

City of  
Healdsburg  
Community  
Arts and  
Culture  
Plan

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Art. Culture. Community.



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# about this plan

## THE PATH TO THIS COMMUNITY ARTS AND CULTURAL PLAN

The path to this plan is a statement about the will and determination of Healdsburg’s community. The planning process (as outlined in Plan Research and Engagement) began in July of 2019, consisting of multiple site visits by the consulting team, virtual and in-person meetings, interviews, discussion groups, research, and timeline pivots. The process was delayed by wildfires, floods and the COVID-19 pandemic.

The persistence of City staff and the Creative Leadership Team ultimately made this plan possible. The Creative Leadership Team is a group of community leaders comprising long-time residents, artists, educators, business owners, and creative professionals. Their common vision for a brighter future for arts and culture persevered through all the delays. They helped adapt the planning process to remain true to Healdsburg. Each of the members is deeply invested in their community, owns a distinct perspective that contributed to this final plan, and provided great insight to the planning team and the City.

The Creative Leadership Team listened throughout the process. Every Healdsburg resident or worker who gave their opinion, ideas, concerns, and aspirations is represented in this plan. It is a plan by the community and for the community, led by a very special leadership group with a beautiful, common vision.



# plan overview

**The City of Healdsburg Community Arts and Culture Plan exists to shape how arts and creativity is experienced, and supported.** It is a map to discover and rediscover the artistic, natural, and cultural resources that define Healdsburg’s sense of place and inspired way of living. Most importantly, it captures the bold collaborative spirit of the community’s people, who desire their shared art and culture to speak in ways that are welcoming and awakening.

Art and culture are naturally rooted here. They are an amenity of authentic local life, derived from breathtaking vistas, enveloping skies, charming streetscapes, and twisting vines. Under the growing appreciation of art’s role in creating a vibrant community, the City of Healdsburg recently adopted arts and culture as a clear priority, eager to explore possibilities for how art can be imagined, applied, and experienced in daily life.

## OUR VISION

Healdsburg is revered for the unique public interaction, dialogue, and expression that inspires our distinctive artforms. The community is deeply enriched by our makers of art, music, dance, theater, film, wines, and cuisine – and we are intrinsically connected through our shared culture and experiences.

The Healdsburg Community Arts and Culture Plan is a guide to achieve a shared community vision. Healdsburg is rich in agriculture, artistry, ethnicity, and gastronomy, and its people possess a genuinely collaborative soul. By respecting these key elements, this plan will advance arts and culture in the community while emphasizing its exceptional vibe and character.

The plan is organized with **5 Goals** and corresponding **Strategies and Actions**. The actions are flagged with staggered implementation in mind. Select actions represent early wins and foundational needs and others occur on a mid-term to long-term timeline.

We believe in the creative exchange of ideas and dialogue to craft our art and culture.

Plan  
Implementation

Near-Term: 1- 3 years

Mid-term: 4-6 years

Long-term: 7-10 years



*Healdsburg arts and culture, like our people, are inspired by the land.*

### CULTURAL EQUITY COMMITMENT

The Community Arts and Culture Plan values all cultures of Healdsburg. It encourages sharing among those cultures to build a strong and interconnected community and supports equal empowerment and representation of all cultural perspectives. The plan's full intent is to recognize and support all artists, creative workers, and arts and culture organizations representing the various ethnic and cultural backgrounds within the Healdsburg community.

### ARTISTIC EXCELLENCE COMMITMENT

Healdsburg is a unique arts and community and cultural destination with exceptional art galleries, restaurants, arts organizations, wineries, and more. While implementing this plan, it is imperative to develop and observe standards of excellence related to plan goals and actions, especially for the public art program and facilities development. Although the terms quality and excellence hold different meanings depending on the setting, plan implementation will maintain defined standards of excellence which are to be guided by the community and the City.

This plan acknowledges all members of Healdsburg and promotes equal and fair access to a rich cultural life.

# acknowledgements

## CREATIVE LEADERSHIP TEAM

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**The Creative Leadership Team is a group of community leaders comprising long-time residents, artists, educators, business owners, and creative professionals.**



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**Our Individuality.**

# healdsburg: our artistic origins

For a general history of Healdsburg, visit [healdsburgmuseum.org](http://healdsburgmuseum.org). The full Historical Overview of Healdsburg Arts and Culture, by Holly Hoods, Healdsburg Museum and Historical Society, appears in the appendix to this plan.

## Indigenous Art of Southern Pomo and Western Wappo

The diverse artistic talents and rich cultural traditions of the Southern Pomo and Western Wappo-speaking people have been linked to this land for thousands of years. For generations the people lived in villages with a well-developed culture and a tradition of skilled basket weaving. Descendants of the First People still live in the local area, retaining strong personal ties to their homeland, oral traditions, and cultural heritage. Using methods honed over generations, Native Pomo and Wappo basket makers are recognized as being among the finest basket makers in the world. At the turn of the 20th century, an art market developed for Pomo baskets in the United States. An extensive collection of Pomo/Wappo basketry is held by the Healdsburg Museum and Historical Society and the Dry Creek Rancheria Band of Pomo Indians.

## Founding of Healdsburg, 1857

City founder Harmon G. Heald of Ohio arrived in Sonoma County in 1850 and built a cabin and trading post on the well-worn path heading northward to Gold Country, now Healdsburg Avenue. "Heald's Store" or "Heald's Station" soon featured a post office, blacksmith, and a few wood-frame houses. Within two years, Healdsburg grew to 120 houses, a private academy, a concert hall, and a population of 500. They celebrated harvest with agricultural festivals, as did the Native residents with their own seasonal celebrations. Fraternal organizations soon followed, as did singing, sports, and amateur theater clubs. The clubs and organizations hosted socials, dances, and quilting bees.

## Theaters and Performing Arts

In 1876, Liberty Hall on Center Street received an extensive renovation, converting it to an elaborate theater seating up to 500 people. By 1884, the city was attracting performers from across the United States. Halls and performance spaces such as Truitt's Opera House and Theater hosted vaudeville acts, lectures, musicians, and amateur and professional acting troupes.

As the 20th Century dawned, so did the growth of a new entertainment. The M&M Theater opened in 1908 as a nickelodeon on West Street (now Healdsburg Avenue) and began showing silent films. The new Liberty Theater, seating 1,000, opened to great fanfare on Healdsburg Avenue in 1920 and a decade later would be known as the Plaza Theater after its conversion to a "Talkie Theater." The Plaza endured until 1954.

The Aven Theater opened on North Street in 1949 as a motion picture theater and remained a popular destination for local kids and families for decades. It was purchased by the Mayor of Healdsburg in 1978 and served the local Spanish-speaking community by showing Spanish language films two days a week.

In 1976, Camp Rose Players acting troupe was founded. The 30-seat playhouse opened with "Josefa and Captain Fitch," a play that dramatized the life of Fitch Mountain's namesake. Camp Rose Players presented more than 100 shows until its founder's death in 2012.

In 1987, the Aven Movie Theater was remodeled as The Raven Performing Arts Theater, quickly earning a reputation as "Best Theater North of the Golden Gate." In 2000, falling attendance forced the Raven into sale. A small group worked to save the theater as a performance venue and in 2001 incorporated as Healdsburg Performing Arts Theater (H-PAT). H-PAT today operates

under the name Raven Performing Arts Theater and is the performance home of the Raven Players, H-Town Youth Theater, and Healdsburg Jazz Festival.

## HISTORY

The Healdsburg Museum and Historical Society (HM&HS) was founded in 1976 to record the history of the Healdsburg area through the collection and preservation of historical materials and to foster the appreciation of local history through programs and activities. The City collection was originally housed at City Hall and included photographs, paintings, artwork, historical documents, and Pomo basketry. In 1993, the Historical Society saved the Museum from municipal budget cuts. The HM&HS continues to operate today as a nonprofit history and arts organization presenting cultural and educational programming to the community.

## MUSIC

Over the years the City of Healdsburg and outdoor concerts have become synonymous. Saturday night concerts in the Plaza have entertained local citizens and visitors since the 1880s. Rural families came to town to listen and socialize. The merchants stayed open on those Saturday evenings so the parents could shop and then treat the children to something cool at the soda fountain.

The Russian River Brass Band was the first organized band here in the late 1850s. In 1873, the Plaza was cleared and about five years later the bell tower and the first bandstand were built. By 1888 open-air performances in the Plaza developed into a series of Saturday night concerts. Several bands formed over the decades, keeping the series alive. The Great Depression forced the concerts to close until 1937 when they resumed. The Healdsburg Municipal Band concert of July 5, 1941 drew close to 4,000 people. The old bell tower, bandstand and fountain are gone and the gazebo on the east side of the Plaza now serves as the stage. Since 2004, Tuesday evening's Music in the Plaza remains a much-loved local tradition.

The Healdsburg Jazz Festival was founded in 1999. Over the next decade, the festival grew to attract major artists and a

wide audience. Healdsburg Jazz Festival developed a national reputation for artistic excellence, hosting internationally acclaimed jazz musicians, showcasing the area's foremost jazz performers and nurturing new talent.



## VISUAL ARTS

Sonoma County and Healdsburg has long attracted a thriving and talented visual arts community. Healdsburg was home to internationally recognized painter Richard Diebenkorn during his final years. The Healdsburg Arts Council (HAC) was formed in 1993 to advance the arts and art education by providing performance opportunities, library readings, visual art presentations, and educational workshops in the arts. HAC opened "Plaza Arts" in 2002 as a new visual arts gallery and space for local artists. In 2010, Plaza Arts became Healdsburg Center for the Arts (HCA) offering art instruction, after school programs, summer art camp, and the popular Young Artist Show.

Over the past 25 years, Healdsburg's art scene has flourished to boast nearly 20 art galleries, its oldest being the Erickson Fine Art Gallery which opened in San Francisco in 1983 and moved to Healdsburg in 1997.

## PUBLIC ART

In the late 20th century, public art in the form of permanent monuments to history appeared in the Healdsburg Plaza. Before this, most of the public installations were primarily of a practical kind, such as the Ladies Improvement Club artistic drinking fountain of 1901 and the Plaza Street sidewalk clock from the 1920s.

Public art has expanded in the past 15 years under the City of Healdsburg. In 2007, the City adopted a public arts policy to guide the installation of artwork in public spaces for long-term installations. In 2018, a temporary public arts installation program was introduced then became City policy. Under the current guidelines, temporary art installations are allowed in parks and designated public spaces under a permit issued by the Community Services Director.

As part of the City celebration of the sesquicentennial in 2007, artist Carlos Perez painted a mural about local history on the Masonic Lodge at the northwest corner of Center and Plaza Streets. From 2006-2007, the first and second phases of art at the Foss Creek Pathway were dedicated. The art is on display for an indefinite period, and new works have been installed along the Pathway as new sections are constructed. In 2010, the Voigt Family Sculpture Foundation temporarily installed "Aero-5," a stainless-steel kinetic sculpture made by Moto Ohtake in the West Plaza.



## HEALDSBURG TODAY

**Modern Healdsburg cherishes its small-town character, community spirit, architectural charm, and vibrant history. Residents and visitors enjoy its culinary, arts, and wine destinations.**

**Healdsburg is the perfect confluence of nature, agriculture, history, and community.** Celebrating Healdsburg's agricultural legacy and artistic contributions is a community priority. Healdsburg's brand should evolve to celebrate the vintner culture, the people, and the arts as an essential part of its character of place.

**Healdsburg's residents are a collaborative and supportive community.** Residents and businesses are determined to address challenges and enhance the quality of life and economic vitality of the city. Community members from all backgrounds make Healdsburg unique. Understanding and celebrating the contributions, resources, and specific needs of all communities is critical to plan success.

**Healdsburg is a community of arts and culture spaces and places.** The arts community of Healdsburg provides not just one opportunity for the development of an arts space but holds many different cultural gems to cultivate as performing arts spaces, cultural centers, and maker spaces. Performing arts venues and collaborative spaces are a key part of the community's vision. Residents suggest revitalization and adaptation of current spaces and developing additional maker/studio spaces located in libraries and other areas of Healdsburg. Students and young residents from all backgrounds want to see more arts and cultural spaces throughout the city.

**The Healdsburg Community Center is a celebrated, safe place for all community groups.** Residents feel the center is a shared community gathering place and there is significant potential for the Center to serve the public in different ways.

**Healdsburg residents enjoy a focus on visual arts,** with an amazing community of artists and galleries. The galleries showcase national and international artists high profile exhibitions, and performing arts events, and are an integral part of the culturally vibrant Healdsburg.



elevate  
Our Commonality.

# healdsburg: our cultural life

The arts enjoy a strong presence in Healdsburg, home to numerous cultural organizations, galleries, venues, festivals, and events.

The community is plentiful in arts patrons, consumers, and collectors to support its growing wealth of offerings. Festivals and community events include the Healdsburg Arts Festival and Street Art Series, Healdsburg Jazz Festival, Art After Dark, Tuesdays in the Plaza, Sundays in the Plaza (summer concert series), and the Dia De Los Muertos celebration. More than 20 private galleries make their home in Healdsburg. Cultural facilities in the city include The Healdsburg Museum and Historical Society, The Raven Theatre, and The Healdsburg Center for the Arts. The culture of Healdsburg is rooted in agriculture — this is reflected in its abundance of farms, wineries, and farm-to-table culinary scene. More than 100 wineries lie within a 20-minute drive of the city and the area boasts more than 50 stand-out restaurants.

## THE ROLE OF THE CITY

Historically, the City's role in arts and culture was limited. It is currently without an official cultural affairs department and does not provide arts-specific grants or support services. Limited funding is made available to cultural groups, although no grants are made to individual artists. In response to these challenges, the Healdsburg Community Services Department initiated an August 2017 community conversation about art in Healdsburg, exploring community aspirations and the role of the City in supporting the arts.

In 2018, two key initiatives brought arts and culture to the forefront for Healdsburg. First, The Parks and Recreation Commission and City Council established goals to engage the community in defining the role of arts. Second, a team from American Institute of Architecture (AIA) visited Healdsburg for a three-day intensive visit and community workshop sessions. The data collected during that visit is part of a long term, resident-led, visioning process called

SDAT/Healdsburg 2040. The SDAT comprehensive report identified five focal points for Healdsburg's future, with one of those being arts and culture.

The 2018-19 City Council Goals articulate several directives for arts and culture:

- Prepare a community-based arts and culture plan that includes community workshops to gather widespread input on the desired arts and cultural activities and programs.
- Work with local organizations and businesses to explore opportunities to foster and enhance the arts.
- Explore funding options to support community art and encourage artistic and cultural activities in the city.
- Assess the socio-economic impact of the arts and how the City compares to other cities in terms of supporting the arts.
- Explore funding options to encourage artistic and cultural activities.

The commissioning of a Community Cultural Plan solidified the City's commitment to making arts and culture a priority.

## COMMUNITY PARTNERSHIPS

Historically, the City partnered with select Healdsburg-based nonprofits for community services, programming, and providing low space options for the organizations. Through a more equitable lens, this plan serves as an opportunity to expand and strengthen partnerships and resources for all nonprofit organizations in the community.

## PUBLIC ART

In 2007 the City adopted a public art policy outlining a process for the acquisition and installation of public art in the city. There are currently no public or private development art ordinances to fund

the program. They adopted a Temporary Art Installation Program, providing artists a streamlined process for art installations displayed on a temporary basis in designated public spaces throughout town. The Voigt Family Sculpture Foundation supports the display of public art in Healdsburg and provided the City several outdoor artworks on loan. The foundation is unique in its sole mission to support public art, providing a great opportunity for partnership.

## CREATIVE ECONOMY

### Overview

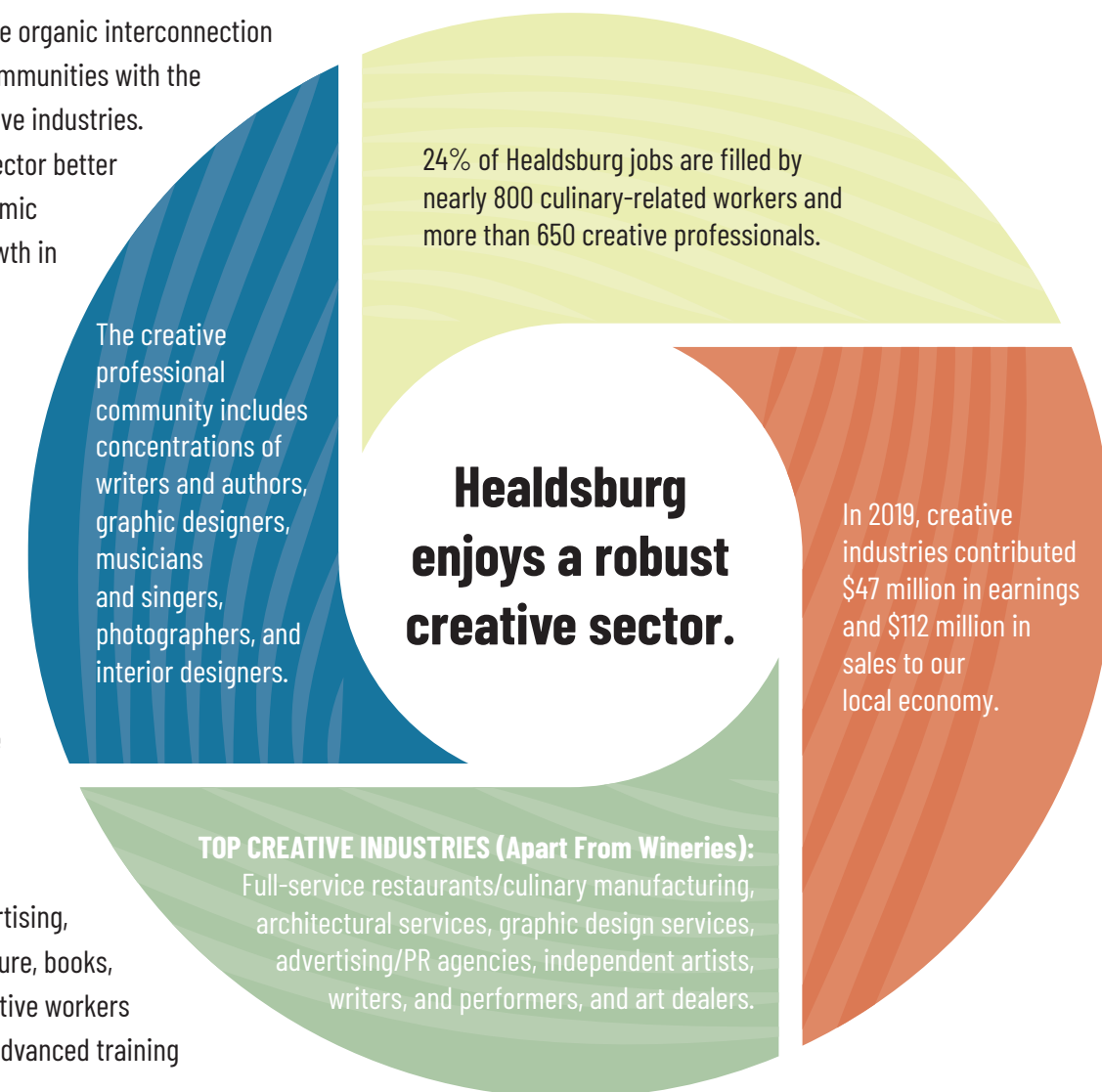
In the past decade, some cities have broadened their policy focus from arts and culture to encompass the whole creative sector of the economy. This recognizes the organic interconnection of the nonprofit and fine arts communities with the for-profit and commercial creative industries. Viewing them as an economic sector better enables a larger toolkit of economic development strategies and growth in the sector.

The term creative economy is used to describe creativity throughout a whole economy. It comprises economic systems where value is based on imaginative qualities in addition to the traditional resources of land, labor, and capital. The foundation for a vibrant creative economy is the creative sector of industries and occupations. Creative industries include arts, culinary, craft, agriculture, advertising, design, entertainment, architecture, books, media, software, and more. Creative workers (creatives) are individuals with advanced training

and experience in the design and production of a broad range of cultural products and services, including individual artists of all disciplines.

The creative industries and occupations are a vital force in individual and community development, empowering people to take ownership of their own development and stimulating the type of innovation that drives sustainable growth. When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, and job creation.

## Healdsburg Creative Sector





The earth, the town, and our people are intertwined in a harmonious and healing culture to be valued and protected.

The Creative Vitality™ Suite (CVI), a data source generated by Western States Arts Federation (WESTAF), provides a portrait of Healdsburg's creative economy. The CVI measures the creative economic health of an area by integrating economic data from both the profit and nonprofit sectors. This approach underscores the economic relationships between the profit and nonprofit sectors and is a mechanism for diagnosing creative strengths and weaknesses. According to the 2019 CVI, Healdsburg scores a 1.04 on the national index of 1.00. The CVI for Sonoma County is 1.14.

In 2019, CVI reported a high total of 657 creative professionals in the city representing 11% of total jobs. The top five creative professional occupations are: 1) Writers and authors; 2) Graphic designers; 3) Musicians and singers; 4) Photographers; and 5) Interior designers. Overall, Healdsburg's creative sector jobs have increased 2% from 2018 to 2019. Of the 793 culinary-related workers representing 13% of total jobs, the top three occupations are 1) Restaurant servers; 2) Cooks/chefs; and 3) Hosts/hostesses.

Total industry earnings for Healdsburg creative industries were 47.3 million in 2019, with industry sales at approximately \$112 million. The top five creative industries reported are: 1) Full-service restaurants/culinary manufacturing; 2) Architectural services; 3) Graphic design services; 4) Advertising/PR agencies; and 5) Independent artists, writers, and performers. Art dealers are 6th for creative industry sales.

### Cultural Assets

Cultural asset identification plays a vital role in elevating arts, culture, and the heritage of a place, which embodies community identity, quality of life, and economic vitality. For this plan, the intent of identifying Healdsburg's cultural and creative assets is to:

- Raise awareness of community cultural creative assets with City staff, residents, and visitors.
- Identify strengths, gaps, needs, and opportunities in the arts and cultural sector.
- Provide data necessary for better-informed planning and policy decisions.
- Deliver information for economic development and promotion of arts and cultural resources.

The plan recommends the development of an online site highlighting and tracking the cultural and creative assets of the community. The work of cultural and creative asset identification is ongoing. The list of information and assets provided in the Appendix of this plan is a living list — to be revised and updated as necessary. Currently, there are 344 creative businesses and 29 nonprofits in Healdsburg.

### The Heart of Healdsburg Arts: Nonprofit Community Cultural Organizations

Nonprofit organizations that represent arts, heritage, and cultural interests in the community are critical to the creativity of Healdsburg, and even more critical to accessibility and arts exposure for residents. They are essential to cultural vitality and include civic and social groups as well. There are 29 nonprofit community cultural organizations in Healdsburg. The largest, Corazón Healdsburg and Reach for Home, are human service organizations. The largest arts organizations are The Healdsburg Jazz Festival, The Raven Performing Arts Theater, and the Healdsburg Historical Museum. There is a very broad range of organizational disciplines and missions for a community of this size. The disciplines span performing arts, history/heritage/museum, cultural, social service, literary, media, youth arts, visual arts, environmental, and events. Most notable is the range of types of organizations; it's an interesting and diverse collection with no major institutions among them.



elevate  
Our Originality.

# plan research and engagement

## PLANNING METHODOLOGY

The completion of this plan is due to the dedication of the residents of Healdsburg who took the time to participate in the process and ultimately shape goals and strategies of the plan. It is built on community vision and aspiration. In recognition of the important role creativity and the arts play in Healdsburg, the City appointed a Creative Leadership Team (CLT) to guide the plan's process, development, and eventual implementation. The CLT comprises local business and nonprofit community leaders, artists, and art educators. The mission of the CLT is to work with the planning team to ensure the development of a comprehensive, inclusive, and sustainable, arts and culture plan for the community.

A broad cross-section of the Healdsburg community participated in planning: elected officials and city leadership, artists of diverse disciplines and careers, culinary professionals, design professionals, arts organizations, business and tourism leaders, gallery owners, architects, board members, arts donors, and education leaders. The planning process began in June 2019 and included interviews, discussion groups, Zoom meetings, panel discussions, and community survey, over five site visits and multiple project virtual meetings.

Due to COVID-19 restrictions, much of the community engagement was conducted virtually with residents and community members, and included targeted meetings with students, the Latinx community, and general residents who selected to participate in the conversations. Corazón Healdsburg led Spanish-language virtual meetings on Zoom and FB Live, and high school students conducted an arts discussion panel, facilitated by Council member Skyler Palacios. Both the students and the Latinx community showed keen interest in participating in the process, and wanting to participate in cultural and community leadership, moving forward.

An online and printed community survey was available to the public from February 2021 through March 2021. Survey distribution included email communications, social media, and other alerts to City community lists, organizational lists, Creative Leadership Team member contacts, and sharing of the survey link by community organizations and respondents. A total of 526 people completed the survey. A full survey report is available in the Appendix of this plan.

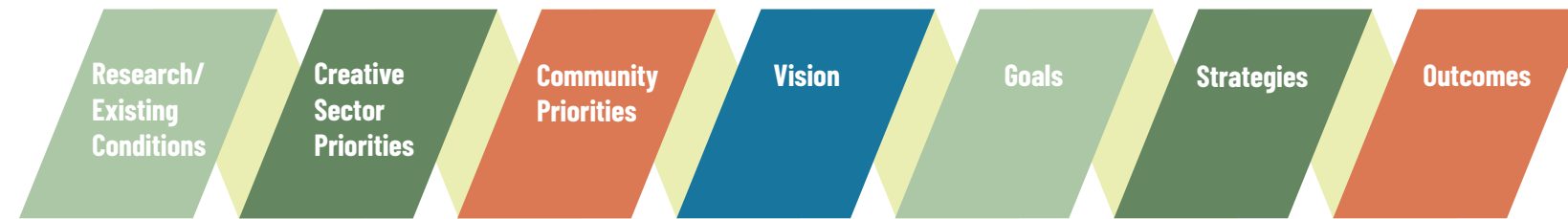
A creative community benchmarking study was conducted to understand key areas of arts and cultural programming, artist retention strategies, cultural tourism initiatives, and city-managed cultural spaces. The cities were selected based on several factors including select similar geography and demography, and aspirational creative vitality and arts programs. The full benchmarking report is available in the Appendix of this plan.

## The central questions framing the planning process:

- What is the current state of arts and culture in Healdsburg?
- What do residents want the future to be?
- Where are the opportunities?
- How do we get there?

## The Goals of the Planning Process:

- Create a plan to serve as the City's cultural development framework to support its community partners, artists and arts organizations, and creative businesses.
- Engage community members in a comprehensive process to develop a vision for Healdsburg's cultural future.
- Explore and articulate the artistic identity of Healdsburg, including its own definition of public art and creativity.
- Explore and articulate the needs and visions for community arts and cultural spaces and identify next steps for facilities feasibility.



WHAT WE DID  
Engagement activities conducted during the planning process.

14 Creative Leadership Team Meetings

5 Planning Team Site Visits

45 Interviews/ Discussions with 100+ community members

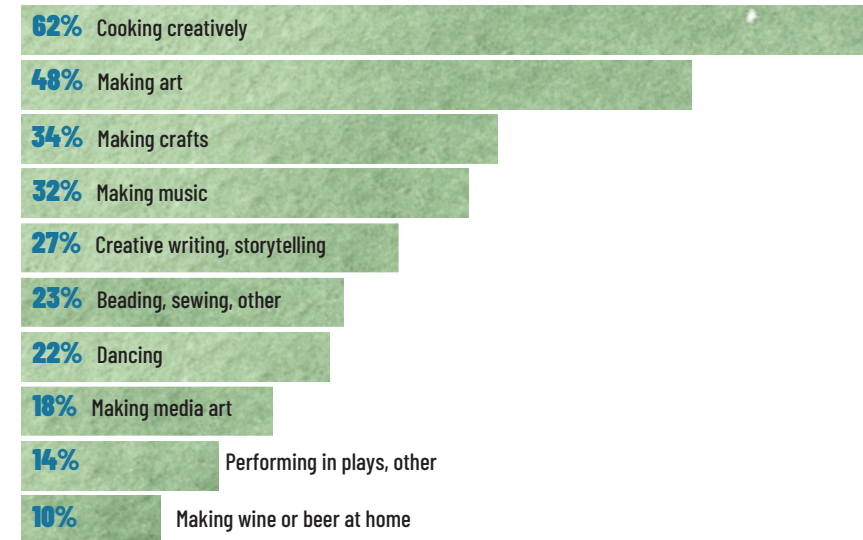
Cultural Arts and Facilities Field Trip  
History and Impact of Public Art Presentation  
Current Trends in Cultural Facilities Presentation

5 Community Meetings (English and Spanish)

526 Residents Completed Survey

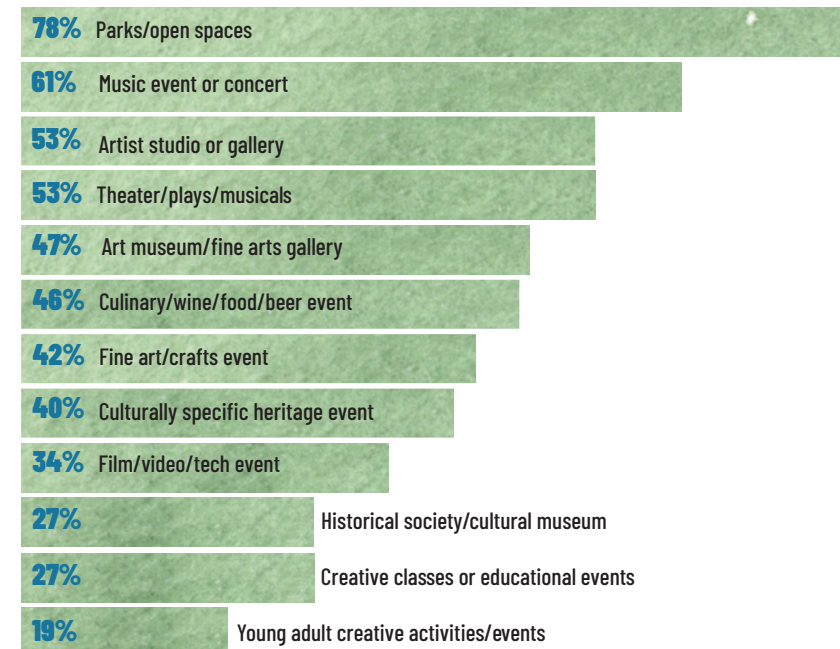
HIGHLIGHTS: WHAT WE LEARNED

Creative Participation (Pre-COVID19)



**Healdsburg is a creative community.** Residents enjoy a focus on visual arts, yet seek a better balance with performing, literary, and other arts offered in activities and venues. The culinary sector is very important to Healdsburg's economy and residents with 62% of survey respondents stating they regularly participate in creative cooking. Other popular creative activities include making art (48%), making crafts (34%), and making music (32%).

Creative Events Attendance (Pre-COVID19)



**While parks and open spaces are the #1 place where people attend creative events, there is room for more.** Community members are eager for creative events, arts programming, and public art in all neighborhood parks, opening up avenues of engagement beyond the downtown plaza. Survey respondents also regularly attend music events (61%), artist studios/galleries (53%), theater/plays (53%), and fine arts galleries (47%).

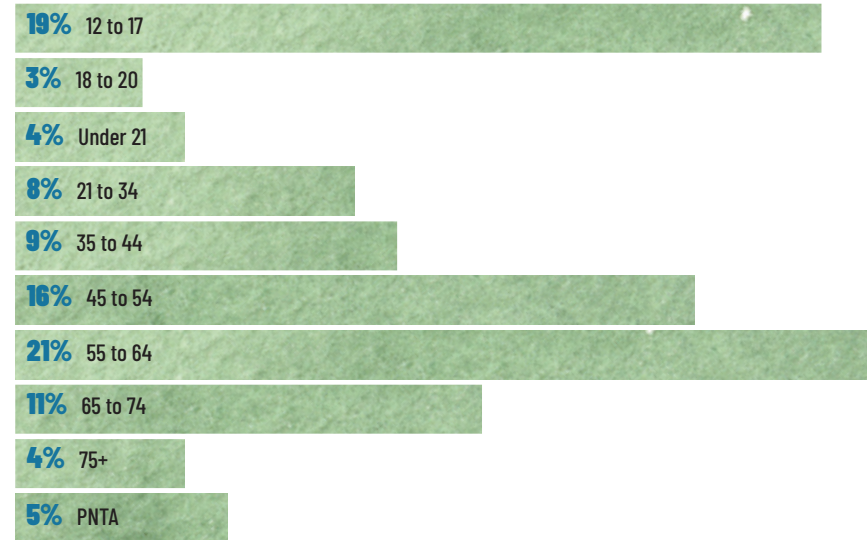
Needs of Professional and Aspiring Artists

Item	Overall Rank	Rank Distribution
More exhibition, performance, and sales/work opportunities in Healdsburg for my art and/or artistic business	1	
More networking and connection opportunities with other local artists or creative businesses	2	
Collaborative and cross-sector marketing and promotions with City and other creative businesses	3	
Artists and/or creative work space and/or live/work space	4	
Opportunities for leadership in the community (such as serving on boards or committees, working on City projects)	5	

**Avocational and professional artists are an integral part of the Healdsburg community.** 52% of survey respondents identify as artists, with 25% of those being professional or aspiring professional artists and 45% avocational (hobbyist) artists.

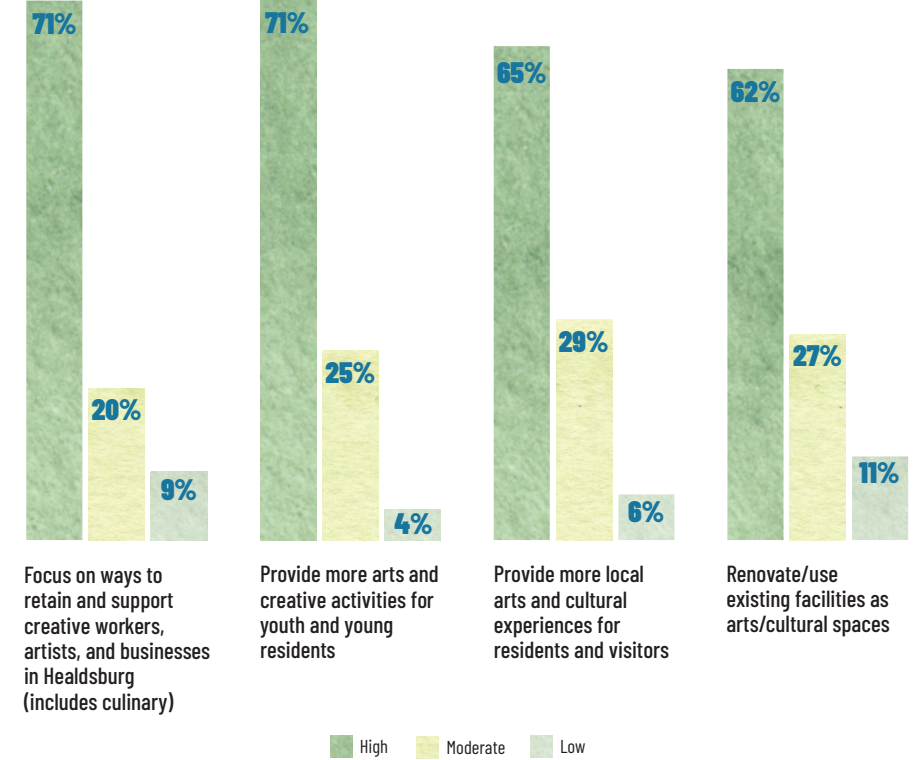
Professional and aspiring artists identify the need for opportunities to sell, promote, and showcase their art in an affordable manner. Residents want artists to be more involved in educating the public about environmental causes, solving social service challenges, and enhancing urban design.

Ages of Survey Respondents



**Healdsburg's younger generations showed great participation and engagement in the survey process.** Great participation in engagement and survey from younger generations of Healdsburg. Of the 526 total survey responses, 26% of respondents are 21 years or younger. 34% are 34 years or younger. Young residents held panels and meetings and identified priorities for the plan – among those, different and better arts opportunities, and more gathering spaces and places to make art and collaborate with others.

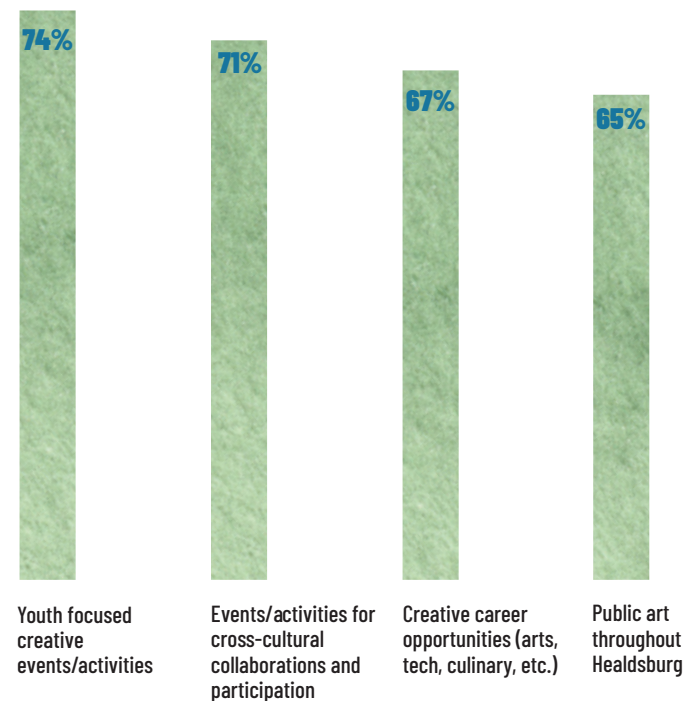
Community Plan Priorities



**The community supports initiatives for the creative sector.** One of the most challenging issues facing Healdsburg is the cost of living and retaining a varied workforce. According to the survey, 71% of respondents want the plan to address ways to retain and support creative workers, artists, and businesses in Healdsburg. 67% want to see more creative career opportunities in arts, technology, and culinary sectors. While the cultural plan will not solve these larger community challenges, it sets goals and strategies focusing on live/workspaces, permitting and zoning, and other areas of opportunity.



Need for More Community Events/Activities



All residents, and especially young residents, desire more creative opportunities.

All residents, and especially young residents, desire more creative opportunities. 71% of survey respondents want more arts and creative activities for youth and young residents. The community wants safe and accessible gathering places for teenagers, affordable options for youth to engage in collaborative arts, opportunities to share and learn about different cultural arts and communities, and the ability to enjoy intergenerational activities. 65% want more community-wide, inclusive arts and cultural experiences for all residents.

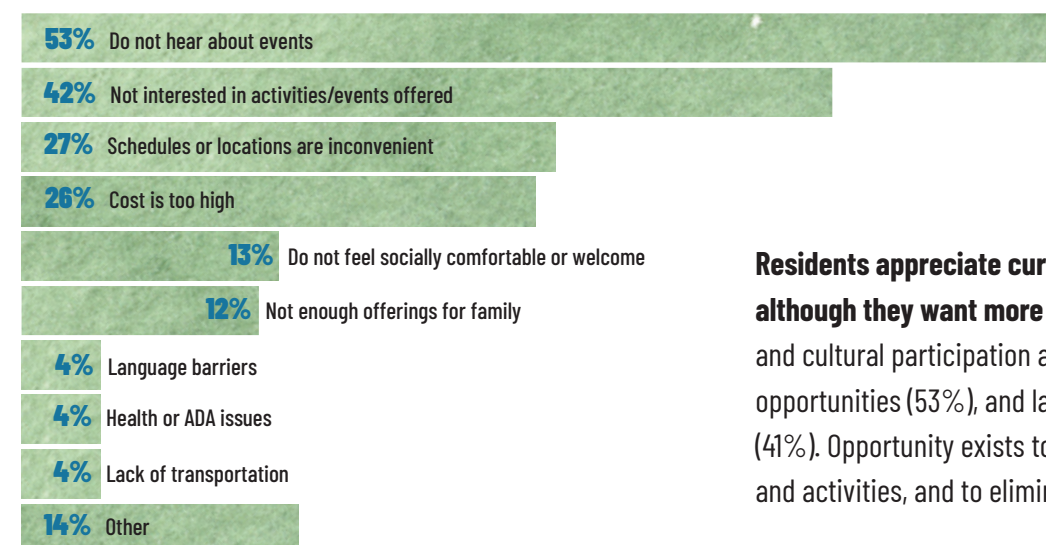
Respondents want to see activities focused on residents, which in turn, benefit visitors.

Many residents are concerned with the balance of activities for residents and visitors. While tourism is recognized as critically important to the Healdsburg economy, residents want to see more arts and creative experiences for themselves and their families, including youth activities (71%) and cross-cultural collaborations (71%). Public art is also important to residents, with 65% of survey respondents wanting more public art in Healdsburg. Cultural relevance and equity are important to Healdsburg residents, significantly so with the Latinx community. They want to see more activities relevant to their community, improved bi-lingual communications from the City, and more informed partnership models for businesses and nonprofits to work with Latinx communities.



ADDRESSING BARRIERS

What Keeps Respondents from Participating



Residents appreciate current arts and cultural offerings, although they want more variety. The most-cited barriers to arts and cultural participation are lack of hearing about activities and opportunities (53%), and lack of interest in what is being offered (41%). Opportunity exists to improve the ratings of creative events and activities, and to eliminate these barriers to participation.

Residents express a desire for more variety and higher-quality arts experiences. As noted, one of the barriers is lack of interest in current offerings. This may be due to location, cultural relevance, and/or quality and variety of current offerings.

CULTURAL FACILITIES

Community Priorities and Cultural Spaces

Item	Overall Rank	Rank Distribution
Renovating/using existing facilities as arts/cultural spaces	1	
Provide more arts and creative activities for younger residents	2	
Focus on ways to retain and support creative workers/artists in Healdsburg (including culinary)	3	
Develop inclusive arts and cultural opportunities/programs for all residents	4	

There is significant support for renovating existing spaces and creating spaces for performing arts and for community collaborations.

the plan

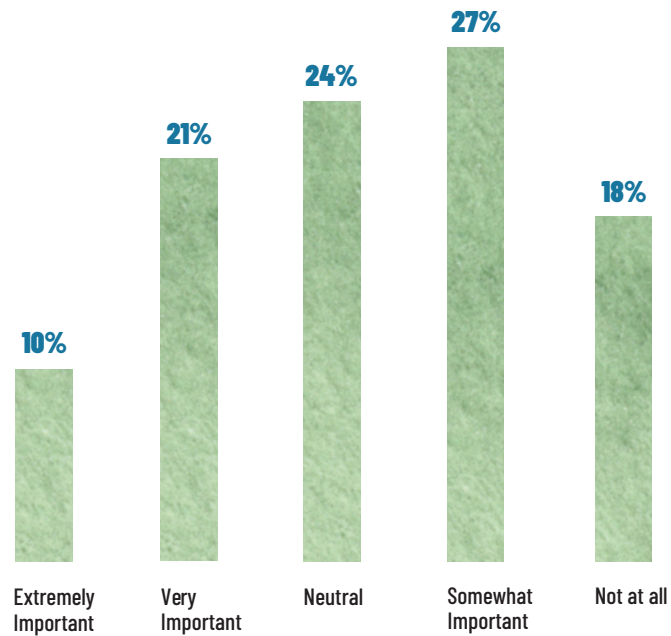
This plan's purpose is to serve as a guide for the support of cultural development in Healdsburg. Ultimately, the success of the plan requires a collaborative effort and partnership among the City and local leaders in business, the arts, tourism, development, and philanthropy. Healdsburg has proven a dedicated supporter of its residents and businesses, indicating implementation of this plan will follow in that same faith.

Stated simply, the plan's primary goal is to enhance the artistic identity and cultural life of Healdsburg for its residents, businesses, and visitors.

Additional plan goals emphasize partnerships, philanthropic opportunities, cultural equity, examination of the use of existing resources, ongoing asset research, and other issues related to plan success.

A key outcome of the plan is for art to be considered for every community concept or design, guiding all possibilities and decisions that follow.

How Important is a NEW Performing Arts/Cultural Space?



A performing arts/cultural space for Healdsburg should provide:

1. Community classes, workshops, and programs for people of all ages
2. Performing arts spaces
3. Exhibition and gallery spaces
4. Commercial spaces for compatible businesses (artistic, culinary, etc.)



# goal 1.

**Build the Structural Foundation for Arts and Culture.**

# goal 2.

**Enrich Cultural Experiences for Our Community and Our Visitors.**

# goal 3.

**Foster and Grow an Inclusive Creative Economy.**

# goal 4.

**Advance Art in the Public Realm.**

# goal 5.

**Advance Development of Arts and Cultural Spaces.**

## goal 1: build the structural foundation for arts and culture.

### 1. Build the internal support structures for long-term success.

- 1.1. Formally adopt plan by City Council.
- 1.2. Create a City Arts and Cultural Commission.
- 1.3. Provide City staffing to achieve plan goals.
- 1.4. Provide financial support for plan implementation inclusive of start-up funding and sustainability funding. (Cross reference with Goal 1, Strategy 4.1)

Establishing staff support, creating an Arts and Culture Commission, and developing foundational programs is a first step for plan implementation.

### STAFFING

Managing plan implementation and an arts and culture program is complex. Arts program staff will work with City-appointed officials, various City departments, community leaders, nonprofit executives, artists and designers, educational institutions, and all community members. For the short term, it is recommended to appoint one full-time staff person as the program manager. When feasible, staff may be expanded to include a public art professional and assistant staff. It is recommended the program manager have a background in arts and/or design.

### ARTS AND CULTURE COMMISSION

The Arts and Cultural Commission will advise City Council and leadership. The Commission will guide the development of all arts and cultural programs, identify and recommend grants, approve public art projects, and monitor other program elements. As annual workplans are developed for the implementation of this plan, the Commission will review and update it as necessary. Specific criteria should be established for the Commission including term limits, number of members, eligibility criteria, and more. Members should be broadly representative of the Healdsburg residents and

businesses including a youth representative, and a select number of members should be knowledgeable of arts, design, and/or public art. (Please see appendix for member profile examples).

### 2. Develop foundational arts and culture-related programs.

- 2.1. Review current community programming.
  - 2.1.1. Integrate cultural arts and individual artists' participation, as appropriate.
  - 2.1.2. Expand current and develop new public-private partnership opportunities in arts and cultural programming.
  - 2.1.3. Review programming and activities to be more inclusive of all residents, with an eye to representation of youth, students, and the LatinX community.
- 2.2. Review and update program delivery systems and communications to align with multicultural and multi-language needs.
  - 2.2.1. Eliminate barriers by establishing policies for bi-lingual communications.
  - 2.2.2. Partner with local organizations to determine best practices for cross-cultural partnership models (Spanish speaking teaching artists, bi-lingual instruction, community communications, etc.)
- 2.3. Develop programming for and by specific populations, such as children and young people, seniors, and the LatinX community. Consider programs that celebrate heritage and culture of origin.
- 2.4. Establish a public art program (Cross reference Goal 4: Strategy 1).
- 2.5. Establish a grants program for individual artists and arts organizations.
- 2.6. Review and revise (as necessary) land use code to allow greater flexibility for arts uses in residential and commercial areas, such as making and selling art from a home.

- 2.7. Create an on-demand Artists in Residency (AIR) program with City departments and outside partners using artists to address current community issues and challenges.
- 2.8. Develop a community-initiated program that invites proposals for grassroots arts or cultural projects in different areas of Healdsburg from individual artists and individual community members. Keep the proposal process simple and accessible.

### THE ARTS AND CULTURE PROGRAM

The key purposes for the City's arts and culture program are two-fold: to provide artistic and cultural services to Healdsburg residents, and to support its creative sector. The foundational programs recommended here are a starting point. Additional programming may exist related to arts education, specific arts events, historic preservation, and more.

#### **Community Partnerships and Shared Decision-making**

This is a community-focused arts and cultural plan, so many of its programs will be developed and implemented through public-private partnerships. Partners include tourism and hospitality businesses, educational institutions, non-arts businesses, the Chamber of Commerce, the wine industry, and others.

As all arts programming begins with the creativity of artists and arts organizations, a select group of advisors should be convened to recommend arts integration for new and existing programs. A top priority is fair and equitable design and distribution of programs and resources, addressing any racial and cultural parity concerns at the beginning of the process. The advisory group should include a diverse representation of community members and artists of all disciplines.

#### **Defining Opportunities to Support Artists**

One objective of the arts and culture program is to establish ongoing support for local artists of all disciplines. This includes grants to artists and arts organizations, but many opportunities can be identified and developed to create a robust system of support. Healdsburg is currently limited in its affordable live-work, studio, exhibition, and performance spaces. A thoughtful

examination of the zoning and land use code will uncover new possibilities that allow artists to create and sell their art from home. An artist residency in City government, available on demand to work on select city projects, provides visible and intentional support for arts and culture in the community.

### **3. Establish policies and practices to support diversity, equity, and inclusion (DEI) in Healdsburg's arts and culture.**

- 3.1. Provide DEI and cultural humility training for the Arts and Culture Commissioners and staff as part of the initiation of the Commission.
- 3.2. Direct the Arts and Culture Commission to develop a cultural equity policy that addresses racial justice and inclusion. Incorporate community engagement as part of this process.
- 3.3. Present the cultural equity policy to City Council for review and adoption.
- 3.4. Support implementation of the cultural equity policy with ongoing management, reporting, and course corrections.

### EQUITY IN THE ARTS

There is an important national conversation about equity—the lack of equity and the pursuit of justice and fairness. Being intentional about achieving equity for all of Healdsburg is the first step. And while racial equity headlines this national conversation, the community of Healdsburg wants to work towards equity for all — all genders, all culturally specific groups, all LGBTQ community members, all immigrant communities, all residents. Arts and culture are an economic and social engine for Healdsburg and should benefit all residents in equal measure.

Americans for the Arts defines cultural equity for the arts as embodying “the values, policies, and practices that ensure that all people — including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion — are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.”

Our community possesses the will, the opportunity, and the motivation to achieve equity in the arts and beyond. Our intentional first step is to establish policies and practices to make this possible.

While there are significant barriers for low-income residents, LatinX communities, and some students and youth - Healdsburg has the will, the opportunity, and the motivation to achieve equity in the arts and beyond. The intentional first step is to establish policies and practices to make this possible.

### **4. Establish sustainable funding mechanisms.**

- 4.1. Establish a phased commitment of City funds for the arts and culture program (Cross reference with Goal 1: Strategy 1.4)
- 4.2. Create a “Friends of” or Cultural Trust to receive grants, donations, and other philanthropic contributions for arts and culture programming.
  - 4.2.1. Explore California Arts Council, National Endowment for the Arts, and other grant programs.
- 4.3. Establish a percent-for-art fee on City capital improvement projects to fund public art. (Cross reference with Goal 4: Action 1.1.1)
- 4.4. Establish a private development fee for public art onsite or as a contribution to the public art fund. (Cross reference with Goal 4: Action 1.1.2)
- 4.5. Collaborate with Creative Sonoma and other Sonoma County municipalities on potential countywide funding sources.

### DIVERSIFIED FUNDING FOR ARTS AND CULTURE

Healdsburg is fortunate to have more than one potential source of funding for cultural plan implementation and programming. The most sustainable strategy for funding is one that draws on diverse sources. Over time, this might be a combination of Transient Occupancy Tax (TOT) and City general funds, private funds from the community, percent-for-art dollars from City and private developments, and grant sources from outside the community. Conceiving the “arts budget” under diverse funding sources allows the community to adapt to economic challenges, take advantage of private philanthropy in the community, and access other

available funding. This flexibility produces the greatest rewards and sustainability in the long run.

### CITY FINANCIAL SUPPORT

Considering the challenges of 2020/2021 and their impact on the City TOT and Healdsburg Tourism Improvement District (HTID) assessments, it is necessary to establish a phased approach for funding the arts and culture programs.

A potentially significant source of arts funding could be obtained through the creation of a percent-for-art program that applies to both City capital improvement projects and new private developments. This concept is detailed in the following section of this plan.

### CULTURAL TRUST

Establishing an Arts and Culture Fund allows the solicitation of private and community support to augment the City's arts programming and operations. The Fund may be housed at the City, or the Community Foundation Sonoma County as part of the Healdsburg Forever endowment. The Arts and Culture Commission can provide governance and oversight of solicitations and use of these monies. Opportunities for grants include those from the National Endowment for the Arts, the National Endowment for the Humanities, the Institute for Museum and Library Services, the California Arts Council, Creative Sonoma, the Community Foundation Sonoma County, and many other private and corporate funders in the community.





## goal 2: enrich cultural experiences for our community and visitors.

### 1. Identify and develop distinctive cross-sector collaborations for arts and cultural experiences throughout Healdsburg and the surrounding area.

- 1.1. Connect Healdsburg sector experiences: eco-tourism, artist residency visits and experiences, gallery tours, agricultural tours, health and wellness, culinary experiences, history, and more.
- 1.2. Work with local hoteliers and local businesses in the creation of authentic and “unexpected” arts and cultural experiences both downtown and throughout Healdsburg.
- 1.3. Expand arts and cultural experiences to be more “local” and year-round. Develop creative experiences integrated with other activities, such as wine, family friendly, and outdoor (affordable local chef experiences, foraging, performances).

### 2. Articulate arts and culture as an important part of Healdsburg’s character of place.

- 2.1. Work with the Chamber to designate a seat on the Chamber Board for an arts and culture representative.
- 2.2. Identify partnerships with Chamber members and initiatives for local and visitor promotions involving arts and culture.
- 2.3. Build on current programming and facilitate small-scale arts events and activities throughout the year, collaborating with local artists and businesses. In planning these events, ensure cultural relevancy and diverse programming.

### THE EXPERIENCE OF PLACE

Healdsburg is a compelling community, delivering superb experiences that combine elements of arts, culture, food, wine, nature, and luxury flavored with authentic local character. The primary goal of this plan is enhancing experiences for residents of all ages, amplifying the arts through cross-sector collaborations, and elevating the awareness of the arts through community-initiated and community-based activities and partnerships.

Creating space for greater connection between sectors provides numerous opportunities for cultural experiences to serve residents. Local culture also enhances the visitor experience, making it more natural and beneficial for all. People are attracted to the experience of a place where they are enveloped in local character and artistry.

Strengthening local cultural experiences aligns with Healdsburg’s commitment to its people and places, enriches the quality of life for residents of all ages and backgrounds, and provides a unique experience for all.

## goal 3: foster and grow an inclusive creative economy.

### 1. Facilitate economic growth of the creative sector.

- 1.1. Convene a Creative Sector Leadership/Community Group to identify resources and opportunities.
  - 1.1.1. Ensure the convened group represents cross-sector and cross-cultural organizations.
  - 1.1.2. Incentivize collaborations between local artists and businesses to create appealing events and activities (pop-ups at local spaces, local live music venues, interactive public art installations, etc.).
  - 1.1.3. Identify and facilitate access to small business assistance (training, shared marketing, business planning, funding) to assist creative business sustainability and growth.
- 1.2. Develop a communications plan.
  - 1.2.1. Identify community partners and enhance current communications about arts and cultural happenings including the development of an online centralized marketing hub.
  - 1.2.2. Work with arts and culture organizations and creative for profit businesses to develop plans for shared marketing of local assets, businesses, events, and arts and creative initiatives.

### 2. Cultivate the next generation of artists, creatives, arts consumers, and advocates.

- 2.1. Convene young artists, youth-focused community organizations, and educational institution leaders to develop a vision for creative activities appealing to a diverse generation of younger residents.
- 2.2. Develop an arts and cultural mentor and apprentice program with schools, cultural organizations, and businesses. Include career paths in the arts as well as the entire creative sector.

### 3. Empower Healdsburg's creative community to partner with City in community recovery from crisis.

- 3.1. Prepare an inventory of creative community organizations, businesses, and people willing to provide emergency and recovery services in times of crisis. Assign a City staff person as the community liaison for arts as crisis response.
- 3.2. Invite artists from the community to participate in City emergency and recovery planning efforts and share practices on revised operations during crisis times for events, festivals, redesigning indoor arts opportunities, funding, and more.
- 3.3. Include artists in programs and efforts that support community resilience and recovery during crisis.

### 4. Support development of affordable work-live and workspaces for artists. (Cross reference Goal 5: Strategy 1.5).

### 5. Enrich cultural experiences for residents and visitors. (Cross reference Goal 2).

#### HEALDSBURG'S CREATIVE SECTOR

Healdsburg is an example of a small and robust creative community including businesses, restaurants, wineries, arts organizations, and individual artists. Expanding the focus of plan strategy and implementation to encompass the entire creative sector creates optimal conditions for creatives to thrive and for residents to enjoy a richly creative environment.

Responsible for Healdsburg's vibrancy is a robust group of artists, galleries, agricultural partners, creatives, educators, and culinary workers. All play a significant role in the creative life of residents, provide important services and programs for youth and civic groups, work with the community on important issues, and are a

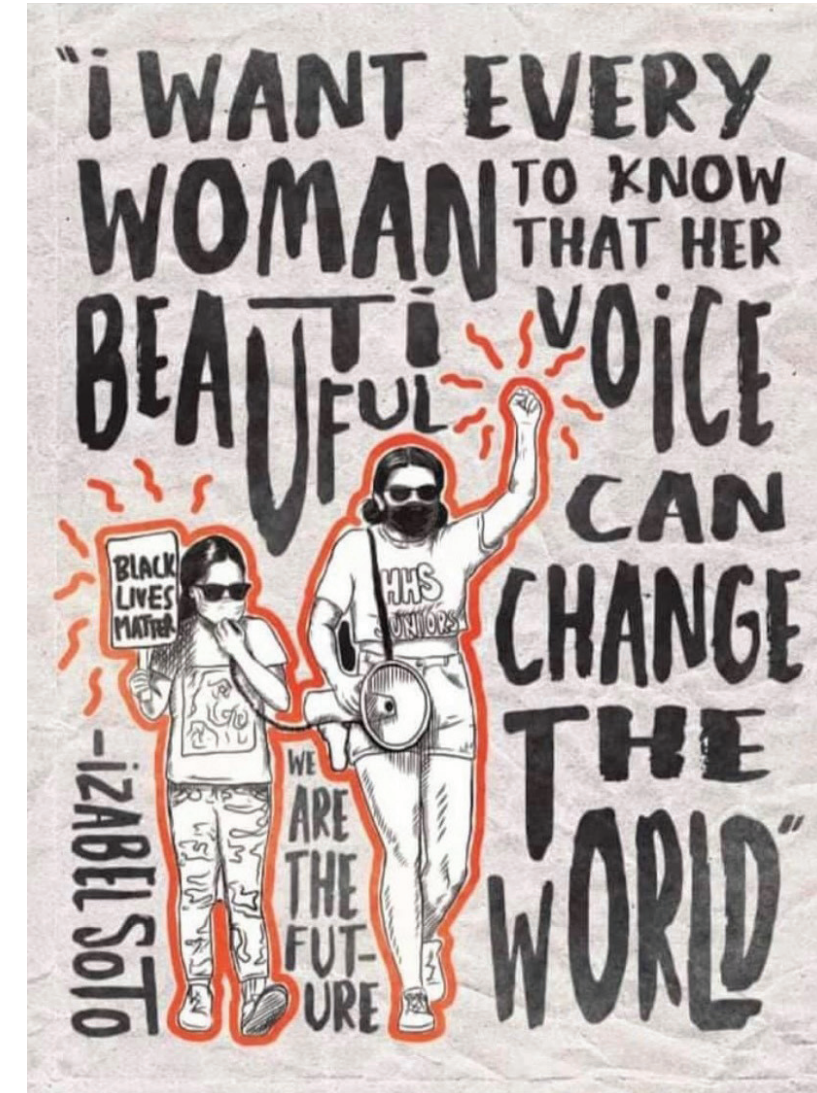
viable economic engine contributing to the overall economy. Most importantly, the Healdsburg creative sector is highly collaborative and partners with the City to develop growth opportunities for current and next generation creatives, ensuring community arts remain longstanding and vital to the local way of life.

Articulating the value of the arts, community creativity, and local artists is a primary vision of this plan. This includes a comprehensive online site showcasing cultural assets, artists, creative business resources, public art maps and tours, local stories and places, and more. The intent is an integrated site highlighting character of place and promotion of businesses in a creative, authentic way. It is primarily a community and regional resource to be promoted nationally and internationally.

"When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, job creation and innovation while contributing to social inclusion, and building more inclusive societies through policies recognizing cultural differences and multicultural perspectives."

#### RESILIENCY AND RECOVERY

Healdsburg's creative community is a key partner and contributor to community resilience and recovery in times of crisis. The arts and artists are essential workers in our society and economy, helping us recover, reflect, and rebuild. Healdsburg residents have faced numerous natural and public health challenges to their economy and well-being. Healdsburg's creative community represents a powerful force in response, recovery, and resiliency. Artists, cultural nonprofits, and creative businesses repeatedly and spontaneously provide critical assistance in times of crisis — during wildfires and natural disasters, the COVID pandemic, and economic recessions. Healdsburg can continue to leverage its creative community to mitigate the impacts of crises and progress toward recovery.



# goal 4: advance art in the public realm.

## WHAT IS PUBLIC ART?

Public art expresses community values, enhances the environment, transforms a landscape, heightens awareness of community concerns, and questions assumptions. Public art commemorates local history and traditions. The art is intended for everyone, a form of collective community expression. Public art reflects how we see the world – the artist’s response to our time and place combined with our own sense of who we are. The definition of public art continues to evolve, providing varied place-based opportunities to engage communities and bring vibrancy and life both to public places and private development. Public art is a powerful tool and partner in achieving civic goals in the areas of economic development, identity, community engagement, cultural diversity, revitalization, placemaking, and tourism. (Adapted from Penny Balkin Bach, 1992.)

## Healdsburg School Student Definition

**PUBLIC ART** brings people together.

**PUBLIC ART** transforms a landscape.

**PUBLIC ART** provides access

to art for everyone.

**PUBLIC ART** expresses values and

celebrates local culture.

**PUBLIC ART** questions assumptions.

### 1. Expand the current City Public Art Program and align with national best practices.

- 1.1. Adopt percent-for-art ordinances or resolutions.
  - 1.1.1. Establish a City Public Art requirement on capital projects. (Cross reference with Goal 1: Strategy 4.3)
  - 1.1.2. Establish a Private Development Art requirement, with options for developers to choose to include artwork in their project or contribute to a fund with the flexibility to produce art in a place and manner that best meets community needs. (Cross reference with Goal 1: Strategy 4.4)
- 1.2. Working with the Arts and Culture Commission, establish specific processes and guidelines for the selection of artists for public art projects. Best practice examples are provided in the appendix.
- 1.3. Cultivate an advanced partnership with the Voigt Foundation and other partners on permanent and temporary projects.
  - 1.3.1. Work with the Foundation and partners on quality, interactive-functional art placed throughout the city reflecting Healdsburg’s sense of place.
  - 1.3.2. Develop a River Art program and enhance the Foss Creek Parkway public art program.

- 1.3.3. Support temporary and participatory public art projects as part of outdoor events, youth programming, and parks planning. Support partnerships with other forms of art including performing arts, literary arts, music, and performance.
- 1.4. Work with the Mill District and other real estate developers on innovative public art planning for their projects.
- 1.5. For future City capital projects, ensure appropriate artists are part of the design team with intentional effort to integrate art at the onset of capital projects. (Cross reference with Goal 5, 3.4)

### 2. Develop a public art master plan.

- 2.1. Working with a public art professional, develop a long-term vision and master plan for public art in Healdsburg that includes comprehensive program policies and guidelines.

### 3. Consider a signature festival celebrating the character of Healdsburg.

- 3.1. Work with the Arts and Culture Commission and community to identify potential opportunities and themes. Ensure the festival is inclusive of all art forms (visual, public art, music, performing, literary, etc.) and of all communities.

### 4. Develop creative placemaking initiatives for all Healdsburg neighborhoods, integrating local artists and artistic experiences and enhancing vibrancy and vitality of place for all.

- 4.1. Create a Street Artist Program.
  - 4.1.1. Invite local artists, musicians, performance artists, and artistic groups to participate.
  - 4.1.2. Provide the program with funding for honorariums and a process for donations.
- 4.2. Create opportunities for public art initiatives and other artistic practices (performing arts, visual arts, design sector, culinary arts) to collaborate for events and activities.
  - 4.2.1. Ensure activities are inclusive of all communities in Healdsburg

## BENEFITS OF A PUBLIC ART PROGRAM

The development of a City public art program is a path to accessible art for all in Healdsburg. The public art program must commit to community-based art projects and the purchase or commission of high-quality art of enduring value. When a work of art is placed in a public space, there is every likelihood it will occupy that space for many years, so quality and long-term value are essential considerations.

A subcommittee of the Arts and Culture Commission can assume the role of a traditional Public Art Committee which develops guidelines, evaluates proposals, and implements projects. It is recommended the subcommittee comprise members with professional qualifications in the fields of art and design. They may be residents or business owners in Healdsburg, or qualified individuals from the surrounding region.

## PUBLIC ART REQUIREMENTS

### City Projects

More than 750 municipal agencies (cities, counties, special districts, and public authorities) in the nation have adopted percent-for-art ordinances. These range from one to two percent of municipal capital improvement projects. It is recommended that Healdsburg adopt a two percent requirement. This ensures the public art project is commensurate with the scale of the underlying capital project.

### Private Development

In the last decade, many municipalities extended the two percent public art requirement to new private development. New private development generates new demand for public services; private developers create new public elements, such as parks, as part of their projects. The art requirement ensures residents benefit either through public art as part of the developments, or with funding applied to other City public art-related projects. The two percent public art requirement is based on the project’s permit valuation(s).

The private developer may satisfy this obligation in one of two ways: 1) dedicate one-half of the public art requirement for artwork on the site (subject to Arts and Culture Public Art Subcommittee review and approval) and deposit the remaining half into the City public art fund; or 2) deposit an amount equal to one and one-half percent of the project's permit valuation(s) with the City for public art projects anywhere in the city, and for program administration and public art maintenance.

### TEMPORARY AND PARTICIPATORY PUBLIC ART

Employing temporary public art is a valuable opportunity to introduce the public art program to the community. It provides an option to display cutting-edge and challenging public art not appropriate for permanent installation. These projects are also an important career pathway for young and emerging artists to become public artists, and an avenue for students and youth to share their art with the public. Temporary projects may be part of the community-initiated arts program.

Artists participating in temporary public art projects are provided a modest honorarium and retain ownership of the artwork once it is removed from display. The City should insure the artworks and indemnify the artists from any harm to persons or property.

### PARTNERSHIPS

From time to time, private foundations, businesses, and individuals may wish to loan or donate public art to the City. Examples currently exist in Healdsburg such as the Voigt Foundation loan of public art along the Foss Creek Parkway and the proposed public art in the roundabout at the southern end of downtown. Other opportunities include public art along the river trails, creation of murals on private buildings, or functional art created by artists throughout the city.

All proposals for loans and donations of public art should be subject to review by the public art subcommittee and the Arts and Culture Commission. Because such loans and donations are not subject to any community process, they should be judged to be of high quality and enduring value. Before considering any new offers of loaned or donated art to the City, the Commission should adopt a formal policy on gifts, donations, and loans of public art.

The developers of the Mill District expressed an interest in creating an overall plan for public art in that development. The City should encourage this direction and provide them with assistance in achieving that goal.

### COMPREHENSIVE 10-YEAR PUBLIC ART MASTER PLAN

Once the public art program is underway in the short-term, the City should engage a public art planning consultant to develop a comprehensive and cohesive master plan and vision for future public art in Healdsburg. It should emerge as part of a thorough community engagement process.



## goal 5: advance development of arts and cultural spaces.

### 1. Create a network of multiple interconnected venues, facilities, and cultural districts.

- 1.1. Build on the creative experiences and community collaborations happening at the Healdsburg Community Center to expand arts and cultural programming, reach, and services.
- 1.2. Work with Corazon Healdsburg, other community groups, and the library to envision a “hatchery concept” for youth and young artists, providing a welcoming place with affordable instruction and guidance.
- 1.3. Explore opportunities for an incubator or maker space to be used for professional artists as well as community members interested in developing creative projects.
- 1.4. Conduct a feasibility study for cultural facilities and spaces that addresses the interrelated possibilities of a centralized cultural and performing arts center, cultural district(s), and the needs of existing venues.
- 1.5. Explore the development of an artists’ work-live space in partnership with a local developer or a nonprofit developer of arts spaces.

### 2. Facilitate solutions for existing cultural spaces.

- 2.1. Bring together funding and development partners to facilitate cultural facilities projects and district(s) that arise from the feasibility study or as community initiatives.
- 2.2. Explore the opportunity of profit and nonprofit space sharing, addressing finance issues for the nonprofit sector.

### 3. Collaborate with Healdsburg Parks design efforts to enhance park spaces with arts and creativity.

- 3.1. Infuse arts and cultural activities into more parks throughout the city.
- 3.2. Consider parks as places for temporary art installations, engaging youth, the LatinX community, universal design advocates, and all resident groups as part of the planning for installation projects.
- 3.3. Consider permanent public art in parks through community-engaged processes.
- 3.4. Ensure qualified art professionals are involved early in the design process for parks (Cross reference with Goal 4, 1.5)

### CULTURAL SPACES

Arts stakeholders, community leaders, and philanthropists all express a desire for a range of cultural spaces. One is a new or renovated performing arts space centrally located in Healdsburg. The community holds few performing arts spaces and many wish to see a high-quality space to accommodate larger audiences and provide more diverse productions. Additionally, community members want collaborative cultural spaces for artists, youth, and residents that also meets the needs of professional and emerging artists. Above all, residents aspire to cultural spaces that reflect the community’s values — accessible, affordable, and providing resources for all of Healdsburg.

Throughout the planning process, a consistent message emerged from community members, residents, and cultural groups that the Healdsburg Community Center is a highly valued, although underutilized, community asset and is a place where all community members feel safe and welcome. There is great potential to further develop it as an inclusive community cultural center.

### CULTURAL DISTRICTS

Multiple spaces downtown and around the city provide opportunity to consider a collection of interconnected venues and facilities, meeting the aspirations of residents and the needs of artists and arts organizations. In fact, Healdsburg possesses strong potential for this approach, with a number of existing and possible cultural facilities in or near downtown. These could be connected into one or more cultural districts, even extending beyond the downtown area. Linking multiple facilities and venues would be “very Healdsburg,” emphasizing their intimate scale and diverse character, and fitting into the walkable, small-town character of the city.

Some in the community express the specific desire for a new centralized cultural arts center. This could be explored in place of or in combination with enhancements to existing venues.



## endnotes

<sup>1</sup> John Howkins. *The Creative Economy*, [www.creativeeconomy.com](http://www.creativeeconomy.com)

<sup>2</sup> This currently does not include the wine sector of the City of Healdsburg.

<sup>3</sup> <https://datausa.io/profile/geo/healdsburg-ca/>

<sup>4</sup> United Nations Development Program, <http://www.hdr.undp.org/en/content/how-cultural-and-creative-industries-can-power-human-development-21st-century>

## appendices

- i. Healdsburg Arts and Culture History (Full document)
- ii. Creative Vitality Index
- iii. Research Summary
- iv. Benchmarking Study
- v. Nonprofit Lists (2019/2020)
- vi. Creative Business List (2019/2020)

**public art is  
intended for  
everyone, a  
form of collective  
community expression.**

