



Public Art Project Plan

Project Title: Fire Response: Temporary Public Art

Initiation Date: 8/27/18

Approved by APPC:

Description Brief description of the project	This public art opportunity is for artists to create and install temporary art installations addressing the 2017 wildfires. Projects must be temporary installations that are in public places or within public view for as little as one day or as long as 3 months. Applicants may request up to \$4,000.
Goal What will be achieved through the commission and placement of this artwork?	In proximity to the one-year anniversary of the 2017 Northern California Wildfires, this funding is for artists to produce and present public art in response to the fires. Goals include facilitating community-based temporary projects in response to fires; supporting artists to create and install public art; activating public spaces with temporary installations.
Eligibility Who can apply?	Artists, or artist teams residing in California. Applicants may not submit more than one application, and/or may not be listed as lead artist for more than one application.
Site Where will the art be placed? What must the artist consider when designing a piece for this site?	Projects must be located in public places or within public view within the City of Santa Rosa. Site-specific installations are encouraged, where the artist takes the location into account while planning and creating the artwork. Possible sites include parks, public plazas or interior public spaces. It is the applicant's responsibility to ask for advice and pursue approval processes. Final placement and installation is subject to property owner and/or City approval.
Roles & Responsibilities Arts Coordinator Selection Panel Art in Public Places Committee	Prepare Project Plan and RFP, issue RFP, pre-screen applications, form selection panel, facilitate selection process, notify applicants, prepare and manage artist contracts and monitor fabrication and installation. Review proposals using established criteria, select artists for the project, and recommend selection to the Art in Public Places Committee (APPC). Approve Project Plan, approve recommended artists.

Artist(s)	Submit application and all required materials, including a proposal that accurately conveys the work's artistic intent, design, colors, materials, fabrication processes, costs and production time. Artists will be expected to provide scaled renderings, models and other visual material to adequately illustrate how the artwork will appear when installed at the site. Prepare, or subcontract for engineering documents and specifications for the artwork (if required). Fabricate and install the artwork at the site.
Selection Process Open Competition, Limited or Invitational Competition, or Direct Selection? Identify Selection Panel members. Describe selection process. Describe the selection criteria.	Open competition: Request for Proposals. Selection Panel will include a total of 7 members: - 2 APPC members - 2-3 artists or arts professionals - Representatives from the following: - o Appropriate City departments, as needed - o Neighborhood/business groups, as needed Applications will be prescreened by the Arts Coordinator and then presented to the Selection Panel. The Selection Panel will evaluate proposals based on the project criteria and identify projects to receive funding. The total number of projects selected will depend on funding requests. The Art in Public Places Committee will approve the final selection of projects/artists recommended by the Selection Panel. The Art in Public Places Committee also reserves the right to decline any or all applications, or artist(s) recommended by the selection panel, and to reissue the RFP for additional artist candidates. - Artistic excellence and originality as evidenced by representations of past work and quality and creativity of proposal for this project. - Potential impact on community. - Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector. - Feasibility of proposed project, including timeline and budget.

Stakeholders List additional community members that will be involved with this project.	- Community at-large - Specific neighborhood/business groups to be identified once project locations are confirmed.
Budget Total Project Budget: - Artist commissions - Site prep - Community Engagement - Events - Contingency	\$20,000 \$16,000 (artists can request up to \$4,000) \$ 1,000 \$ 500 \$ 500 \$ 2,000
Timeline * <i>subject to change</i> Project Plan approved by APPC RFP published Application deadline Selection process Selection Panel makes recommendation to APPC Installation of artwork	August 27, 2018 August 29 September 26 October 3-5 October 8* Special APPC Meeting Required October – December 2018