

STAFF REPORT

Date: March 12, 2025

To: Mayor and City Council

Through: Jackie Bryant, City Manager

Subject: Staff Report (For Possible Action): Presentation, discussion and potential adoption of the updated City of Reno Public Art Master Plan (PAMP).

From: Megan Berner, Arts and Culture Manager

Department: City Manager's Office – Arts and Culture

Summary:

The current City of Reno Public Art Master Plan (PAMP) was adopted in 2002. In 2017, Council adopted the ReImagine Reno Master Plan in which the community identified arts and culture as a top priority, second only to outdoor recreation. In addressing this goal, the ReImagine Reno Master Plan calls for updating the Arts & Culture planning documents. Starting in January 2024, a year-long process of public engagement, research, and analysis of the Public Art Program's operations was led by a consultant team consisting of Todd Bressi, Amina Cooper, and Jessica Cusick. In November 2024, a draft of the Public Art Master Plan was completed, subjected to public input, and reviewed by the Public Art Committee and the Arts and Culture Commission. The final version of the draft PAMP is complete and is being brought before Council for adoption.

Alignment with Strategic Plan:

Arts, Parks, and Historical Resources

Previous Council Action:

May 22, 2023 – Council approved \$65,000 in the budget to hire a consultant to lead the process of updating the City of Reno Public Art Master Plan.

Background:

The City of Reno last adopted a Public Art Master Plan in 2002. The original plan established a framework for the City to manage a public art program that residents have come to value and enjoy. The program has been operating under that framework with only modest adaptations since then. The new plan provides a comprehensive review of the program and recommendations for moving forward, including a statement of how the program should impact the city, an outline of

the work the public art program should focus on, and proposals for adapting the administration of the program.

The process was started in January of 2024 by a consulting team led by Todd Bressi, in association with Amina Cooper and Jessica Cusick. The planning process involved extensive research, public engagement, and analysis of the public art program's operations.

The first step was to organize a public survey, asking people who live and/or work in Reno to share their thoughts about public art. The survey received nearly 600 responses. The team sent focused questionnaires to members of the Reno Arts and Culture Commission, the Public Art Committee, artists who have worked with the program, and organizations who have developed work with the program.

The team also reached out to Reno artists directly for input. During the course of the planning process, the team consulted with artists four times—in April, June, September, and December—through open public workshops. In each workshop, the planning team explored a different topic related to public art practice and also sought artist input into the plan at that stage of development.

The team also conducted interviews with City officials, arts and community leaders, toured numerous arts facilities in the city, and conducted a focus group with an art class at the University of Nevada, Reno.

The research phase involved review of City plans, public art program budgets, Calls for Artists, and underlying ordinances and guidelines. The team also contacted ten public art programs elsewhere in Nevada and the Mountain West to explore their approaches to program funding and governance, collection portfolios and project development, community-initiated projects, and artist rosters.

Throughout the process, the team worked with a group of internal stakeholders from City departments which the program works most closely with and external stakeholders from other public agencies, nonprofits, and communities. Those groups reviewed the plan's progress at the stage of research findings, the plan framework and recommendations, and the draft plan.

In November of 2024, once the draft plan was completed, the team and City staff conducted more community outreach to gather input on the draft. The team held an open house at McKinley Arts & Culture Center on December 12th and walked through the highlights of the plan, answered questions, and directed the public to the draft plan online and link to a survey to give feedback. Staff presented the plan to all of the Neighborhood Advisory Boards who met in January and February to ask for input. The team reviewed all of the input received and that input

has informed the final draft of the plan.

Discussion:

The public input received following public review of the draft PAMP affirmed many of the findings and priorities identified by the public input conducted at the start of the process. The recommendations established in the plan center around the following:

- Big Ideas and Artistic Ambitions
 - Signature iconic project, light art, art along the Truckee River
- Key Departmental Partnerships
 - Economic Development, Public Works, Parks and Recreation, Development Services, and the Regional Transportation Commission
- Ongoing Programs
 - Adapting and expanding Art Signals, Art Belongs Here, and Small Walls
- Governance
 - Creating Task Forces in place of the Public Art Committee
- Planning and Project Development Processes
 - Annual Work Plans and artist selection
- Capacity Building
 - Grow Reno’s public art ecosystem by developing local artists and creating ladders of opportunity
- Community Engagement
 - Identify stakeholders and involve the community in project development and design
- Collection Management and Maintenance
 - Donations, loans, deaccessioning public art, and conservation

The final draft of the plan was reviewed by the Public Art Committee (February 10, 2025) and the Reno Arts and Culture Commission (February 24, 2025) and recommended moving forward for Council adoption. If adopted, the policies and guidelines within the new PAMP will replace the previous plan’s policies and guidelines as an addendum to Reno Municipal Code 22.

Financial Implications:

The project cost for developing this plan totals \$68,900. Funding was previously allocated for this purpose from Room Tax and the Arts and Culture Fund and has already been expended.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council adopt the updated City of Reno Public Art Master Plan.

Proposed Motion:

I move to adopt the updated City of Reno Public Art Master Plan.

Attachments:

City of Reno Public Art Master Plan update