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Working Lands, Working Artists: This project carries out the **Creative Placemaking Strategy (CPS)** recommendations in coordination with the **Agricultural and Working Lands Conservation Plan (AWLCP)**. The AWLCP is a planning project that supports sustainability for the County's agricultural landscapes and lifeways. Funding for the project is from a grant from the National Endowment for the Arts.

KEY TAKEAWAYS

IMPLEMENTATION OF THE CREATIVE PLACEMAKING STRATEGY

The adopted CPS uses community input to recommend various programs, policies, and projects to help reach the vision identified through the plan. The express intention of this project is to implement several of those recommendations, especially Program 1: Curated, Site-Specific Temporary Art; Program 2: Land Preservation and Interpretive Art; and Program 4: Art and Agricultural Programming. The project is within the purview of the Creative Placemaking Strategy Advisory Committee, which has been involved in the project.

SUPPORTIVE OF THE AGRICULTURAL AND WORKING LANDS CONSERVATION PLAN

Working Lands, Working Artists aims to connect with the Planning Department's work on the AWLCP. The creative placemaking project was designed to help local artists reflect on and engage with the AWLCP's initial community outreach outcomes. Specifically, the Planning Department released an online survey to collect input to shape the AWLCP. Survey responses were then shared with local artists, who submitted proposals for projects that responded to key themes and ideas from the survey.

EMPOWERING AND CENTERING LOCAL ARTISTS

This project was created to feature the work of local artists and provide them with an opportunity to create art influenced by the perspectives of their peers and neighbors. The selection process for local artists included the circulation of a request for proposals, which included a prompt to engage with the AWLCP survey responses. Proposals were evaluated by County staff and project partners involved in the AWLCP, and selected artists are working with the Mariposa County Arts Council to revise and perfect their ideas.

DEDICATED EXTERNAL FUNDING

This project is funded through a grant that is set aside for this specific scope of work. In other words, the funding must be used on activities related to the project. The funding does not affect the County's general fund and cannot be redirected to support other County initiatives. If we did not apply for and accept the funding, the money would go elsewhere.

FREQUENTLY ASKED QUESTIONS

How is this project related to the Gateway Elements projects? There is no direct relationship between *Working Lands, Working Artists* and the Mariposa or Coulterville Gateway

Elements projects. However, there are important similarities between both projects. Both are grant-funded projects implementing specific recommendations from the Creative Placemaking Strategy. Each is meant to express an important, local component of Mariposa County's identity and sense of place as it relates to the landscape.

What is the stakeholder engagement program for this project? Due to budgetary constraints and a priority for maximizing the amount of resources available for local artists, *Working Lands, Working Artists* did not initially plan to feature a stakeholder engagement program as extensive as outreach efforts for projects like the Mariposa Gateway Elements, Creative Placemaking Strategy, or Mariposa Creek Parkway projects. Instead, the AWLCP's stakeholder engagement program was used to provide the direction needed to ensure alignment with community perspectives on agriculture. However, at the urging of the Board of Supervisors, the project scope was revised to conduct targeted outreach in the districts where projects are proposed to be located. Details on these targeted engagement activities are still in the works, with the goal of district-specific engagement events during summer 2023.

What is the role of the Mariposa County Arts Council in this project? This is a Mariposa County project. Using the awarded grant funds, Mariposa County hired the Mariposa County Arts Council to assist in implementing the *Working Lands, Working Artists* scope of work, as determined by the County. This includes facilitating the selection of artists, managing selected artists to ensure work aligns with the CPS and supports the AWLCP, and the additional stakeholder engagement tasks described above.

HISTORY

1/16/2018

RES-2018-26

- Established the Creative Placemaking Strategy Advisory Committee to provide guidance to the Board on creative placemaking issues, and develop a creative placemaking strategy.

8/17/2021

RES-2021-487

- Approved the CPS document, and authorized staff to pursue implementing its recommendations.

8/17/2021

RES-2021-485

- Adopt a Resolution Approving the Submittal of an Application to the National Endowment for the Arts (NEA) Our Town Grant Program to Fund the "Working Landscapes, Working Artists" Project; and Authorize the Board of Supervisors Chair to Sign the Grant Agreement, If Awarded (Subject to Approval as to Legal Form by County Counsel).

10/11/2022

RES-2022-589

- Approve Two Agreements with the Mariposa County Arts Council for Amounts Not to Exceed \$5,000 and \$35,000 for Phase I of the Working Lands, Working Artists Project; Authorize the Board of Supervisors Chair to Sign the Agreements and Any Amendments (Subject to Approval as to Legal Form by County Counsel); and Approve Budget Action Increasing Revenue and Appropriations in the Planning Department Budget to Receive Unanticipated Funds (\$75,000)