



CALL FOR ARTISTS: OPEN & OUT ARTIST POOL

Artist Opportunities to Participate in Re-Opening Downtown Santa Rosa, CA

DEADLINE TO APPLY: JULY 31, 2020

Applications to the artist pool are being accepted now, on a rolling basis, through July 31, 2020. Applicants may be contacted any time after July 1, 2020 and asked to work on designs for specific projects. Applicants must be able to complete their projects no later than September 30, 2020.

INTRODUCTION

In an effort to help Santa Rosa's downtown businesses safely reopen, the City of Santa Rosa is allowing outdoor expansion of their activities into the parking strips along 4th street between B and E Street. The majority of 4th Street in this space will also be closed to car traffic. The new "footprint" for restaurants and retail, and pedestrian traffic, offer multiple opportunities for artists to use their creativity to create an artful, vibrant, temporary outdoor space for our community.

OPPORTUNITIES

Open & Out is seeking to form a pool of artists of all genres for a range of projects to enliven this space as a temporary canvas with interactive community art experiences. Some are focused on creatively upgrading existing fixtures, such as planters and bollards (not inclusive of plants), light posts, utility boxes, bike racks and tree grates. Others will be created from scratch and take the form of temporary installations in locations such as Jeju Way, Redwood groves, sidewalks, streets, building walls, storefronts and Courthouse Square. Other opportunities include wayfinding signage and graphics, including street and entry-way banners, as well as community engagement projects in Courthouse Square. Multiple projects will be funded based on the overall Open & Out revenues.

If you have an idea for a creative project in a space that is not specifically identified in this Call, please contact Cadance Allinson at cadanceh@santarosametrochamber.com to discuss.

PROJECT TIMELINE

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PROJECT PROPOSALS

Artists selected from the pool will be asked to submit specific designs for their project(s). If you already have designs in mind for specific projects, you may include it with your application.

PROJECT BUDGETS

Artists selected from the pool will be asked to submit a budget for their project(s), within the range stated below. The budget should include total costs for the project including artists' fees, materials, installation costs (as applicable), and tear-down costs (as applicable). Artists will have responsibility for all of the above-named elements of the project. Projects will generally be funded in a range of \$500 to \$7500.

ELIGIBILITY:

- Artists and arts organizations. Artists can be from any discipline including visual, performing, design, media (audio, video, etc.), literary and storytellers, lighting and sound design.
- Applicants are strongly encouraged to create interactive artwork wherever applicable. Applicants may apply as individuals or in collaborative teams.
- Applicants may submit for more than one project but individual applicants (individually or as part of a group) may not necessarily receive funding for more than one project.
- North Bay artists and arts organizations are eligible to apply.
- Some projects, especially those over \$5000, may require the selected artist to provide proof of general liability insurance.

REVIEW CRITERIA:

- Artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in materials submitted;
- Appropriateness of applicant's medium and style for prospective projects;
- Demonstrated ability to undertake and successfully execute work in accordance with a proposed construction schedule, in a professional manner and within the project budget.

INELIGIBLE PROJECTS/EXPENSES

- Landscaping

HOW TO SUBMIT:

To be considered to participate in Santa Rosa's Open & Out program, please apply online at: <https://www.downtownsantarosa.org/art>. You will be asked to submit the following information:

1. Applicant Name (may be individual, group, company, or organization)
2. Project Lead Name

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- This is the person with whom we will communicate for the duration of the application and grant period. If it is the same as the Applicant Name, please re-enter it here.
3. Project Lead Email Address
 4. Project Lead Daytime Phone Number
 5. Applicant Physical Address (street, city, state, zip)
 6. Applicant Mailing Address (street, city, state, zip) if different from Applicant Physical Address
 7. Applicant Website that will be used to assess the suitability of your work for this project.
 8. Provide a 2-sentence description of your vision for a project or multiple projects for this program. ([Word Limit: 50](#))
 - Should you be funded, this description will be utilized on Open & Out partner websites, in promotional materials, and in reports to the stakeholders.
 9. Select the ALL of the specific project areas you are interested in:
 - ☐ Artistic Upgrades (possible sites:)
 - ☐ Planters/bollards/“Welcome to Santa Rosa” pillars (structures only – not inclusive of plants)
 - ☐ Light Posts
 - ☐ Utility Boxes
 - ☐ Bike Racks
 - ☐ Tree Grates that do not have trees
 - ☐ Temporary Installations (possible locations include:)
 - ☐ Jeju Way – paved walkway and empty landscape areas
 - ☐ Redwood Groves
 - ☐ Sidewalks throughout the entire space
 - ☐ Streets throughout the entire space
 - ☐ Various storefronts (window and/or walls)
 - ☐ Courthouse Square
 - ☐ Wayfinding Signage and Graphics
 - ☐ Community Engagement Project in Courthouse Square
 10. If you have a specific project in mind, describe it here. In addition to the basic description, be sure to answer the following questions: * ([Word Limit: 500](#)) ([OPTIONAL](#))
 - How will your project temporarily improve and/or enliven the location or site where it will take place?
 - Why was this site chosen as a site or area that you are interested in creatively upgrading?
 - Who will be involved in producing the project (i.e., yourself and/or any collaborators)?
 11. If you are applying for a Community Engagement Project, please describe your experience leading similar projects and the outcomes, with examples. ([Word Limit: 500](#)) ([OPTIONAL](#))
 12. FILE UPLOADS: Email to downtownsantarosa@gmail.com:
 - ☐ Project Lead Resume. Please upload as a PDF file. (No more than 2 pages.)
 - ☐ Applicants that included a website that is a clear representation of their work are not required to upload work samples. You may upload a sketch of your ideas for the Open & Out project if you have one. (No more than 5 pages in one PDF.)

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- Applicants that did not include a website must submit three (3) items that support the creativity and innovation relevant to your vision for this project. You may upload a sketch of your ideas for the Open & Out project if you have one. (No more than 5 pages in one PDF.)

PLEASE NOTE: Make sure each file has a descriptive title, (i.e., do not upload items that are numbered and have no description, such as 12345.jpg). File types accepted can include any mix of documents (PDF), images (JPG, PNG, GIF, TIFF), audio (MP3, WAV), video (MP4, MOV).