Arts District
...downtown Santa Rosa
2007-2008 Accomplishments and 2009 Focus
Phase I Accomplishments

Phase II Goals and Update

The Arts District is charged with initiating programs, developing the Arts District’s identity and attracting private resources.

To this end we have taken a three-prong approach in the areas of Physical Environment, Cultural Events and Marketing.
Arts District
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Phase I - 2007 Accomplishments

Public Art Projects:
- Ned Kahn – *Nine*
- Charles Ginnever, *Hangover II*
- Bryan Tedrick, *Buchephelus* was installed at City Hall.
- The Civic Art Walk- installed four new artworks by Robert Ellison, William Wareham, Penny Michel and Karl Saliter complement the existing 12 sculptures already in place.
- Boback Emad, *Whole Some* installed at College and Mendocino Avenues
- Artstart’s Graphics on downtown garages- co sponsored along with the Parking and Transit Department.
- The All-America City Award banners and Performance Sonoma banners
- 4th and D Street Scramble graphics - co sponsored with Economic Development and Main Street.
Cultural Events

- The focus was on enhancing cultural events which were proven cultural assets.
  - Sonoma County Book Festival
  - First Friday Artwalk – downtown Santa Rosa
  - Arts Council of Sonoma County’s-Performance Sonoma
    - Gala in Courthouse Square
    - Rabble-fish Theater’s Crossing Point Performance
    - American Philharmonic and Mariachi Champaña Nevin
  - Dia De Los Muertos, November 1 & 2
  - Unsilent Night- a holiday boom box parade

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Phase I - 2007 Accomplishments
Phase II Goals

- Development of new and innovative projects by supporting artists and organizations with funding, marketing and seeking other community resources.

- With the economic downturn and depletion of seed money we are developing revenue generating projects.

- Sustainability with the development of the Business Plan and seeking Community involvement with Partners and Sponsors.
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Phase II - 2008 Accomplishments

Community Project Awards

The City of Santa Rosa was pleased to announce the recipients of the Arts District’s Community Projects Awards. The Arts District...Downtown Santa Rosa’s goal is to support artists and cultural organizations in bringing new projects and events to the downtown area.

- An open public Call for Artists competition for artists and art organizations.
- Budget of $25,000
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downtown Santa Rosa

Phase II - 2008 Accomplishments

Community Project Awards - Physical Environment:

- **Native American Cultural Mural** - Dry Creek Rancheria band of Pomo Indians. Proposed to be installed in spring 2009 under Highway 101 on the Prince Greenway.
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Phase II - 2008 Accomplishments

- **Tree Sweater Forest** - Meredith Hamilton & Heidi Iverson

These knitted sleeves for trees have appeared in Railroad Square, at the 7th Street Garage and Courthouse Square.
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Phase II-2008 Accomplishments

- **Utility Boxes, Benches and Art Signs** - painted by Artstart

- **Wire Guys** - Seth Minor, working on 3 large wire sculptures to be placed on Mendocino Avenue Buildings
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... downtown Santa Rosa

Phase II - 2008 Accomplishments

Community Project Awards Cultural Programming:

- **Thursday Noon Concerts** - Economic Development

- **Musical Chairs** - American Philharmonic, a performance in the mall, at which the public can sit in the orchestra!

- **Projections of Santa Rosa** - Marcus and Rosalie Wardell, digital photography to be projected on various buildings in February 2009.
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Phase II - 2008 Accomplishments

- **Vine Art Event & Winterblast** - South A Street Artist Alliance
- **First Friday Art Walk** - sponsorship of the So. A Street Artists
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Phase II- 2008 Accomplishments

- **West End and Railroad Square Handcar Regatta**- Sept 28, Ty Jones, a kinetic sculpture vehicles contest on the railroad tracks

- **Hennepin Crawler**- Krank Boom Clank, kinetic sculpture vehicles made of bicycle parts and other found objects
Other Projects:

- **Emerging Visions Exhibition and Celebration**
  *MAY 10*, in Courthouse Square, in conjunction with the Sonoma Arts Awards 2008 Reception at the Sonoma County Museum.

- **Mural Project** - organize community interest to install murals. Developing policies and procedures.

- **Street Performer/ Artist Permit program** - still in planning phase
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Phase II - 2008 Accomplishments

- Boback Emad Public Art - Dedication - June 28, 2008
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Phase II -2008 Accomplishments

- **Phantom Gallery, 519 Mendocino Ave.**
  - *Opened in September with Tengo La Voz Exhibition and Workshops, a partnership with KRCB and SoCo Museum.*
  - *December hosted the successful Santa Land Diaries-play and the Crazy Elves Mercantile- visual art gallery.*
  - *2009 will have on going juried exhibitions and retail space*
  - *Negotiating a partnership to open a Phantom Theater*
Marketing is an important component of bringing awareness to the Arts District and support to the cultural programs.

Here are some marketing tools:

- Web domain: www.santarosaartsdistrict.com linked to the City front page, art organizations and tourist websites.
- Arts District’s event calendar in North Bay Bohemian Marin IJ & Press Democrat
- Recreation and Parks Activity Guide
- Rack cards with calendar of events
- KRSH & KRCB radio calendar
- Street Banners, Media releases and Ads
Leadership for the Arts District

- **Facilitating** community driven projects, standardize branding & marketing all activities in the Arts District.
- **Revenue generation** will be necessary with the economic down turn, and the original seed money depletion, The Arts District will build on its success with fostering partnerships in the community to maintain its momentum. Potential revenue generating resources are rental fees from city facilities, store front galleries space, street permits, memberships and fundraising.
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Phase III-2009 Focus

- **Arts District Business Plan** identifies the need for sustainability for the Arts District in order to build a future full of public activities in the heart of our city.

- **Partnerships** have been developed to bring the arts, merchants, and neighborhoods together in the Arts District. Partners are: the Arts Council of Sonoma County, Community Foundation Sonoma County, Redevelopment Agency, Gallery Group, Northbay Theater Alliance, Luther Burbank Home and Gardens, Sixth Street Play House, Sonoma County Museum, Main Street Santa Rosa, Railroad Square Association, Convention and Visitors Bureau, Neighborhood Associations, South A Street Artists and Artstart.

- **Revenue generation** will be necessary with the economic downturn, and the original seed money depletion. Potential revenue generating resources are rental fees for city facilities, store front galleries space, street performer permits and memberships.

- **Fundraising and sponsorship activities** such as art auctions and seeking exhibition and other program sponsors. All will contribute to sustainability.

- **1% for Art: Propose Revision:**
  - Currently funds only art installations
  - Recommend funds also be used for:
    - Cultural Activities and Events
    - Programming
    - Promotion

- **The Santa Rosa Arts District**

- **WHAT and WHERE is the Arts District?**
- **WHY is the Arts District important?**
- **How can you BENEFIT from the Arts District?**
- **How can you get INVOLVED?**