

# LAREDO PUBLIC ART PROGRAM

Presented By: Vanessa Filazzola  
Public Art Program Manager





# Meet Our Team



## Education

- Bachelor's in Mathematics & Art
- Studied Art and Literature in Italy for two semesters

## Experience

- 13 years working in Education
- 7 years Co-Owner Small Art Business



## Multi-Media

- 2-D: Painting, Photography, Digital Art, Pyrography, etc.
- 3-D: Sculpture, Woodworking, Interior Design, Macramé, etc.



# PURPOSE

This presentation outlines the program objectives, goals, and procedures guiding the development of Laredo's Art Master Plan.

We'll review community surveys, project timelines, and strategies for bringing accessible art into shared public spaces—enriching community life and fostering lasting engagement for Laredoans and visitors alike.





# LAREDO ART MASTER PLAN

## LAMP



### Cultural Investment

Incorporate unique installations to draw tourism, boost local business, and create opportunities for artists in Laredo.

### Community Engagement

Engage residents through interactive experiences that educate, inspire participation, foster community connection, and encourage ongoing feedback.

### Collaboration

Work alongside city staff, elected officials, community members to strengthen cultural pride and build meaningful social engagement.



# LOCATIONS FOR PUBLIC ART

A survey through LAMP revealed the top 3 areas Laredo residents were most interested in seeing public art.

37%

## City Buildings & Districts

Libraries, historical district,  
neighborhood & business  
centers, school campuses

36%

## Outdoor Spaces

City parks, sidewalks, planting  
areas, crosswalks, trailheads,  
biking and walking routes

25%

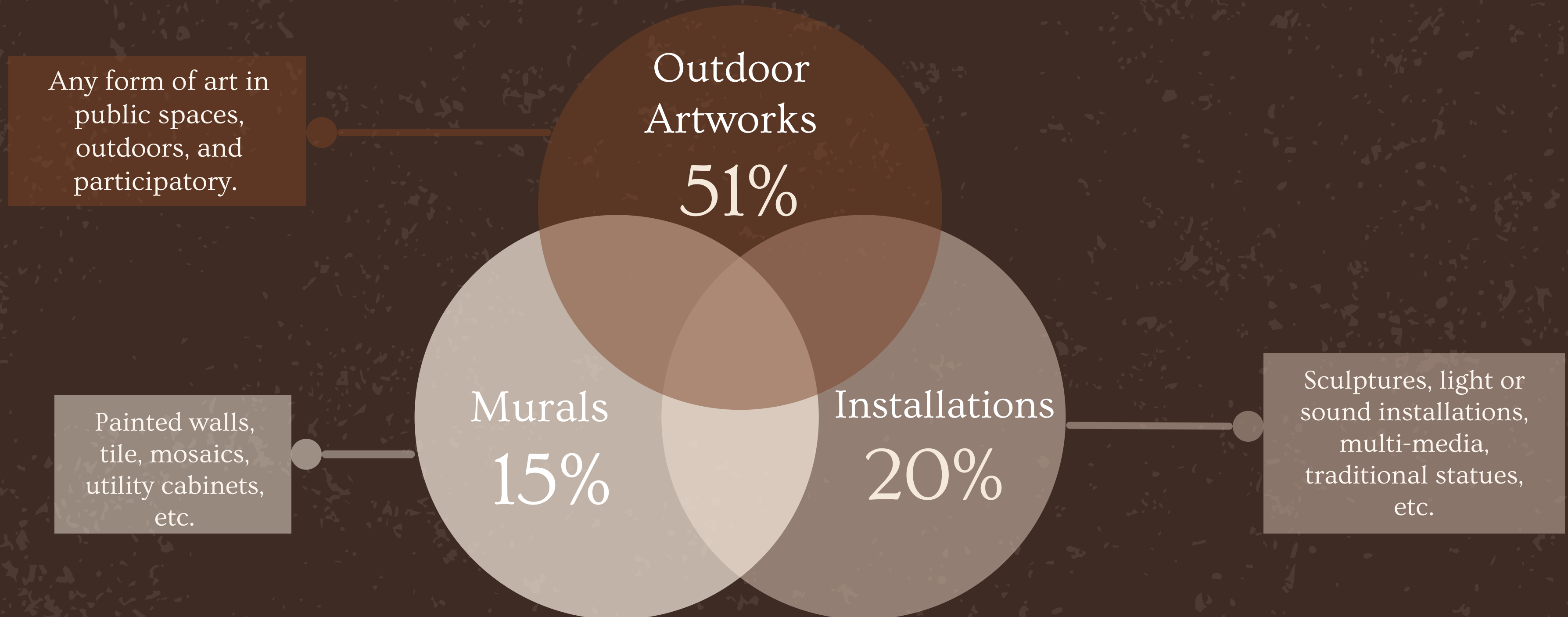
## Infrastructures

Underpasses, bridges, railroad  
entrances, gateway entrances



# TYPES OF PUBLIC ART

A survey through LAMP revealed the top 3 mediums Laredo residents were most interested in seeing in Laredo.





# STANDARD OPERATING PROCEDURES

Establishes a consistent and transparent process for submission, evaluation, and implementation of Laredo's Public Art Program.

## Workflows

Understanding the steps and details of the project process, from proposal intake to artwork maintenance.

## Efficiency

Streamlines the project process, incorporating feedback and regular check-ins during installation to minimize delays and ensure timely completion.

## Responsibilities

Outlines the roles and duties of all parties involved in the project, ensuring accountability and successful implementation.



[Overview](#)

[LAMP](#)

[SOP](#)

[Moving Forward](#)

# PUBLIC ART PROJECT TIMELINE





# PROJECT TIMELINE



## Project Launch & Proposal Submissions

Public announcement with clear guidelines and support for submitting public art proposal intake forms.



## Review & Evaluation

Evaluation committee will score proposals based on artistic merit, impact, feasibility, and qualifications.



## Approval & Notification

Committee's recommendations will be sent to city officials, and applicants will be notified of the decision.



## Project Implementation

Selected artists will install their artworks in designated public spaces.

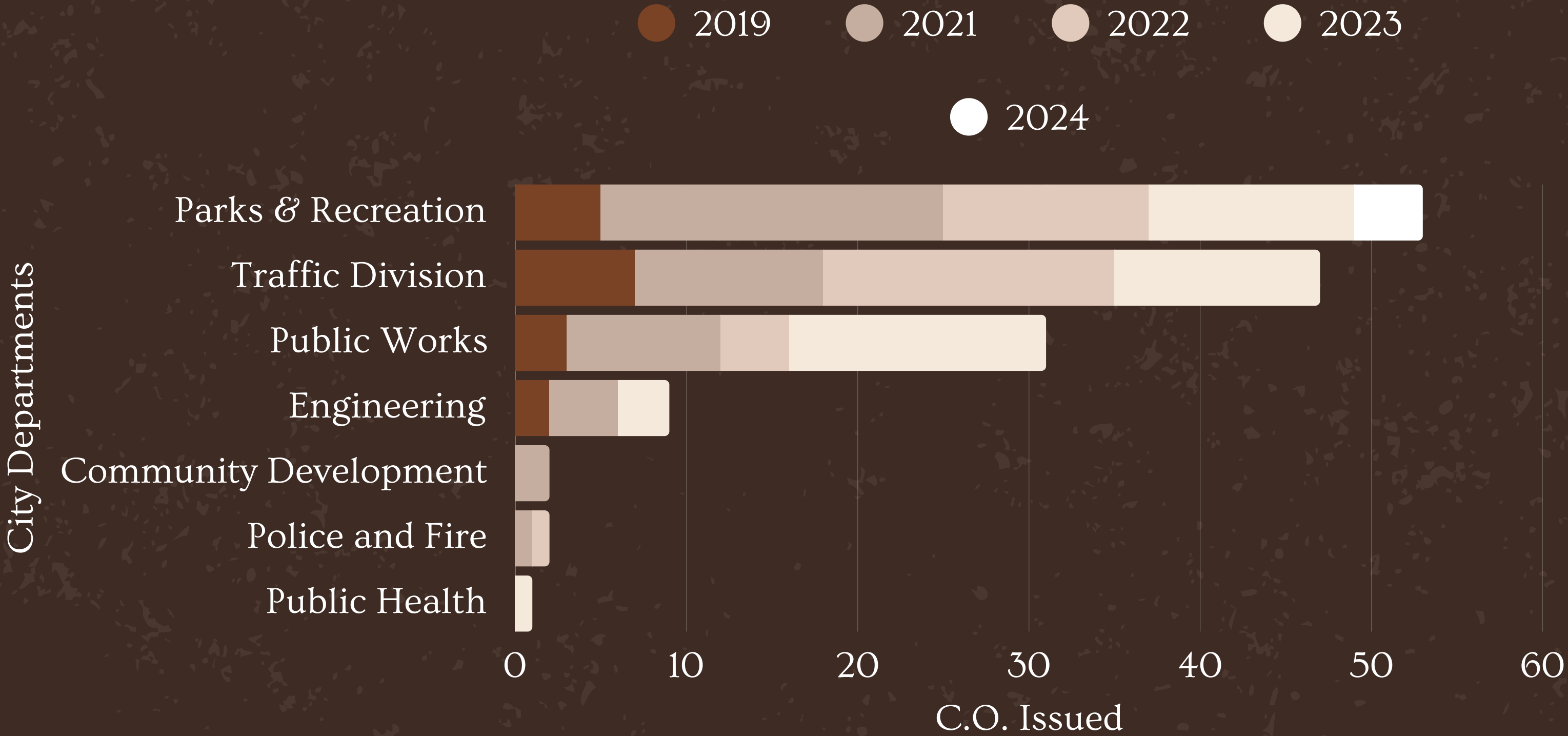


## Post- Project

Assessing the projects impact and community feedback.



# Funding Sources

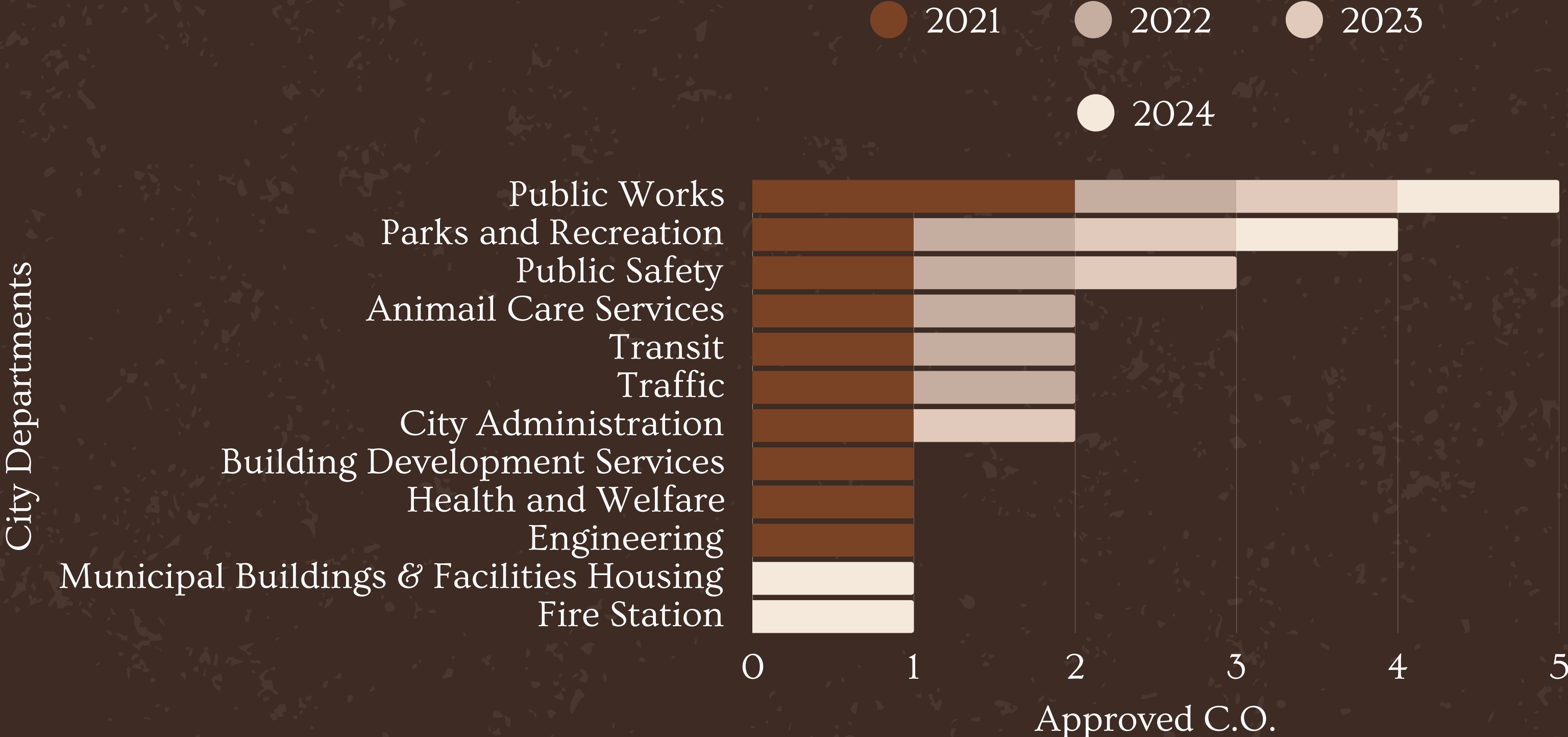


Based on District Priority Funds Report as of 4.30.25





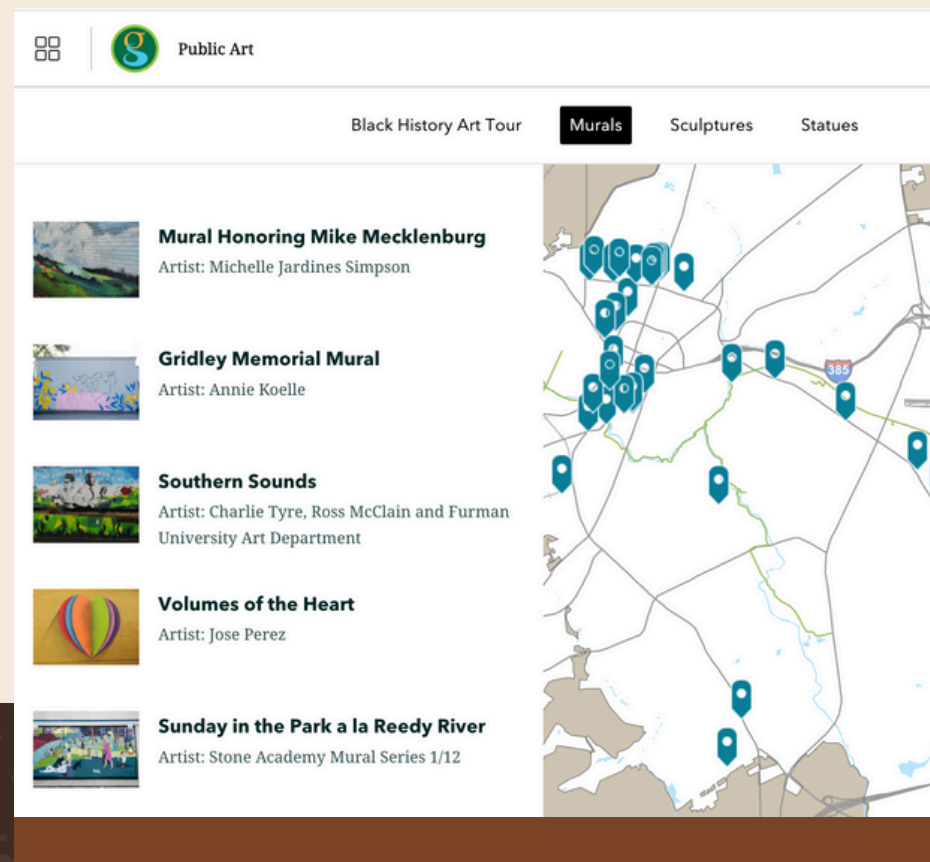
# Funding Sources



Based on Council Agenda Items & Ordinances 2021-O-126, 2021-O-127, 2022-R-163, & 2024-O-186



# Next Steps Toward a More Vibrant City



## Current Collaborations

- Cesar Chavez Walkway Mural
- GIS Mapping of Laredo's Public Art
- Mini-Murals Utility Cabinet Art



## Interactive Projects

- Jumpstart Creativity- ground murals
- Footnotes- a literal story walk
- Sidewalk Poetry
- Gallery Walks- inspired by little libraries



## Artist Mentorship Program

- Offer emerging local artists hands-on experience in public art
- Foster growth with feedback, networking, and portfolio support
- Strengthen art appreciation while enhancing Laredo's creative identity through public art



# THANK YOU

## Contact Information

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 Location

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