

Art Plan Strategic Planning Process

<p align="center">GOAL I</p> <p align="center">PUBLIC ART</p> <p align="center"><i>Encourage the development of public art</i></p>	<p align="center">GOAL II</p> <p align="center">FUNDING</p> <p align="center"><i>Explore a variety of public, non-profit, and private funding sources to support art programs and projects throughout Town</i></p>	<p align="center">GOAL III</p> <p align="center">COMMISSION ENGAGEMENT & OUTREACH</p> <p align="center"><i>Explore ways to improve Commission engagement and outreach to the Town Council, general public, various private, cultural, arts organizations, and artists</i></p>
<ul style="list-style-type: none"> ● Catalog of existing public art and create a map on Town’s website ● Compile a list of potential public art spaces and opportunities ● Research other public art programs ● Inventory of arts organizations ● Consider establishing performance goals and/or metrics for art installations Review and revise the Public Art Policy ● Conduct Public Survey ● Continue support of Public Art projects <ul style="list-style-type: none"> ○ Art in the Council Chambers ○ Utility Box Art Program ○ Footbridge Art Program ● Research new Public Art projects <ul style="list-style-type: none"> ○ Gateway project ○ Social media/photography contest ○ 1st Friday’s Art walk ○ Los Gatos Film Festival ○ Art pop-ups @ Farmers Market ○ Revival of Pageant plays or productions ○ Artist in residence programs 	<ul style="list-style-type: none"> ● Explore establishing a Public Art trust fund <ul style="list-style-type: none"> ○ Identify methodology for accepting private funds/grants for art ○ Investigate developing a Commercial or Residential Development percent for Art Funding policy ○ Explore potential grant opportunities/donations to the Town ● Create an inventory of available art grants ● Choose and prioritize grants based on public art goals 	<ul style="list-style-type: none"> ● Establish a distinguished & emerging artist stipend ● Public Art web page update ● Re-evaluation of the Town’s annual Art Grant funding ● Establish community partnerships