WATSONVILLE PUBLIC ART PROGRAM

Percent for the Arts

Community Meeting

City of Watsonville
Parks and Community Service Department
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>6:30-6:40</td>
<td>Introductions</td>
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<tr>
<td>6:40-6:50</td>
<td>Background</td>
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<td>6:50-7:30</td>
<td>Introduction to the Percent for the Arts Ordinance</td>
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<td>7:30-7:40</td>
<td>Next Steps</td>
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<tr>
<td>7:40-7:45</td>
<td>Closing</td>
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Purpose of Meeting

1. Inform community members about the proposed ordinance
2. Collect questions and feedback from community members on the proposed ordinance and its consideration by the City Council
Values that Ground this Work

• Full Potential
• Equity
• Community Unity
• Art as a driver for economic development

• Systems and Cultural Shifts
  • From art for art’s sake to art as a vehicle to create community unity, engagement and well-being.
  • From City government view of art as a nice to have, to a must have.
  • From access to art as a privilege for some, to access to art as a right for all.
WHAT DOES ART MEAN TO YOU?

Art and Culture are...

https://PollEv.com/free_text_polls/8qz6BwRZqQxU8FEgKUu53/respond
Watsonville Public Art Program

https://www.cityofwatsonville.org/2258/Watsonville-Public-Art-Program
The Basics

Establish a City Ordinance for the Watsonville Public Art Program (PAP) to:

- Establish a Cultural Fund
- Create a development fee
- Define how Funds may be spent from the Cultural Fund
Program Allocation ("The Fee")

• 1.5% of the total building permit construction valuation, excluding land acquisition costs

• Applies to:

  Residential
  • New residential development projects of 5+ units

  All Other
  • Commercial, industrial, and public building development projects, with a building valuation of $500,000 or more

  Remodels
  • Remodels of above with valuation of $250,000 or more
Program Allocation (‘The Fee’)  

- Does not apply to:
  - Low and moderate income and senior housing
  - Non-profit performing arts and museum spaces
  - Remodels for earthquake rehabilitation
Program Allocation ("The Fee")

- If the total allocation for a development project is less than $75,000, the applicant shall pay their Watsonville Public Art Program allocation into the Cultural Fund.

Pay the Watsonville Public Art Program allocation into the Cultural Fund.
Program Allocation ("The Fee")

- If the allocation is $75,000 or greater, the applicant shall either:

  - Pay the Watsonville Public Art Program allocation into the Cultural Fund
  - Commission original artwork for the applicant's development project
  - Donate artwork to the City
  - Incorporate a Cultural Facility into the applicant's development project
  - Have the building or a portion thereof designated "Architecture as Art"
Use of the Cultural Fund

• For the design, acquisition, commission, installation of artwork by the City
• For preventative care and maintenance artwork
• To sponsor or support the performing arts
• For the acquisition and improvement of property for displaying artwork or conducting performing arts activities
• For costs associated with administering the Watsonville Public Art Program
• Other City-produced cultural programs
Process for Use of Funds

- Develop a “Public Arts Master Plan”
  - Identify Community Needs and Funding for each possible use of funds
  - Developed through a community process

- Approval for projects by
  - Community Advisory Committee/Artist Selection Panel, then
  - Parks and Rec Commission
  - City Council (for appeals)

- Implementation of Arts Master Plan overseen by Parks and Rec Commission
# Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>9/13/21</td>
<td>Kick Off Meeting</td>
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<tr>
<td>9/30/21</td>
<td>Community Information and Input Gathering Meeting</td>
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<tr>
<td>10/18/21</td>
<td>Parks and Recreation Commission Meeting</td>
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<td>11/9/21</td>
<td>1\textsuperscript{st} Public Hearing by City Council</td>
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<td>12/14/21</td>
<td>2\textsuperscript{nd} Public Hearing and Adoption by City Council</td>
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<tr>
<td>2022</td>
<td>Develop Public Arts Master Plan</td>
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*Consideration by the Parks and Recreation Commission and City Council may be rescheduled for January 2022*
QUESTIONS?
What Next?

• How many of you want to stay engaged in this process?

• Can we ask a few volunteers to give some examples of how you might stay involved in this conversation?
Closing Thoughts

Why is Art important?

Top three meanings of Art from this Group:
1. Community
2. Connection
3. Equity

Shared Values
Thank you!

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