



Public Art Project Plan

Project Title: Earthbound: Art for a Sustainable Future

Creative Zone: Downtown/ Arts District

<p>Description Brief description of the project</p>	<p>The City of Santa Rosa Public Art Program invites artists to showcase their artwork for Earth Day in conjunction with the City of Santa Rosa Earth Day event. Artwork(s) can be on display for up to 1 month for the month of April 2025.</p>
<p>Goal What will be achieved through the commission and placement of this artwork?</p>	<ul style="list-style-type: none"> • Raise Awareness: Exhibit a public installation(s), that highlights environmental issues, raises awareness or use(s) recycled materials or natural elements. • Support Local Artists/ Encourage Creativity! Provide a platform for local artists to showcase their work, particularly pieces that reflect environmental themes. • Placemaking: Enhance the character of downtown Santa Rosa, making it a more inviting and reflective space for residents and visitors.
<p>Eligibility Who can apply?</p>	<p>California Artists or Artists teams aged 18 or older.</p>
<p>Site Where will the art be placed?</p>	<p>Courthouse Square</p>
<p>Roles & Responsibilities</p> <ul style="list-style-type: none"> - Arts Coordinator - Selection Panel - Art in Public Places Committee - Selected Artist(s) 	<p>Prepare Project Plan and RFP, issue RFP, pre-screen applications, form prepare selection panel, facilitate selection process, notify applicants, and prepare and manage artist contracts.</p> <p>Review application materials using established criteria, evaluate each proposal, and recommend final artist selections to the Art in Public Places Committee (APPC).</p> <p>Approve Project Plan, approve final artist selections.</p>

ART IN PUBLIC PLACES

	<p>innovation, feasibility (including mounting and safety), and overall contribution to Earth Day’s diversity and impact.</p> <ul style="list-style-type: none"> • Final Selection: The jury selects the final artworks, with up to three alternates, to be included in the art walk. They may also recommend adjustments or additional information required from artists. <p>The Art in Public Places Committee will approve the final artist selections recommended by the Selection Panel, which includes up to three alternates. The Art in Public Places Committee also reserves the right to decline any or all applications, or artists recommended by the selections panel, and to reissue the RFP for additional artist candidates.</p>
<p>Budget</p> <p>Estimated Total Project Budget:</p> <ul style="list-style-type: none"> - Call for Art - Marketing - Artist Stipend(s) - Site Prep/Install/Deinstall - Project Contingency (10%) 	<p>\$14,850</p> <ul style="list-style-type: none"> \$ 500 \$ 1000 \$ 10,000 \$ 2,000 \$ 1350
<p>Estimated Timeline</p> <ul style="list-style-type: none"> - Project Plan approved by APPC - RFP published - Application deadline - Selection process - Notification of selected artists - Selection Panel makes final recommendation to APPC - Artist Contracts - Artwork Install - Artwork Deinstall 	<ul style="list-style-type: none"> Nov 4, 2024 Nov 31, 2024 January 1, 2025 January 2025 January 2025 February 2025 February-March 2025 April 2025 April 2025