



# Board Referral 2025.14 Preliminary Response

Richard Vaughn  
Economic Development Manager





# Referral Summary & Background

- ◆ Referral 2025.14 was submitted by Supervisor Alejo and assigned by the CAO on 10/22/2025. The referral seeks to initiate the development of an Arts Master Plan for the County of Monterey, designed to establish a long-term vision for promoting, supporting, and expanding public art throughout the county's unincorporated areas.



# Project Description

- ❖ An Arts Master Plan will guide curation, placement, and preservation of public art that reflects both the deep historical roots and the forward-looking aspirations of Monterey County.
- ❖ This would require county staff to conduct additional research on Arts Master Plans and in partnership with the Arts Council for Monterey County bring on a contractor to assist with developing the Arts Master Plan.
- ❖ This project would require staff to compile a list of best practices and develop a comprehensive scope of work. In addition to this depending on the potential cost for the plan it may require a request for proposals.
- ❖ The timeline for this project is estimated to be between 2-3 years in total should a funding source be identified.



# Cost Estimate

- ◆ Costs for an Arts Master Plan vary, below are a few examples of total costs for Arts Master plans.
- ◆ Plans range from \$150,000-\$250,000 and on-going costs from \$250,000 - \$500,000
- ◆ Contra Costa Arts & Culture Master Plan
  - ◆ Cost: \$120,000, \$387,500 FY23-24 budget
  - ◆ Timeline: 2-year development process
  - ◆ Outreach: 478+ online surveys, 6 visioning sessions (160+ participants), 68 stakeholder interviews
- ◆ Marin County Arts & Culture Master Plan
  - ◆ Cost: \$150,000 (plan), \$500K annual budget
  - ◆ Timeline: 2-year development process
  - ◆ Outreach: 1,200+ online surveys, 12 workshops, 75+ stakeholder interviews
- ◆ Public Art Policy
  - ◆ Typically precedes an Art Master Plan and ranges in cost.
  - ◆ Defines clear standards for artists selection, site approval, and community engagement. (Critical prior to scaling to a countywide master plan)
  - ◆ Mandates funding sources (general fund, % for artwork, grants, etc.) maintenance responsibility, and public ownership.



# Additional Option

- ◆ An additional option to investigate prior to an Arts Master Plan would be a Public Arts Policy.
- ◆ Public Arts Policy:
  - ◆ Typically precedes an Art Master Plan and ranges in cost.
  - ◆ Defines clear standards for artists selection, site approval, and community engagement. (Critical prior to scaling to a countywide master plan)
  - ◆ Mandates funding sources (general fund, % for artwork, grants, etc.) maintenance responsibility, and public ownership.
- ◆ This can potentially be a more cost-effective option and or reduce future costs associated with a Countywide Arts Master Plan.



# Staffing Level Estimate



- ◆ This would require a substantial amount of staff time throughout the beginning phases (research, contract scope, RFP, etc.) and on-going administrative support for the program (oversight, contract management, etc.).



# Departmental Challenges

- ◆ Staff has reviewed several funding streams including Transient Occupancy Tax (TOT), Development Set-Aside (DSA), and Community Development Block Grant (CDBG).
- ◆ TOT was identified as a possible funding stream due to its use for other special projects although this funding is typically pre-allocated annually and subject to fluctuations due to market conditions.
- ◆ DSA was identified as a funding source since it is a subset of TOT, is pre-allocated to 4 organizations one of which being the Arts Council for Monterey County.
- ◆ CDBG was identified as a potential funding source, but there are specific restrictions placed on the funding that do not align with the project. One restriction is that CDBG cannot be used as on-going funding, which would limit the funds to a one-time use.
- ◆ There is currently no identifiable funding stream that would be able to absorb the costs for this project.





# Proposed Response Date

- ◆ Depending on Board direction, staff proposes response back to the Board in first quarter of 2026.