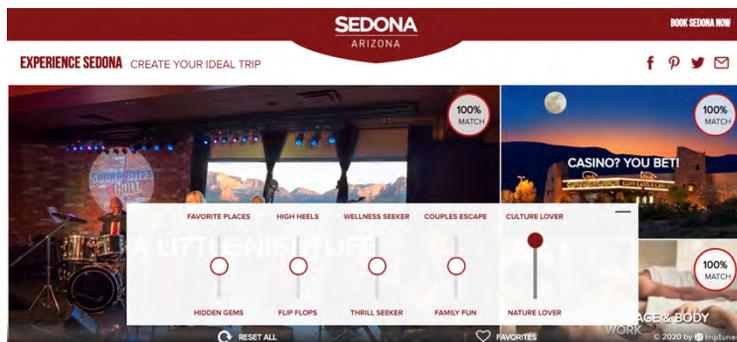
Cultural Tourism is promoted by the Chamber of Commerce and Tourism Bureau, which oversees Cultural Affairs for city tourism. The Chamber is a non-profit organization that actively markets and promotes the city and cultural activities taking place (i.e Sedona Plein Air Festival). There is no specific Cultural Tourism initiative or plan formulated and managed by the City or a local non-profit.

The Chamber of Commerce acts as a contractor and has a budget of \$2.4M funded by dues, sponsorships, fundraising (to cover shortfalls for projects) and the sale of advertising space on their website. \$500,000 was set aside by the City Council during COVID-19 as a contingency fund for the Chamber of Commerce, as tourism plays a vital role in the local economy.

The Chamber of Commerce has created specific tools focused on supporting the local arts economy and tourism.

- Small grants program focused on artists
- For every city and council meeting, an artist tells their story through the arts
- Sedona Gallery Association meets every month and hosts festivals and walks to support the retail side of the arts
- Chamber of Commerce created an online tool [Walk Sedona](#) for providing walkable itineraries of local arts organizations, galleries and public art that has been heavily used during the Pandemic

The Chamber of Commerce has created specific website tools to help promote Arts and Culture, i.e.



Sedona Experience Finder

The Chamber of Commerce also manages relationships with the American Indian tribal associations of the Verde Valley to receive input on which activities and destinations should be marketed towards tourists, and which shouldn't (due to issues with using ancestral religious lands with special significance to the local population). Part of this work is to promote arts and culture initiatives, festivals and performances held American Indian organizations and artists in response to the Black Lives Matter movement.

City-Managed Cultural Spaces

[The Hub](#) – Located within Posse Grounds Park, the venue is a 4,522 square feet event space for artists and utilized for exhibiting and selling local art. The city does not take a percentage of the sale. The Hub gives preferential use to renters using it for performing arts classes, workshops, rehearsals and arts-based programming.

[Sedona Performing Arts Center](#) – An arts space that offers year-round indoor classes, exhibitions, festivals, and cultural events; including the Sedona Plein Air Festival.

[Posse Grounds Pavilion](#) – This outdoor performance venue accompanies 300 – 600 people.

Artist Retention

While there has not been an artist census, the population of artists within Sedona has slightly declined due to issues with affordable housing. The city has not added new programs specifically targeted on making Sedona more affordable.

Cultural Equity Policy

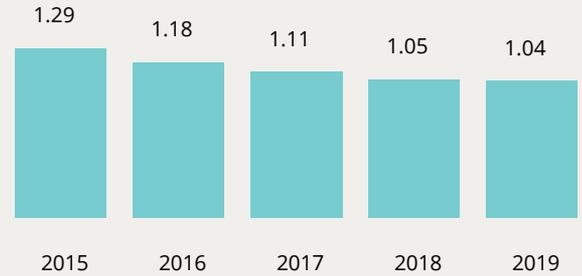
The City passed an [ordinance on Human Rights](#) focused on protecting the LGBTQIA+ Community

Creative Vitality Index

1.04
CVI Value
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Past 5 years of CVI Performance



GAIN

3%
since 2018

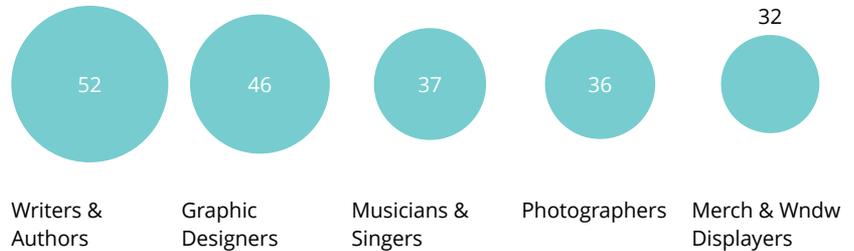
2019 Creative Jobs



664
Total Creative Jobs

There are 17 more creative jobs in the region since 2018

Occupations with greatest number of jobs



GAIN

2%
since 2018

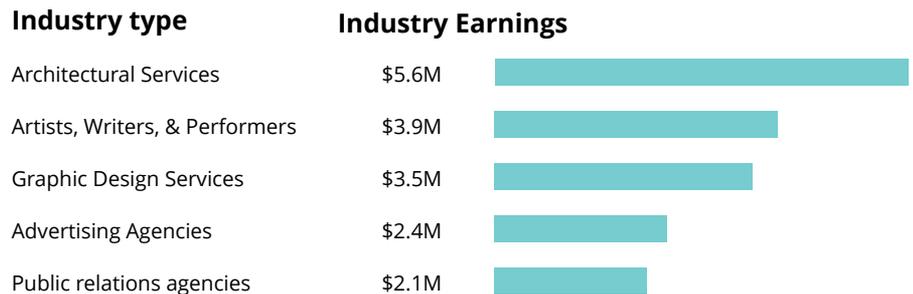
2019 Creative Industries



\$25.5M
Total Industry Earnings

There is a gain of \$456 thousand in creative industry earnings in the region since 2018

Industries with greatest earnings



GAIN

2%
since 2018

2019 Cultural Nonprofit



\$1.4M
Nonprofit Revenues

There are \$33 thousand more in revenues in the region since 2018

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
 CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

Data Sources (Version 2020.3)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.

Occupations: Economic Modeling Specialists International.

SOC Codes (73) 11-2011, 11-2021, 11-2031, 13-1011, 15-1251, 15-1256, 15-1257, 17-1011, 17-1012, 17-1021, 17-3011, 19-3091, 19-3093, 21-2021, 25-4011, 25-4012, 25-4013, 25-4022, 25-4031, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-2099, 27-3011, 27-3023, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4021, 27-4031, 27-4032, 27-4098, 35-1011, 35-2013, 39-3092, 39-3099, 39-5091, 43-2099, 43-4121, 49-9063, 51-6041, 51-6051, 51-6052, 51-7011, 51-7021, 51-7031, 51-9051, 51-9071, 51-9151, 51-9194, 51-9195

Industry Earnings: Economic Modeling Specialists International.

NAICS Codes (66) 238150, 238340, 311920, 312120, 323111, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 424920, 443142, 445220, 445230, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511130, 511199, 511210, 512110, 512120, 512199, 512230, 512240, 512250, 512290, 519120, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712130, 712190, 722320, 722330, 811420, 813410

Class of worker: Economic Modeling Specialists International:

Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

Healdsburg contains:
95448

Creative Vitality Index

1.04
CVI Value
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Past 5 years of CVI Performance



GAIN

3%
since 2018

2019 Creative Jobs



1,466
Total Creative Jobs

There are 38 more creative jobs in the region since 2018

Occupations with greatest number of jobs



GAIN

3%
since 2018

2019 Creative Industries



\$47.4M
Total Industry Earnings

There is a gain of \$1.6 million in creative industry earnings in the region since 2018

Industries with greatest earnings

Industry type	Industry Earnings
Full-service restaurants	\$24.8M
Architectural Services	\$5.6M
Artists, Writers, & Performers	\$3.9M
Graphic Design Services	\$3.5M
Advertising Agencies	\$2.4M

GAIN

2%
since 2018

2019 Cultural Nonprofit



\$1.4M
Nonprofit Revenues

There are \$33 thousand more in revenues in the region since 2018

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics
 CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: learn.cvsuite.org

Data Sources (Version 2020.3)

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of learn.cvsuite.org

Due to rounding some percent values may not equal 100%.

Occupations: Economic Modeling Specialists International.

SOC Codes (74) 11-2011, 11-2021, 13-1011, 15-1251, 15-1256, 15-1257, 17-1011, 17-1012, 17-1021, 17-3011, 19-3091, 19-3093, 21-2021, 25-1099, 25-4011, 25-4012, 25-4013, 25-4022, 25-4031, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-2099, 27-3011, 27-3023, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4021, 27-4031, 27-4032, 27-4098, 35-1011, 35-2013, 35-2014, 35-3031, 35-9031, 39-3092, 39-5091, 43-4121, 49-9063, 51-6041, 51-6051, 51-6052, 51-7011, 51-7021, 51-7031, 51-9051, 51-9071, 51-9151, 51-9194, 51-9195

Industry Earnings: Economic Modeling Specialists International.

NAICS Codes (50) 312120, 323117, 327110, 327212, 332323, 337212, 339910, 339992, 423940, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511130, 511210, 512110, 512120, 512199, 512230, 512240, 512250, 512290, 519120, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711510, 712110, 712120, 712130, 712190, 722320, 722330, 722511, 813410

Class of worker: Economic Modeling Specialists International:

Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

State Arts Agency Grants: National Assembly of State Arts Agencies

Cultural Nonprofit Revenues: National Center for Charitable Statistics

Demographic: Economic Modeling Specialists International.

Creative vitality index (CVI): The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

Healdsburg contains:
95448

Healdsburg Community Cultural Plan
Cultural and Creative Assets

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
A Sense of Wine	1083 Vine St	Healdsburg	8748028	Wine Consultants
Acorn Vineyard	12040 Old Redwood Hwy	Healdsburg	0191003	Crop Production
Adel's	200 Dry Creek Rd	Healdsburg	5812001	Restaurants
Aerena Gallery Healdsburg	115 Plaza St	Healdsburg	8412002	Art Galleries
Agave Mexican Restaurant	1063 Vine St	Healdsburg	5812001	Restaurants
Agrarian Supply	625 Center St Ste A	Healdsburg	0762003	Agricultural Services
Alan B Cohen Architect	205 Center St	Healdsburg	8712001	Architects & Architectural Services
Alexander Valley Bar	6487 Highway 128	Healdsburg	5812001	Restaurants
Alexander Valley Vineyards Winery	8644 Highway 128	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Alley 6 Craft Distillery	1401 Grove St Unit D	Healdsburg	0191003	Crop Production
Allied Grape Growers	347 Healdsburg Ave Ste J	Healdsburg	0191003	Crop Production
Alvarez Landscaping	13916 Healdsburg Ave	Healdsburg	0782016	Landscape Contractors
Amicitia Winery	311 Center St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Amista Vineyards	3320 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Amoruso Printing	401 Center St Ste G	Healdsburg	2759001	Commercial Printing
Anne Bradford Studio	822 Limerick Ln	Healdsburg	8999012	Art Related Services
Annie's Floral Express	44 Mill St	Healdsburg	5992001	Florists
Antique Harvest	225 Healdsburg Ave	Healdsburg	5944001	Jewelry Stores
Architectural Design Structure	603 Monte Vista Ave	Healdsburg	8712001	Architects & Architectural Services
Aristocrat Wood Products	300 Kennedy Ln	Healdsburg	7389001	Business Services
Armida Winery	2201 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Atelier Cellars	1715 Latigo Ln	Healdsburg	5921003	Wine Stores
B & B Lounge	1239 Healdsburg Ave	Healdsburg	5812001	Restaurants
Baci Cafe & Wine Bar	336 Healdsburg Ave	Healdsburg	5812001	Restaurants
Bacigalupi Vineyards	4151 Westside Rd	Healdsburg	0191003	Crop Production
Bad Cafe & Wine Bar	401 Center St	Healdsburg	5812001	Restaurants
Banshee Wines	325 Center St	Healdsburg	5921003	Wine Stores
Barndiva Gallery + Bar	231 Center St	Healdsburg	5812001	Restaurants
Bella Vineyards	9711 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Bennett Ridge Vineyards	1336 Lily St	Healdsburg	5182002	Wines Wholesale
Bermudes Family Vineyard	1128 Alexander Valley Rd	Healdsburg	0762003	Agricultural Services
Best Price Wines	436 Grant St	Healdsburg	5921003	Wine Stores
Bevill Vineyard Management LLC	4724 Dry Creek Rd	Healdsburg	0191003	Crop Production
Blanchard Family Wines	109 W North St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Bob Johnson Art Gallery	314 Center St	Healdsburg	8412002	Art Galleries
Bouchon Vineyards	1141 Grant Ave	Healdsburg	0191003	Crop Production
Bourne Photo Studio + Gallery	14 Healdsburg Ave	Healdsburg	8412002	Art Galleries
Bradford Brenner	101A Plaza St	Healdsburg	8412002	Art Galleries
Brass Rabbit	109 Plaza St	Healdsburg	5812001	Restaurants

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
Bravas	420 Center St	Healdsburg	5812001	Restaurants
Brinkley Books	307 Vineyard Dr	Healdsburg	5942001	Book Stores
Brody Harvey & Kay Nelson	34 Healdsburg Ave	Healdsburg	8412001	Museums
Bucher Winery	5293 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Burnett Family Farm	14831 Chalk Hill Rd	Healdsburg	0191003	Crop Production
Cadds Beehive Iris Garden	329 North St	Healdsburg	5193001	Flowers Nursery Stock & Florists Supplies Wholesale
California Wine Connection	1433 Grove St	Healdsburg	5921003	Wine Stores
Cannonball Wine Company	1290 Healdsburg Ave	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Capture	105 Plaza St	Healdsburg	8412001	Museums
Carl's Jr	1037 Vine St	Healdsburg	5812001	Restaurants
Cartograph Winery	340 Center St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Cellars of Sonoma	20 Matheson St	Healdsburg	5813001	Alcoholic Beverage Drinking Places
Chalk Hill Clematis Inc	11720 Chalk Hill Rd	Healdsburg	0191003	Crop Production
Chalk Hill Estate Vineyards	10300 Chalk Hill Rd	Healdsburg	5099050	Importers & Exporters
Chalk Hill Ranch	13426 Chalk Hill Rd	Healdsburg	7999001	Amusement & Recreation Services
Chalk Hill Vineyard	14255 Chalk Hill Rd	Healdsburg	0191003	Crop Production
Chalkboard	29 North St	Healdsburg	5812001	Restaurants
Chateau Diana	6195 Dry Creek Rd	Healdsburg	2099001	Food Preparations
Chavez Family Cellars	58 W North St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Chevo	140 Grove Ct	Healdsburg	0191003	Crop Production
Chris Blum	411 Foss St	Healdsburg	7373022	Website Design Services
Christopher Creek Winery	641 Limerick Ln	Healdsburg	2099001	Food Preparations
Christopher Evans	1875 Rio Lindo Ave	Healdsburg	7336001	Commercial Art & Graphic Design
Clendenen Vineyard Management LLC	14256 Bacchus Landing Way	Healdsburg	0762003	Agricultural Services
Collier Falls Vineyards	9931 W Dry Creek Rd	Healdsburg	0191003	Crop Production
Constellation Brands	15790 Chalk Hill Rd	Healdsburg	5182001	Wine & Distilled Alcoholic Beverages Wholesale
Copain Wine Cellars LLC	7800 Eastside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Copperfields Books Inc	106 Matheson St	Healdsburg	5942001	Book Stores
Coyote Sonoma	44f Mill St	Healdsburg	5813001	Alcoholic Beverage Drinking Places
Cynthia Berg Polsan Fine Art Studio	311 Center St., Unit D-1	Healdsburg	8412002	Art Galleries
Davero Farms & Winery	766 Westside Rd	Healdsburg	7996001	Amusement Places
De la Montanya winery	7015 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Dela Montanya Winery	999 Foreman Ln	Healdsburg	0191003	Crop Production
Deux Amis Wines	602 Limerick Ln	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Dovetail Collection	407 Healdsburg Ave	Healdsburg	8412002	Art Galleries
Downtown Bakery & Creamery Inc	308 Center St Ste A	Healdsburg	5812001	Restaurants
Dreiling Terrones Architecture	314 Center St	Healdsburg	8712001	Architects & Architectural

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
				Services
Dry Creek Kitchen	317 Healdsburg Ave	Healdsburg	5812001	Restaurants
Dry Creek Vineyard Inc	3770 Lambert Bridge Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Duxoup Wine Works	9611 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
E&J Gallo Winery	3387 Dry Creek Rd	Healdsburg	4725012	Winery Tours
Earlybirds Place	15310 Chalk Hill Rd	Healdsburg	5148001	Fresh Fruits & Vegetables Wholesale
Eight Dragons	1047 Vine St	Healdsburg	5812001	Restaurants
El Farolito	128 Plaza St	Healdsburg	5812001	Restaurants
El Sombrero	245 Center St	Healdsburg	5812001	Restaurants
El Taco Grande Restaurant	425 Center St	Healdsburg	5812001	Restaurants
Elevation Architects	439 Healdsburg Ave	Healdsburg	8712001	Architects & Architectural Services
Erickson Fine Art Gallery	324 Healdsburg Ave	Healdsburg	8412001	Museums
Euro Gourmet Boutique	460 Moore Ln	Healdsburg	5499007	Gourmet Shops
Family Wineries Tasting Room	4791 Dry Creek Rd	Healdsburg	7996001	Amusement Places
Ferrari Carano Vineyards & Winery	8761 Dry Creek Rd	Healdsburg	7389001	Business Services
Field Stone Winery	10075 Highway 128	Healdsburg	2099001	Food Preparations
Firefly Creative	16003 Healdsburg Ave	Healdsburg	8742002	Marketing Consultants
Flanagan Vineyards	435 W Dry Creek Rd	Healdsburg	0191003	Crop Production
Flying Goat Coffee	424 Moore Ln	Healdsburg	5812012	Coffee Shops
Fogline Wine Co Inc	745 White Gates Ave	Healdsburg	5921003	Wine Stores
Foppiano Wine Co L	12707 Old Redwood Hwy	Healdsburg	5099050	Importers & Exporters
Forchini Vineyards & Wineries	5141 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Forth Vineyards	2020 Felta Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Foxwhelp Farm	1517 Spruce Way	Healdsburg	0191003	Crop Production
Fred Wetzel Videography	812 March Ave	Healdsburg	7812002	Video Production & Taping Services
Front Porch Farm	2550 Rio Lindo Ave	Healdsburg	0191003	Crop Production
Fusion Z	95 W Matheson St	Healdsburg	5947001	Gift Novelty & Souvenir Stores
Gail L Ginder	327 Burgundy Rd	Healdsburg	8322001	Individual & Family Social Services
Galleria Di Padova	32 North St	Healdsburg	5999007	Fine Art Dealers
Gallery Lulo Inc	303 Center St	Healdsburg	8412001	Museums
Geared For Growing Landscape	12020 Old Redwood Hwy	Healdsburg	0782016	Landscape Contractors
Geyser Peak Winery Inc	2306 Magnolia Dr	Healdsburg	5099050	Importers & Exporters
Giorgios Restaurant	25 Grant Ave	Healdsburg	5812001	Restaurants
Glow Healdsburg	336 Center St	Healdsburg	5149056	Chocolate & Cocoa Wholesale
Gold Bloom	328 Center St	Healdsburg	5944001	Jewelry Stores
Golden State Cider	1451 Grove St	Healdsburg	0175001	Deciduous Tree Fruit Orchards & Farming
Goldschmidt Vineyards LLC	631 Healdsburg Ave	Healdsburg	0191003	Crop Production
Grace Vineyard Management	679 Piper St	Healdsburg	0191003	Crop Production

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
Gracianna Winery	6914 Westside Rd	Healdsburg	7999001	Amusement & Recreation Services
Greners.com	30 Mill St Ste C	Healdsburg	7311001	Advertising Agencies
Gros Ventre Cellars	902 Benjamin Way	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Guadagni Family Wines LLC	2060 Yoakim Bridge Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Guiso Latin Fusion	117 North St	Healdsburg	5812001	Restaurants
Hafner Vineyard	4280 Pine Flat Rd	Healdsburg	2099001	Food Preparations
Hammerfriar	132 Mill St Ste 101	Healdsburg	5999007	Fine Art Dealers
Hand Fan Museum	309 Healdsburg Ave,	Healdsburg	8412002	Art Galleries
Hanna Winery	9280 Highway 128	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Harris Gallery	320 Healdsburg Ave	Healdsburg	5999007	Fine Art Dealers
Hart's Desire Wines	53 Front St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Hartford Family Winery	331 Healdsburg Ave	Healdsburg	5182001	Wine & Distilled Alcoholic Beverages Wholesale
Hawkes Tasting Room	6734 Highway 128	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Hawley John Wines Inc	6387 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Healdsburg Ballet School of Dance	311 Monte Vista Ave	Healdsburg	7911004	Dancing Instruction
Healdsburg Bar & Grill	245 Healdsburg Ave	Healdsburg	5812001	Restaurants
Healdsburg Jazz Festival	456 Moore Ln	Healdsburg	8412004	Art Associations Councils Foundations & Institutes
Healdsburg Lodging Lp	243 Center St	Healdsburg	9999001	Nonclassified Establishments
Healdsburg Museum & Historical Society	221 Matheson St	Healdsburg	8412001	Museums
Healdsburg Music Studios	711 Healdsburg Ave Ste C	Healdsburg	8299005	Instrumental Music Instruction
Healdsburger	48 Healdsburg Ave	Healdsburg	5812001	Restaurants
Healy Family Farm	1426 Oakleaf Ave	Healdsburg	0191003	Crop Production
Henderson Design Group	1194 Chiquita Rd	Healdsburg	8712001	Architects & Architectural Services
Herrick Vineyards	12977 Old Redwood Hwy	Healdsburg	7389001	Business Services
Hirsch Vineyards	57 Front St	Healdsburg	0191003	Crop Production
Holdredge Winery	51 Front St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Holmberg Family Farm	1326 Crofton Ct	Healdsburg	0191003	Crop Production
Hoot Owl Creek Vineyards	8197 Highway 128	Healdsburg	0191003	Crop Production
Hopscotch Gifts & Gallery	126 Matheson St	Healdsburg	5947001	Gift Novelty & Souvenir Stores
Hudson Street Wineries	428 Hudson St	Healdsburg	5921003	Wine Stores
Hunneus Vintners	4035 Westside Rd	Healdsburg	9999001	Nonclassified Establishments
Idlewild Wines	132 Plaza St	Healdsburg	8322001	Individual & Family Social Services
Inkjet Fabric Inc	840 Grove St	Healdsburg	2759001	Commercial Printing
J Howell Fine Art	101 Plaza St Ste A	Healdsburg	8412001	Museums

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
J Vineyards & Winery	11447 Old Redwood Hwy	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
J&P Vineyards Llc	4377 Westside Rd	Healdsburg	0191003	Crop Production
Jackson Family Ent	241 Healdsburg Ave	Healdsburg	5812001	Restaurants
James Armstrong Fine Art	326 Healdsburg Ave	Healdsburg	5999007	Fine Art Dealers
Jendela Art Studio	444 Moore Ln	Healdsburg	8299011	Art Instruction & Schools
Jerry Gregori Architect	132 Mill St	Healdsburg	8712001	Architects & Architectural Services
Jewelers Studio	412 Healdsburg Ave Ste B	Healdsburg	5944001	Jewelry Stores
JG & A Inc	1321 Creekside Ct	Healdsburg	7922001	Live Theatres
Jimtown Store	6706 Highway 128	Healdsburg	5812001	Restaurants
John & Zekes Bar	420 Healdsburg Ave	Healdsburg	5812001	Restaurants
John Teldeschi Vineyard Management	5025 Dry Creek Rd	Healdsburg	0762003	Agricultural Services
Jordan Winery	1458 Alexander Valley Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Joseph Belli Vineyards	3845 Westside Rd	Healdsburg	0191003	Crop Production
Journeyman Wines	3220 Passalacqua Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Joyeria Fernandez	443 Center St	Healdsburg	5944001	Jewelry Stores
K R Catering	6192 Westside Rd	Healdsburg	5812006	Caterers
Kin Smoke	304 Center St	Healdsburg	5812001	Restaurants
Kobler Estate Winery	107 W North St Ste B	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
La Pizza	133 Healdsburg Ave	Healdsburg	5812001	Restaurants
Lambert Bridge Winery Inc	4085 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Lavish Theaters	71 W North St	Healdsburg	9999001	Nonclassified Establishments
Leapnow	6110 Maacama Ridge Rd	Healdsburg	8221001	Colleges & Universities
Left Coast Marketing	3996 Dry Creek Rd	Healdsburg	8742002	Marketing Consultants
Legacy	226 Healdsburg Ave	Healdsburg	9999001	Nonclassified Establishments
Les Lunes LLC	322 Center St	Healdsburg	7311001	Advertising Agencies
Lime Stone	315 Healdsburg Ave	Healdsburg	5947001	Gift Novelty & Souvenir Stores
Lioco Winery	125 Matheson St	Healdsburg	9999001	Nonclassified Establishments
Lolas Market	102 Healdsburg Ave	Healdsburg	5812001	Restaurants
Longboard Vineyards	5 Fitch St	Healdsburg	5812001	Restaurants
Los Mares Market & Taqueria	434 Center St	Healdsburg	5812001	Restaurants
Lucas & Lucas Landscape Architecture	709 Healdsburg Ave	Healdsburg	0782016	Landscape Contractors
Lusher Family Farm	4451 Pine Flat Rd	Healdsburg	0191003	Crop Production
M C Carolyn Sculpture & Associates	9280 Mill Creek Rd	Healdsburg	8999017	Sculptors
Macphail Family Wines	851 Magnolia Dr	Healdsburg	5921003	Wine Stores
Macrositie Winery	4603 Westside Rd	Healdsburg	4725012	Winery Tours
Maddock Farms	1020 Alexander Valley Rd	Healdsburg	0191003	Crop Production
Madrona Manor	1001 Westside Rd	Healdsburg	5812001	Restaurants
Mantra Wines	101 Grant Ave Ste H	Healdsburg	5921003	Wine Stores
Martorana Family Winery	5956 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
Mateos Cocina Latina	214 Healdsburg Ave	Healdsburg	5812001	Restaurants
Matrix Winery	3291 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Mauritson Winery	2859 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Mazzocco Winery	1400 Lytton Springs Rd	Healdsburg	0191003	Crop Production
McDonald's	110 Healdsburg Ave	Healdsburg	5812001	Restaurants
Medlock Ames	13414 Chalk Hill Rd	Healdsburg	0191003	Crop Production
Melody Coffee1441	1441 Grove St	Healdsburg	5499032	Coffee Roasting & Handling Equipment Stores
Merriam Vineyards	11650 Los Amigos Rd	Healdsburg	0191003	Crop Production
Mix Garden Materials	1531 Healdsburg Ave	Healdsburg	0782016	Landscape Contractors
Mlchel Schlumberger	4155 Wine Creek Rd	Healdsburg	5812001	Restaurants
Montemaggiore	2355 W Dry Creek Rd	Healdsburg	5812001	Restaurants
Moshin Vineyards	10295 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Mountain Meadow Landscape	14329 Kinley Dr	Healdsburg	0781006	Landscape Designers
Mr Moons	316 Center St	Healdsburg	5947001	Gift Novelty & Souvenir Stores
Mugnaini Imports	1530 Grove St	Healdsburg	5099050	Importers & Exporters
Nalle Winery	2385 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Nectary	312 Center St	Healdsburg	5499011	Fruit or Vegetable Juices
New Tree Ranch LLC	3596 Wallace Creek Rd	Healdsburg	0762003	Agricultural Services
Nine Design	4040 Mill Creek Rd	Healdsburg	7336002	Graphic Designers
Norris Group	315 1st St	Healdsburg	8742002	Marketing Consultants
Olam Specialty Coffee	118 Matheson St Fl 3	Healdsburg	5812012	Coffee Shops
Owl Country Music	513 Brown St	Healdsburg	9999001	Nonclassified Establishments
Pacific Crest Marketing	1083 Vine St Ste 218	Healdsburg	8742002	Marketing Consultants
Paloma Design Group	1104 Sunset Dr	Healdsburg	7336002	Graphic Designers
Parish Cafe	60 Mill St # A	Healdsburg	5812001	Restaurants
Passalacqua Winery	3805 Lambert Bridge Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Pasterick Wine Cave Winery & Vineyard	3575 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Peace Land LLC	14849 Chalk Hill Rd	Healdsburg	5431001	Fruit & Vegetable Markets
Persimmon	335 Healdsburg Ave	Healdsburg	5812001	Restaurants
Pezzi King Vineyards	412 Hudson St	Healdsburg	0191003	Crop Production
Pizzando	301 Healdsburg Ave	Healdsburg	5812001	Restaurants
Plank Coffee	175 Dry Creek Rd	Healdsburg	5812009	Cafes
Porter Creek Vineyards	8735 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Porthouse Winery	240 Center St	Healdsburg	5921003	Wine Stores
Preston Vineyards	9282 W Dry Creek Rd	Healdsburg	0191003	Crop Production
Provisor Vineyard	652 Chiquita Rd	Healdsburg	5921003	Wine Stores
Punch	387 Healdsburg Ave	Healdsburg	7311001	Advertising Agencies
Quivira Vineyards LLC	4900 W Dry Creek	Healdsburg	0191003	Crop Production

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
	Rd			
Rack and Riddle	499 Moore Ln	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Rafanelli Winery	4685 W Dry Creek Rd	Healdsburg	5921003	Wine Stores
Ramey Wine Cellars	202 Haydon St	Healdsburg	5921003	Wine Stores
Randolph Johnson Gallery	NA	Healdsburg	5999007	Fine Art Dealers
Raven Film Center	415 Center St	Healdsburg	7832001	Movie Theatres
Raven Theater	115 North St	Healdsburg	7922001	Live Theatres
Raymond Burr Vineyards	8339 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Reddy Thomsas M	1349 S Fitch Mountain Rd	Healdsburg	8712001	Architects & Architectural Services
Replay Healdsburg	631 Center St	Healdsburg	9999001	Nonclassified Establishments
Ridge-Lytton Springs	650 Lytton Springs Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Roald Wine Company	118 North St	Healdsburg	4725012	Winery Tours
Rockpile Tasting Room	206 Healdsburg Ave	Healdsburg	9999001	Nonclassified Establishments
Rodney Strong Wine Estates Inc	11455 Old Redwood Hwy	Healdsburg	0191003	Crop Production
Rotlisberger Ranch	4550 W Soda Rock Ln	Healdsburg	0191003	Crop Production
Rrm Design Group	190 Foss Creek Cir	Healdsburg	8712001	Architects & Architectural Services
Rued Vineyards	3863 Dry Creek Rd	Healdsburg	0191003	Crop Production
Rued Winery	3850 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Russian River Wine Road	1427 Grove St	Healdsburg	4724003	Tourist Information
Saini Farm Inc	2470 Dry Creek Rd	Healdsburg	0191003	Crop Production
Saini Vineyards	115 Foss Creek Cir	Healdsburg	0191003	Crop Production
Sake O	505 Healdsburg Ave	Healdsburg	5812001	Restaurants
Sanglier Cellars	422 Healdsburg Ave	Healdsburg	9999001	Nonclassified Establishments
Scheid Vineyards	373 Healdsburg Ave	Healdsburg	0191003	Crop Production
Scout	111 Plaza St	Healdsburg	5813001	Alcoholic Beverage Drinking Places
Seasons of The Vineyard	113 Plaza St	Healdsburg	5812001	Restaurants
Seghesio Family Vineyards	700 Grove St	Healdsburg	0121001	Grape Vineyards
Selby Winery	498 Moore Ln Ste A	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Selby Winery Tasting Room	215 Center St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Shed Cafe	25 North St	Healdsburg	5812001	Restaurants
Shoffeitts Off The Square	208 Healdsburg Ave	Healdsburg	5932002	Antiques Stores
Siegel Photographic	1019 Westside Rd	Healdsburg	7335001	Commercial Photography
Silver Oak Alexander Valley	7300 Highway 128	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Simply Sonoma	2381 W Dry Creek Rd	Healdsburg	7389001	Business Services
SingleThread Farm	131 North St	Healdsburg	0191003	Crop Production
Singletree Inn	165 Healdsburg Ave	Healdsburg	5812001	Restaurants

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
Skin Gallery Tattoo Studio	311 Center St Ste B	Healdsburg	7299006	Tattooing
Songs For Marketing	2320 S Fitch Mountain Rd	Healdsburg	7311001	Advertising Agencies
Sonoma Connection	1105 Sunset Dr	Healdsburg	7373022	Website Design Services
Sonoma County Library - Healdsburg Regional Branch	139 Piper St	Healdsburg	8231001	Libraries
South Sea Pearls Inc	204 Center St	Healdsburg	5944001	Jewelry Stores
Speed of Sound Music	452 Healdsburg Ave	Healdsburg	8299005	Instrumental Music Instruction
Spirit Bar	25 Matheson St	Healdsburg	5813001	Alcoholic Beverage Drinking Places
Spirits In Stone Gallery	401 Healdsburg Ave	Healdsburg	8412001	Museums
Spoonbar	219 Healdsburg Ave	Healdsburg	5812001	Restaurants
Stafford Gallery	119 Plaza St	Healdsburg	5999007	Fine Art Dealers
Starbucks	1075 Vine St	Healdsburg	5812012	Coffee Shops
Steve Minkin-Pro Square Dance	354 Raven Ct	Healdsburg	7911001	Dance Studios Schools & Halls
Stonestreet	7111 Highway 128	Healdsburg	5812001	Restaurants
Studio M Graphic Design	475 Powell Ave	Healdsburg	7336002	Graphic Designers
Stuhlmuller Vineyards	4951 W Soda Rock Ln	Healdsburg	0191003	Crop Production
Subway	1099 Vine St	Healdsburg	5812001	Restaurants
Summer's Market & Deli	557 Powell Ave	Healdsburg	5812001	Restaurants
Syar Family Vineyards	3874 Westside Rd	Healdsburg	0191003	Crop Production
T Barny Designs	4370 Pine Flat Rd	Healdsburg	8712001	Architects & Architectural Services
Talty Winery	7127 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Taqueria Guadalajara	125 Healdsburg Ave	Healdsburg	5812001	Restaurants
Teldeschi Winery	3555 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Thai Orchid Cuisine	1005 Vine St	Healdsburg	5812001	Restaurants
The Gardener	516 Dry Creek Rd	Healdsburg	5261016	Garden Centers
Thirty Four North	412 Moore Ln	Healdsburg	5921003	Wine Stores
Thomas George Estates	8075 Westside Rd	Healdsburg	5921003	Wine Stores
Thumbprint Cellars	102 Matheson St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Tierra Vegetables	13684 Chalk Hill Rd	Healdsburg	5431001	Fruit & Vegetable Markets
Tina Mico Landscape Design	224 Sherman St	Healdsburg	0781006	Landscape Designers
Toad Hollow Vineyards Tasting Room	409 Healdsburg Ave # A	Healdsburg	0191003	Crop Production
Tre Torrente Vineyards	5519 Dry Creek Rd	Healdsburg	5182002	Wines Wholesale
Truett-Hurst Inc	5610 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Trust Winery Ltd	243 Healdsburg Ave	Healdsburg	5921003	Wine Stores
Tympany Vineyards	185 Spur Ridge Ct	Healdsburg	0191003	Crop Production
Tzabaco Rancho Vineyards	5796 Dry Creek Rd	Healdsburg	0191003	Crop Production
Uniquely Chic Floral & Home	423 Healdsburg Ave	Healdsburg	5992001	Florists
Unti Vineyards	4202 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Upstairs Art Gallery	306 Center St	Healdsburg	8412001	Museums
Uptick Vineyards and Winery	779 Westside Rd	Healdsburg	5921003	Wine Stores
Valette	344 Center St	Healdsburg	5812001	Restaurants

HEALDSBURG CREATIVE BUSINESS LIST

Business Name	Address	City	SIC	SIC Description
Verge Wine Cellars LLC	4085 Westside Rd	Healdsburg	5921003	Wine Stores
Verite Winery	4611 Thomas Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Vignettes	110 Matheson St	Healdsburg	8412001	Museums
Vincraft Group	10701 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Vino Farms Inc	10651 Eastside Rd	Healdsburg	0191003	Crop Production
Virginia Clayton Piano	711 Healdsburg Ave	Healdsburg	8299005	Instrumental Music Instruction
Wayne Rudy Enterprises	367 Raven Ct	Healdsburg	7373022	Website Design Services
West Wines LLC	1000 Dry Creek Rd	Healdsburg	5812001	Restaurants
Willi's Seafood & Raw Bar	403 Healdsburg Ave	Healdsburg	5812001	Restaurants
William Wheeler & Ingrid	244 Center St	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Williams Selyem Winery LLC	6575 Westside Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Williamsonwines.com	132 Mill St Ste 206	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Windsor Vineyards	308 Center St Ste B	Healdsburg	5921003	Wine Stores
Wine Country Bikes	61 Front St	Healdsburg	7999001	Amusement & Recreation Services
Wine Country Cellars	33 Healdsburg Ave	Healdsburg	5182002	Wines Wholesale
Wine Road	498 Moore Ln	Healdsburg	7389046	Tourist Information Bureau
Wine Shop	111 W North St	Healdsburg	5921003	Wine Stores
Wurst Sausage Grill & Beer Garden	22 Matheson St	Healdsburg	5812001	Restaurants
Yoakim Bridge Winery	7209 Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Young Yonder Spirits	449 Allan Ct	Healdsburg	5182001	Wine & Distilled Alcoholic Beverages Wholesale
Youngblood Photography	406 Sherman St	Healdsburg	7335001	Commercial Photography
Zazu on the River Shack	52 Front St	Healdsburg	5812001	Restaurants
Zichichi Family Vineyard	8626 W Dry Creek Rd	Healdsburg	2084001	Wines Brandy & Brandy Spirits Production
Zo Wines Farmstay Winery Estate	3232 Dry Creek Rd	Healdsburg	5921003	Wine Stores

Healdsburg Community Cultural Plan
Plan Specific Samples

Artists in Municipalities

Following are a variety of examples of artists working within municipal structures across the country that range from residencies to artists embedded as full-time staff within city departments.

- [Art At Work/Portland, ME](#): Artist Marty Pottenger worked with the City of Portland, ME to develop *Portland Works* which “employs artmaking as a catalyst to build enduring, authentic relationships which are essential to meeting the increasing challenges facing cities. Created in response to civic and social tensions between city employees, elected officials and the immigrant and refugee communities, *Portland Works* partners municipal participants – city councilors, police, public service, social service, fire and EMS workers – with community leaders who represent both the city’s growing diversity and the residents who have lived here for generations. Exploring topics including civics, history, life stories and the “state of the city,” participants meet monthly to create and share individual artworks.”
- [Boston AIR \(Artist in Residence\)](#): “In the program, artists, community members, and City employees work on projects that help reframe social conversations. These artists explore the ways they can use art and media to improve and bolster City initiatives. They also search for ways to make artistic social practice a part of government and community work.”
- [City Artist – St. Paul, MN](#): “Since 2005, the influential City Artist program has redefined the role of the artist working within city government. Integrated far upstream in the daily and long-term workings of the city, artists are creating a new artistic, social and civic practice through an innovative public-private partnership between Public Art Saint Paul and the City of Saint Paul. The central pursuit is to create art out of the life-sustaining systems of the city. Artists advise on major city initiatives and lead their own artistic and curatorial projects and have dedicated workspace within the Department of Public Works so they can freely collaborate across city agencies.”
- [Miami Beach Office of Resilience](#): “Can an artist help tackle one of the biggest problems facing mankind? Miami Beach certainly thinks so. One of the most vulnerable cities in the United States to the effects of climate change, the metropolis has launched an innovative artist residency that aims to recruit an artist to help address rising sea levels. For one year, the artist will be embedded with the city as it works to develop a plan to respond to the rising tides.”
- [Department of Cultural Affairs – Public Artists in Residence](#): “Public Artists in Residence (PAIR) is an experimental municipal residency program that embeds artists in city government to propose and implement creative solutions to pressing civic challenges.”
- PAIR is based on the premise that artists are creative problem-solvers. Moving beyond politics and public relations, artists are able to create long-term and lasting impact by working collaboratively and in open-ended processes to build community bonds, open channels for two-way dialogue, and reimagine realities to create new possibilities for those who experience and participate in the work.
- [Creative City Making – Minneapolis, MN](#): “In 2013 the City of Minneapolis and Intermedia Arts collaborated on Creative CityMaking (CCM), a program aimed at integrating creative thinking,

strategies, and processes into the ongoing operations of City Departments. Functioning within the Department of Community Planning and Economic Development (CPED), five core projects enabled artists and planners to explore new ways to involve citizens who typically haven't participated in planning processes. Over the course of a year, the artist-planner teams created 22 different arts-based tools and strategies to stimulate learning and dialogue about possible community futures and assets."

- [Director of Innovation and Marketing, Albuquerque, NM](#): In February, 2018, Tim Keller, the mayor of Albuquerque, NM, named an artist to his team, in a position as Director of Innovation and Marketing, bringing his skills as a poet and artist, seeking to integrate arts and culture into community innovation and building the creative sector.
- [NASA/SETI AIR: The SETI Institute's Artists in Residence Program](#): "The SETI Institute has become an international leader in the movement to integrate the arts and sciences. SETI AIR facilitates an exchange of ideas between artists and scientists so that these disciplines may inspire each other and lead to new modes of comprehension and expression. This program expands upon the SETI Institute's mission to explore, understand, and explain the origin, nature, and prevalence of life in the universe. Our artists bring fresh eyes to help navigate difficult concepts and act as a bridge to broaden awareness of the science carried out at the SETI Institute."

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PERCENT FOR ART POLICY EXAMPLES

Atlanta, GA

ARTICLE III. WORKS OF ART IN PUBLIC PLACES*

***Cross references:** Procurement of construction, architect, engineer and land surveying services, § 2-1266 et seq.

Sec. 46-76. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Construction project means any capital project, including but not limited to those paid wholly or in part by the city with voter non-school general obligation bonds, annual general obligation non-school bonds, public grants except where prohibited, park improvement funds, revenue bonds and general funds, for the purpose of constructing or remodeling any building, decorative or commemorative structure, park, street, sidewalk, parking facility or utility or any portion thereof within the city.

Eligible funds means funds which pay for actual construction costs. This excludes funds which pay for engineering, architecture, acquisition, land acquisition and interest costs, as well as any incidental costs not associated with construction. Further, it refers only to that portion of public funds, which come from sources other than general obligation school bonds, private grants (except where expressly stated in the conditions of the grant itself) and assessment programs.

Municipal art account means the account within each eligible fund in which one and one-half percent of all eligible funds for construction projects are deposited each year, and of which 80 percent shall be expended on the selection, design and development of works of public art, and 20 percent reserved for maintenance of works of public art and **arts** administration by the bureau of cultural affairs (BCA). BCA shall be the administrator of all municipal **arts** accounts and have sole expenditure authority on said accounts.

Municipal art plan means an annual plan developed and administered by the bureau of cultural affairs for the aesthetic enhancement of all capital construction projects paid for by eligible funds in a particular year.

(Code 1977, § 10-4005; Ord. No. 2001-55, § 4, 7-24-01)

Cross references: Definitions generally, § 1-2.

Sec. 46-77. Policy.

A policy is established to direct the inclusion of works of art in the public works projects of the city and to place art on municipally owned or rented property. The city's public art master plan shall guide the development, administration and maintenance of public art in Atlanta.

(Code 1977, § 10-4004; Ord. No. 2001-55, § 3, 7-24-01)

Sec. 46-78. Funds for works of art.

All request for appropriations for construction projects from eligible funds as defined in section 46-76 shall include the encumbrance of an amount equal to one and one-half percent of the estimated cost of such projects for public works of art and shall be accompanied by contractual requirements authorizing the bureau of cultural affairs to expend such funds after the same have been deposited in a municipal **arts** account. When any such request for construction projects is approved, the appropriation for such construction projects shall be made and shall include an appropriation of funds for works of art, at the rate of one and one-half percent of project costs to be deposited into the municipal **arts** account as a line item in each fund. Money identified by each bureau, or agency for its public art percentage program shall be expended for payees as prescribed by the municipal **arts** plan, as provided in section 46-79(2).

(Code 1977, § 10-4006; Ord. No. 2001-55, § 5, 7-24-01)

Sec. 46-79. Authority of bureau of cultural affairs.

To carry out its responsibilities under this article, the bureau of cultural affairs shall:

- (1) Prepare for review by the mayor and council, a municipal **arts** plan which shall outline the expenditure of funds from the municipal **arts** account(s). Such plan shall include, but not be limited to, the method(s) of commissioning artists, specific locations and expenditures for specific works of art, and maintenance and administration of the public **arts** program;
- (2) Cause the municipal **arts** plan to be an integral part of the office's recommendations with regard to the city's comprehensive development plan and the capital improvement plan;
- (3) Bring to the attention of the city council any proposed work of art requiring extraordinary operation or maintenance expenses;
- (4) Recommend the placement of works of art consistent with section 46-81;
- (5) Make recommendations regarding artist(s) selections without regard to an individual's or the perception of an individual's race, color, creed, religion, sex, domestic relationship status, parental status, familial status, sexual orientation, national origin, gender identity, age, disability, or the use of a trained dog guide by a blind, deaf or otherwise physically disabled person;
- (6) Make recommendations to the council as to the amount of money required in advance to carry out contracted projects by artist(s); the amount advanced shall not exceed one-third of the total allocable to such artist(s) for the contracted work of art and shall be approved by the council and mayor prior to payment; and
- (7) Review prior to final payment all works in order to report on the conformity of the finished work with the approved plans or other document describing the work of art to be carried out.
- (8) Approve all expenditures from municipal **arts** accounts of which 80 percent shall be expended on the design, selection and development of works of public art, and 20 percent shall be expended on maintenance and administration of the public art program.
- (9) Develop procedures for implementation of the policy governing the acceptance of gifts of public art to the city and the policy governing the process for the de-accessioning of public art.

(10) Establish guidelines for and recommend the appointment of a public art advisory committee comprised of representatives from the business community, the **arts** community and the citizens of the city, to advise and assist the bureau of cultural affairs on matters regarding the implementation of public art policies for Atlanta.

(11) Review and approve all capital construction projects for compliance with the percent for art section of the Code of Ordinances, and determine if said percent for art funds shall be utilized on or about a specific project, or pooled with other funds for larger public **arts** projects located within the city, with the assistance of the public art advisory committee.

(Code 1977, § 10-4007; Ord. No. 2000-70, 12-12-00; Ord. No. 2001-55, § 6, 7-24-01)

Sec. 46-80. Placement of art.

Works of art selected and implemented pursuant to this article may be placed in, on or about any city construction project or other city-owned, city-leased or city-rented property. They may be attached or detached within or about such property and may be either temporary or permanent. Placement of works of art shall be authorized by the city council after a report of the mayor or the mayor's designee.

(Code 1977, § 10-4008)

Sec. 46-81. Account and payments.

There is established a special account within each eligible fund designated the "municipal **arts** account into which funds are appropriated as contemplated by section 46-78 and 46-79 hereof shall be deposited. Each disbursement from such account(s) or from other appropriations for works of **arts** shall be approved by the bureau of cultural affairs, as authorized by the city council. Twenty percent of each municipal **arts** account shall be reserved for the administration and maintenance of works of public art by the bureau of cultural affairs.

(Code 1977, § 10-4009; Ord. No. 2001-55, § 7, 7-24-01)

Sec. 46-82. Waiver of article.

This article may be waived by resolution adopted by the city council and approved by the mayor when the construction project covered under this article is not appropriated for works of art.

Charlotte, NC

ARTICLE IX. PUBLIC ART PROGRAM

Sec. 15-231. Title.

This article will be known and may be cited as the Charlotte public art program.

(Ord. No. 2308, § 1(15-211), 5-27-2003)

Sec. 15-232. Purpose and intent.

The city accepts responsibility for expanding the opportunity for its citizens to experience art in public places. The city also recognizes that the inclusion of public art in appropriate capital improvements projects will promote the cultural heritage and artistic development of the city, enhance the city's character and identity, contribute to economic development and tourism, add warmth, dignity, beauty and accessibility to public spaces, and expand the experience and participation of citizens with visual **arts**. A policy is therefore established to direct that funding for the inclusion of works of art in certain capital improvement projects constructed by the city be allocated through this public art program that supercedes and replaces the joint public art program previously operated by the Charlotte-Mecklenburg Public Art Commission that had been established through resolutions duly adopted by the city and the county.

(Ord. No. 2308, § 1(15-212), 5-27-2003)

Sec. 15-233. Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Artist means any professional practitioner in the **arts**, generally recognized by critics and peers as a professional in the field as evidenced by his/her education, experience and artwork production.

Artwork means original works, produced by an artist pursuant to this article and approved by the public art commission, in a variety of media. Artwork may be permanent, temporary, or functional, may stand alone or be integrated into the architecture or landscaping and should encompass the broadest range of expression, media and materials. Artwork shall not include reproductions of original works of art.

ASC means the **Arts** and Science Council -- Charlotte/Mecklenburg, Inc., or its affiliated designee approved by the city, which assists in the administration of the public art program described in this article in accordance with an annual contract with the city and the public art commission.

Capital improvement program means the city's program for advance planning of capital development.

Capital improvement project means any capital project paid for wholly or in part by the city for the construction or substantial renovation of any building, facility or open space to which the public is generally invited, including projects in the business corridor program that are funded from the capital improvement program. For purposes of this article, a substantial renovation project is one that has been included in the capital improvement program.

Construction costs means the total amount appropriated for a capital improvement project (including funding from outside sources which permit the acquisition of artwork for the eligible project with such funds) less the actual costs of: (i) real property acquisition, (ii) demolition of existing structures, (iii) environmental remediation, (iv) equipment costs, (v) change orders to Eligible Projects, and (vi) legal, design and accounting fees.

Eligible fund means a source of funds for a capital improvement project from which city expenditures for public art are not prohibited as an object of expenditure.

Eligible project means any capital improvement project with the exception of (i) those projects that have statutory, contractual or other legal restrictions that prohibit expenditures for artwork from all portions of the project funds, and (ii) those art in transit projects that are governed by the guidelines established by the metropolitan transit commission for CATS' capital programs. The city council reserves the right to exclude certain projects from consideration as an eligible project or to limit the percentage of construction costs appropriated for artwork on an eligible project on a case-by-case basis.

Public art account means a specially designated account or accounts established by the city to fund the public art program as set forth in section 15-244.

Public art allocation means the amount of funds identified on a line item in the project budget for an eligible project that shall be allocated to the public art account for use in accordance with this article.

Public art collection means the entirety of artwork in city-owned places that have been acquired by the city through the public art program, and its predecessor program as a result of the public art resolutions of November 23, 1981, and May 10, 1993, which preceded the ordinance from which this article is derived.

Public art commission and *Commission* mean the Charlotte/Mecklenburg Public Art Commission described in section 15-234.

(Ord. No. 2308, § 1(15-213), 5-27-2003)

Cross references: Definitions generally, § 1-2.

Sec. 15-234. Public art commission established; function.

There is hereby established a commission to be known as the public art commission which shall have the powers and duties as set forth in this article in order to oversee and administer a public art program that will ensure the inclusion of artwork in appropriate capital improvement projects for the city to enhance the artistic and cultural development of the city. The public art commission also administers a public art program for the county pursuant to an ordinance duly adopted by the board of county commissioners on December 17, 2002. This reestablishment of the public art commission shall supercede and replace the Charlotte-Mecklenburg Public Art Commission previously established through resolutions duly adopted by the city and the county.

(Ord. No. 2308, § 1(15-214), 5-27-2003)

Sec. 15-235. Composition; appointment of members.

The public art commission shall be composed of no less than nine and no more than 12 members, three of which will be appointed by the city, three of which will be appointed by the board of county commissioners, and the

remainder of which will be appointed by the board of directors of the **arts** and science council. Two of the members appointed by the city shall be appointed by city council and the mayor shall appoint the other member. The members of the commission shall be appointed as follows:

TABLE INSET:

City
County
ASC

Visual **arts** or design professionals

3

Representatives of the business sector

1
1

Representatives of the education field

1
1

Representatives of the community

1
1

(Ord. No. 2308, § 1(15-215), 5-27-2003)

Sec. 15-236. Terms of members; removal, etc.

(a) Members of the public art commission shall serve for three-year terms and may serve a maximum of two consecutive full terms, plus any partial term to which they may have been appointed. Member terms shall be appointed on a staggered basis so that no more than three of the minimum nine appointed seats become vacant at one time.

(b) Any member serving in a position for which the term has expired shall continue to serve until the member's successor in that position is appointed and qualified. Any vacancy in a position shall be filled for the unexpired term.

(c) Any member appointed by the city who fails to attend the requisite number of meetings as set out in the boards and commissions attendance policy adopted by the city council shall be automatically removed from the commission. Vacancies resulting from a member's failure to attend the required number of meetings shall be filled as provided in this section. The city clerk will notify the mayor and council if a city-appointed member is absent the requisite number of the meetings, and appointment will be made by the appointing authority to fill that vacancy.

(d) Current members of the previously established Charlotte-Mecklenburg Public Art Commission shall serve out their remaining term and upon the expiration of such term, replacement members shall be appointed by the same entity that appointed the retiring member according to the fields designated in section 15-235.

(Ord. No. 2308, § 1(15-216), 5-27-2003)

Sec. 15-237. Compensation of members.

Members of the public art commission shall serve without compensation from the city or any firm, trust, donation or legacy to or on behalf of the city, provided, however, that a member of the commission, or the firm, company or corporation with whom the member is associated, shall not be precluded from receiving compensation from the city under any contract for services rendered which have no relation to the member's duties as a member of the commission.

(Ord. No. 2308, § 1(15-217), 5-27-2003)

Sec. 15-238. Chairman.

The chairman of the public art commission shall be elected by a majority of the members of the commission and shall hold such office for one year or until a successor has been elected and qualified. The chairman may serve as a member of the board of directors of the **arts** and science council if so elected.

(Ord. No. 2308, § 1(15-218), 5-27-2003)

arts

Sec. 15-239. Role of arts and science council.

The **arts** and science council -- Charlotte/Mecklenburg, Inc., is a nonprofit organization that provides services and programs to the city pursuant to an annual agency contract. The public art commission shall utilize the services of the **arts** and science council to administer the public art program.

(Ord. No. 2308, § 1(15-219), 5-27-2003)

Sec. 15-240. Administrative procedures.

The public art commission in conjunction with the city's finance department and the **arts** and science council shall prepare guidelines and specifications for the administrative procedures that are necessary to accomplish the purposes set forth in this article.

(Ord. No. 2308, § 1(15-220), 5-27-2003)

Sec. 15-241. Consultation with city officers and department staffs.

City officers and staffs of city departments may consult and advise with the public art commission from time to time on matters coming within the scope of this article, and the commission may consult and advise with such city staffs and officers.

(Ord. No. 2308, § 1(15-221), 5-27-2003)

Sec. 15-242. Solicitation of gifts of art and funds.

The public art commission shall have the authority to solicit gifts of art on behalf of the city and to encourage public-spirited citizens to contribute funds, as well as permanent works of art, to the city and thereby help to beautify the city and the public buildings and grounds situated therein.

(Ord. No. 2308, § 1(15-222), 5-27-2003)

Sec. 15-243. Powers and duties.

(a) Subject to the provisions of this article, the public art commission shall be responsible for administering the city's public art program with the assistance of **arts** and science council, including the establishment of policies and guidelines, the designation of appropriate sites for artwork, the

determination of an art budget for eligible projects, the selection of artists and commissioning works of art, review of the design, execution and placement of artwork and the removal of artwork from the city collection.

(b) The public art commission, with the assistance of **arts** and science council, shall prepare an annual fiscal year work plan for approval by the city council which shall include at least the following: (i) a description of the artwork completed, obtained or commenced in the previous year; (ii) a description of the capital improvement projects designated for inclusion of public art in the upcoming year and of the funding source; (iii) a budget for the income and expenditures for such projects; and (iv) a general description of the public art plan for the upcoming year. The city council shall have final approval of the annual work plan and budget for the public art program. The annual work plan shall be contingent upon the availability of funds for capital projects.

(c) The public art commission shall work together with the city and the **arts** and science council to examine all artwork or a design or model of same which are proposed for permanent or longterm placement on city property or are to become the property of the city by purchase, gift or otherwise, except for those works to be placed in a museum or gallery, to determine an appropriate space for the placement of such artwork. In any case in which the city and the commission cannot agree on the location of placement of such works, the city's determination shall be final.

(d) Prior to moving or removing any artwork placed in, on or about city property pursuant to the public art program, the city shall submit such proposed change to the public art commission for a report and recommendation about a new space for the artwork or alternatives to moving it. In any case in which the city and the commission cannot agree on issues related to the relocation or removal of the artwork, the city's determination shall be final. The commission shall not be required to make recommendations regarding the temporary placement of artwork on city property.

(e) To encourage broad community participation in the public art program and to ensure artwork of the highest quality, the public art commission may solicit the participation of community representatives and professionals in the visual **arts** and design fields as part of the artist and art work selection process for particular public art projects in accordance with the size and complexity of the projects. These advisors may assist the commission in the selection of artists, project oversight and other related purposes, but shall have no vote on matters coming before the public art commission.

(f) During the design phase of the artwork, the public art commission shall advise the appropriate city departments through the city manager concerning the maintenance requirements of every artwork, recommend to the responsible department the type, frequency and extent of maintenance required to preserve the quality and value of every artwork, and inspect such maintenance work for the guidance of the city departments concerned. It is the responsibility of the site manager or appropriate department head to provide for the maintenance of artwork in their routine site maintenance program. Any proposed artwork which is determined by the commission or demonstrated by an appropriate city department head to require extraordinary operations or maintenance expense shall be reviewed with the city manager and approved by city council prior to proceeding with the fabrication and construction of the artwork.

(Ord. No. 2308, § 1(15-223), 5-27-2003)

Sec. 15-244. Funds for public artwork.

(a) All allocations of funds for eligible projects shall include an amount equal to one percent of the projected construction costs at the time the project is included in the city's capital improvement program to be used for the selection, acquisition, commissioning and display of artwork. No allocation shall be made for eligible projects with an estimated expenditure of less than the threshold amount for which formal bidding procedures are required pursuant to G.S. 143-129. If the source of funding, applicable law governing any particular eligible project or the expenditure of such funds precludes art as a permissible expenditure, the amount of funds so restricted shall be excluded from the construction costs in determining the amount to be allocated as provided in this section.

(b) The city's finance director shall establish a special fund designated the public art account into which funds appropriated as set out in subsection (a) of this section (the public art allocations) or derived from gifts or donations to the city for public art shall be deposited. For the budget year that the city council appropriates funding for the eligible project and that the eligible project is instituted, the public art allocations shall be deposited into the public art account in accordance with procedures established by the city's finance director.

(c) Monies collected in the public art account shall be budgeted and expended in the same manner as other city revenues and used for projects commissioned pursuant to this article. Each disbursement from such account or from other appropriations for artwork shall be recommended by the public art commission and authorized in accordance with applicable law and accounting principles governing expenditures from the city's budget. Separate

accounts shall be established whenever funds are required to be used at a designated capital improvement project.

(d) From the effective date of this section, applications for capital improvement projects to granting authorities shall include amounts for artwork as specified in this section, insofar as permissible by the granting authority.

(Ord. No. 2308, § 1(15-224), 5-27-2003)

Sec. 15-245. Uses of funds.

Funds allocated in accordance with this article may be used for the selection, acquisition, purchase, commissioning, fabrication, placement, installation, exhibition or display of artwork. To the extent practical, artist selection should be concurrent with selection of the architect or designer to ensure integration of the artwork into the project architecture. If a particular eligible project is deemed inappropriate for the placement of artwork by the public art commission or by city council, if not otherwise prohibited by law, the funds appropriated for artwork may be used at other more appropriate public sites.

(Ord. No. 2308, § 1(15-225), 5-27-2003)

Sec. 15-246. Public art acquisition.

Disbursement of funds from the public art account to pay for artwork acquired pursuant to this article shall be made in accordance with procedures established by the city's finance director, but shall at least include the submission from the public art commission of an accurate and complete invoice resulting from a contract with an artist. The invoice for such artwork may include a commission fee of 15 percent of the cost of the artwork for services rendered in connection with the acquisition and installation of the artwork.

(Ord. No. 2308, § 1(15-226), 5-27-2003)

Sec. 15-247. Ownership of artwork.

All artwork acquired pursuant to this article shall be acquired in the name of the city and title shall vest in the city.

(Ord. No. 2308, § 1(15-227), 5-27-2003)

Sec. 15-248. Decriminalization.

A violation of this article shall not constitute an infraction or misdemeanor punishable under G.S.

King County, WA

Chapter 4.40

FINANCING ART IN COUNTY CONSTRUCTION PROJECTS

Sections:

4.40.005 Definitions.

4.40.015 Funding, appropriations, opportunities for pooling funds and use of funds.

4.40.025 Inclusion of public art requirements in grants to other agencies.

4.40.110 General obligation bond proceeds.

4.40.120 Harborview Medical Center capital reserves.

4.40.005 Definitions.

Words in this chapter have their ordinary and usual meanings except those defined in this

section, which have, in addition, the following meanings. If there is conflict, the specific definitions in this

section shall presumptively, but not conclusively, prevail.

A. "Acquisition" or "county force acquisition" means the purchase of parcels of land, existing

buildings, and structures, and costs incurred by the county for the appraisals or negotiations in

connection with such a purchase.

B. "Arts and cultural development fund" means the special revenue fund established in K.C.C.

4.08.190 to receive and transfer to the cultural development authority a variety of revenues including, but

not limited to, public art revenues.

C. "Client department" means the county department, division or office responsible for

construction or custodial management of a facility or capital improvement project after construction is complete.

D. "County force" means work or services performed by county employees.

E. "Cultural development authority" or "authority" means the cultural development authority of

King County established under K.C.C. chapter 2.49.

F. "Equipment and furnishings" means any equipment or furnishings that are portable and of

standard manufacture. "Equipment" does not mean items that are custom designed or that create a new

use for the facility, whether portable or affixed.

G. "Public art fund" means the fund established in K.C.C. 4.08.185.

H. "Public art program" means the county program administered and

implemented by the cultural development authority that includes the works and thinking of artists in the planning, design and construction of facilities, buildings, infrastructure and public spaces to enhance the physical environment, mitigate the impacts of county construction projects, and enrich the lives of county residents through increased opportunities to interact with art. (Ord. 14482 § 57, 2002).

4.40.015 Funding, appropriations, opportunities for pooling funds and use of funds.

A. All capital improvement projects that are publicly accessible and visible, or for which there is a

need for mitigation, shall contribute to the county's public art program.

1. The amount of the annual appropriation for public art shall be equal to one percent of the

eligible project costs of those capital improvement projects that meet the criteria of public visibility and accessibility or need for mitigation. For the purposes of calculation, eligible project categories shall include capital improvement program projects for new construction, reconstruction or remodeling of buildings, parks and trails, commemorative structures, pedestrian and vehicular bridges, surface water management projects, wastewater treatment projects, transit facility construction projects and solid waste transfer stations.

2. The following project categories shall be considered ineligible and may be excluded from the public art program calculation base: roads; airport runways; sewers; and solid waste landfills. This ineligibility shall not preclude a client department, in cooperation with the cultural development authority, from proposing a public art project for a road, airport runway, sewer or solid waste landfill project that presents an opportunity for the inclusion of public art.

(King County 6-2004)

FINANCING ART IN COUNTY CONSTRUCTION PROJECTS 4.40.015

3. At a minimum, the amount budgeted for public art in a capital improvement project shall be

equal to one percent of the following project elements: conceptual design, design, contracted design, preliminary engineering, construction, contingency, county force design and project administration and construction engineering. Costs associated with the predesign phase of the county's capital planning projects meeting the above criteria and anticipated to result in construction, shall be included in the calculation for public art.

4. The following project elements may be excluded from the budget calculation for public art:

acquisition equipment and furnishings; and county force acquisition. Asbestos

abatement may also be excluded from the budget calculation for art when the costs for asbestos abatement have been calculated and a line item budgeted for asbestos abatement as been established within the project budget.

5. In all cases, where a capital improvement project has a scope of work that includes both eligible and ineligible project elements and eligible and ineligible project categories, the budget for public art shall be calculated, at a minimum, in the eligible portions of the project.

B. At the time a capital improvement project is proposed, the client department shall calculate and include a budgeted line item for public art in each eligible project described in this section. The executive's budget representative shall confirm the calculations with the cultural development authority and include the agreed-upon appropriations for public art in the executive's proposed budget. The amounts budgeted for public art in particular projects may be adjusted to reflect council changes to the county capital improvement program budget or supplemental budgets. The appropriation for public art shall be transferred to the arts and cultural development fund and from there to the cultural development authority as soon as the appropriation is made for the capital improvement project, and as soon as funds are available.

C. The source of the funds shall not affect the calculation for public art for a capital improvement project unless the conditions under which the revenue is made available prevent its use for artistic purposes. In this case, the revenue shall be excluded from the eligible project costs on which the one percent calculation for art is based.

D. A policy is hereby established to direct the pooling of all public art program revenues on a departmental basis. Interest generated by public art revenues shall not be pooled on a departmental basis. However, interest from all revenues shall be pooled collectively and used for the purposes established in this section.

Pooling affords the opportunity to look at the needs of the county as a whole and use the public art revenues only in those projects that may have the greatest impact on communities or offer the best opportunities for artist involvement. Pooling on a departmental basis affords the opportunity for the cultural development authority and client departments to work collaboratively on projects that reflect the missions and goals of individual departments and to ensure that public art projects are adequately funded. It is not the

executive's or council's intent that every capital improvement project which contributes to the public art fund revenues shall include a public art project. The decision regarding capital improvement projects that will include a public art project shall be determined jointly by the cultural development authority and the client department according to the procedures and criteria in this section and K.C.C. 2.46.150.

E. Revenues shall support the following uses:

1. The selection, acquisition and display of works of art, that may be an integral part of the project or placed in, on or about the project or other public space;
2. Artist fees, design, planning and predesign service contracts and commissions;
3. Expenses for technical assistance provided by either architects or engineers, or both, and to artists in order to design, document or certify the artwork;
4. Repair and maintenance of public artworks accessioned into the county's public art collection to the extent permissible under generally accepted accounting principles, grants, contracts and law;
5. Public art program administrative expenses relating to acquiring, developing or maintaining public art to the extent permissible under generally accepted accounting principles, grants, contracts and law;
6. Participation by citizens or costs of communicating with and receiving input from citizens, working with professional artists, introduction of public art to children, and education of the public about the county's rich cultural and artistic heritage;
7. Documentation and public education material for the public art program;
8. Liability insurance for artists; and
9. Pilot projects approved by the cultural development authority. (Ord. 14482 § 58, 2002: Ord. 12089 § 9, 1995. Formerly K.C.C. 2.46.070).

(King County 6-2004)

4.40.025 - 4.40.120 REVENUE AND FINANCIAL REGULATIONS

4.40.025 Inclusion of public art requirements in grants to other agencies.

Funds that are distributed by the county to another agency for eligible capital improvement project with an estimated construction budget of two hundred fifty thousand dollars or more shall include a requirement for inclusion of public art. The public art shall be identified by the receiving agency and evaluated by the cultural development authority during the planning process to assure compliance by the receiving agency. (Ord. 14482 § 59, 2002: Ord. 12089 § 12, 1995. Formerly K.C.C. 2.46.100).

4.40.110 General obligation bond proceeds. In the case of any county

construction project that meets the eligibility criteria for public art established in K.C.C. 4.40.015 that involves the use of general obligation bond proceeds, the resolution, resolutions, ordinance or ordinances submitted to the voters or the council shall include an allocation for public art equal to one percent of the eligible project cost. Bond revenues for public art shall be transferred to the cultural development authority as described in K.C.C. 4.40.015 to the extent consistent with arbitrage requirements and other legal restrictions. Bond revenues for public art not transferred to the cultural development authority shall be accounted for separately within the public art fund and managed according to K.C.C. chapter 2.46. (Ord. 14482 § 61, 2002: Ord. 12989 § 15, 1995: Ord. 9538 § 4, 1990: Ord. 9134 § 12, 1989: Ord. 6111 § 8, 1982).

4.40.120 Harborview Medical Center capital reserves. For any public art funds which involve the use of Harborview Medical Center's capital reserves (Fund 396), amounts for works of art described in this chapter shall be used for art projects at Harborview Medical Center. These funds shall be accounted for separately by the cultural development authority if necessary to comply with this requirement. (Ord. 14482 § 62, 2002: Ord. 12089 § 16, 1995: Ord. 9538 § 5, 1990: Ord. 9134 § 13, 1989).

Los Angeles, CA

91.107.4.6. Arts Development Fee.

91.107.4.6.1. Arts Fee. The owner of a development project for a commercial or industrial building shall be required to pay an arts fee in accordance with the requirements of this section.

91.107.4.6.2. Fee Amount. The Department of Building and Safety shall collect an arts fee in the following amount:

1. **Office or research and development.** For an office or research and development building, the arts fee shall be \$1.57 per square foot.
2. **Retail.** All retail establishments shall pay an arts fee of \$1.31 per square foot.
3. **Manufacturing.** For a manufacturing building, the arts fee shall be \$0.51 per square foot.
4. **Warehouse.** For a warehouse building, the arts fee shall be \$0.39 per square foot.

5. **Hotel.** For a hotel building, the arts fee shall be \$0.52 per square foot.

In no event shall the required arts fee exceed either \$1.57 per gross square foot of any structure authorized by the permit or one percent of the valuation of the project designated on the permit, whichever is lower, as determined by the Department of Building and Safety. Where there are combined uses within a development project or portion thereof, the arts fee shall be the sum of the fee requirements of the various uses listed above. The Cultural Affairs Department shall revise the arts fee annually by an amount equal to the Consumer Price Index for Los Angeles as published by the United States Department of Labor. The revised amount shall be submitted to Council for adoption by ordinance.

91.107.4.6.3. Time of Collection. Except as provided in Section 91.107.4.6, the Department of Building and Safety shall collect an arts fee before issuance of a building permit for commercial and industrial buildings required by this code.

91.107.4.6.4. EXCEPTIONS: The arts fee required by Section 91.107.4.6 shall not be assessed for the following projects or portions thereof:

1. Any project for which the total value of all construction or work for which the permit is issued is \$500,000 or less.
2. The repair, renovation or rehabilitation of a building or structure that does not alter the size or occupancy load of the building.
3. The repair, renovation or rehabilitation of a building or structure for the installation of fire sprinklers pursuant to Division 9.
4. The repair, renovation or rehabilitation of a building or structure that has been made to comply with Division 88 (Earthquake Hazard Reduction in Existing Buildings) subsequent to a citation of noncompliance with Division 88.
5. The repair, renovation or rehabilitation of a building or structure for any handicapped facilities pursuant to this code.
6. All residential buildings or portion thereof. This exception does not include hotels.

91.107.4.6.5. Use of Arts Fees Acquired Pursuant to Section 91.107.4.6. Any arts fee collected by the Department of Building and Safety shall be deposited in the Arts Development Fee Trust Fund. Any fee paid into this fund may be used only for the purpose of providing cultural and artistic facilities, services and community amenities which will be available to the development project and its future employees. Any cultural and artistic facilities, services and community amenities provided shall comply with the principles and standards set forth in the Cultural Master Plan when adopted.

At or about the time of collection of any fee imposed by this section, the Cultural Affairs Department shall identify the use to which the arts fee is to be put, and if the use is financing public facilities, the facilities shall be identified.

91.107.4.6.6. Projects Covered by Ordinance 164,243. (Ord. No. 173,300, Eff. 6/30/00, Oper. 7/1/00.) In 1988, the City enacted Ordinance 164,243 which states in part:

“This ordinance is an interim measure while the City of Los Angeles is giving consideration to the enactment of an Arts Development Fee Ordinance. The owners of a development project shall be obligated to pay an Arts Development Fee if such fee is adopted in the future by the city. The fee will not exceed one percent (1%) of the total value of work and construction authorized by the building permit issued to a development project. This fee would be used to provide adequate cultural and artistic facilities, services and community amenities for the project.”

By enacting Section 91.107.4.6 (previously Section 91.0304(b)(11)), the City has adopted the Arts Development Fee referred to by Ordinance 164,243. Accordingly, an arts fee shall be paid to the City of Los Angeles by owners of development projects which received building permits between and including January 15, 1989, and the effective date of this section. This arts fee described in this section shall be paid within 60 days of receipt of a request for payment of an arts fee. All exceptions listed in Section 91.107.4.6.4 shall apply to owners of development projects subject to Ordinance 164,243.

The Office of Finance shall bill and collect the Arts Development Fee owed by those persons to whom notice was given pursuant to this paragraph for the period January 15, 1989, through May 7, 1991. The amount due shall be paid in full within 60 days of the billing date unless an agreement to pay in installments pursuant to this paragraph is approved by the Office of Finance. Persons indebted to the City of Los Angeles for Arts Development Fees may, upon approval by the Office of Finance, enter into an agreement with the City of Los Angeles to pay such fees in installments over a period not to exceed one year. The Office of Finance shall collect a service fee of \$10.00 on each monthly installment to recover the cost to the city of processing installment payments. The Cultural Affairs Department is hereby authorized to negotiate and accept payment in kind for the Arts Development Fee owed by those persons to whom notice was given pursuant to this paragraph for the period January 15, 1989, through May 7, 1991. The Cultural Affairs Department shall provide notice to the Office of Finance of the name of the person on whose account such in kind payment was accepted, and whether the in kind payment constitutes payment in full or only a specified portion of the Arts Development Fee owed.

The Office of Finance is authorized to record payment in full, without further notification to the person billed, for cash or in kind Arts Development Fee payments received that are within \$3.00 of the amount owed.

91.107.4.7. Affordable Housing Mitigation Fee Notice. Before issuance of a building permit for any project or structure, the Department of Building and Safety shall affix to the permit an Affordable Housing Mitigation Fee Notice to read as follows:

Affordable Housing Mitigation Fee Notice: The City of Los Angeles is considering the enactment of an Affordable Housing Mitigation Fee Ordinance. The owner of the project designated in this permit shall be obligated to comply with an Affordable Housing Mitigation Fee Ordinance, if such an ordinance is adopted in the future by the city. In no event shall the required fee exceed either \$5.00 per square foot of the structure(s) authorized by the permit or 3.5 percent of the valuation of the project designated on the permit, as determined by the Department of Building and Safety, whichever is lower. This fee shall be used to mitigate any affordable housing needs created by the project.

91.107.4.6.6. Projects Covered by Ordinance 164,243. (Ord. No. 173,300, Eff. 6/30/00, Oper. 7/1/00.) In 1988, the City enacted Ordinance 164,243 which states in part:

“This ordinance is an interim measure while the City of Los Angeles is giving consideration to the enactment of an Arts Development Fee Ordinance. The owners of a development project shall be obligated to pay an Arts Development Fee if such fee is adopted in the future by the city. The fee will not exceed one percent (1%) of the total value of work and construction authorized by the building permit issued to a development project. This fee would be used to provide adequate cultural and artistic facilities, services and community amenities for the project.”

By enacting Section 91.107.4.6 (previously Section 91.0304(b)(11)), the City has adopted the Arts Development Fee referred to by Ordinance 164,243. Accordingly, an arts fee shall be paid to the City of Los Angeles by owners of development projects which received building permits between and including January 15, 1989, and the effective date of this section. This arts fee described in this section shall be paid within 60 days of receipt of a request for payment of an arts fee. All exceptions listed in Section 91.107.4.6.4 shall apply to owners of development projects subject to Ordinance 164,243.

The Office of Finance shall bill and collect the Arts Development Fee owed by those persons to whom notice was given pursuant to this paragraph for the period January 15, 1989, through May 7, 1991. The amount due shall be paid in full within 60 days of the billing date unless an agreement to pay in installments pursuant to this paragraph is approved by the Office of Finance. Persons indebted to the City of Los Angeles for Arts Development Fees may, upon approval by the Office of Finance, enter into an agreement with the City of Los Angeles to pay such fees in installments over a period not to exceed one year. The Office of Finance shall collect a service fee of \$10.00 on each

monthly installment to recover the cost to the city of processing installment payments. The Cultural Affairs Department is hereby authorized to negotiate and accept payment in kind for the Arts Development Fee owed by those persons to whom notice was given pursuant to this paragraph for the period January 15, 1989, through May 7, 1991. The Cultural Affairs Department shall provide notice to the Office of Finance of the name of the person on whose account such in kind payment was accepted, and whether the in kind payment constitutes payment in full or only a specified portion of the Arts Development Fee owed.

The Office of Finance is authorized to record payment in full, without further notification to the person billed, for cash or in kind Arts Development Fee payments received that are within \$3.00 of the a

Oklahoma City

ARTSARTS

ARTICLE VII. ARTS COMMISSION AND THE ARTS

DIVISION 1. GENERALLY

§ 38-487. Purposes.

The Council hereby declares that the artists, performers and various artistic and cultural institutions of the City enhance the public welfare by providing education, recreation, entertainment and culture to the citizens of the City. The Council therefore declares that the purposes of this article are as follows:

- (1) to provide a continuing source of advice concerning artistic, cultural or aesthetic matters to insure that the City will be an attractive and culturally enriched City.
- (2) to promote and encourage programs to further the development of and public awareness and interest in the City in connection with the artistic and cultural development of the City.
- (3) to provide advice to the Council concerning works of art to be placed on municipal property.
- (4) to provide advice and assistance to the City in connection with other artistic and cultural activities.

(Ord. No. 15652, § 1(7A-2), 1-3-80; Code 1980, § 38-487)

§ 38-488. Policy for works of art; budgeting of public funds; selection and placement; definitions.

The policy for budgeting of public funds for works of art and for the selection and placement of works of art upon property owned or leased by the City shall be as follows:

- (1) Not less than one percent of the total cost of any new buildings or major revisions to existing buildings to be constructed or erected on property owned or leased by the City utilizing public funds may be budgeted for works of art.
- (2) Works of art which are to be incorporated as integral parts of the structural or landscape design of a building or structure shall appear as separate items in the bid specifications for the proposed construction or erection of the public improvements in question which shall comply with Subsection (1) above.
- (3) Except as provided in Subsection (2) above, the funds for works of art as provided for by Subsection (1) above may be set aside at the time of the award of the contract for the construction or erection of the public improvements in question.
- (4) All funds appropriated pursuant to the provisions of this section shall be placed in a separate account to be established by the City Treasurer and such funds shall be used exclusively for the purchase of works of art.
- (5) All works of art to be incorporated into the building, structure or grounds, or to be purchased with funds set aside pursuant to the provisions of this section, shall be reviewed, selected and recommended by the **Arts** Commission, with the final approval for such purchases to be given by the Council pursuant to Subsection 38-499(2) of this chapter.
- (6) Works of art purchased with funds set aside pursuant to the provisions of this section may be placed upon any property owned or leased by the City, with the placement of such works of art to be made upon the recommendation of the **Arts** Commission and the final approval of the Council.
- (7) For the purposes of this section, the following terms shall have the meanings indicated:

- a. *Building* means any structure.

- b. *Structure* means anything which is constructed or erected, the use of which requires permanent location on the ground or which is attached to something having a permanent location on the ground.

- c. *Works of art* includes by way of illustration and not of limitation: paintings and photographs; mural decorations; stained glass; statues; bas-reliefs or other sculptures; extraordinary landscaping or environmental works, including monuments, fountains, arches or other unusual architectural treatments.

(Code 1980, § 38-488; Ord. No. 18674, § 1, 1-20-87)

§§ 38-489--38-494. Reserved.

ARTS
DIVISION 2. ARTS COMMISSION*

***Cross references:** Boards and commissions generally, § 2-681 et seq.

§ 38-495. Created.

There is hereby created the **Arts** Commission.

(Ord. No. 15650, § 7A-3, 1-3-80; Code 1980, § 38-495; Ord. No. 20021, § 2, 8-24-93)

§ 38-496. Status.

The **Arts** Commission shall be a part of the Division of Public Affairs.

(Code 1980, § 38-496)

Charter references: Division of Public Affairs, Art. IV, §§ 5, 6.

§ 38-497. Members.

(a) The **Arts** Commission shall be composed of 15 members, who shall be appointed by the Mayor with the approval of the Council. The **Arts** Commission shall have the following composition, with at least 3/4 of the members being residents of the City:

(1) five members at large.

(2) One member shall represent the **Arts** Council of Oklahoma City.

(3) One member shall represent the Oklahoma City Convention and Visitor's Commission.

(4) One member shall represent the Allied **Arts** Foundation.

(5) Three members shall be professional artists, performers and/or architects.

(6) Four members shall be from other **arts** and cultural organizations not specifically referenced herein.

(b) All members of the **Arts** Commission shall serve without compensation. The term of each member shall be three years or until a successor takes office. The term will expire on September 1 in the year in which the term would normally expire. All members shall serve three-year terms after the current term expires or until a successor takes office.

(c) Any incumbent member of the **Arts** Commission shall be eligible for reappointment at the end of his term of office. A member appointed to fill a vacancy shall serve the remainder of the unexpired term. Any member of the **Arts** Commission may be removed from office for neglect of duty or malfeasance. Removal shall be effected by a majority vote of the Council.

(d) All members shall serve without compensation.

(Ord. No. 15652, §§ 7A-3--7A-5, 1-3-80; Ord. No. 15704, § 1, 2-19-80; Code 1980, § 38-497; Ord. No. 19281, § 1, 9-12-89; Ord. No. 20021, § 2, 8-24-93)

Charter references: Appointment of members to boards, commissions, etc., in Division of Public Affairs, Art. IV, § 6.

§ 38-498. Officers.

The **Arts** Commission shall select one of its members as chairman, another as vice-chairman and another as secretary. The chairman, vice-chairman and secretary shall receive no salary for their services.

(Ord. No. 15652, § 7A-4, 1-3-80; Ord. No. 15704, § 1, 2-19-80; Code 1980, § 38-498; Ord. No. 20021, § 2, 8-24-93)

§ 38-499. Functions.

Unless otherwise specified in this Code, the duties of the **Arts** Commission shall be as follows:

- (1) to make regular assessments of the conditions and needs of the City concerning the **arts**;
- (2) to advise the Council concerning works of art to be placed on municipal property;
- (3) to make recommendations to the Council concerning grants from Federal and State agencies, private groups and individuals, and, when so directed by the Council, oversee **arts** and cultural projects and programs;
- (4) to increase public awareness of the value of our **arts** and cultural resources by developing and participating in public information programs;
- (5) to advise and assist the Council in connection with such other **arts** and cultural matters as may be referred to it by the Council;
- (6) to encourage greater **arts** and cultural involvement by departments of the City and to better utilize private **arts** and cultural agencies for services to citizens;

(7) to keep minutes and records of all meetings and proceedings, including voting records, attendance records, resolutions, findings of fact and decisions; and

(8) to perform any other functions imposed by this article or otherwise specified by the Council; and

(9) to advise the Council concerning the promotion of coordination among units of government in their projects and programs which involve the **arts** and cultural matters.

(Ord. No. 15652, § 7A-7, 1-3-80; Code 1980, § 38-500; Ord.No. 20021, § 2, 8-24-93)

§§ 38-500--38-510. Reserved.

Philadelphia, PA

§16-103. Aesthetic Ornamentation of City Structures. [4]

(1) *Definition.*

(a) *Fine Arts.* Sculpture, monuments, bas reliefs, mosaics, frescoes, stained glass, murals and fountains which either contain sculpture, or are designed to enhance adjacent accompanying sculpture.

(2) *Expenditures for Fine Arts.* An amount not to exceed one per cent of the total dollar amount of any construction contract for a building, bridge and its approaches, arch, gate or other structure or fixture to be paid for either wholly or in part by the City, shall be devoted to the Fine Arts; provided, that the Art Commission certifies in writing that said ornamentation is fitting and appropriate to the function and location of the structure.

Phoenix, AZ

ARTICLE XXII. PERCENT FOR ART FUNDING*

***Editor's note:** Ord. No. G-4547, § 2, adopted October 15, 2003, effective November 14, 2003, amended the title of Ch. 2, Article XXII to read as hereinabove set out. Formerly, said title read as **Arts** Funding.

Cross references: Phoenix Office of **Arts** and Culture and Phoenix **Arts** and Culture Commission, § 2-191 et seq.

Sec. 2-700. Percent for art funding.

A. Under the provisions of Section 2-194(B) the Phoenix **Arts** and Culture Commission shall, as part of the annual budgetary process of the City, recommend to the City Manager and City Council, for inclusion in the capital budget pursuant to the Charter, an amount not to exceed one percent of the total capital improvement cost for each eligible capital improvement program, determined on a departmental program basis, to be expended upon art or art services under the provisions of this article and the annual art plan. If the recommended funding for an art project will extend over two or more fiscal years, the total amount expended on such art project over such two or more fiscal years shall not exceed one percent of the total capital improvement cost for the capital improvement program to which the art project is related. The amount of recommended funding up to one percent will be developed in conjunction with the department involved and the Budget and Research Department. For the purposes of the foregoing capital improvement cost determination, land acquisition, personal property and computer costs shall be excluded from the capital improvement cost base.

B. The annual public art project plan shall include art project expenditures proposed for the ensuing fiscal year and projections for art project expenditures for the ensuing five fiscal years and shall be submitted prior to May 1 of each year. The Mayor and City Council will review these plans in a policy session. City Council may amend and approve the final plans to increase or decrease the amount of money allocated for art projects.

C. Capital improvement program projects eligible for percent for art funding shall be those projects in which the inclusion of an art project is a legally permissible expenditure under the laws regulating the expenditure of funds for such capital improvement program projects, and which are identified by the Commission as appropriate for an art project. To the extent legally permissible, percent for art funds within a capital improvement program may be pooled on a departmental basis into one or more art projects.

D. Each budget item request shall be accompanied by a general description of the type and nature of art project to be included in such expenditures from the amounts to be appropriated for the capital improvement program projects to which such art project is related. If an art project is not expected to be completed during the fiscal year to which the budget applies, the budget item request shall describe the portion or phase of the art project to be completed during the fiscal year.

E. Upon approval by the City Council as part of the budget process of an appropriation for an art project, such appropriation shall be established within an appropriate account maintained by the Finance Department, Division of Accounts, and designated for the percent for art program. Such appropriations may be expended as normal appropriations are expended, upon the recommendation of the **Arts** and Culture Commission and City Manager and approval by the City Council in accordance with normal City budget and expenditure procedures, for the acquisition, design and construction of art projects. The City Auditor shall periodically review expenditures made in connection with the percent for art program to ensure compliance with all applicable laws, bond and other debt obligations and covenants, and City administrative procedures.

F. The Budget and Research Department, in consultation with the **Arts** and Culture Administrator and affected City departments, shall allocate funds in the City budget for the preservation of art projects purchased with percent for art funds.

G. Costs incurred by the inclusion of an art project in a specific capital improvement project, including, but not limited to, engineering fees, concrete bases and wiring shall be included in the percent for art budget for that specific capital improvement project.

(Ord. No. G-2953, § 3; Ord. No. G-3537, § 5; Ord. No. G-4547, § 2, passed 10-15-2003, eff. 11-14-2003)

Sec. 2-701. Placement of percent for art projects.

Each art project recommended by the **Arts** and Culture Commission and approved by City Council for implementation pursuant to the provision of this Article and any amendment thereto shall be placed at a site which relates substantially to the purpose of the bond, enterprise or other fund from which the percent for art funds are derived. Such art projects may be attached or detached within or about such site, and may be either temporary or permanent. Placement of an art project shall be recommended to the City Council by the **Arts** and Culture Commission, in the annual public art project plan after consultation with the appropriate City department responsible for the funding of the capital improvement project or projects to which the art project is related. The department responsible for the funding of the capital improvement project or projects shall make appropriate space available for the placement of the related art projects. Art projects will be placed in full public view on City owned property unless an exemption is approved by City Council.

(Ord. No. G-2953, § 3; Ord. No. G-3537, § 6; Ord. No. G-4547, § 1, passed 10-15-2003, eff. 11-14-2003)

Portland, OR

5.74.040 Public Art Trust Fund. ([Printable Version](#))

The Regional Arts and Cultural Council shall maintain a special fund called the Public Art Trust Fund into which monetary contributions for Public Art shall be deposited.

A. 1.33 percent of the Total Costs of Improvement Projects shall be dedicated to Public Art and shall be deposited into the Public Art Trust Fund by the City official or employee acting on behalf of the Participating Bureau.

1. One percent of the Total Costs of Improvement Projects shall be used by the Regional Arts and Cultural Council for costs associated with Public Art including, but not limited to the acquisition, siting, maintenance and Deaccessioning of Public Art.

2. .33 percent of the Total Costs of Improvement Projects shall be used by the Regional Arts and Cultural Council for costs associated with Public Art, including, but not limited to costs of selection, administration, community education and registration of Public Art.

B. Monetary contributions shall be deposited in separate accounts within the Public Art Trust Fund if separate accounting is requested by the Participating Bureau or required by law.

San José, CA

Title 22 CONVENTION, CULTURAL AND VISITOR SERVICES

Chapter 22.08 ART IN PUBLIC PLACES

**Chapter 22.08
ART IN PUBLIC PLACES**

Sections:

22.08.005 Purpose.

22.08.010 Funds for works of art in public places.

22.08.020 Exclusions from and additions to the art in public places program.

22.08.030 Approval.

22.08.040 Other public agencies.

22.08.005 Purpose.

The city of San José and the redevelopment agency of the city of San José desire to expand the public's experience with works of art and to improve the design of public places by encouraging the involvement of artists on design teams for certain capital projects. The purpose of this chapter is to ensure that not less than two percent of the cost of certain municipal capital improvement projects funded in whole or in part by either the city of San José or the redevelopment agency or both is set aside for the acquisition of works of art to be displayed in or about public places within the city. The procedures and guidelines for implementation of this chapter shall be as set forth in the respective resolutions of the city council and agency board.

(Ords. 21832, 24265, 24663.)

22.08.010 Funds for works of art in public places.

A. The city council and the redevelopment agency board shall provide in their respective annual capital improvement budgets for amounts of not less than two percent of the total amount budgeted for each "eligible construction project" to be set aside and identified as sources of funds to be appropriated and expended for acquisition of works of art in accordance with the provisions of this title. Appropriations for purposes of acquiring works of art in order to carry out the provisions of this title shall be made in accordance with law and the budgeting procedures of the city and the redevelopment agency.

B. Appropriations for works of art may be expended to acquire works of art for any public place if the terms of a contract, federal or state grant, law, or regulation do not limit or restrict the funds so appropriated to use for a specific "eligible construction project." Appropriations for works of art shall only be expended for acquisition of works of art to be located on the premises of a specific "eligible construction project" if the terms of a contract, federal or state grant, law, or regulation do limit or restrict the use of funds to a specific "eligible construction project" only.

C. Subject to applicable law, appropriations and expenditures for works of art may include, but are not limited to, the costs and expenses incurred in the process of selecting, installing, and maintaining works of art in public places.

D. The city manager or the city council, as appropriate, shall approve the acquisition of works of art to be funded under the city's capital improvement budget. The redevelopment agency executive director or the redevelopment agency board, as appropriate, shall approve the acquisition of works of art to be funded through the redevelopment agency's capital improvement budget.

(Ords. 21832, 23247, 24265.)

22.08.020 Exclusions from and additions to the art in public places program.

A. The city manager and the redevelopment agency executive director in conjunction with the submission of the annual capital budgets of the city and redevelopment agency, respectively, and subject to the provisions of any applicable law, each may:

1. Determine that certain proposed capital improvement projects not be deemed "eligible construction projects" for purposes of this title if the anticipated public visibility and/or public traffic usage of the capital improvement project is too minimal to warrant expenditures of funds for works of art; or

2. Designate funds to be added to the art in public places program, which funds may be utilized to place works of art in existing public places which do not otherwise qualify as "eligible construction projects."

B. In conjunction with submission of the city's and redevelopment agency's proposed annual capital improvement budget to the city council, and to the redevelopment agency board, respectively, the city manager and the redevelopment agency executive director shall notify the arts commission of: (i) those proposed capital improvement projects in said budgets which are not designated "eligible construction projects" for purposes of this title due to low anticipated public visibility and/or public traffic usage; (ii) those capital improvement projects which are designated "eligible construction projects" in said budgets; and (iii) any proposed discretionary funds added to the art in public places program.

C. The following provisions shall apply to the calculation of the not less than two percent to be expended for works of art pursuant to this title only in those circumstances in which the city or the redevelopment agency receives funds from persons, firms, organizations or other agencies which are restricted as to the use of said funds for expenditures for works of art, or which said funds are otherwise restricted by law or regulation:

1. If the terms of a contract, federal or state grant, law, or regulation prohibit or restrict the use of funds in connection with an "eligible construction project" for expenditures upon works of art, then the not less than two percent to be budgeted, appropriated and expended for purposes consistent with this

title shall be calculated so as to exclude from the total cost of said project any funds which are so prohibited or restricted.

2. If the terms of a contract, federal or state grant, law, or regulation provide that any additional expenditure by the city or the redevelopment agency on works of art for an otherwise “eligible construction project” shall affect the amount of funds received by the city or redevelopment agency for said project, then the cost of said project may be excluded in its entirety from the calculations of the not less than two percent to be budgeted, appropriated and expended for works of art pursuant to this title.

(Ords. 21832, 23247, 24265.)

22.08.030 Approval.

Contracts for acquisition of works of art or for other purposes authorized by this title, which are in an amount of one hundred thousand dollars or less, may be approved by the city manager or redevelopment executive director, as appropriate. Contracts for acquisition of works of art or for other purposes authorized by this title, which are in an amount exceeding one hundred thousand dollars, shall be submitted for approval to the city council or redevelopment agency board, as appropriate.

(Ords. 21832, 24265, 26386.)

22.08.040 Other public agencies.

If the city or redevelopment agency enters into an agreement with another public agency, whereby city or agency funds are transferred to such agency for the purpose of performing a capital improvement project which would otherwise be deemed an “eligible construction project” under this title, such agreement shall provide, whenever it is lawful or appropriate to do so, that the recipient agency or its successor in interest shall take appropriate measures to insure that not less than two percent of the city or agency funds so transferred are expended for acquisition of works of art.

(Ords. 21832, 23247, 24265.)

Tampa, FL

ARTICLE I. IN GENERAL

Sec. 4-1. Intent.

The intent of this chapter is to establish a policy for the city, in keeping with the vitality for which it is nationally recognized, and in order to enhance its aesthetic environment, to encourage private developers/owners of commercial properties to commission a piece of art for each new development

or mall or structure or, in lieu thereof, to donate monies to the city for public art. The private developers/owners should be inspired to invest time, effort and money into the art displayed on their sites, recognizing that the art not only will become integral, lasting components of the cityscape but will be of intrinsic value to their developments. Further, the city, desiring to expand public experience and exposure to culture through various art forms and to enhance the appearance of public facilities and improve the environment of the city on behalf of its citizens, intends to provide for the incorporation of visual art in the design and construction of public facilities within the city.

(Code 1971, § 55-1; Ord. No. 8860-A, § 1, 4-18-85; Ord. No. 2000-227, § 2, 8-31-00)

Sec. 4-2. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Commercial structure means any building or structure, all or part of which is to be used as an auditorium, private convention center, professional or commercial office, bank, private library (other than school), manufacturing plant, factory, assembly plant, processing plant, mill, warehouse, shopping mall, store, shop, market, hotel, storage building, freight depot, and private automobile parking structure which is not connected to or incorporated in other structures.

(1) "Commercial structure" shall include that developmental project which involves more than one (1) phase of construction.

(2) "Phase" shall mean that portion of a developmental project which represents a completed portion of the entire commercial structure.

Construction costs means the total value of the construction of, or reconstruction work on, commercial structures as determined by the chief building inspector in issuing a building permit for the construction or reconstruction. Relative to a municipal construction project, construction costs shall include architectural and engineering fees, site work and contingency allowances. It does not include land acquisition or subsequent changes to the construction contract. All construction costs shall be calculated as of the date the contract is executed.

Municipal construction project means any project to be paid for wholly or in part by the city, regardless of the source of the monies, to construct, remodel or reconstruct any public buildings, decorative or commemorative structures, parking facilities and parks, or any portion of any of such buildings, structures, facilities or parks, belonging to the city within its geographical boundaries as they now exist or shall exist in the future.

Reconstruction means alterations or repairs made to a commercial or municipal structure within any twelve-month period, which alterations or repairs exceed fifty (50) percent of the value of the existing structure, so that such structure is required to conform to the requirements for new buildings pursuant to chapter 5 of this Code.

Works of art or artworks means tangible creations by artists exhibiting the highest quality of skill and aesthetic principles, including but not limited to paintings, sculptures, stained glass, statues, bas reliefs, engravings, carvings, frescoes, mobiles, murals, collages, mosaics, tapestries, photographs, drawings, monuments and fountains.

(Code 1971, § 55-2; Ord. No. 8860-A, § 1, 4-18-85; Ord. No. 89-07, § 1(55-2), 1-5-89)

Cross references: Definitions and rules of construction generally, § 1-2.

Sec. 4-3. Public art fund.

(a) There is hereby created a public art fund which shall be a separate account set up by the city to receive monies appropriated for the public art program and shall consist of the following:

(1) One (1) percent of the construction cost of a municipal building project as bid, contracted and accepted by the city. Unexpended monies in this fund may be used for works of art at existing public properties and facilities as deemed appropriate by the public art committee as established in this chapter.

(2) All funds donated to the city by private developers/owners or by others.

(3) Other funds allocated by the city through the budgetary process.

(b) The public art fund shall be used solely for the selection, commissioning, acquisition, installation, maintenance, administration and insurance of the works of art or in relation thereto; and such funds shall be administered by the mayor.

(Ord. No. 89-07, § 2(55-3), 1-5-89; Ord. No. 2000-227, § 3, 8-31-00)

Cross references: Finance generally, § 2-231 et seq.

Sec. 4-4. Appropriations of funds.

(a) All appropriations for municipal construction projects shall include an amount of not less than one (1) percent of the construction cost of a municipal building project as bid, contracted and accepted by the city, but not to exceed the sum of two hundred thousand dollars (\$200,000.00) for any single municipal building project; provided that the public art committee may recommend to the mayor an increased expenditure for those projects of exceptional size or unique function, however, in no event shall the appropriation exceed one (1) percent.

(b) The public art committee shall recommend to the mayor the amount of monies to be allocated for selection, commissioning, acquisition and installation of individual works of art to be incorporated as a part of the municipal construction project for which the monies were appropriated.

(c) Monies appropriated pursuant to this section as part of one (1) such project but not spent in connection with the project may be utilized to supplement other appropriations for the acquisition of works of art or to place works of art in, on or near either city facilities which have already been constructed or city properties.

(Code 1971, § 55-4; Ord. No. 8860-A, § 1, 4-18-85; Ord. No. 89-07, § 3(55-4), 1-5-89; Ord. No. 2000-227, § 4, 8-31-00)

Cross references: Finance generally, § 2-231 et seq.

Sec. 4-5. Commercial construction participation.

(a) Any private developer/owner who applies to the city for building permits to construct or reconstruct a commercial structure shall be encouraged to commit one (1) percent of construction or reconstruction costs up to but not

limited to the sum of two hundred thousand dollars (\$200,000.00) to the provision of fine art in conjunction with such commercial structure.

(b) Those private developers/owners constructing commercial structures, to be accomplished in phases, need contribute only one (1) percent of construction or reconstruction costs up to but not limited to two hundred thousand dollars (\$200,000.00) for the entire phased project.

(c) If the private developer/owner constructing or reconstructing a commercial structure does not wish to have fine art in conjunction therewith, he may donate to the city an amount equal to the percentage of the construction cost of the commercial structure as a charitable donation.

(d) Each building permit issued by the city to any such private developer/owner will include data relative to the private developer/owner participating in the public art program in the city.

(e) Any building permit for construction or reconstruction of a commercial structure shall be reported to the public art committee.

(Ord. No. 89-07, § 8(55-11), 1-5-89; Ord. No. 2000-227, § 5, 8-31-00)

Sec. 4-6. Ownership and maintenance.

(a) Ownership of all works of art acquired by the city shall be vested in the city which shall obtain title to each work of art.

(b) Artists, as a part of any contractual agreement with the city for the provision of a work of art, shall be required to submit to the public arts committee a "Maintenance and Inventory Sheet," including annual cost projections, which details the maintenance and ongoing care of the artwork.