



**City of Florence  
Public Arts Committee  
Regular Session**

Florence City Hall  
250 Hwy 101, Florence OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting and can be found of the City of Florence website at [www.ci.florence.or.us](http://www.ci.florence.or.us).
- Items distributed during the meeting, meeting minutes, and a link to the meeting audio are posted to the City's website at [www.ci.florence.or.us](http://www.ci.florence.or.us) as soon as practicable after the meeting.
- To be notified of Public Arts Committee meetings via email, please visit the City's website at <https://www.ci.florence.or.us/newsletter/subscriptions>.

**October 23, 2023**

**AGENDA**

**4 p.m.**

Members:

Maggie Bagon, Chairperson

Serena Appel, Vice Chair

Peggy Meyer

Dianna Allison

Marney Reed

Christine Santiago

Alan Huck

Jo Beaudreau, Councilor Ex-Officio

Chantelle Meyer, Staff Ex-Officio

**The Public Arts Committee meeting will be held in person at Florence City Hall in the Council Chambers.**

Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/675132459120441184>

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda or visit the City of Florence website at: <https://www.ci.florence.or.us/bc-pac/public-arts-committee-speakers-card>. With 48-hour prior notice, an interpreter and/or TTY: 541-997-3437, can be provided for the hearing impaired. The meeting is wheelchair accessible.

**1. CALL TO ORDER — ROLL CALL**

**2. PUBLIC COMMENTS — Items not on the agenda**

This is an opportunity for members of the audience to bring to the committee's attention to any item not otherwise listed on the agenda. See Page 2 of this agenda for more information.

**3. CONTINUING EDUCATION — Maggie Bagon**

To continue inspiring and educating each other and our community, a PAC member presents about public art to encourage participation and engagement. These presentations will be under 15 minutes.

**4. ART EXPOSED EXPANSION — Chantelle Meyer**

Staff will provide a presentation on the Art Exposed Rotating Public Art Gallery and the expansion into the ReVision Corridor on Highway 101.

**5. SUBCOMMITTEE CHECK-INS**

**6. CHAIR REPORT**

- Arts & Humanities Month Proclamation

**7. MEMBER REPORT—Arts & Culture Related Activities by PAC members**

**8. STAFF REPORT**

- Next meeting dates and times

## TENTATIVE MEETING CALENDAR

PAC Meetings are held on the 4<sup>th</sup> Monday of the Month. Meetings are held in-person with the option to view or attend virtually.

Date	Time	Description
October 23, 2023	4 p.m.	PAC Meeting
November 27, 2023	4 p.m.	PAC Meeting
December 2023	—	No PAC Meeting

The Public Arts Committee meeting will be held in-person with the option to attend virtually via GoToWebinar

<https://attendee.gotowebinar.com/register/675132459120441184>

**Expressing Views to the Committee:** Citizens wishing to express their views may do so in both written and verbal formats.

1. **Written Testimony:** Citizens wishing to express their views to the Committee are encouraged to submit written testimony in one of the following ways:
  - a. Submit written comments via email to Chantelle Meyer, Economic Development & Communications Analyst, at [chantelle.meyer@ci.florence.or.us](mailto:chantelle.meyer@ci.florence.or.us);
  - b. Mail written comments to Florence City Hall, Attn: Public Arts Committee, 250 Hwy 101, Florence, OR 97439
  - c. Drop off written comments at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday 8 a.m. – 4 p.m.) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.

**Note:** Written comments received at least 2 hours prior to the meeting will be distributed to the Committee, posted to the City of Florence website, and made part of the record.

2. **Verbal Testimony:** Citizens wishing to express their views to the Committee may participate in the meeting in-person or via GoToWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-speakers-card> at least 1 hour prior to the meeting. City staff will then contact the speaker to let them know the process to participate in the meeting.
  - a. Public Comments on items not on the agenda: General public comments (on items not on the agenda) will be allowed at each Committee meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
  - b. Public Comments on Action Items: Public Comments will be allowed on each action item on the Committee agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Committee questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

**Experience Florence**  
WHERE EVERY DAY IS A CELEBRATION OF THE ARTS

### Mission of the Florence Public Arts Committee:

To integrate art into the daily life of our community; Inspire extraordinary creative expression that will enrich public awareness; and Enhance the vitality, economy, and diversity of Florence through the arts.

# City of Florence

## Public Arts Committee Memo

October 23, 2023

---

Dear Public Arts Committee members,

On Monday, October 23, 2023, we will be meeting for our regular monthly meeting at 4 p.m. in person at Florence City Hall. We will be meeting in the City Council Chambers, and staff looks forward to seeing you all, either in person or through the GoToWebinar platform.

A large portion of this meeting will be a presentation on the expansion of Art Exposed, Florence's Rotating Art Gallery (<https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>) managed by this committee and the City of Florence Public Art Program.

On September 27, 2023, the Florence Urban Renewal Agency (FURA) discussed the ReVision Art Exposed expansion, and selected six spots for our project. Included in this packet are the following items:

- A png of the selected locations (final, different than the maps contained in the presentation)
- A proposed timeline
- The memo sent to the FURA meeting
- The presentation slides for the meeting, <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-57>, where you can access the video of the meeting.

Additionally, this meeting will feature Continuing Education, a chance for Public Arts Committee members to share with the community an aspect of art, whether personal or more public. The Committee will also go over work done by the three subcommittees.

Attendees can also look forward to recent and upcoming arts and culture updates from committee members and an invitation to the Community Celebration for the Arts and Economic Prosperity Study. This celebration will be on Wednesday, November 8, from 4 to 5:30 p.m. at the Florence Events Center, 715 Quince St., and all are invited. Learn more at <https://www.eventcenter.org/general/page/aep6-survey-study>.

I look forward to seeing you in person at Florence City Hall on October 23, or through our online platform GoToWebinar. If you have any questions or concerns, please reach out to City of Florence Economic Development & Communications Analyst Chantelle Meyer at [chantelle.meyer@ci.florence.or.us](mailto:chantelle.meyer@ci.florence.or.us).

City of Florence Staff

Meeting information and materials are available now at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-13>.

---

# Florence Urban Renewal Agency

---

## Memorandum

To: Florence Urban Renewal Agency Board

From: Chantelle Meyer, Economic Development & Communications Analyst

Date: September 22, 2023

RE: ReVision Art Exposed Rotating Public Art Gallery

### Discussion

In the adopted 2023-2025 FURA Biennial Budget, the Urban Renewal Agency approved the placement of five pieces of art through City of Florence Public Art Program's Art Exposed Rotating Outdoor Art Gallery. These artworks will be placed throughout the ReVision Florence corridor on Highway 101.

The Art Exposed Rotating Outdoor Art Gallery Program is a dynamic bi-annual rotation of public art that enhances the livability of our community, creates a unique sense of place, and enhances community identity, while also providing an increased economic impact for visitors and residents. Art Exposed offers the community a chance to view interesting, "fresh" artwork every two years at a low cost, while providing artists with an opportunity to display and sell their work to a wide audience.

The City of Florence Public Art Program currently has eight locations showcasing art in Historic Old Town: Veterans Memorial Park, River Roasters, Rain Garden, Interpretive Center East, Gazebo Park Plaza, Gazebo Park Planter/Secret Garden, Maple Street Park, and the Florence Area Chamber of Commerce Lawn. These locations are maintained by Florence Public Works crews and overseen by the Florence Public Arts Committee.

The Florence Public Arts Committee works with City of Florence staff to operate Art Exposed. They write a call-to-artists which is shared to local, regional, and state artists; manage the artist application portal through Call for Entry (CaFÉ); compile the applications with a subcommittee; review the selection as a committee; and vote on finalists in a public meeting. City staff then notifies the artists of acceptance or rejection and then negotiates contracts with the artists.

## ART EXPOSED

Florence's Rotating Outdoor Art Gallery



---

Ideally, the projected timeline (see attached) would launch the call-to-artists in October 2023 and close the call after 6 weeks. The ReVision Art Exposed would be installed in April 2024 with a public celebration that spring.

To learn more about the Art Exposed Program, visit <https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>.

**Relevance to FURA Work Plan:**

- **ReVision Florence:** Art Exposed – Work with the Public Art Program to install pieces on the constructed plinths to add to the Art Exposed Program rotating gallery

**Considerations for FURA Board:**

- Review proposed locations within the ReVision corridor
- Discuss any desired themes to recommend that the Florence Public Arts Committee include in the call-to-artists

**Attachments:** 2024-2026 ReVision Art Exposed Timeline

# REVISION ART EXPOSED 2024-2026 PROGRAM

FURA BOARD MEETING  
SEPTEMBER 27, 2023

Chantelle Meyer  
City of Florence Economic Development  
& Communications Analyst

## REVISION ART EXPOSED GALLERY – INTRODUCTION

- The Art Exposed Rotating Outdoor Art Gallery Program is a dynamic bi-annual rotation of public art that enhances the livability of our community, creates a unique sense of place, and enhances community identity, while also providing an increased economic impact for visitors and residents.
- Art Exposed offers the community a chance to view interesting, “fresh” artwork every two years at a low cost, while providing artists with an opportunity to display and sell their work to a wide audience.
- Learn more about Art Exposed at <https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>

# ART EXPOSED

Florence's Rotating Outdoor Art Gallery

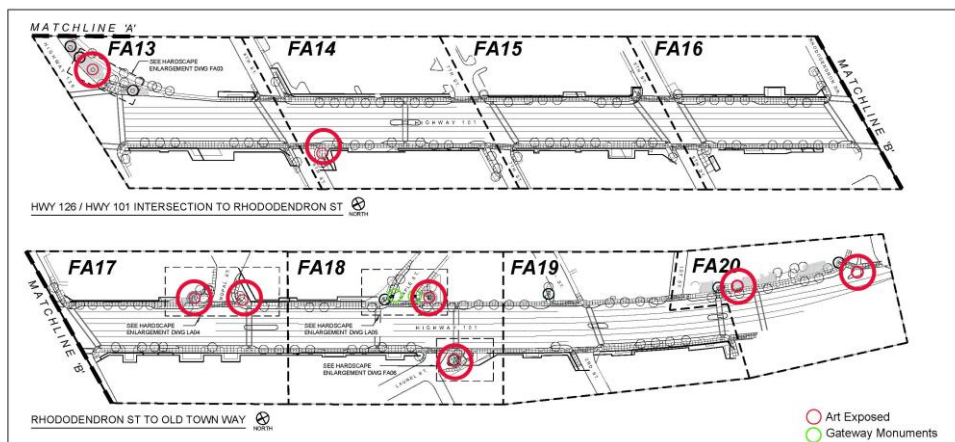


## REVISION ART EXPOSED GALLERY – PROCESS

- In the adopted 2023-2025 FURA Biennial Budget, the Urban Renewal Agency approved the placement of five pieces of art through City of Florence Public Art Program's Art Exposed Rotating Outdoor Art Gallery. These artworks will be placed throughout the ReVision Florence corridor on Highway 101.
- The Florence Public Arts Committee will operate ReVision Art Exposed. This includes:
  - Describing each location and the unique specification for a call-to-artists through Call for Entry (CaFÉ)
  - Marketing the call to local, regional, and state artists
  - Working in a subcommittee and then the greater committee to review the applications and eventually vote on finalists, all in public meetings
- City staff will notify the artists and then negotiate contracts and timelines for installation
  - Public Works, Community Development, Administration, and other City staff are part of the process

3

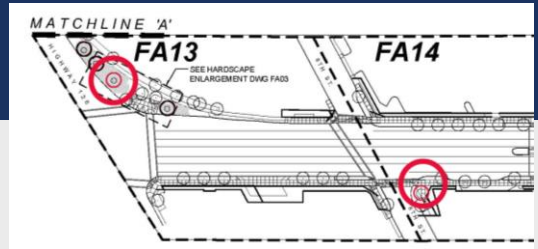
## REVISION ART EXPOSED GALLERY – SITE OPTIONS



4

# REVISION ART EXPOSED GALLERY – SITE OPTIONS

1. Highway 126 Intersection (SE Corner)



2. 8<sup>th</sup> Street  
SW Corner

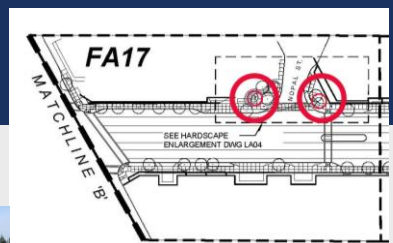


# REVISION ART EXPOSED GALLERY – SITE OPTIONS

3. Nopal Street – Plinth (North)



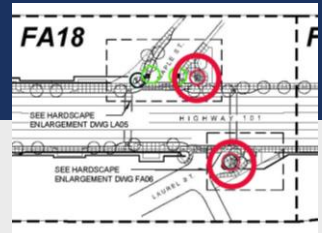
4. Nopal Street – South Corner



Staff recommends using the existing poured concrete plinths where possible



# REVISION ART EXPOSED GALLERY – SITE OPTIONS



5. Maple Street – Plinth (Chamber)



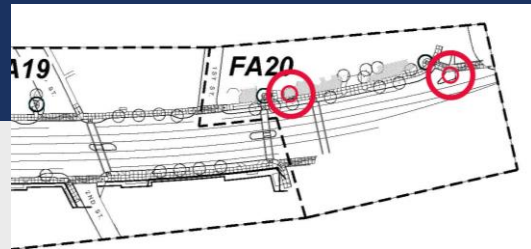
6. Laurel Street – Crescent Plinth



Staff recommends using the existing poured concrete plinths where possible

7

# REVISION ART EXPOSED GALLERY – SITE OPTIONS



7. 1<sup>st</sup> Street – Old Town Inn

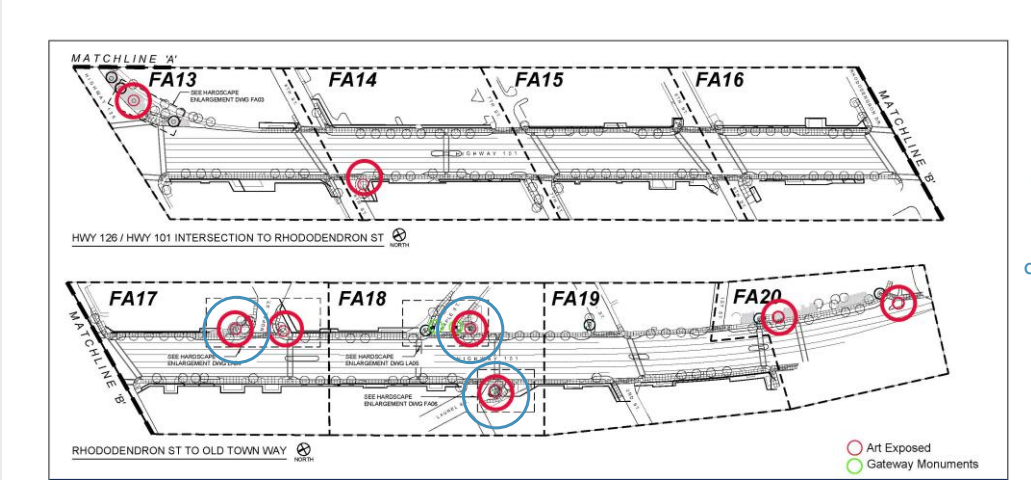


8. Old Town Way – Porkchop



8

# REVISION ART EXPOSED GALLERY – SITE OPTIONS EXISTING PLINTHS



Existing poured concrete plinths

# REVISION ART EXPOSED GALLERY – TIMELINE

Month	Task
September 2023 - October 2023	<ul style="list-style-type: none"> <li>Review 2024-2026 Program and discuss FURA's needs</li> <li>Create Art Exposed Subcommittee</li> <li>Finalize Call-for-Artists and approve for release in late October</li> </ul>
November 2023 – December 2023	<ul style="list-style-type: none"> <li>Manage call-to-artists through <a href="https://www.callforentry.org/">https://www.callforentry.org/</a></li> <li>Market call-to-artists for local artists, plus statewide, national, and international artists</li> <li>Subcommittee narrows applicants</li> </ul>

## REVISION ART EXPOSED GALLERY – TIMELINE

Month	Task
January 2024	<ul style="list-style-type: none"> <li>• Special public meeting for PAC to review submissions and select 2-3 finalists for each space</li> <li>• Solicit public input on finalists for each location</li> <li>• PAC reviews public input and finalizes selections for each space at January regular meeting</li> </ul>
February 2024 – March 2024	<ul style="list-style-type: none"> <li>• Provide report to FURA Board</li> <li>• Artist communications and logistics</li> <li>• Artists / City negotiate contracts</li> <li>• Marketing plan for installation is created</li> </ul>

11

## REVISION ART EXPOSED GALLERY – TIMELINE

Month	Task
April 2024	<ul style="list-style-type: none"> <li>• New Art is installed in April 2024</li> <li>• FURA Board invited</li> <li>• Marketing plan for installation is executed</li> </ul>
Spring 2024 – Summer 2024	<ul style="list-style-type: none"> <li>• Celebrate the project with Walking Tour, engagement over Rhody Days, etc.</li> <li>• Continue to market the art</li> </ul>

12

## REVISION ART EXPOSED GALLERY – CONSIDERATIONS

- Review proposed locations within the ReVision corridor
  - Staff recommends using the three Existing Plinths and two/three other spots
    1. Highway 126 Intersection
    2. 8<sup>th</sup> Street – SW Corner
    3. Nopal Street – Plinth
    4. Nopal Street – South
    5. Maple Street – Plinth
    6. Laurel Street – Crescent Plinth
    7. 1<sup>st</sup> Street – Old Town Inn
    8. Old Town Way – Porkchop
- Discuss any desired themes to recommend that the Florence Public Arts Committee include in the call-to-artists

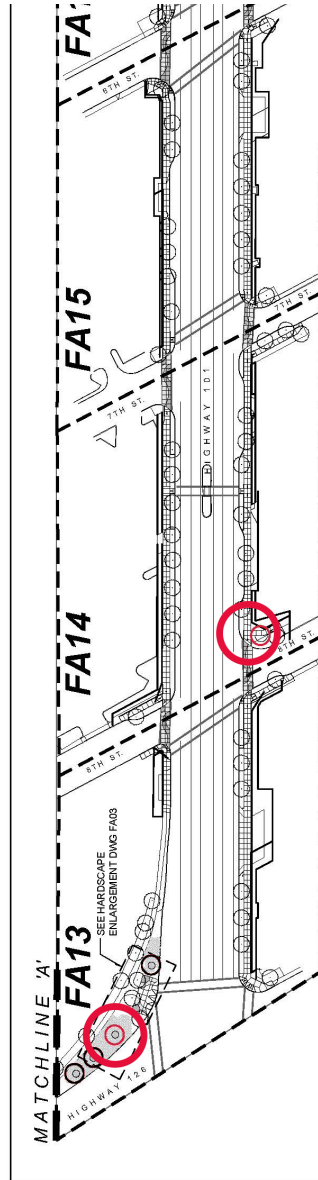
## REVISION ART EXPOSED GALLERY – CONSIDERATIONS

- Review proposed locations within the ReVision corridor
  - Staff recommends using the three Existing Plinths and two/three other spots
    1. Highway 126 Intersection
    2. 8<sup>th</sup> Street – SW Corner
    3. Nopal Street – Plinth
    4. Nopal Street – South
    5. Maple Street – Plinth
    6. Laurel Street – Crescent Plinth
    7. 1<sup>st</sup> Street – Old Town Inn
    8. Old Town Way – Porkchop
- Discuss any desired themes to recommend that the Florence Public Arts Committee include in the call-to-artists

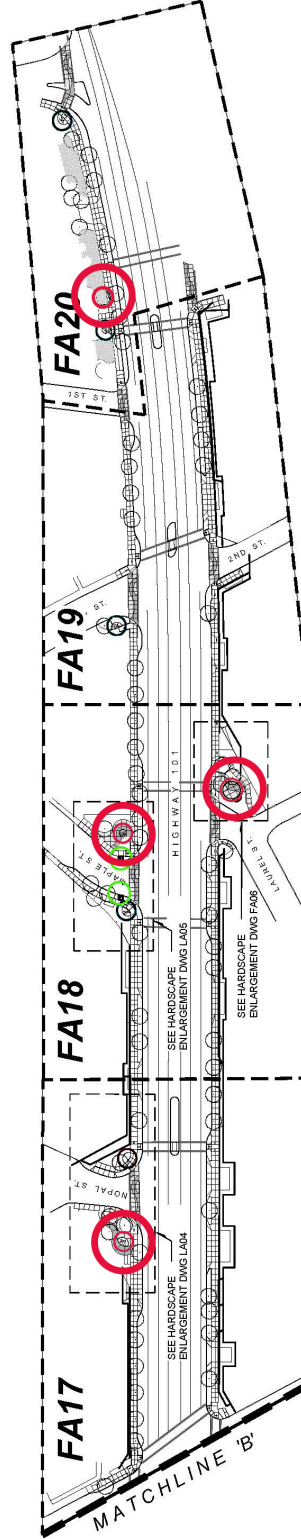
# CITY OF FLORENCE

# ART EXPOSED

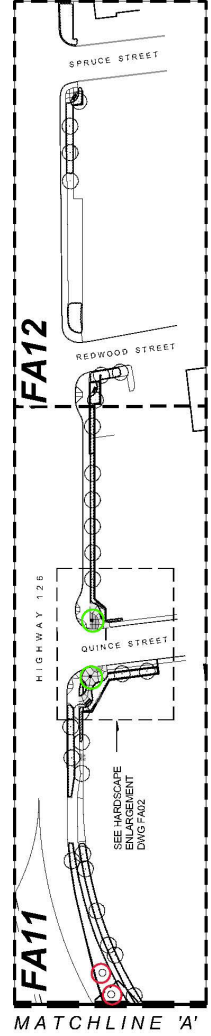
Florence's Rotating Outdoor Art Gallery



HWY 126 / HWY 101 INTERSECTION TO RHODODENDRON ST NORTH



RHODODENDRON ST TO OLD TOWN WAY NORTH



HWY 126 / HWY 101 INTERSECTION TO SPRUCE STREET NORTH

- Art Exposed
- Gateway Monuments

**REGISTERED ARCHITECT**  
**PRELIMINARY PLANS**  
 FOR REVIEW ONLY  
 LANDSCAPE ARCHITECT

---

**DOUGHERTY LANDSCAPE ARCHITECTS**  
 474 Willamette Street, Suite 300, Eugene, Oregon 97401  
 www.dlaarchitect.com P: 541.683.5600 F: 541.683.6183

**DLA**

OR126/10101: SPRUCE ST-SUSLAW RIVER BRIDGE  
 OREGON COAST HIGHWAY AND FLORENCE-EUGENE HIGHWAY  
 LAKE COUNTY

Designer: DAD	Reviewer: DAD	DATE
Drafted: LS	Checker: DAD	JULY 2017
Master Plan & Drawing Index		SHEET NO.
		FA01

## 2024-2026 Highway 101 Expansion

[www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery](http://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery)

### Selected Sites

(from north to south)

1. Highway 126

Intersection

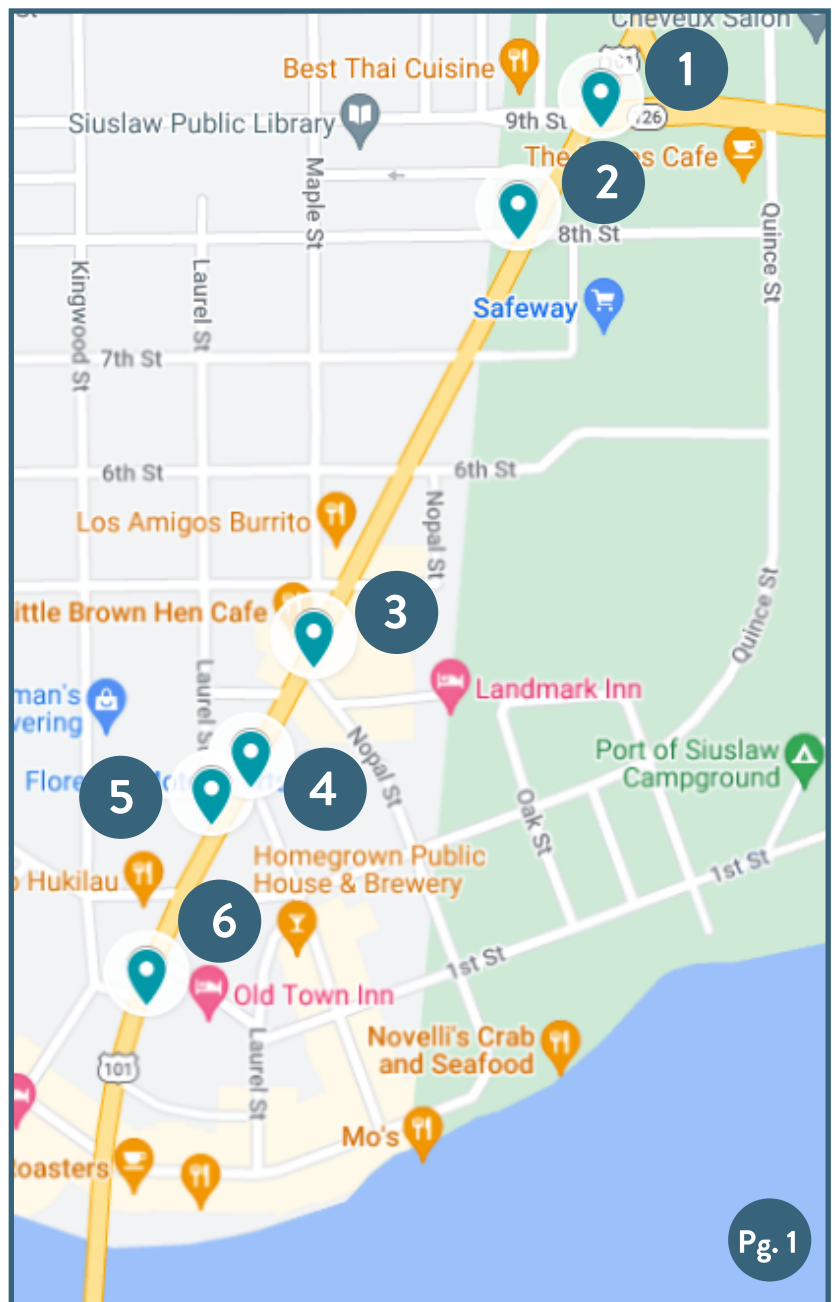
2. 8th Street Corner

3. Nopal Street

4. Maple Street

5. Laurel Street

6. 1st Street





1. Highway 126 Intersection



2. 8th Street Corner



3. Nopal Street



4. Maple Street



5. Laurel Street



6. 1st Street

# Art Exposed 2024-2026 Proposed Timeline 2023-2024

## City of Florence Public Arts Committee

Month	Task	Behind the Scenes
September 2023 - October 2023	<ul style="list-style-type: none"> <li>Review 2024-2026 Program and discuss FURA's needs</li> <li>Create Art Exposed Subcommittee</li> <li>Finalize Call-for-Artists and approve for release in late October</li> </ul>	<ul style="list-style-type: none"> <li>Oct. 23 - PAC Meeting               <ul style="list-style-type: none"> <li>Finalize Call for Art</li> </ul> </li> <li>Launch Call for Art               <ul style="list-style-type: none"> <li>Market Call for Art</li> </ul> </li> </ul>
November 2023 – December 2023	<ul style="list-style-type: none"> <li>Manage call-to-artists through <a href="https://www.callforentry.org/">https://www.callforentry.org/</a></li> <li>Market call-to-artists for local artists, plus statewide, national, and international artists</li> <li>Subcommittee narrows applicants</li> </ul>	<ul style="list-style-type: none"> <li>Continue to market Call for Art</li> <li>Call ends early December</li> <li>Mid-December - Subcommittee meets to look over total applications</li> </ul>
January 2024	<ul style="list-style-type: none"> <li>PAC chooses 2-3 finalists for each space at January spec. mtg</li> <li>Publicize meeting about PAC decision</li> <li>PAC finalizes artists chosen for each space at January reg. mtg</li> </ul>	<ul style="list-style-type: none"> <li>Early January - PAC special meeting to begin reviewing applicants</li> <li>Regular meeting - PAC finalizes artists</li> </ul>
February 2024 – March 2024	<ul style="list-style-type: none"> <li>Chosen / Rejected artists are notified</li> <li>Artists / City negotiate contracts</li> <li>Marketing plan for installation is created</li> </ul>	<ul style="list-style-type: none"> <li>Public Works begins site prep and installing plinths and bases</li> <li>Staff orders new plaques for the art</li> </ul>
April 2024	<ul style="list-style-type: none"> <li>New Art is installed in April 2024</li> <li>Marketing plan for installation is executed</li> </ul>	<ul style="list-style-type: none"> <li>Celebration! Plan a Walking Tour and invite the artists, Urban Renewal, and arts community to attend and view new pieces</li> </ul>





**You are invited to a  
Community Celebration  
to see how much the  
arts contribute to  
local businesses.**

---

**November 8th  
4pm to 5:30pm  
Florence Events Center**

**Come see what you told us:  
Data from almost 1,000  
surveys completed at local  
events will be revealed.**

**Featuring entertainment  
by C.R.O.W.**

**Food, Music, Prizes!**



**TRAVEL**



**OREGON**



## ***Title: Art Exposed – Outdoor Rotating Art Gallery***

### **Contact Information:**

City of Florence

Attn: Public Arts Committee / Chantelle Meyer

### **Address:**

250 Highway 101

Florence, Oregon 97439

### **E-Mail:**

chantelle.meyer@ci.florence.or.us

### **Project Timeline:**

<b>Month</b>	<b>Task</b>
October 2023	<ul style="list-style-type: none"><li>● Finalize Six Art Exposed Exhibit Spaces</li><li>● Finalize Call-for-Artists and approve for release</li></ul>
November 2023 – December 2023	<ul style="list-style-type: none"><li>● Release Call-to-artists through <a href="https://www.callforentry.org/">https://www.callforentry.org/</a></li></ul>
January 2024	<ul style="list-style-type: none"><li>● Subcommittee narrows applicants (if over 20 applications)</li><li>● PAC chooses 2-3 finalists for each space at <b>special meeting</b></li><li>● PAC finalizes artists chosen for each space at <b>regular meeting</b></li></ul>
February 2024 – April 2024	<ul style="list-style-type: none"><li>● Artists are notified of Committee decisions</li><li>● New Art is installed in April 2024</li></ul>

### **Legal Agreement:**

All artists must be 18 years of age to be eligible to apply. The chosen artists will be approved by the City of Florence based on the submitted images, application materials, proposals and proposal presentations. The City of Florence approves art concepts, project scope and budget, thereby allowing the artist creative license within the established project plan. The City of Florence reserves the right to reject any and all applications. If a proposal is selected, the selected artists will be expected to sign a contract with the City of Florence. The Contract will include the artist taking responsibility for installing the artwork and granting the City ownership of the artwork for the length of the contract.

## **Introduction:**

The City of Florence is pleased to invite emerging, mid-career, and established artists to submit work to the Public Art Committee's program, Art Exposed, a rotating outdoor art gallery. Florence is offering artists an opportunity to display their work on a .7-mile stretch of Highway 101 for a two-year period.

Florence is host to over one million visitors a year, and the busy Oregon Coast Highway leads people to the popular restaurants, galleries, and shops throughout the area. The Art Exposed program generates community pride, provides artists a display with high visibility, stimulates conversations about art, promotes Florence as a destination to view public art, and creates a sense of place for our community members and visitors.

The City of Florence's Public Arts Committee is a dedicated group of volunteers composed of local artists, business owners, and long-term supporters of the arts. The Committee, since its inception in 2015, has installed 23 pieces of art, including a large-scale mural at the Highway 126 Gateway entrance to Florence.

Currently, the Art Exposed program has eight pieces of art that are on display in Historic Old Town. In this call-to-artists, the City of Florence will be expanding the program to include six locations on the highway. Each location has specific dimensions and particular requirements.

While on display, the pieces are for sale to locals, as well as Florence visitors. It has been one of the most successful programs of the Public Arts program, providing members of the local artist community and national and international artists with an opportunity to display their art. The City has been successful in selling the pieces on display.

Artists are offered a stipend of \$1,500 to provide their work for a maximum of two years. During the two-year period, the art would be offered for sale, with the City of Florence keeping a portion of the sale proceeds to support the future of the Public Arts Program. The artist also has the opportunity to replace any sold art with a new piece during the two-year time frame.

## **General Project Information:**

- Six (6) locations for art have been selected by the Public Arts Committee, located on Highway 101 between the Siuslaw River Bridge and the Highway 126 intersection in Florence. Details of the locations are listed in the *Location Information* section below and visuals are included in the downloadable Supplemental Materials document.
- Artists are allowed to submit one entry for each of the 6 locations.
- Each piece submitted will be part of a new application, and a \$25 fee will be applied.
- Each artist will be provided a stipend for their piece of \$1,500.00.
- Art displayed as part of the Art Exposed program must be available for sale to the public and be available for two years from date of installation.
- Should art be purchased prior to the completion of the contract timeline, the artist shall be given first opportunity to replace art with a suitable piece to be approved by the Public Arts Committee. If the artist chooses not to replace the work, the Committee will decide whether to open the space to a new artist through a new call-to-artist.

- The City of Florence provides bases for the art to be installed upon (Pictures and descriptions of the bases are available in the Supplemental Materials Document) and Public Works crews are available to support installation with direction of the artist.
- All costs associated with transportation of the artwork to Florence, Oregon, will be the responsibility of the artist.
- All artwork must be the original design and artwork of the artists and suitable to be viewed by all ages.
- All artists must be over the age of 18 to apply.
- Selected artwork will be scheduled to be installed in April 2024. The schedule of installation will be adjusted based on location and artist, depending on the situation.
- **The deadline for submission is December 11, 2023, at 11:59 p.m. MST (9:59 p.m. PST)**
- The Committee determines by vote which location is most appropriate for the submitted piece, while also taking into account the artist's preference in location.

### **General Application Timeline:**

- November 2023 – December 2023: Call To Artists available for application through Call For Entry (CAFÉ), <https://www.callforentry.org/>
- **December 11, 2023: Call-to-Artists closes for applications**
- January 2024: Public Arts Committee and its Art Exposed Subcommittee narrows applications and chooses finalists for each space at January special meeting
- January 2024: Public Arts Committee decides on final artist for each space at January regular committee meeting
- February 2024: Artists are notified of committee decisions
- April 2024: New art is installed by artists, with assistance from Florence Public Works

### **Eligibility and Design Guidelines:**

- All artists must be over eighteen (18) years old to be eligible
- There is no required theme for most locations; creativity and innovation of designs are encouraged.
- Artwork must submit photographs of the specific art that is being entered. Work-in-progress must be at least 75% completed and photographs of the work in progress must be submitted. Mock ups, models, drawings, or concepts are not accepted for this Call.
- Entries must be the original design and artwork of the entrant. Designs must not include any breach of intellectual property, trademarks, brands, business names, corporate or organizational brandings or imagery of violence, drugs and alcohol.
- Entries must be suitable for viewing for all ages.
- Artwork submitted may not be used for advertisement or to promote a business, product, or viewpoint.
- Artists may submit work on their own or as part of a team.
- Artwork can be of any medium but must be able to withstand coastal weather conditions including wind and seasonal rain, as well as resistance to theft, vandalism, excessive maintenance and repair costs.
- **Artwork cannot exceed 500 pounds in total weight.**

- Artwork must include a thirty-six-inch (36”) diameter plate on the bottom with four (4) one-inch (1”) diameter bolt holes to accommodate 3/4<sup>th</sup> inch bolts on 22 inch spacing to be used to attach to the base provided by the City of Florence for installation (See Supplemental Materials document and diagram entitled Art Base Installation Information).
- Each work will be evaluated to require that it does not present a hazard to public safety and must conform to ADA standards.

### **Submission Information and Requirements:**

- When submitting, artists must specify the location in which they are submitting their piece of art to be installed at (Please note that all locations have unique requirements, including thematic preferences)
- Artists are allowed to submit one piece per location
- There is a \$25.00 entry fee for each artist

### **Evaluation Criteria:**

Art submitted to the Art Exposed program will be evaluated on five criteria categories:

1. Visual Impact – Overall Quality
  - a. A perfect score will be given to an artist who has uniquely organized the art elements and content and has created a striking and memorable piece of work. If selected, this project has the power to “wow” the viewer.
2. Interpretation & Criteria – Completeness / Effort
  - a. A perfect score will be given to an artist who shows unique and creative interpretation of the project and was continued until it was complete as possible. Effort was far beyond what was required, with great attention to detail.
3. Composition & Design – Organization
  - a. A perfect score will be given to a piece of art that shows and effectively utilizes knowledge of the elements and principles of design. The design effectively fills the entire space.
4. Craftsmanship – Made with Skill of Mediums and Overall Neatness
  - a. A perfect score will demonstrate a mastery of skill and a clear understanding and application of specific medium qualities. The design is beautiful and complete.
5. Adherence to Design Criteria & Eligibility Guidelines
  - a. A perfect score shows that all criteria of the call-to-artists have been met. Artists has demonstrated the best example of following directions for assignment.

### **In PDF format, please submit the following information for each piece of art:**

- Location Number and Name (Please reference Location Information section)
- Title of Work
- Date Created
- Short Description of Work
- List Price (Please note, the City of Florence collects 30% of proceeds the piece is purchased while on displayed)
- Detailed list of materials used
- Height

- Width of Widest Point
- Width of Base
- Total weight of the piece
- Artist’s history using these materials
- Recommended Maintenance Procedures & Schedule (repairs of possible damage and cleaning)
- An artist statement for use in marketing materials and signage
- Other Pertinent information

**Location Information:**

The 2024 Art Exposed Expansion adds six new pieces of public art to the City of Florence, spreading out from the established Historic Old Town Rotating Outdoor Art Gallery up to the ReVision Corridor on Highway 101. The City of Florence and the Florence Urban Renewal District recently completed a multi-million-dollar streetscape project that expanded sidewalks, repaved Highway 101, and overall made the Highway district much more walkable and friendly for pedestrians. The expansion of Art Exposed will bring colorful art to a .7-mile stretch of the highway at the entrance to the City of Florence.

- **Location #1 – Highway 126 Intersection**  
 This location is at the southeast corner of the intersection between Highway 126 and Highway 101. This corner will be seen by millions of people every year as they stop in Florence or continue up and down the highways. The piece will be close to lodging and foot traffic in town and visible from Florence’s “Stitching Time, Weaving Cultures” mural. Uniquely, it is near several traffic control devices, including stop lights and turning signs. All these will be considered as art is reviewed.
- **Location #2 – 8<sup>th</sup> Street Corner**  
 On the west side of Highway 101 is a small area at the south corner of 8<sup>th</sup> Street. This landscaped area will surround the chosen art with native greenery and encourage pedestrians to walk the ReVision Corridor. Note: This site may remain open if submissions do not fulfill the Public Arts Committee’s expectations.
- **Location #3 – Nopal Street**  
 This location features a paved seating area and one of the original large-scale plinths of the ReVision Corridor. Nopal Street is one of the entrances into Historic Old Town Florence and accesses the Port of Siuslaw Boardwalk and parking areas. Additionally, the site is part of the Highway and Antiques Districts, with local shops in the same block.
- **Location #4 – Maple Street**  
 This location welcomes visitors driving and walking at the entrance to the Historic Old Town district. It offers an ideal location near the Florence Area Chamber of Commerce and the busy Florence Visitors Center. The center is visited by over a half a million people every year who are looking for things to do around town and the surrounding area. This location includes a plaza with a seating area, along with the nearby Maple Street Florence Old Town Gateway Monuments. Art Exposed has one existing piece of art in the same block: “Goddess” by Lucy Ruth Wright Rivers.

- **Location #5 – Laurel Street**

The Laurel Street Plaza features a crescent-shaped plinth and a seating area at the southern end of the ReVision Corridor. It abuts neighboring businesses and has a view of Florence City Hall, the Siuslaw River Bridge, and is directly across the street from the Maple Street Art Exposed location.

- **Location #6 – 1st Street**

The southernmost location for the Art Exposed Expansion will be the first piece of art welcoming people into the City of Florence as they exit the Siuslaw River Bridge. This location features a sitting area and a view of the historic bridge and neighboring businesses in the Urban Renewal District.