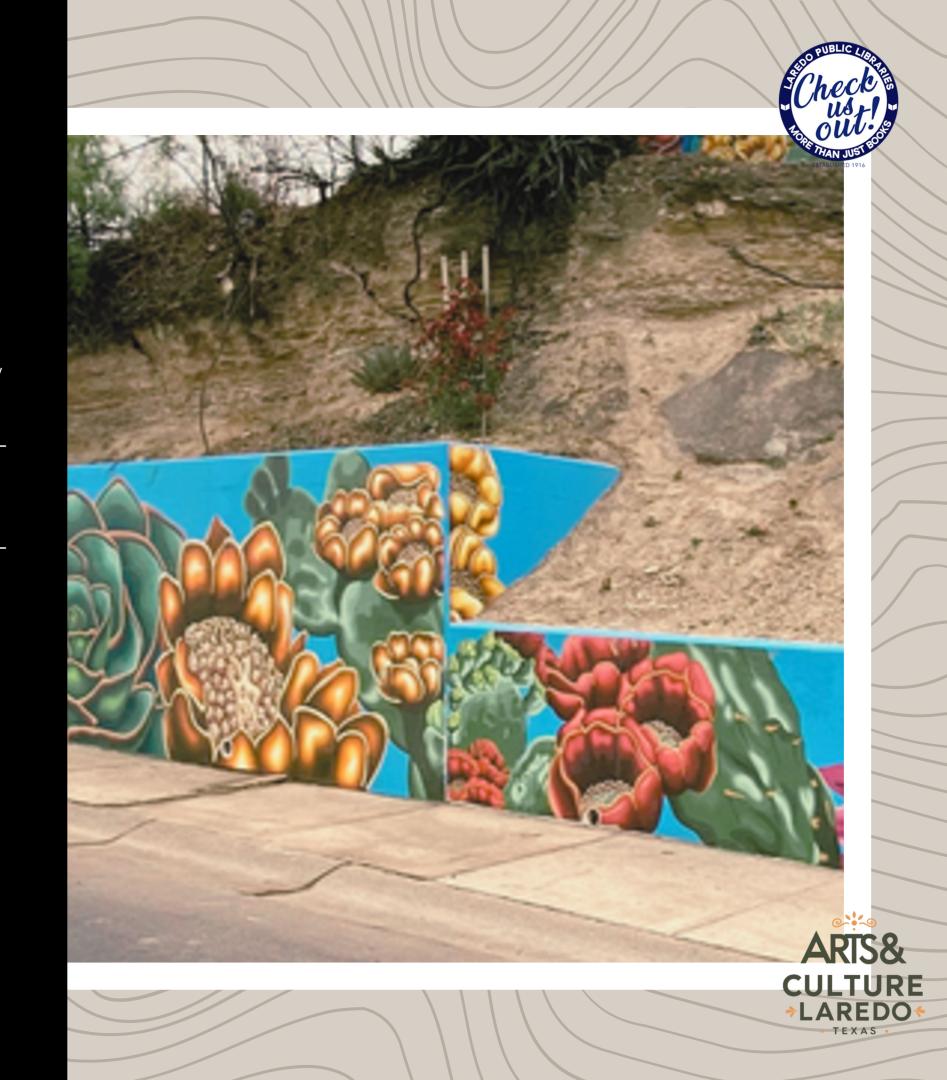
LAREDO PUBLIC ARTS PROGRAM FY2026 ANNUAL PLAN

PRESENTED BY: VANESSA FILAZZOLA PUBLIC ARTS PROGRAM MANAGER







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



CIVIC PRIDE

PLAN OVERVIEW

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



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

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 & Review expectations, SOP's, milestone check-ins 1 2 3

Evaluation

Design approval and artist notification

Installation

Project implementation and community feedback



Oversight & Accountability



QUALITY ASSURANCE

Regular milestone check-ins with artists during project development



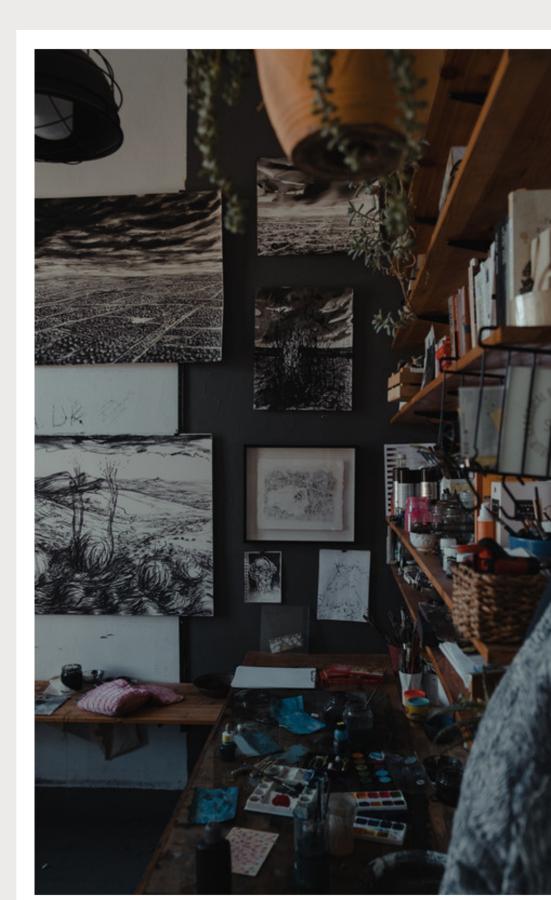
MATERIAL STANDARDS

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



These projects are designed for maximum visibility.

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)

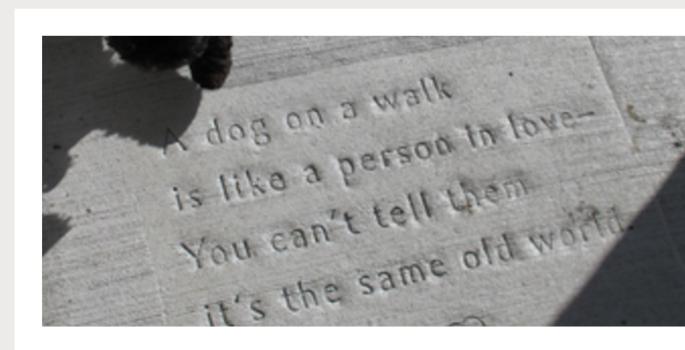
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FOOTNOTES: SIDEWALK POETRY

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

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





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)

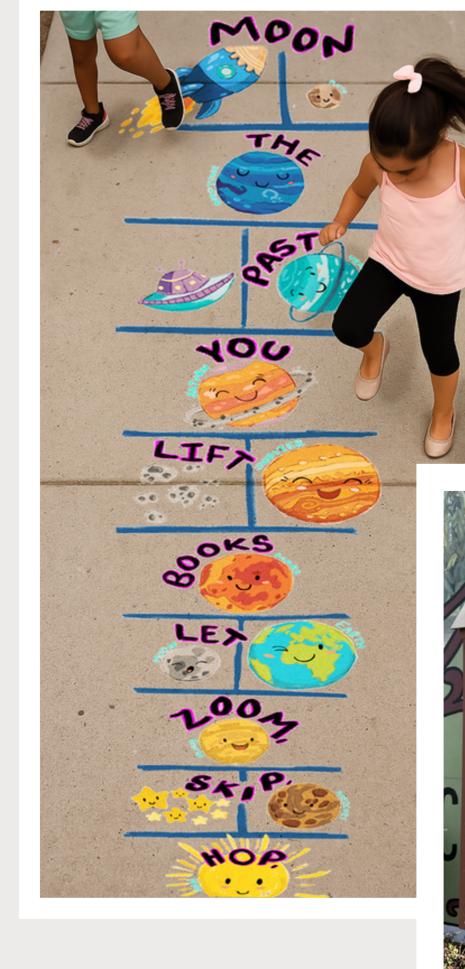
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LIBRARY MURALS

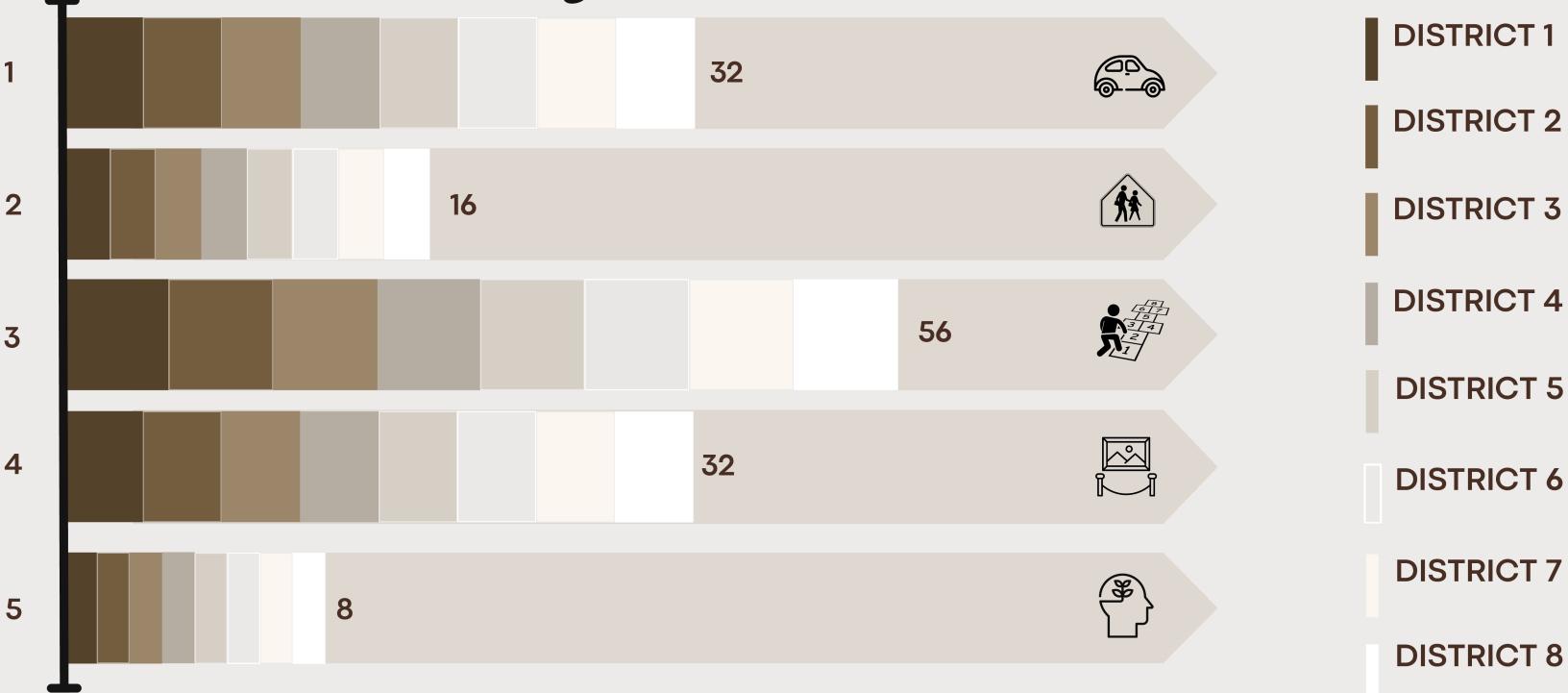
Commission 8 murals to enhance Laredo's library facilities to promote lifelong learning

Budget: * \$69,994

(Ranges: \$6,000 - \$20,000)

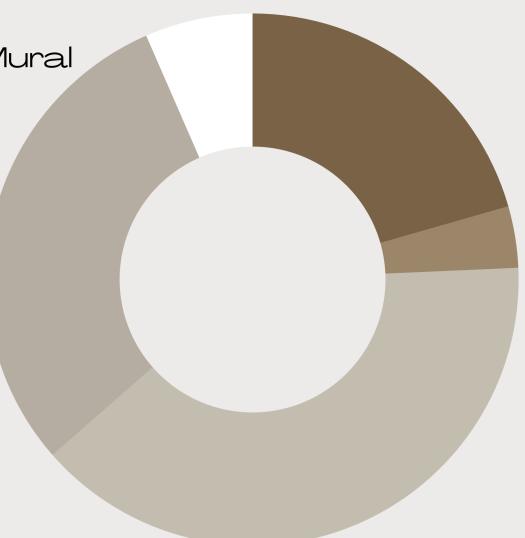


FY2026 Project Distribution



- 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)

- 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

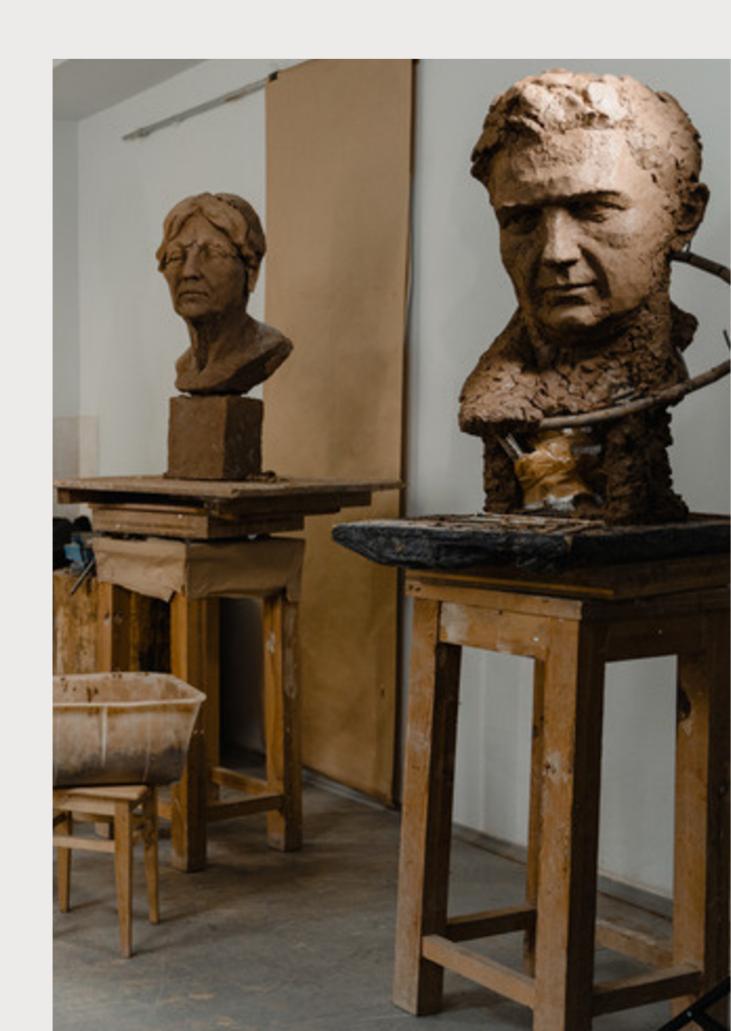
Residents can engage with art in their own neighborhoods through activities like scavenger hunts, guided tours with storytelling, and art exploration walks.



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



MOWE 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





A landmark public art piece that defines FY26 plan



BOLD, VISIBLE, AND UNIQUELY LAREDO







THAIK YOU

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

Email

vcfilazzol@ci.laredo.tx.us

Location

Joe A. Guerra Laredo Public Library Phone

956.795.2400 ext. 2531