



# STAFF REPORT

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May 20, 2024  
Agenda Item No.: 4

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## **SUBJECT**

### **PUBLIC ART STRATEGIC PLAN & 2024-2025 ANNUAL WORKPLAN**

## **DEPARTMENT**

Community Services Department

## **RECOMMENDATION**

Request the Public Art Commission approve the proposed Public Art Strategic Plan and the Public Art Commission Annual Work Plan for the City of Escondido. Upon approval, this plan will be presented to the City Council for adoption. The plan aims to enhance the cultural landscape of our city, promote economic development, and establish a framework for the evaluation and monitoring of public art projects.

Staff Recommendation: Approve (Economic Development: Jennifer Schoeneck)

Presenter: Jennifer Schoeneck, Director of Economic Development & Robert Rhoades, Assistant Director of Community Services

## **FISCAL ANALYSIS**

There is no additional financial impact to the City's General Fund. Funding for Public Art will continue to be development fees. However, future consideration will need to be made to find a funding source for the maintenance of public art.

## **PREVIOUS ACTION**

On January 8, 2024, the Public Art Commission voted (7-0) to establish the Public Art Master Plan Subcommittee consisting of Commissioners Rogers and Spann. The goal of the subcommittee would be to conduct meetings with local stakeholders, review various drafts of the plan, and complete the document to bring before the Public Art Commission and City Council for approval.

It was deemed that a strategic plan was more appropriate based on the state of the current program, the appropriateness of a prescriptive public art master plan may be explored at a future date.

## **BACKGROUND**

The public art program at the City of Escondido was first created in 1988. Since then, the program has expanded significantly, enriching our community with meaningful art installations. The proposed Public



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Art Strategic Plan has been developed with input from community members, local artists, and cultural organizations. This plan aligns with the City Council's priorities and the Comprehensive Economic Development Strategy (CEDs).

The Public Art Strategic Plan aims to position the City of Escondido as a leader in public art for cultural and economic development. By celebrating our city's unique identity through public art, we can foster community pride, stimulate economic growth, and enhance the quality of life for all residents. Upon approval by the Public Art Commission, the Strategic Plan and the Annual Work Plan will be presented to the City Council for final adoption.

Extensive community engagement was conducted to develop this plan. Feedback from public workshops, surveys, and stakeholder meetings has been instrumental in shaping the goals and strategies outlined in the plan. Public outreach activities are described in Appendix III of the Public Art Strategic Plan. Continued community involvement will be critical to the success of the public art program and will be a step in the process for soliciting artists and education programs.

The Public Art Strategic Plan outlines key goals and strategies for integrating public art into the city's development and community engagement efforts. The primary objectives include:

### Defining Roles and Responsibilities

The strategic plan clearly defines the roles of the City Council, the Public Art Commission, City staff, the public (including residents, nonprofits, artists, and visitors), and the artists. This ensures a collaborative and organized approach to public art initiatives.

### Vision

"We are a City where art, inspired by community, welcomes visitors and residents, creating a fun and lively environment that celebrates all things Escondido, heralding our past and manifesting our future."

### Values

- Art that Unifies: Brings together communities, creating a sense of belonging and shared identity.
- Art that Celebrates: Honors achievements, traditions, and milestones, highlighting Escondido's cultural heritage.
- Art that Educates: Enlightens and informs, promoting learning and exploration.
- Art that Remembers: Preserves stories and legacies, serving as a testament to Escondido's resilience and spirit.
- Art that Inspires: Sparks imagination and innovation, motivating positive change.

### Goals

1. Keep the Momentum
  - a. Celebrate art year-round with rotating exhibitions and festivals.



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- b. Integrate art into city celebrations and activities.
  - c. Provide clear guidelines for artist participation and remove barriers.
  - d. Streamline the feedback process for private developers' art proposals.
2. Communicate Clearly
  - a. Publicly notice elements of the Annual Public Art Workplan and solicit public input.
  - b. Make up-to-date public art information available online and in other relevant forms.
3. Celebrate Public Art
  - a. Organize public events to celebrate the completion of public art projects.
4. Prioritize Community-Centric Art
  - a. Ensure public art reflects the people, history, and future of Escondido.
  - b. Encourage artists to incorporate local stories and traditions into their work.
5. Catalyze Economic Development
  - a. Use public art to attract visitors, stimulate local businesses, and enhance economic vitality.
6. Ensure Evaluation, Monitoring, and Maintenance
  - a. Develop a comprehensive evaluation and monitoring framework.
  - b. Ensure long-term maintenance and conservation of public art.
7. Promote Education and Community Engagement
  - a. Increase public awareness and appreciation of public art through educational programs and outreach efforts.

### ATTACHMENTS

- a. Draft Public Art Strategic Plan
- b. Draft Community Organization Support Letter
- c. Draft FY24/25 Workplan with Budget