Arts District
...downtown Santa Rosa

Progress Report: December, 2007
Arts District
...downtown Santa Rosa

Initial 18 Month Implementation Plan

- Progress
- Priorities
- Possibilities!
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Strategies

- Develop Arts Supportive Physical Environment
- Create and Facilitate Cultural Programming
- Provide Leadership
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Physical Environment

College and Mendocino Public Art

- Five finalists proposals were on display at the Plaza Mall during September, 2007

- October 1- Selection Panel made recommendation to the Art in Public Places Committee

- October 23- City Council Approval

- Spring 2008- Installation & Dedication
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Physical Environment

Banner Program

- Performance Sonoma (September – November)
- All American City Award (November - January)
- Historical Neighborhood
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Physical Environment

Artstart Garage Graphics

- Transit and Parking approached Artstart to help with the wayfinding graphics and to help beautify the garages.

- Arts District provided funding and Artstart stenciled the arts district logo on the garages.
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Physical Environment

Scramble Graphics at 4th and D Streets

- Working with the Place Making Project, Economic Development & Traffic to create directional graphics on the pavement in the intersection for pedestrians and traffic.

- Main Street hosted the Chalk it up for Downtown event- Nov 3

- Arts District logo was stenciled on the street

- Arts District booth at the event
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Physical Environment

Civic Artwalk-
2nd Rotation

- Debra Lehane and Glenn Fricker have installed these new works in September: Renaissance, Missaweek, Ice Women, and Collective Impulse. Red Quake has been relocated in Juilliard Park.

- Producing a brochure and art markers

- Planning a dedication event

(Art in Public Places funds)
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Cultural Programming

Performance Sonoma Gala kick-off Event

- September 7, in conjunction with First Friday Artwalk
- Event facilitation
- Marketing - banners, radio and newspaper
- Cross marketing - programs and calendars, radio and flyers
- Arts District booth at the event
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Cultural Programming

Sonoma County Book Festival

- Marketing, city communications, road closures, banners and layout.
- Arts District booth at the event

JOIN US at the Eighth Annual Sonoma County Book Festival
Saturday, September 15, 2007, 10am to 5pm
FREE ADMISSION
Old Courthouse Square, Santa Rosa, CA
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Cultural Programming

Rabble Fish Theater- *Crossing Points*

- Part of Performance Sonoma series, Sept. 27 & 29 at the Glaser Center
- Underwriting tickets for underprivileged families
- Marketing- flyers, Bohemian, PD and Marin IJ ads
- Projection of Super titles in Spanish
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Cultural Programming

American Philharmonic &
Mariachi Champana Nevin

- 3pm, October 6 in Juilliard Park
- Generator, sound engineer, marketing
- Staging
- Portalets, volunteer police, special event permit
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Cultural Programming

First Friday Artwalk

- Final event of the season on October 5, 5-8pm
- Marketing – Bohemian, PD and Marin IJ ads, website cross linking.
- Great cross marketing with businesses, artists and musicians
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Cultural Programming

Dia de Los Muertos

- November 1 – 3 in Courthouse Square and exhibit at Arts Council Gallery
- Event co-sponsorship
- Marketing- PD, Bohemian, flyers and posters
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Cultural Programming

Winter Blast-
A Street Gallery Stroll

- November 17, 5:30- 8:30pm
- Marketing- PD and Bohemian Ads
- Participation reported to be 3x higher than last year due to marketing efforts!
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Cultural Programming

- December 21, Courthouse Square to Railroad Square and back
- Holiday parade with ambient music played with a bunch of boom boxes in the streets.
- Marketing: Ads in the PD and Bohemian; flyers; E-mail blasts, Web Calendars- City, Arts Council, SRCVB, PD, & Chris Smith and John Beck featured articles
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Cultural Programming

Street Performer/ Art Vendor Program

- Proposed for Spring, 2008
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**Marketing**

- **Web Page:** www.santarosaartsdistrict.org & .com cross linked with the Arts Council
- **Adventure Guide:** full page calendar of events 3 times a year
- **Booth at Events:** describing the Arts District goals
- **Street Banners** for co-sponsored events
- **Rack Cards:** with calendar of events 1,500 quarterly
- **Arts District Stencil:** wherever appropriate
- **PSA:** produced by the Community Media Center for radio distribution
- **Bohemian Ads:** ¼ page ad once a month for 6 months; Winter Blast Festival
- **Marin IJ Ad:** full page ad in August
- **PD Ads:**
  - ¼ page in Centennial Edition (Oct. 31) & ¼ page in August
  - Small ad once a month for 6 months
  - Santa Rosa Magazine feature for Performance Sonoma Gala
  - Winter Blast Festival (2) 3”x6” ads
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Marketing points

- Santa Rosa is the hub of Sonoma County- let’s make it as well know for its art as it is for food and wine.
  - Contributes to Tourism
  - Creates an inspiring place to live and work
  - Art paired with business is an economic engine

- Santa Rosa is an All America City- community working together
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Leadership

Management and Implementation Staff

- Arts Coordinator: Vicky Kumpfer – 30 hours a week
- Arts Specialist: Tara Matheny-Schuster – up to 10 hours a week
Met with Jeff Kolin and Michael Frank for the City of Santa Rosa to explore sources of support for the Arts District, including City sources (e.g., 1% for Art), County sources (e.g., hotel occupancy tax), and federal sources (e.g., NEA grants). Wrote a summary of this meeting that will be incorporated into the business plan.

Developed a survey exploring details about the Arts District that will be administered to artists and arts organizations after ARTrails is completed. We will administer the survey in cooperation with the Cultural Arts Council.

Began the development a SWOT document for the Santa Rosa Arts District, exploring strengths, weaknesses, opportunities and threats for the arts industry in Sonoma County.
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Future Venues and Funding Possibilities

- Artstart Gallery and Studios
- Gateway Park to the Prince Memorial Greenway
- Church Made of One Tree
- DeTurk Round Barn
- Museum Expansion