

**City of Placerville**  
**Alternative Service Level Requests**  
**Fiscal Year 2023/2024**  
**As of May 8, 2023**

Title of Modification		Municipal Public Art Plan		
Department		Development Services		
Program / Activity				
New Program	New Position	Prgm Expansion X	Prgm Reduction	Prgm Deletion
<b>Description of modification requested</b>				
Preparation of a municipal Public Art Plan to establish decision-making guidelines for facilitating public art proposals including the acquisition, installation, and funding of public art at park and other public spaces.				
The total cost of funding the consulting services of Art Builds Community-San Jose is \$60,000. Arts & Culture El Dorado is funding \$45,000 of the total cost. Arts & Culture is requesting \$15,000 from the City. The consultant will prepare the Public Art Plan under contract with Art & Culture El Dorado to include the engagement of City staff in the development of the Plan. Arts & Culture's proposal dated April 28, 2023 is attached.				
<b>Benefits of funding modification</b>				
The benefits of having a Public Art Plan would establish a more formal process to considering public art projects facilitating community engagement and the review and evaluation of art projects ensuring compatibility with the City.				
<b>Consequences of NOT funding modification</b>				
Without a municipal Public Art Plan, any public art proposal would be considered on an unstructured case-by-case basis not having the benefit of a defined process.				
<b>Budget Impact</b>	<b>Year One</b>	<b>Year Two</b>	<b>Year Three</b>	
Salary/Wages	\$ -	\$ -	\$ -	-
Employee Benefits	-	-	-	-
Contractual Services	30,000	-	-	-
Materials & Supplies	-	-	-	-
Capital Outlay	-	-	-	-
<b>Total</b>	<b>\$ 30,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>
<b>Revenue to be Generated:</b>	<b>Source</b>	<b>Amount</b>	<b>Interval</b>	
	None.			

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PROPOSAL TO CITY OF PLACERVILLE  
PUBLIC ART PLAN  
April 28, 2023

**REQUEST**

Arts and Culture El Dorado requests funding from the City of Placerville in the amount of \$15,000 for completion of a municipal Public Art Plan. This figure represents 25% of the total project budget; Arts and Culture El Dorado will be responsible for the remaining 75%.

**BACKGROUND**

In 2022, Arts and Culture El Dorado engaged City leadership in a dialogue about the need for a public art plan in order to establish decision-making guidelines for public art proposals that come before the Council and a roadmap for developing new artworks and funding sources.

Simply put, public art is art in public spaces. Public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. It often interprets the history of the place and its people. Public art can include murals, sculpture, memorials, integrated architectural or landscape architectural work, and community art.

Public art instills meaning—a greater sense of identity and understanding of where we live, work, and visit—creating memorable experiences for all. It humanizes the built environment, provides an intersection between past, present, and future, and can help communities thrive. Public art has been found to provide a positive impact on communities by supporting economic growth and sustainability, attachment and cultural identity, artists as contributors, social cohesion and cultural understanding, and public health and belonging.

Significant benefits will result from a public art plan that arises from true community engagement, is scaled appropriately to the size of the town, has realistic guidelines and benchmarks, and will result in a process that is trusted by all participants.

The project will fulfill an element of the City of Placerville Strategic Plan, adopted July 12, 2022:

***Maintain/Improve Quality of Life: Provide and maintain vibrant public spaces, events and programs and ensure a well-designed and protected City infrastructure.***

*3) Strategy – Encourage and provide space for public art*

*a. Work with Arts and Culture El Dorado and other art focused groups and organizations to develop a plan and process to incorporate the acquisition and installation of public art at parks and other public sites. This would include a detailed policy and protocol approved through both the Recreation and Parks Commission and City Council*

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**Alternative Service Level Requests**  
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**CONSULTANT**

In order to ensure the best outcome for this important work, we have engaged the consulting firm Art Builds Community (formerly Barbara Goldstein and Associates). Ms. Goldstein, who would serve as the lead consultant, is a nationally known and widely respected public art consultant; she has confirmed availability during the proposed project period, and, while based in San Jose, CA, she knows the region and its challenges.

Art Builds Community is a public art planning, consulting, policy, curation, and community engagement firm that brings critical thinking and artists' perspectives to the creative design of cities, buildings, and infrastructure.

This firm was founded in 2020 by Barbara Goldstein. Ms. Goldstein has worked as a public art planner, architecture critic, and teacher which allows her to examine how government policy, economic forces, and environmental issues shape our lives. Amanda Rawson is a seasoned arts advocate with a background in art history. She has sat on the boards of arts and cultural organizations, arts advocacy groups, and has facilitated many conversations that support artists in a thriving ecosystem. Quynh-Mai Nguyen is a multidisciplinary social practice artist with a background in design, community organizing, and creative production of cultural arts relevant events, programs, and projects. She uses the power of art and storytelling to help create access and promote the voices of underserved communities. Together they formed Art Builds Community because they valued people's ability to give voice to the places they wish to inhabit and how they want to be represented.

As cities and towns develop, it is critical to facilitate a balance between new development and existing cultural assets. Working with public agencies, community groups, and private developers, Art Builds Community devises frameworks that empower artists to participate in shaping changing environments.

**PROJECT SUMMARY**

**Task A: Project Initiation and Research**

Time Period: May 15-June 15, 2023

Consultant will conduct research activities, including historical research, to gain an understanding of available public art funding in Placerville. In conducting such research, Consultant will speak with and listen to arts representatives, creative entrepreneurs, merchants, community members, and civic leaders, as well as utilize traditional research methods, including document review, one-on-one interviews, and focus groups. Consultant will apply a participatory approach to gathering community input.

During this phase, Consultant will also:

- Meet with ACED and City staff to discuss public art goals, learn about existing public art in Placerville, and to further discuss deliverables and the schedule for the Services.
- Review existing documents, including the 2017 Cultural Master Plan, community and urban design plans, and public art policies, procedures, and guidelines, to inform the research and creation of the public art master plan.

**City of Placerville**  
**Alternative Service Level Requests**  
**Fiscal Year 2023/2024**  
**As of May 8, 2023**



- Work with ACED and City staff staff to identify key stakeholders, steering committee members, focus group participants, and appropriate interviewees.
- Tour Placerville with ACED and City staff to inform the creation of the public art master plan.

By the end of this Task A time period, Consultant will deliver to ACED a written work plan, including a time for the outreach strategy.

**Task B: Outreach and Public Participation**

Time Period: June 15 – August 15, 2023

During this phase, Consultant will:

- Conduct up to eight (8) interviews with appropriate representatives of Placerville City government and other community stakeholders to assess capital construction plans and potential public art opportunities in City projects and in private development.
- Meet with City staff and leadership to hear its input and goals with respect to Placerville public art.
- Provide presentations and conduct up to three (3) focus groups with key stakeholders.
- Meet with the project steering committee.
- Conduct one (1) public forum to gain input from the broader Placerville community, including residents, businesses, artists, historians, planners, designers, and others.
- Work with ACED and City staff to produce up to two (2) participation activities at a farmers' market, walking tour, or other public event.

By the end of this Task B time period, Consultant will deliver to ACED a written progress report summarizing the outreach and research activities conducted by Consultant to date.

**Task C: Synthesis and Emerging Themes**

Time Period: August 15-September 15, 2023

During this phase, Consultant will:

- Review Consultant initial findings and emerging themes with ACED and City staff.
- Meet with the project steering committee.
- Present Consultant's initial findings and emerging themes to ACED and City staff and the project steering committee for feedback and input, which shall be considered and incorporated by Consultant.

By the end of this Task C time period, Consultant will deliver to ACED a written summary of the emerging themes, vision, mission, and objectives identified by Consultant with respect to the project to date.

**Task D: Draft Public Art Master Plan**

Time Period: September 15-October 15, 2023

During this phase, Consultant will:

**City of Placerville**  
**Alternative Service Level Requests**  
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- Develop a draft public art plan for the City of Placerville, including based on the feedback and input received during Task C.
- The draft public art plan will, at a minimum, include the following:
  - Mission, goals, and guiding principles statement
  - Identification of key themes
  - Recommended public art locations and types
  - Recommended criteria and methods of selection for of artists and artwork, including maintenance considerations
  - Analysis of funding opportunities
  - Recommended partnership and funding opportunities.
- Present the draft public art plan to ACED and City staff and the project steering committee for review and comment.

By the end of this Task D time period, Consultant will deliver to ACED a written draft public art plan for the City of Placerville.

**Task E: Draft Master Plan Review and Refinement**

Time Period: October 15-November 15, 2023

During this phase, Consultant will:

- Distribute the draft plan to the City Council and other key City stakeholders for review and comment.
- Make one (1) round of revisions to the draft plan incorporating the comments and feedback received during Task D and Task E.
- Post and present the revised plan for final review and approval by the Public Art Commission.

By the end of this Task E time period, Consultant will deliver to ACED a revised written draft public art plan for the City of Placerville, ready to be submitted for final review and approval by the Placerville City Council.

**PROJECT BUDGET**

Consultant		\$ 34,500
Project Management		\$ 15,000
Meeting expenses		\$ 1,000
Social Media		\$ 2,500
Advertising		\$ 1,650
Graphic design		\$ 2,500
Printing		\$ 1,200
Contingency		\$ 1,650
TOTAL		\$ 60,000