



Reno Public Art Master Plan Update

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Final Draft Master Plan

Reno City Council
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City of Reno Arts & Culture
Big Arts, Little City

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What Does the Master Plan Update Do?

Focuses Program Direction

- Think Big
- Align with Partner Agency Missions
- Invest in Local Arts Ecosystem

Updates Processes

- Improves Planning
- Streamlines and Adds Flexibility

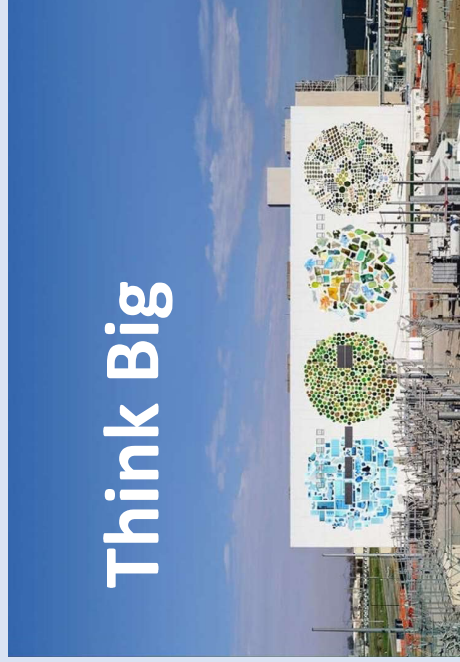
Public Engagement

- 558 Online Survey Respondents
- 61 Questionnaire Responses
- 25 One-on-one Interviews (online, in person)
- 30 Participants at UNR roundtable
- 20 Artist Workshop attendees
- 4 Presentations to NABS that met in January and February
- Display Boards in City Hall and other community buildings, December and January (38 online responses)

Key Findings

- Reno residents enjoy the city's public art and would like to see more, especially aspirational projects and storytelling projects
- Reno's Program is respected by collaborators, within City government and the arts community, for its professionalism
- Reno artists don't always see clear ways to connect with public art
- The program has expanded from its "percent for art" roots and should build on that
- Reno's public art ordinance should be streamlined and its guidelines should be updated

Think Big



A Mural
of Giant Size
A River Runs
Through It

Land Art
Light and Sky



Align



Economic
Development:
Placemaking
Parks and
Recreation:
Shade Structures
Placemaking
Public Works/RTC:
**Gateways,
Roundabouts**





Small Walls



Art Belongs Here
Signal Boxes
Sculpture
Exhibition



Build Capacity

- **Team** less experienced and seasoned artists on big-budget projects
- **Ladder** projects (scope and budget) so artists have opportunities to grow.
- **Partners** with non-profits
- **Expand networking** throughout Nevada for professional development

Implementation

Staff:	Public Art Coordinator
Funding:	Continue current funding
Annual Plan:	Three-year look ahead
Artist Selection:	Flexibility with pre-qualified lists
Task Force:	Improves community engagement, streamlines decisions

Implementation

- Maintenance: Public Art Program responsible
- Guidelines: Updated protocols
 - Collection Management
 - Maintenance, Conservation
 - Donations, Loans,
 - Commemorative Artworks, Memorials
 - Removing, Relocating,
 - Deaccessioning Artworks

Appendix 2 Program Guidelines

The purpose of these guidelines is to document the vision and goals of the implementation of the Public Art Master Plan, established in November 2024. These guidelines supersede those established in 2007. They were approved by City Council Resolution 100000 on 11/14/24, and approved by the Mayor's Office on 11/14/24.

Vision

The vision for Reno's public art program is to create a vibrant, inclusive, and sustainable community where art is a part of everyday life. The vision and goals in the following ways:

- Public art aligns with the following ways:
 - Long-term master plan: bring the city's history and culture to life in a way that is meaningful and lasting.
 - Public art gives Reno a fresh and inspiring look, fitting up the spirit of the city.
 - Public art supports economic development, creating jobs and opportunities for residents and visitors to enjoy.

Goals

The goals for Reno's public art program are to create a vibrant, inclusive, and sustainable community where art is a part of everyday life. Every public art project and ongoing program should be designed to achieve the following goals as much as possible:

- Deliver public art that offers a multifaceted understanding of and connection to the community.
- Engage communities in the development of public art projects, fostering belonging and connection.
- Support the city's economic development, creating jobs and opportunities for residents and visitors to enjoy.

Roles and Responsibilities

STAFF

ARTS AND CULTURE MANAGER

PUBLIC ART COORDINATOR

PUBLIC ART TECHNICIANS

- Manages day-to-day Public Art Program operations
- Prepares Annual Work Plans, Project Plans, Budgets, RFPs/ RFQs
- Develops Artist contracts
- Manages public art projects
- Facilitates Task Force, RACC meetings

TASK FORCES

PROJECT STAKEHOLDERS AND ARTS PROFESSIONALS

APPOINTED FOR EACH PROJECT

- Reviews and recommends Project Plans to RACC
- Reviews and comments on RFQs / RFPs
- Reviews artist applications and recommends artist selections to RACC
- Reviews artist concepts and recommends approval to RACC

RACC

CROSS-SECTOR STAKEHOLDERS; ENHANCED PUBLIC ART REPRESENTATION

- Provides recommendations about projects, policies and overall program
- Reviews / recommends Annual Work Plan, Project Plans
- Reviews / recommends Task Force appointments
- Reviews artist selections and concepts
- Reviews / recommends donations, deaccessions, relocations



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