



City of San Antonio

Agenda Memorandum

File Number:
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Agenda Item Number: 4

Agenda Date: March 15, 2023

In Control: Community Health, Environment and Culture Committee

DEPARTMENT: Department of Arts and Culture

DEPARTMENT HEAD: Krystal Jones

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Briefing and possible action on the Public Art Strategy and necessary amendments to the Public Art Policy.

SUMMARY:

City staff developed several strategies to further enhance the implementation of public art for capital projects that are in the City's Capital Budget. These strategies are collectively known as the Public Art Strategy. The Community Health, Environment and Culture Committee will receive a briefing on the process for public art development and the Public Art Strategy and the necessary next steps.

BACKGROUND INFORMATION:

Over the past several years, the City has seen an increase in public art requests and donations and the 2022-2027 Bond Program included \$15.7 million for public art. As a result of the increase in demand, donations, and funding, the Department of Arts & Culture worked with community

stakeholders, the San Antonio Arts Commission and its Public Art Committee, and City Council to develop the Public Art Strategy that will further enhance the implementation of public art for capital projects that are in the City's Capital Budget and also provide more guidance on public art donations. The Public Art Strategy will be revisited every 5 years.

ISSUE:

Staff is recommending seven strategies to guide the Department of Arts & Culture in its work to manage public art projects that express the vibrancy and diversity of San Antonio's community through art and placemaking. These strategies are referred to as the Public Art Strategy and were approved by the San Antonio Arts Commission and its Public Art Committee on March 14, 2023, and March 7, 2023, respectively. The strategies are outlined below.

1. Amend the Public Art Policy: Update the names and roles of departments, commissions, and committees. The policy would also include a requirement for canvassing as part of the process for private individuals and businesses to donate public art to City owned property and include the San Antonio Arts Commission and its Public Art Committee in the review of temporary public art projects proposed for City property or right-of-way by community groups or individuals.
2. Connect Community from Start to Finish: Identify highly attended community events where Public Art surveys and discussions can be included to further engage residents in the creation of public art. In addition, the Department will work with relevant project stakeholders and partner City departments to create public art dedications that are not only ribbon-cutting ceremonies, but community events (examples include poetry readings, games, coloring activities, culinary offerings, artist talks, etc.) to drive additional attendance and include all in public art celebrations.
3. Foster Artist Development: Mentor and support artists of all experience levels throughout the public art process.
4. Create a Toolkit for Art in Visible Spaces: Create a "How-To" toolkit for private property owners interested in investing in large-scale artworks seen by the public. The toolkit will serve as a step-by-step guide for developing a project and will include information on finding artists, working with artists, examples of art budgets and projects, key considerations for contracts and insurance, marketing the project, and more.
5. Explore Opportunities for Functionality and Interactivity: Work with selected artists to explore opportunities for functionality and/or interactivity in projects to encourage community participation in public art. This can include lighting to enhance public safety and accessibility, climbable art, art in motion, and art that interacts with the landscape or public art location.
6. Research Maintenance: Conduct Best Practices Research on the maintenance of public artworks in City collections as well as funding sources. In addition, the department will develop a strategy for promoting the department's donation fund, in which businesses or individuals can donate to the maintenance, repair or creation of public artworks in San Antonio.
7. Provide Education and Information on the Public Art Program: Develop a marketing and

communication strategy to educate members of the public, artists and visitors about public art and the public art process in San Antonio. This strategy will include updated website materials, informative videos, social media posts, media relations, and opportunities for public presentations and discussions.

FISCAL IMPACT:

There is no fiscal impact.

ALTERNATIVES:

The Public Art Strategy provides more guidance and direction on the development of public art in San Antonio. However, the Community Health, Environment & Culture Committee could choose not to forward the Public Art Strategy to City Council for consideration.

RECOMMENDATION:

Staff recommends approval of the Public Art Strategy by the CHEC and also recommends that the CHEC move the amendments to the Public Art Policy to a City Council A Session for consideration in April 2023.