

Project Title: Santa Rosa Temporary Art Walk **Creative Zone:** Downtown/ Arts District

Description	
Brief description of the project	The City of Santa Rosa Public Art Program invites artists to explore and reinterpret the transformative power of art in revitalizing urban spaces. We encourage creative installations that breathe new life into our cityscape, reflecting a vision of renewal and innovation. This opportunity is for up to 10 temporary public artworks to be displayed between downtown to railroad square aiming to transform our urban environment into an open-air gallery. Artists will receive a stipend of \$5000 for selected artworks for exhibit of two years.
Goal What will be achieved through the commission and placement of this artwork?	 *Foster Civic Excitement: Enhance downtown Santa Rosa with art that engages and delights the community, boosting local pride and enthusiasm. *Encourage Creativity: Provide a platform for innovative and imaginative artworks and contribute to Santa Rosa's growing reputation as Northern California's largest creative hub. *Support Artistic Growth: Encourage emerging and established artists to experiment with new ideas and reach new audiences. *Transform Public Spaces: Use art to invigorate and beautify downtown areas, turning ordinary spaces into dynamic cultural destinations. *Offer Learning Experiences: Facilitate educational programs, workshops, and artist talks related to the art walk, enhancing public knowledge and appreciation of the arts.
Eligibility	
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Who can apply?	U.S. Artists or Artists teams aged 18 or older.
Site	
Where will the art be placed? What	Throughout Downtown Santa Rosa and Railroad square. Exact
must the artist consider when	locations to be matched with art.
designing a piece for this site?	
Roles & Responsibilities	
- Arts Coordinator	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.
- Selection Panel	Review application materials, using established criteria, evaluate each proposal, and recommend final artist selections to the Art in Public Places Committee (APPC).
- Art in Public Places Committee	Approve Project Plan, approve final artist selections.
- Selected Artist(s)	Submit required documentation to execute contract. All materials needed for install unless otherwise agreed upon, marketing materials for promotion
Selection Process Open Competition, Limited or	Open competition: Request for Proposals
Invitational Competition, or Direct Selection?	Selection Panel will include:
Selections	- Two APPC members
Identify Selection Panel members.	- 1-2 members from Downtown and Railroad District
identify delegation is after members.	- 1 member of the art community
	Applications will first be prescreened by the Arts Coordinator and then presented to the Selection Panel.
Describe selection process.	Submission Requirements: 1. Images: Up to 6 artworks, with 3 views each (18 images maximum). 2. Image List & Description: Include title, date, medium, dimensions, weight



	 Statement on "Urban Renewal": A 150-word maximum statement explaining how your work reflects the theme. Include photos if applicable. Art Installation Plan: Detailed plan including size, weight, installation method, and hardware specifications. All installation materials and labor are the responsibility of the artist. City assistance is available upon request. Artist Resume: Include relevant experience and background information.
Describe the selection criteria.	Selection Process:
Describe the selection criteria.	 Selection Jury: A panel of art professionals, including two members of Art in Public Places Committee, reviews and scores the submissions Evaluation Criteria: The jury assesses each artwork based on artistic merit, thematic relevance (urban renewal), innovation, feasibility (including mounting and safety), and overall contribution to the exhibition's diversity and impact. 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. 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 RFQ for additional artist candidates.
Budget Estimated Total Project Budget:	\$75,000
- Site planning and prep	\$ 15,000
- Call for Art	\$ 500
- Photo/Video	\$ 1000
- Marketing	\$ 1000



-	Artist Stipends	\$50,000
-	Project Contingency	\$7,500
Esti	mated Timeline	
-	Project Plan approved by APPC	Nov 4, 2024
-	RFP published	Nov 31, 2024
-	Application deadline	January 15,2025
-	Selection process	February 2025
-	Notification of selected artists	February/March 2025
	and alternates	
-	Selection Panel makes final	March 2025
	recommendation to APPC	
-	Artist Contracts	April – June 2025
-	Artwork Install	July- August 2025
-	Artwork Deinstall	August 2027