



**NOTICE OF A REGULAR MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, OCTOBER 20, 2021 AT 2:00 P.M.**

*This meeting will be held virtually via GoToTraining.
To actively participate in the meeting, please register at:*

Registration URL: <https://attendee.gototraining.com/r/7625468699246194690>

Training ID: 429-254-988

You may also participate via audio only:

Long Distance: +1 (510) 365-3231

Access Code: 361-279-800

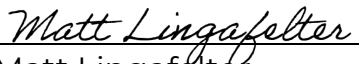
Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a regular meeting on Wednesday, October 20, 2021 at 2:00 P.M., virtually via GoToTraining, at which time the following items will be discussed, to-wit:

1. Call to Order/Chair Statement
2. Citizen Comments
3. Consider approval of the minutes from July 28, 2021
4. City Council Liaison Report
5. Reports on current efforts
 - ArtFest
 - Update on Progress
 - T-shirt and Postcard Designs
 - Bringing Art Home
6. Discussion/Action Items
 - Finishing projects pending:
 - Vote to move forward with Sponsorships for ArtFest and present to City Council
 - Vote to submit Art in Public Places policy to Council
 - Commission Feedback on July Work Session

7. Housekeeping Items
 - Recruitments of New Members
8. Future Discussion Items/New Business
 - Projects for 2021-2022
9. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 15th day of October 2021 at 6:00 P.M.


Matt Lingafelter
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



MINUTES OF A CALLED MEETING OF THE
SUNSET VALLEY ARTS COMMISSION
WEDNESDAY, JULY 28, 2021 AT 2:00 P.M.

This meeting was held virtually at: <https://attendee.gototraining.com/r/7247657810363424002>
Training ID: 738-565-196

MEMBERS PRESENT: Sasha Russell (Chair), Terry Cowan (Vice Chair), Myles Fox, John Frick, Ruth Pifer-Hutson, Karen Medicus (Council Liaison)

STAFF PRESENT: Matt Lingafelter

1. Call to Order/Opening Activity
 - Chair Russell called the meeting to order at 2:08 P.M.
 - Discussion of Sorolla's 1909 "Strolling along the Seashore"
2. Citizen Comments
 - None
3. Consider approval of the minutes from June 16, 2021.
 - John Frick made a motion to approve the minutes, seconded by Myles Fox. Four members voted in favor; Sasha Russell abstained. The minutes were approved with a vote of 4-0.
4. City Council Liaison Report
 - Karen Medicus delivered her report (see attached)
5. Reports on current efforts
 - Facebook – Myles Fox delivered the report, including a metric log from Nov. 2020 through July 2021 (see attached)
 - Bringing Art Home – Ruth Pifer-Hutson delivered a report
 - 18 children and 7 adults
 - BAH supplies to be stored in the SVAC storage room at City Hall
6. Discussion/Action Items
 - ArtFest Sponsorships – the Commission discussed launching a sponsorship program for ArtFest 2022; staff directed to research advertising HOT fund contributors, including short-term rentals

- John Frick volunteered to assist Sasha Russell with drafting a sponsorship package
- Project for Art on Electrical Boxes (Public Safety, City of Austin) – the Commission briefly discussed this item, no other updates at this time
- Public Art Project Policy – the Commission discussed the proposed policy, with SVAC oversight for any art purchased or sponsored by the City
 - Commission members to send their comments and edits on the policy draft to Terry Cowan
 - Possible addition: art should not be offensive to the public
 - Next meeting: discussion and possible action finalizing the draft art in public places policy

7. Housekeeping Items

- Committee/Commission/Council Workshop 7/31/21
- Recruitment of New Members – using the new projects and FY22 budget to help recruit new members to the Arts Commission

8. Future Discussion Items/New Business

- The Commission discussed social media and other procedures, and determined this item needed to appear on a future agenda as a discussion and possible action item

9. Adjourn

- John Frick made a motion to adjourn, seconded by Terry Cowan. All voted in favor, and the meeting adjourned at 3:48 P.M.

MINUTES ATTACHMENT A

SVAC Council Liaison Report 7/28/21

Ampersand - Would love help in sharing the pages with committee members to get the word out! It would also be great if the new social pages could be included on any emails/newsletters to SV residents to let them know and encourage them to follow the accounts.

Social Pages:

Instagram: <https://www.instagram.com/whatsgoodsunsetvalley>

Facebook: <https://www.facebook.com/Whatsgoodsunsetvalley>

Options for Council to consider including in a potential contract for FY21-22 are tentatively scheduled to be on the Agenda for 8/3/21. Their social media focus is on the shopping district with a space on the landing page for event announcements.

The style guide and assets included in the contract for this year are in the final phases of development and will be shared for use once complete.

ArtFest – I am working with Sylvia and Matt on getting the date and MOU confirmed with AISD. FYI AISD is installing gates at all entrance and exit points. Golden and Co. sent the signed contract to Matt.

Council Liaison Reports to Council – These are due from the liaisons by 7/23/21. Chairs, Vice Chairs, and staff liaisons were asked to share their thoughts with me for consideration in writing the final report.

Joint Work Session with Council – Saturday, July 31, 2021, 10 -2. It is recommended Chairs, Vice Chairs attend. Any interested members and public are also welcome. This is an interactive, face-to-face session at City Hall. The work session will provide an opportunity to hear what others are working on, ask questions and share ideas.

SV ARTS FB PAGE ENTRIES/METRICS, NOV. 2020 TO JULY 2021

	DATE	POST	POST TYPE	LIKES	REACH	ENGAGED	PD \$ BOOST	PD REACH	PD ENGAGE	SHARES
1	11/2/20	"Hello"	FB page general	26	291	53	—	na	na	1
2	11/9/20	Carson McHone	ArtFest musician	26	234	72	—	na	na	2
3	11/16/20	Supriya Ketan	ArtFest/SSV painter	31	1,051	529	—	na	na	5
4	11/23/20	Meme	art general	27	597	90	—	na	na	5
5	11/27/20	Thanksgiving	art general	18	252	40	—	na	na	1
6	11/30/20	Gypsy River	ArtFest/SSV jeweler	40	521	521	—	na	na	2
7	12/4/20	Dirt Divas	ArtFest potter	30	1,121	274	—	na	na	20
8	12/8/20	Cara Shackelford	ArtFest/SSV jeweler	23	400	204	—	na	na	7
9	12/11/20	Felisa Bags	ArtFest bags	26	773	241	—	na	na	4
10	12/14/20	Leslie Krell	ArtFest artist	34	1,503	355	—	na	na	3
11	12/17/20	GrannyGoodFish	ArtFest potter	76	1,528	326	5	578	107	14
12	12/17/20	GGF banner	ArtFest potter	22	145	25	—	na	na	0
13	12/20/20	Ian McLagen	ArtFest musician	26	270	63	—	na	na	2
14	12/20/20	Wurlitzer piano banner	music general	19	135	21	—	na	ma	0
15	12/22/20	Holly Glenn	ArtFest paint/jewelry	59	2,912	518	5	2,100	217	11
16	12/26/20	Robb McKenzie	ArtFest potter	35	1,668	298	5	714	47	11
17	12/26/20	Robb banner	ArtFest potter	20	512	36	—	na	na	9
18	12/30/20	Happy New Year	general / bundt cakes	20	338	105	—	na	na	3
19	1/2/21	NY Times photos	photography/art	25	3,090	163	10	2,900	368 (?)	3
20	1/5/21	Gaudi Tour	architecture	11	133	12	—	na	na	1
21	1/6/21	Gaudi Tour #2	architecture	7	132	15	—	na	na	0
22	1/7/21	Joyce LaBaw	ArtFest painter	106	3,345	641	5	2,400	236	11
23	1/11/21	Luthier banner	music general	13	149	17	—	na	na	1
24	1/11/21	Tomar & the FCs	ArtFest musician	40	1,410	221	5	470	70	6
25	1/15/21	Papola banner	SSV media	13	136	15	—	na	na	0
26	1/15/21	John Papola post	SSV media	30	1,209	344	—	na	na	4
27	1/19/21	Glass banner	ArtFest glass	15	144	16	—	na	na	0
28	1/19/21	Art and Elders	art general	28	307	118	—	na	na	5
29	1/23/21	ArtFest Cancel	ArtFest	35	497	122	—	na	na	7
30	1/27/21	Guy Forsyth video	ArtFest musician	14	1,522	128	—	na	na	5

	DATE	POST	POST TYPE	LIKES	REACH	ENGAGED	PD \$ BOOST	PD REACH	PD ENGAGE	SHARES
31	1/27/21	Guy Forsyth post	ArtFest musician	75	2,470	461	5	1,300	156	5
32	2/1/21	Amber Bechtol	ArtFest glass	58	2,831	470	5	801	75	16
33	2/12/21	Supriya banner	ArtFest/SSV painter	17	179	23	—	na	na	0
34	2/12/21	Valentines Day	art general (SSV)	20	460	97	—	na	na	4
35	2/21/21	Eggmen	ArtFest musician	32	779	89	5	589	51	1
36	2/21/21	Eggmen video	ArtFest musician	11	114	25	—	na	na	0
37	2/28/21	Stones Throw	ArtFest jeweler	28	936	170	5	615	73	3
38	3/2/21	Stones Throw video	ArtFest jeweler	11	181	35	—	na	na	2
39	3/8/21	Graffiti Art	general art	33	1,331	183	5	1,100	104	2
40	3/13/21	Bring Art Home	SVAC program	5	131	7	—	na	na	0
41	3/15/21	SVA logo	SVA general	9	105	11	—	na	na	0
42	3/16/21	Jahnke banner	SSV painter	17	136	21	—	na	na	0
43	3/17/21	Lauren Jahnke post	SSV painter	48	1,103	266	5	903	124	4
44	3/23/21	ArtFest dogs	ArtFest painters/general	20	247	45	—	na	na	4
45	3/27/21	Charlie Faye video	ArtFest musician	13	140	34	—	na	na	0
46	3/30/21	Carianne	ArtFest jeweler	30	915	131	5	732	91	0
47	4/4/21	Linda Mayer clothes	ArtFest clothier	30	810	105	5	638	59	0
48	4/6/21	Linda Mayer video	ArtFest clothier	21	161	53	—	na	na	2
49	4/11/21	Blanton exhibit	general movie sets	10	135	27	—	na	na	0
50	4/15/21	Beo light art	general light art	18	173	36	—	na	na	0
51	4/18/21	Beo light video	general light art	6	122	17	—	na	na	0
52	4/22/21	Carolyn Wonderland	ArtFest musician	13	187	29	—	na	na	3
53	4/28/21	Denise Jones	ArtFest painter	45	1,608	391	5	711	55	6
54	5/4/21	Tammy West banner	SSV artist	16	147	17	—	na	na	1
55	5/8/21	B Eigen tribute	ArtFest painter	30	1,867	620	—	na	na	29
56	5/13/21	Artovation #1	general art	35	963	108	5	850	92	1
57	5/21/21	Blanton entrance	general architecture	42	1,478	214	5	1,100	135	7
58	5/26/21	SSV garden event #1	SSV community	13	240	46	—	na	na	2
59	5/30/21	Terrence Cowan	ArtFest/SSV painter	71	1,499	253	10	1,331	129	4
60	6/5/21	Austin Samba video	ArtFest music/dance	10	155	49	—	na	na	1
61	6/8/21	Bring Art (Betty D)	SVAC program	19	169	20	—	na	na	0
62	6/11/21	Bullock Museum Guitar	general music	66	7,540	870	5	1,900	204	36

	DATE	POST	POST TYPE	LIKES	REACH	ENGAGED	PD \$ BOOST	PD REACH	PD ENGAGE	SHARES
63	6/15/21	Tammy West post	SSV artist	34	1,456	588	--	na	na	7
64	6/23/21	Austin Samba post	ArtFest music/dance	51	1,541	273	10	1,200	273	4
65	7/2/21	July 4th Washington	general art	66	587	126	5	329	49	3
66	7/7/21	SSV garden event #2	SSV community	19	611	202	—	na	na	4
67	7/11/21	Artovation #2	general art	16	584	32	—	na	na	3
70	7/15/21	Ishido Dance Company	general dance	33	511	89	5	379	74	3

DATE	POST	POST TYPE	LIKES	REACH	ENGAGED	BOOST	PD REACH	PD ENGAGE	SHARES
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DATE

POST

POST TYPE

LIKES (ONLY THE GENERAL POST, NOT INDIVIDUAL IMAGES)

REACH = TOTAL REACH INCLUDING THOSE FROM FB AD BOOSTS (IF THERE WAS AN AD BOOST)

ENGAGED = TOTAL ENGAGEMENTS INCLUDING THOSE FROM FB AD BOOSTS (IF THERE WAS AN AD BOOST)

BOOST = FB AD BOOST IN DOLLARS

NA = NOT APPLICABLE

PD REACH = NUMBER OF REACH GENERATED BY AD BOOST

PD ENGAGE = NUMBER OF ENGAGEMENTS GENERATED BY AD BOOST

SHARES (ONLY THE GENERAL POST, NOT INDIVIDUAL IMAGES)

ARTFEST 2022 SPONSORSHIP PROJECT

Background:

Sunset Valley's ArtFest event in April 2022 will be the 14th annual "Celebration of the Arts." This family-oriented event is a 7-hour daytime continuous presentation of artisans, live music and kids' activities located at the Toney Burger Center. It is free to the public, traditionally on a Saturday in the spring between the hours of 9 AM and 4 PM.

The single day event has grown to a large, diverse event with music and activities on two stages and more than 70 art and food vendors. As such, ArtFest represents Sunset Valley's premier public event with attendance estimated to have reached 7,000 people, drawn from Sunset Valley, Austin and Central Texas.

ArtFest is created and managed by the Sunset Valley Arts Commission and financed with HOT funds. It fulfills the mandate to support cultural tourism in Sunset Valley.

Why a Sponsorship Program:

We recognize that the growth of the program has created an inherent dollar value for a sponsor(s) seeking a connection with the community in a positive, family-friendly environment. We propose a **pilot** sponsorship program for ArtFest 2022 in which we will offer exposure and goodwill to paid sponsors.

The rationale for offering sponsorships is to create revenue to offset the increasing production costs of ArtFest 2022. As a pilot program planned for this year only, it will allow us to assess what the possibilities are for sponsorship participation and increased revenue in the future. If renewed for 2023 and subsequent years, the extra revenue could continue to offset annual expenses or could support an expanded ArtFest event covering two days instead of one.

The Sunset Valley Arts Commission and our contracted event coordinator work to maintain and build attendance with an advertising budget and a social media plan. The more attendees, the more attractive a sponsorship becomes. Additionally, the more paid advertising we utilize, the more appealing for a sponsor to have its logo and/spoken name in that advertising.

As an added benefit for Sunset Valley and ArtFest, sponsors will likely cross promote ArtFest in their own advertising, social media and publicity thus increasing the reach of our marketing.

In addition to our City's liability insurance, a clause describing event cancellation insurance would be included in any sponsorship offerings.

Next Steps:

Upon Council approval, Arts Commission members will identify and solicit prospective sponsors. The sponsor package price will be offered at various monetary levels with a detailed package of deliverables.

The elements of the sponsor package may include the following types of benefits:

* Logo placement and mentions on our existing broadcast digital, TV, cable, internet and radio advertising

- * Logo placement in our existing print advertising
- * Sponsor exposure Sunset Valley's developing Facebook presence for ArtFest
- * Logo placement on banners, poster and fliers
- * Prominent logo on stage and other areas, such as entrances and perimeters of event space as detailed in the specific levels of sponsorship
- * Logo on Sunset Valley T-shirt
- * Significant event day on-site presence with possible stage announcements involving sponsor (contests, giveaways, etc.)

Sunset Valley ArtFest 2022 Sponsorship Packages

\$5000 Main Level Gold (Limit to 1 Sponsor)

- Company Banner on front of main stage
- Logo placement and mentions of radio, event website, social media outlets, print advertising
- 6 T-Shirts to Sponsor
- Two 11x11 booth spaces
- Stage announcements (Stage will not be named after sponsor, but brand will be included on stage Skirt)

\$2000 Performance Level Silver (Limit to 1 Sponsor)

- Logo placement on event performance line up at main and children's stages
- 4 Free T-Shirts
- One 11x11 booth space
- Stage announcements

\$1000 Entertainment Level Copper (multiple sponsors)

- Logo placement at event entrances
- 2 Free T-Shirts
- Stage Announcements
- Mentions on social media

\$500 Art Patron Level Brass

- Logo on entrance banner
- 1 Free T-Shirt
- Stage announcements

Sunset Valley Arts Commission Research for Art in Public Places

The purpose of the Sunset Valley Arts Commission (SVAC) is to serve in an advisory capacity to assist and make recommendations to Council and department heads to research, develop, implement, and evaluate policies, programs, and projects related to the arts, and in particular encourage and promote tourism in the city.

The completion of new city facilities presents an opportunity to expand the enjoyment, access and appreciation of art. To assist the City Council in developing guidelines and standards for the selection, display, and maintenance of art in the City and to acquire by purchase, loan or donation, works of art for display.

These examples are from other cities.

Goals:

Use the display of public works of art to further the community's sense of civic pride. Use the display of public works of art as an educational opportunity for the public, as well as other artists in the community and beyond.

Contribute to cultural tourism

Support Cultural diversity through art

Make art accessible to all individuals, including those with special needs

Definitions:

Art in Public Places means any visual work of art displayed for two weeks or more located on City property that is accessible for viewing by the public.

Work of Art includes but is not limited to a sculpture, water feature, monument, mural, fresco, relief, painting, photograph, and glass and environmental installation. Work of Art would not normally include landscaping, paving, architectural ornamentation, or signs.

Art Selection Criteria:

The criteria listed below may be used for evaluating the artist qualifications, proposed processes and project ideas.

Stimulate Excellence in Public Arts:

- Is the artist's submission, previous work and/or proposed idea engaging and high quality in concept and construction?
- Is the quality of the artist's previous work comparable to other artwork commissioned/purchased by the City?
- Is the proposed idea unique, one-of-a-kind or part of a limited edition?

- Is the artist over represented in the City?
- Does the artist have a significant or engaging body of work?
- Does the artist have experience in comparable projects?

Enhance Community Identity and Place:

- Is the artist familiar with the community or setting and its characteristics, including history, identity, geography and cultures?
- Has the artist's previous work been appropriate to the community or setting and the above characteristics?
- Do the proposed ideas reflect the community or setting and the above characteristics?
- Are the proposed ideas integrated into the site design?

Contribute to Community Vitality:

- Do the artist's previous projects or proposed ideas have the potential to attract visitors and residents?
- Does the artist's previous work or proposed process build capacity and cooperation between the private and public sectors, artists, arts organizations and community members?

Value Artists and Artistic processes:

- Does the artist have a unique or appropriate cultural, geographic or artistic perspective?
- Will the proposed project or process nurture an emerging artist?
- Does the budget demonstrate appropriate support for the artist and the artistic process?

Use Resources Wisely:

- Is the artist's previous work or proposed project sustainable, secure and technically feasible?
- Has the artist's previous work been within the timeline and budget and is the artist able to work within the City's timeline and budget?

City of Sunset Valley

Core Concepts from July 31, 2021, Joint Council & Committee/Commission Work Session

Big Picture for the City

“Without a vision, the people perish”

The city needs to have a collective vision that aligns with the Comprehensive Plan; Council Goals; and a committee structure based on achieving the goals that move the city toward the vision. Report progress on the goals to the community every quarter. Celebration of goal accomplishment and revisit/refocus goals every 2 years.

Develop a strategic plan to support our vision and values that aligns how groups work and make recommendations to realize the vision. Collaborative groups and residents working on a shared vision.

How about a “visionary” steering committee that vets all new endeavors to assure alignment with the city vision?

Build cross-committee work sessions into regular city council joint meeting schedule. How about at the annual retreat and mid-year?

Limit standing committees only (not BOA or Zoning) to 5 to align with the number of Council positions serving as liaisons and reduce staff workload.

Ideas for Committee/Commissions/Board Re-alignment

1. Planning with Zoning vs. Planning and Environmental
2. Parks and Recreation vs. Planning and Environmental
3. Parks and Environment vs. Planning and Environmental
4. Board of Appeals vs. Board of Adjustments
5. Arts and Community Engagement vs. Arts Commission
6. Arts and Economic Development vs. Arts Commission
7. Community Engagement vs. Community and Economic Development
8. Community Development vs. Community and Economic Development/Parks/Open Spaces/Arts/Sustainability
9. Economic Development vs. Community and Economic Development (to support a dedicated staff member)
10. More flexible structure with ad hoc committee to get specific tasks done.

Work is done with a “can do” attitude vs. why it won’t work.

What could be? Dream Time

- a. Align committee appointments with FY (October 1 – September 30) and make appointments for 2 years.
- b. Develop a process for all committees to follow (including orientation for new members) so everyone is working the same way, including a circle back method of communication for items sent from one committee to another.
- c. How about doing committee meetings quarterly rather than monthly?

City of Sunset Valley

Core Concepts from July 31, 2021, Joint Council & Committee/Commission Work Session

- d. How about doing budget workshops (3 workshops 6-8 hrs. each) rather than weekly over several months and have department heads and committees requesting budget present their requests? Make it fun.
- e. All committees operate under same structure for orientation, closing the loop, budget requests, and transition to new members.
- f. All committees operate from the same vision plan.
- g. Easily navigable technology is available to residents and committee members.
- h. All groups are focused on a unifying vision for Sunset Valley and projects are communicated and accomplished on time and on budget.
- i. The Land Development Code supports shared vision of economic sustainment and environmental stewardship and is fairly executed.
- j. There are enough staff in Public Works to meet the city needs.
- k. Hire a marketing/economic development staff person.
- l. How about designing a neighborhood communication process?
- m. We have developed an effective process for maximizing community input and cross-committee collaboration to achieve the goals and objectives of the city.
- n. People know how to use Open Gov Stories, how to find what they are looking for, where to go to get information, how to include/respond to comments in meetings/in council in an impartial way.
- o. All committees have a clear mission and scope. No agenda items are considered outside of scope. All meetings are hybrid to enhance participation. Communication is perfect between, citizens, council, committees, and staff. Meetings are timely, concise, and determinative.
- p. Ideas for an event or project that is approved to move forward has a list of the committees that should be involved from the get-go.
- q. The city has a printed newsletter several times a year.
- r. Collaboration tools and project management tools are being used to track progress and collaborative efforts. With correct set up often these tools report for themselves.

Other Ideas

1. Sunset Valley is known as a safe place for all
2. Sunset Valley has its "stuff" together
3. Citizen concerns are heard and acted on
4. We have more outdoor art and beautify our trails
5. Improve the shopping centers along Brodie so you see something other than strip mall make it a pretty place to visit all over the city
6. Upper Cougar Creek has a bridge, walking path, and event area to bring tourists to the area
7. Metal art pieces are strategically placed throughout the city about 3' off the ground and build with the partnerships of the retail landlords
8. Sunset Valley is seen as distinct from COA both in terms of appearance and recognized as a better place to shop and host your business
9. Art abounds all over the city
10. There are recreational areas for families to gather and visit (pool, water splash pad, game center)

City of Sunset Valley

Core Concepts from July 31, 2021, Joint Council & Committee/Commission Work Session

11. City Hall is a recreation center for art projects, card games, bingo, coffee shop events
12. Eagle Scout project supervised by Scout Dads at no cost to anyone
13. Enhance the quality of life by making investments in open spaces, public infrastructure, and the arts that has also enhanced economic development in a way that is sustainable and reflective of Sunset Valley values and history
14. We have ample recreational facilities for residents
15. Develop partnerships with one developer to own/manage shopping centers and the Berger football field becomes a soccer field and entertainment district. There is a walking bridge over Brodie connecting the centers
16. Maintaining green spaces and reducing commercial development
17. More consistency in our decisions, real commitment

Sunset Valley Arts Commission Budget Request FY 2021-2022

The Sunset Valley Arts Commission (SVAC) is a volunteer Commission appointed by the Mayor and City Council. The commission was established by City Ordinance in 2007.

Mission

The mission of the SVAC is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. We believe that a creative cultural environment is essential to the City's well-being.

Objectives

- Raise public awareness of the need to integrate aesthetic aspects of design into the cityscape.
- Establish and maintain communication systems within the arts community so that activities can be identified and coordinated among public and private agencies, organizations, and individuals concerned with the arts.
- Develop a broad base of financial support for local arts and artists through public agencies and private donations and through the use of the local hotel occupancy tax revenues.
- Nurture and support artists, arts organizations and arts education
- Promote active participation and attendance of arts events by Sunset Valley residents.
- Build public-private partnerships to support a growing level of local cultural activity.

Community Art Events FY 2021-2022

The Sunset Valley Arts Commission has in the past offered various community art events. Although this last year the Commission has had to shift focus due to COVID, we have been successful in creating a stunning and attractive Sunset Valley Arts Facebook presence, highlighting many local artists and offering new and fresh insights and arts opportunities to our citizens. We additionally have brought Art to the Homebound to serve those citizens that are confined to their homes during this stressful time. This successful undertaking has been in collaboration with the SV PD.

The new fiscal year heralds the return of Sunset Valley's premiere cultural event--ArtFest. It goes without saying that COVID impacted all activities requiring gatherings. We anticipate that in 2022 SVAC will produce a successful ArtFest, funded by Hotel Occupancy Tax, bringing thousands of visitors to our community. ArtFest pulls thousands of participants from outside our community to a one-day festival of art and music. Planning is already underway.

Additional general fund activities will include, but are not limited to, artist displays and installations, art workshops, instruction, and lectures, and cultural events for the benefit, enjoyment, and empowerment of our residents. We are currently collaborating with the Police Department, Public Works, Planning & Environmental Committee, and nonprofit organizations such as the Sunset Valley Community Organic Garden, and interested resident groups on these projects. We will focus strongly on Art in Public Places and help build Sunset Valley as an important destination for all people interested in the arts and beautiful environmental amenities.

SVAC FY 2021-2022 SVAC General Fund DRAFT Budget Proposed

Proposed General Fund Budget 2021-2022		
	Item	Cost
1.	SV Arts Facebook posts and boosts, graphic design and production	1,200
2.	Fiberglass Sculptures Project	10,000
3.	Environmental Interactive Installation Art on Public (City) Property (P&E)	5,000
4.	Bringing Art Home (Home Depot, PD)	3,000
5.	Graffiti to Art -- Electric Box Project (PD/PW)	1,000
6.	Resident-inspired Art Events -- rebates for art materials and supplies	1,200
7.	Pop Up Art Galleries in Shopping District	5,000
	TOTAL REQUEST	26,400