



PUBLIC ART COMMITTEE STRATEGIC PRIORITIES SUMMARY

STRATEGIC PRIORITIES FY 2022-2023

1. Public Art Program

GOAL: Commission as many as three (3) public art projects, consisting of any combination of work in the current program areas.

- Murals—Determine target site(s)/structure(s) in need of beautification and use the approval process to realize new artwork on City properties.
- “Creative Signals”—Promote opportunity for local companies and organizations to wrap vinyl artwork on traffic signal cabinets across the City.
- Sculpture Walk at Tustin Legacy Linear Park—Develop the concept for a rotating exhibition series, with the goal to secure funding, select initial artwork, and launch the first installation of temporary sculpture in the new park at the corner of Barranca Parkway and Red Hill in FY23.

2. Committee Involvement

GOAL: Actively participate in City events to elevate the Public Art Committee profile and raise awareness for public art projects.

- Regular committee attendance at City events and programs; verbal recognition of chair or member, when possible.
- Work with Parks & Recreation staff to embed a public art booth and/or programming element as part of special events (e.g. Egg Hunt, Street Fair, Art Walk).
- Support staff efforts to increase digital/online presence, including City website and social media platforms, by drawing audiences to online content and resources (forms, maps, etc.) and posting about public art experiences (images and video).

3. Community Collaboration

GOAL: Engage the community in the creation of one (1) public art project.

- Grow a dynamic pool of potential artists, noting interest in community engagement.
- Build connections with arts professionals, local art galleries, and design studios as part of a diverse network of resources for public art.
- Identify potential partnership opportunities with local non-profits and community groups (e.g. Tustin Area Council for Fine Arts, Tustin Community Foundation, Arts Orange County).
- Cultivate relationships with Tustin Unified School District.

4. Program Expansion

GOAL: Expand capacity by seeking additional funding to support one (1) public art project requiring resources outside of the Public Art Fund budget, as needed.

- Research potential foundation or government grants for short-term and long-term projects.
- Establish connections with the local business community, through the Chamber of Commerce and committee's targeted outreach, opening doors for direct and in-kind support.
- Explore options for securing gifted public art, including and beyond Creative Signals.