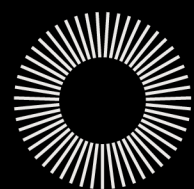


# LAREDO PUBLIC ARTS PROGRAM *FY2026 ANNUAL PLAN*

PRESENTED BY: VANESSA FILAZZOLA  
PUBLIC ARTS PROGRAM MANAGER



# STRATEGIC PRIORITIES



## CITYWIDE EQUITY

Projects distributed across all districts to ensure every district benefit from cultural enrichment



## ARTIST EMPOWERMENT

Opportunities designed for Laredo-based artists and youth creatives to showcase their talent



## EDUCATIONAL PARTNERSHIPS

Actively partnering with art teachers, professors, and local mentors through contests with TAMIU, Laredo College, Dual Enrollment, LISD, UISD, and emerging local artists to support public art projects, educate, and prepare the next generation of creative leaders



## CIVIC PRIDE

Celebrating local culture, wellness, and education through art that reflects community values



## COMMUNITY FEEDBACK

Each project includes feedback mechanisms and location-based themes relevant to the surrounding area



# IMPLEMENTATION FRAMEWORK

## LOCATION SELECTION

- Themed to surrounding context
- Prioritizing high-visibility areas for maximum community impact

## ARTIST SELECTION PROCESS

- Transparent evaluation score sheet
- Contests to engage diverse artistic voices and styles

### Call To Artists

*Public Announcement & Partnership Contests*

1

### Artist Orientation

*Review expectations, SOP's, milestone check-ins*

3

### Evaluation

*Design approval and artist notification*

2

### Installation

*Project implementation and community feedback*

4





# Oversight & Accountability



## **QUALITY ASSURANCE**

Regular milestone check-ins with artists during project development



## **MATERIAL STANDARDS**

UV-resistant and anti-graffiti coatings required for all outdoor installations



## **DOCUMENTATION**

Property Change Form to be completed after each project for city asset tracking and insurance purposes





# THE FIVE PROJECTS

*These projects are designed for maximum visibility.*

1

## UTILITY CABINET MINI- MURALS

**Transform 32 utility cabinet into vibrant art installations across the city, with 4 located in each district**

*Budget: \* \$219,982 (~\$5,500 each)*

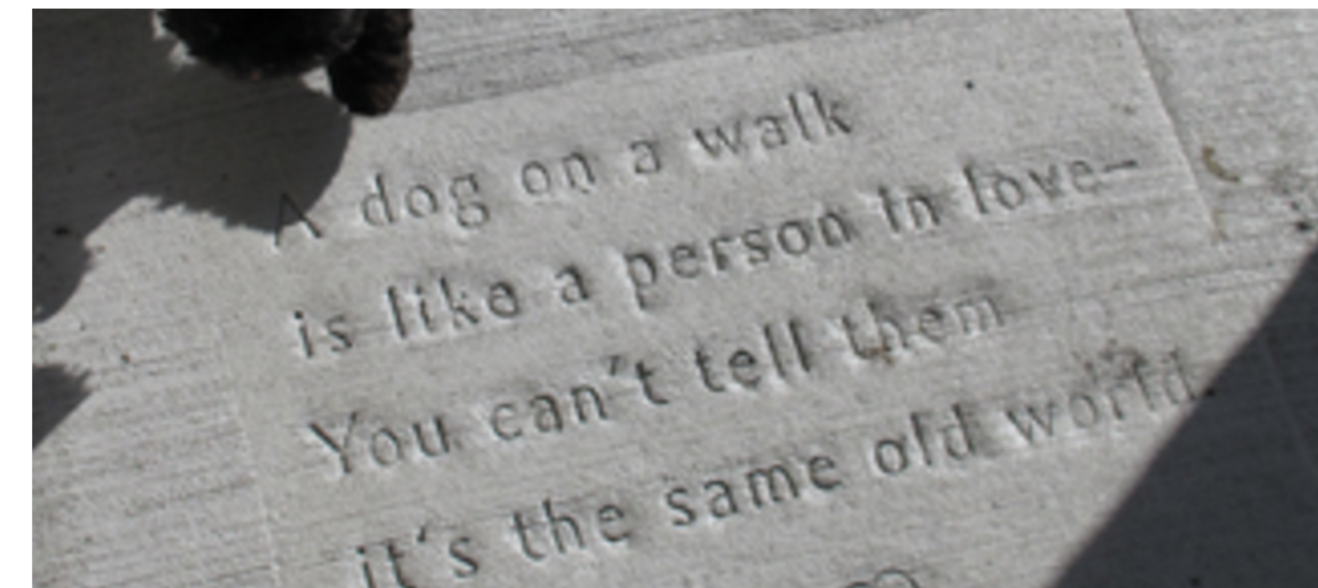
2

## FOOTNOTES: SIDEWALK POETRY

**Install original poetry by local writers on minimum 16 sidewalks throughout Laredo**

*Budget: \* \$39,997 (~\$2,000 each)*

*\*WITH CONTINGENCIES\**





# THE FIVE PROJECTS

3

## JUMPSTART CREATIVITY: GROUND HOPSCOTCH MURALS

**Create 56 interactive ground murals that combine leaning, play, and physical activity with visual art**

Budget: \* \$419,966 (~\$6,000 each)

4

## MINI GALLERY POSTS

**Install 32 outdoor display cases showcasing rotating exhibitions by local artists**

Budget: \* \$319,974  
(~\$8,000 each)

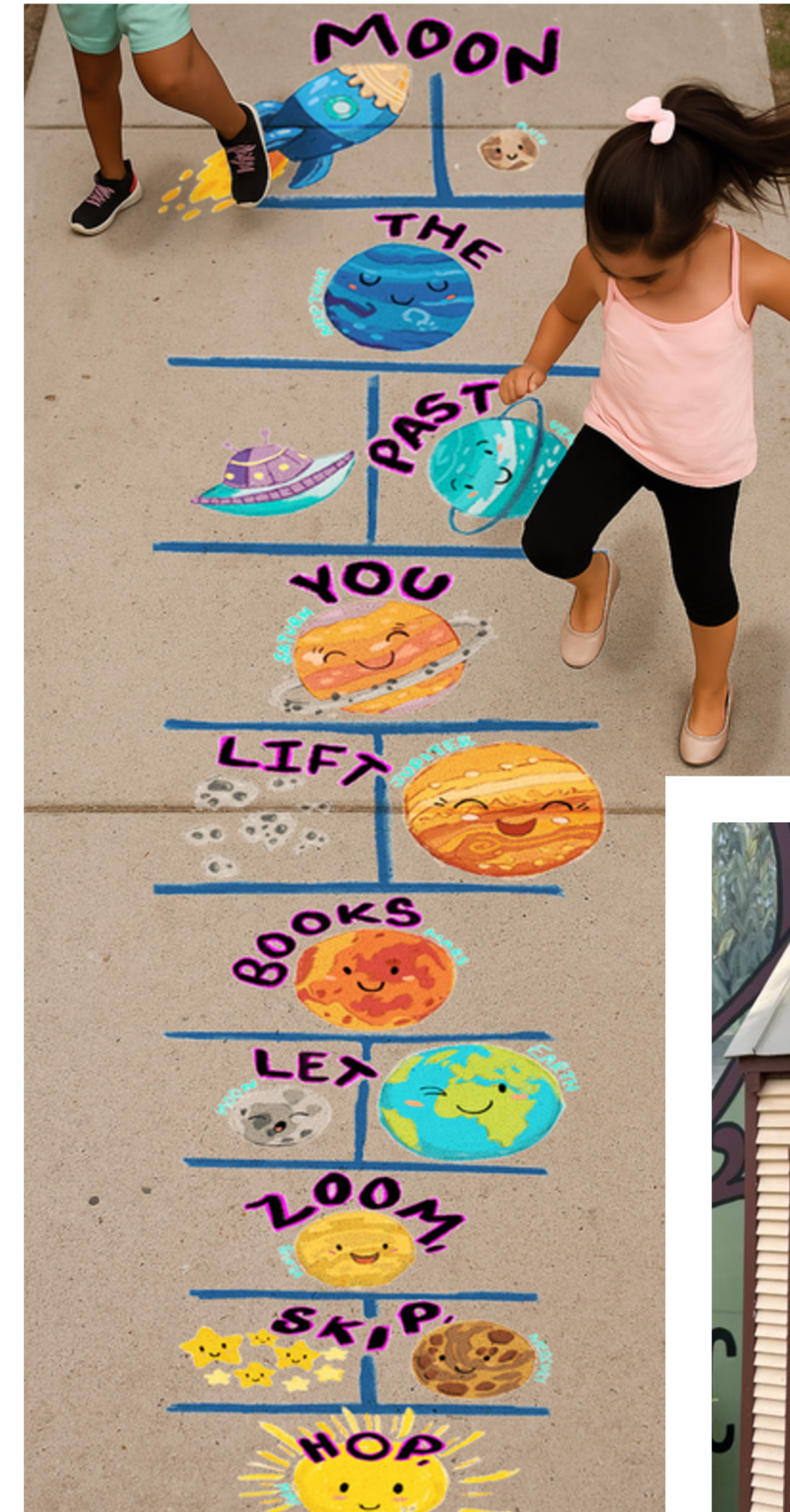
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## LIBRARY MURALS

**Commission 8 murals to enhance Laredo's library facilities to promote lifelong learning**

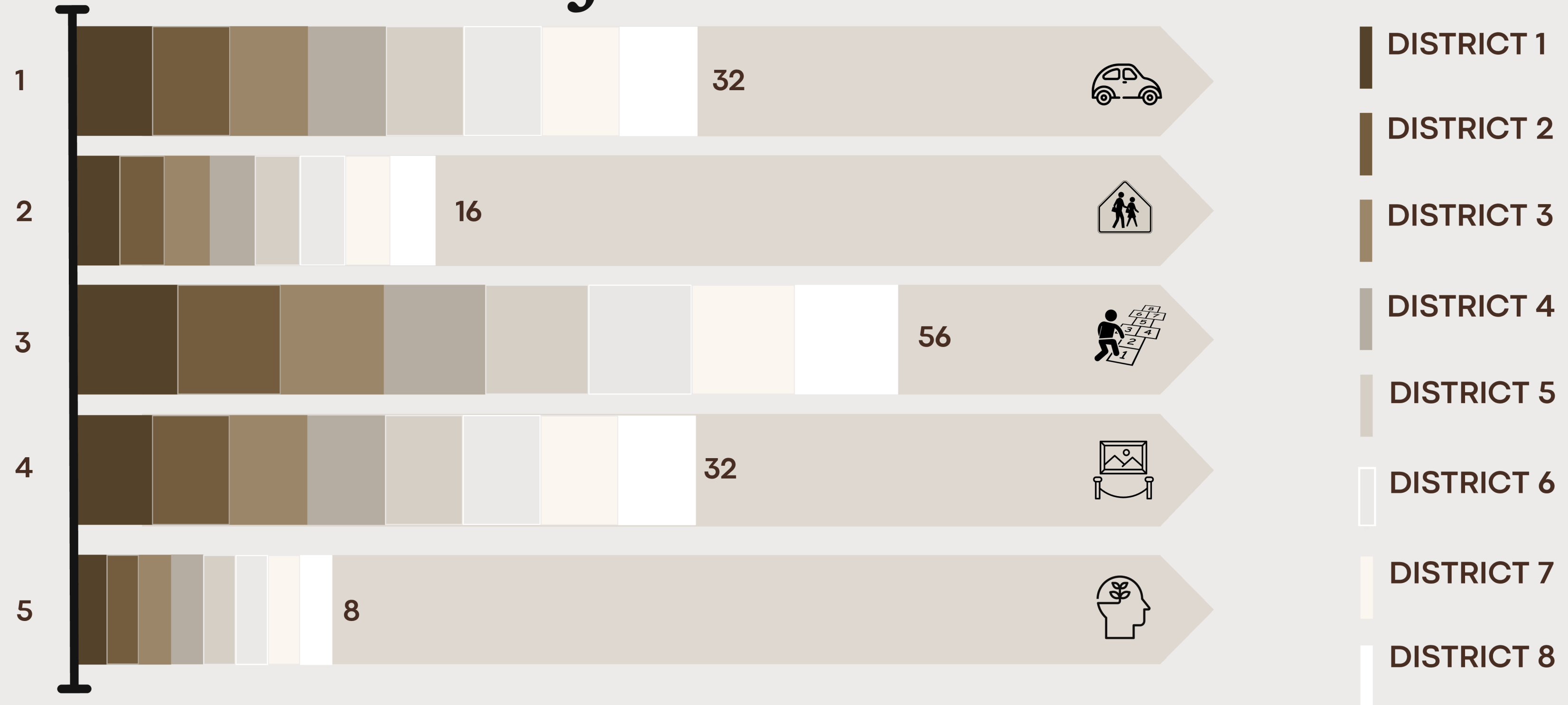
Budget: \* \$69,994  
(Ranges: \$6,000 - \$20,000)

\*WITH CONTINGENCIES\*





# FY2026 Project Distribution



1- Utility Cabinet Mini- Murals (4)

2- Footnotes: Sidewalk Poetry (~2)

3- Jumpstart Creativity: Ground Hopscotch Murals (7)

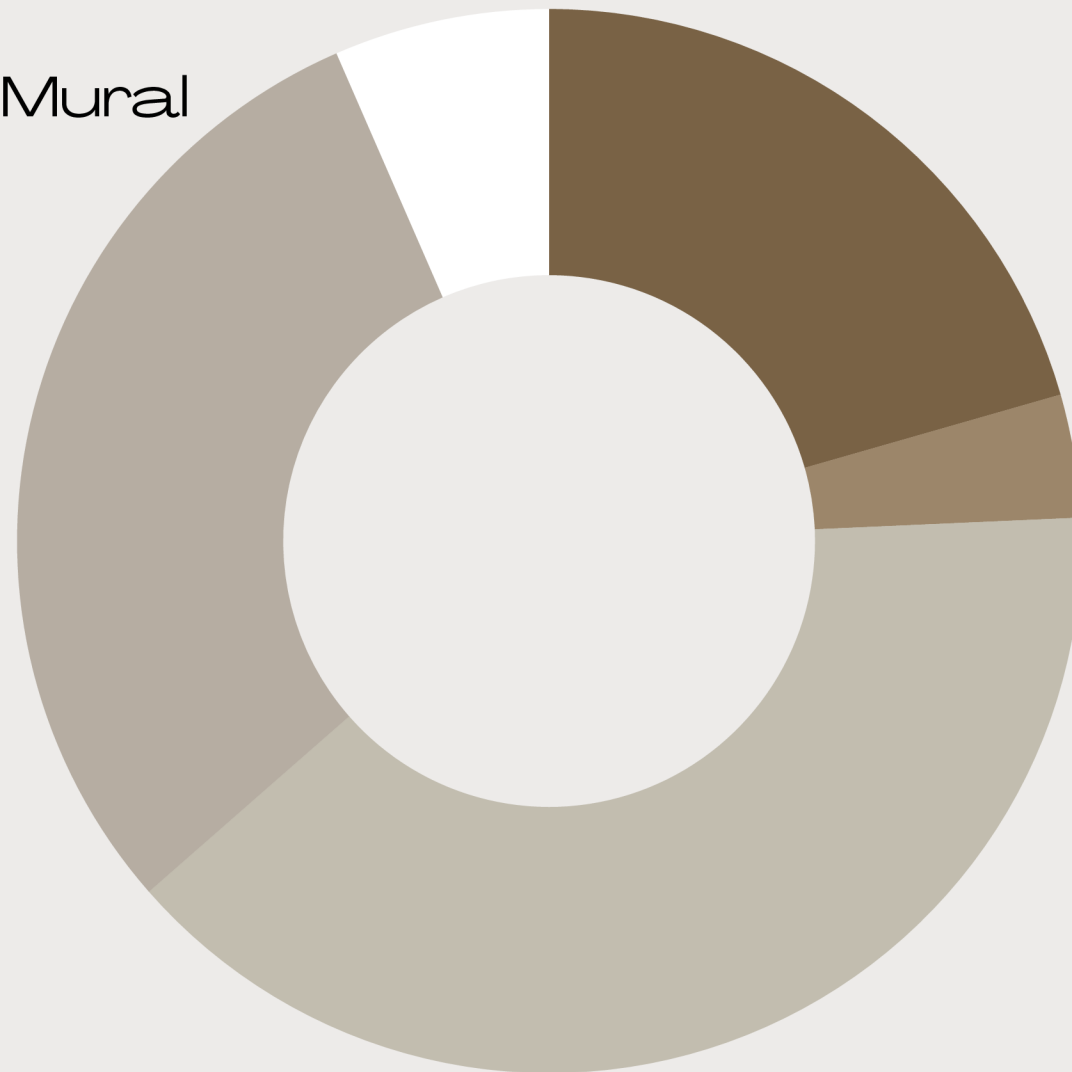
4- Mini Gallery Posts (4)

5- Library Murals (1)



# BUDGET SNAPSHOT

- Utility Cabinet Mini-Mural
- Sidewalk Poetry
- Hopscotch Mural
- Mini Gallery Post
- Library Mural



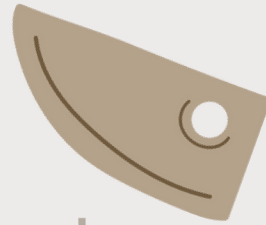
## Financial Overview

- **Public Art Funds (2019-2024)**
  - **\$2.38 million**
- **Annual Project Costs**
  - **~\$650K (median) to \$1.07M (max with contingency)**
- **Remaining balance**
  - **\$1.31M-\$1.73M reserved for future projects**
  - **2022-2023 funds remain**

Balanced funding supports immediate projects while preserving resources for larger future initiatives.



# COMMUNITY IMPACT



## CREATING INCLUSIVE ACCESS

Residents can engage with art in their own neighborhoods through activities like **scavenger hunts, guided tours with storytelling, and art exploration walks.**



## STRENGTHENING LOCAL IDENTITY

**Location-based themes connect art to community context, examples include:**

- **Sports and teamwork** near athletic fields and courts
- **Positive, inspiring** messages in parks, walking-tails, and recreation centers
- **Cultural and historical** narratives celebrating our city





# MOVING FORWARD TOGETHER

## **BUILDING MOMENTUM**

These initiatives lay groundwork for larger, more ambitious public art projects by strengthening community engagement

## **SUPPORTING LOCAL TALENT**

Creating professional opportunities for Laredo artists while showcasing the city's creative potential

## **MEASURABLE IMPACT**

Collaborating with school districts & higher education institutions to integrate public art with educational and career developments



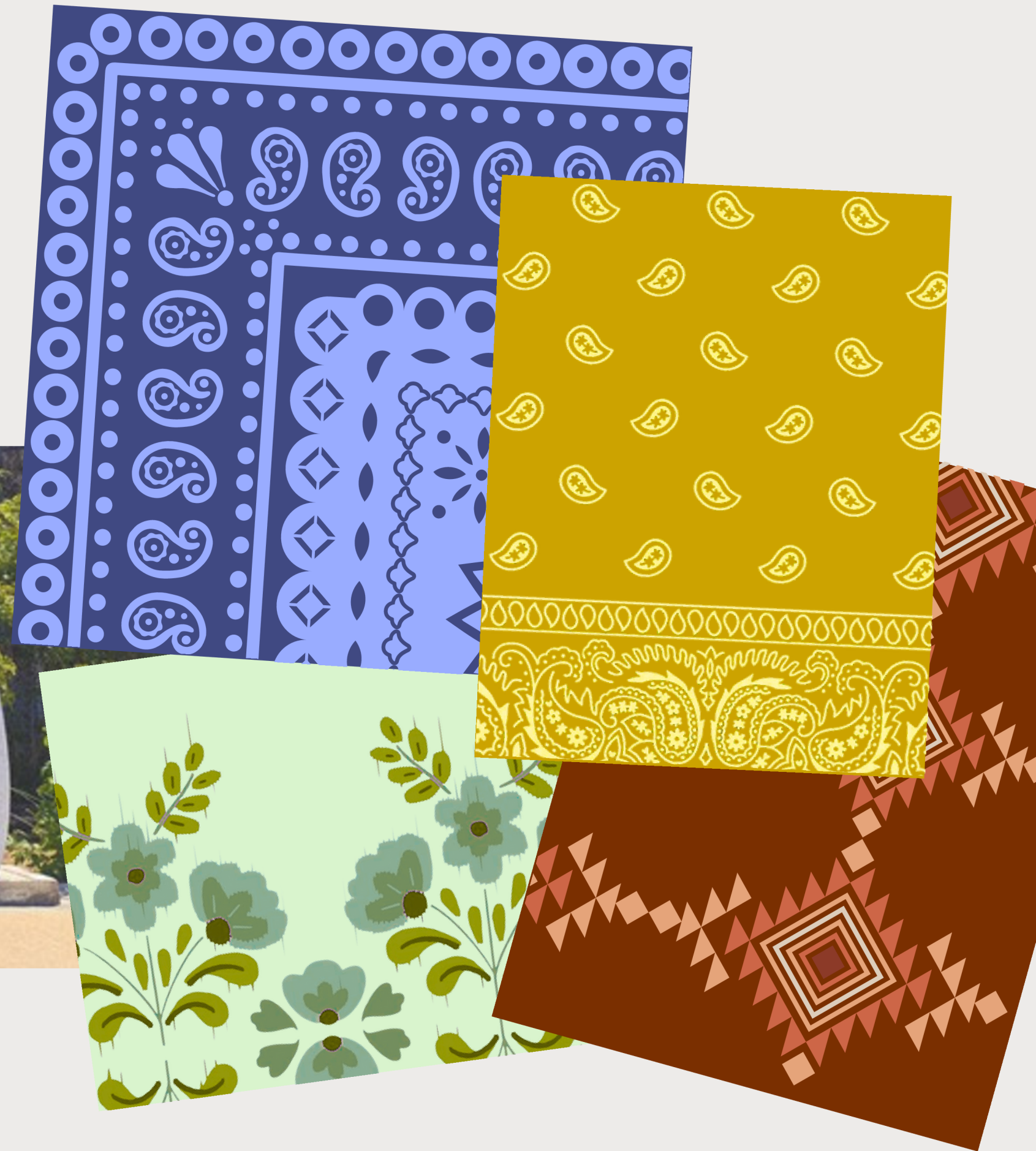


# LOOKING AHEAD: OUR SIGNATURE PROJECT

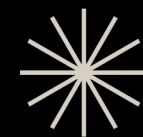
A landmark public art piece that defines  
FY26 plan



***BOLD, VISIBLE, AND UNIQUELY LAREDO***







# THANK YOU

TOGETHER, WE'RE CREATING A MORE  
VIBRANT, CONNECTED, AND  
CULTURALLY RICH LAREDO.



Email

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Location

Joe A. Guerra Laredo  
Public Library



Phone

956.795.2400  
ext. 2531