



Public Art Project Plan

Project Title: Santa Rosa Temporary Art Walk

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 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.</p> <p>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.</p> <p>Artists will receive a stipend of \$5000 for selected artworks for exhibit of two years.</p>
<p>Goal What will be achieved through the commission and placement of this artwork?</p>	<ul style="list-style-type: none">•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.
<p>Eligibility</p>	

ART IN PUBLIC PLACES

<p>Describe the selection criteria.</p>	<ol style="list-style-type: none"> 3. Statement on “Urban Renewal”: A 150-word maximum statement explaining how your work reflects the theme. Include photos if applicable. 4. 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. 5. Artist Resume: Include relevant experience and background information. <p><u>Selection Process:</u></p> <ul style="list-style-type: none"> • 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. <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 RFQ for additional artist candidates.</p>
<p>Budget Estimated Total Project Budget:</p> <ul style="list-style-type: none"> - Site planning and prep - Call for Art - Photo/Video - Marketing 	<p>\$75,000</p> <ul style="list-style-type: none"> \$ 15,000 \$ 500 \$ 1000 \$ 1000

THE PUBLIC ART

<ul style="list-style-type: none"> - Artist Stipends - Project Contingency 	<p>\$50,000 \$7,500</p>
<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 and alternates - Selection Panel makes final recommendation to APPC - Artist Contracts - Artwork Install - Artwork Deinstall 	<p>Nov 4, 2024 Nov 31, 2024 January 15, 2025 February 2025 February/March 2025 March 2025 April – June 2025 July- August 2025 August 2027</p>