



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

- 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.
- 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 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>.

March 25, 2024

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/7394729606596844640>

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 — Marney Reed

To continue inspiring and educating each other and our community, a PAC member gives a 15-minute or less presentation about public art to encourage participation and engagement.

- Committee members will sign up for future Continuing Education presentations

4. ART EXPOSED REVISION FLORENCE — Staff Updates

Staff and the Art Exposed Subcommittee will talk about the progress of Art Exposed ReVision Florence, including the finalization of artist contracts and installation. Learn more at <https://bit.ly/FlorenceArtExposed>.

- Committee will vote on a first choice and alternate date for the Art Exposed Walking Tour

5. PROJECT TIMELINE

Review committee timeline and begin working on next Public Arts Committee Work Plan projects

6. SUBCOMMITTEE CHECK-INS

Updates from Art Exposed, Outreach & Marketing, and Inventory & Maintenance.

7. CHAIR REPORT — Chair Maggie Bagon

8. STAFF REPORT

TENTATIVE MEETING CALENDAR

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

Date	Time	Description
April 22, 2024	4 p.m.	Public Arts Committee Meeting
May 13, 2024	4 p.m.	Public Arts Committee Meeting
June 24, 2024	4 p.m.	Public Arts Committee Meeting

The Public Arts Committee meeting will be held in-person with the option to attend virtually via GoToWebinar
<https://attendee.gotowebinar.com/register/7394729606596844640>

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
 - 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

February 15, 2024

Dear Public Arts Committee members,



On Monday, March 25, 2024, 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.

The meeting will include Continuing Education with PAC Member Peggy Meyer and the chance to sign up for Continuing Education presentations through this summer. Then, Staff will give a review of **Art Exposed ReVision Florence 2024-2026**, <https://bit.ly/FlorenceArtExposed>, and provide updates on the artist contracts and installation plans. As that wraps up, the Public Arts Committee will vote on their preferred day for the **Art Exposed ReVision Florence Walking Tour**:

- Friday, April 26
- Friday, May 3, or Saturday, May 4
- Friday, May 10, or Saturday, May 11

Ideally, this Walking Tour would take place in the morning hours, concluding at noon. PAC Chair Maggie Bagon and Vice Chair Serena Appel worked with City Staff to identify these dates and times. Once the date is picked, City Staff will work with the Art Exposed Subcommittee and Outreach & Marketing Subcommittee on the marketing materials for both the Walking Tour and the new work included in Art Exposed ReVision Florence. Invitations will also be created for the community, Florence City Council, Florence Urban Renewal Agency, Transportation Committee, and other interested parties.

The next task will be to identify our next project from our 2023-2025 Public Arts Committee Work Plan and begin that work.

It should be a fun meeting! I look forward to seeing you in person at Florence City Hall on March 25, 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.

Meeting information and materials are available now at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-18>.

Staff Update:

Since we last met, Staff presented on our Art Exposed ReVision Florence to the Florence Urban Renewal Agency Board on February 28, 2024, <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-58>. Additionally, all the artists verbally agreed to show their work in Art Exposed ReVision Florence 2024-2026, and their signed contracts are due March 27.

Included in this packet:

- Public Arts Committee Work Plan — Spring 2024
- Art Exposed Base Styles
- Art Exposed ReVision Florence Contract Example
- FURA Art Exposed Materials from February 28

Public Arts Committee

Project Timeline – Winter/Spring 2024

Month	Task
January 29, 2024 4 p.m.	<ul style="list-style-type: none"> ● Continuing Education: <u>Dianna Allison</u> <ul style="list-style-type: none"> ○ Assign presentations for rest of 2024 ● Report: Art Exposed ReVision Call for Art Update ● Decision: Review Art Exposed Art Locations <ul style="list-style-type: none"> ○ Choose 2-3 finalists for each space ○ Publicize all public meetings about Art Exposed ● Review 2024 Committee Meeting Calendar ● Subcommittee Work <ul style="list-style-type: none"> ○ Art Exposed <ul style="list-style-type: none"> ■ Review Applications in early January ■ Compile packets for PAC Meeting ○ Outreach/Marketing <ul style="list-style-type: none"> ■ Work on Art Exposed marketing brochure/rack card ○ Art Inventory & Maintenance <ul style="list-style-type: none"> ■ Review and update existing inventory list ● City Council Report – PAC Chair
February 15, 2024 5:30 p.m. (Note: Thursday)	<ul style="list-style-type: none"> ● Decision: Art Exposed ReVision Artist Selection <ul style="list-style-type: none"> ○ Finalize artists chosen for each space ○ Publicize all public meetings about Art Exposed ● Subcommittee Work <ul style="list-style-type: none"> ○ Art Exposed <ul style="list-style-type: none"> ■ Staff: notify artists and negotiate contracts ■ Create plan for installation with Public Works ○ Outreach/Marketing <ul style="list-style-type: none"> ■ Work on outreach plan with Staff ■ Finalize Art Exposed marketing brochure/rack card ○ Art Inventory & Maintenance <ul style="list-style-type: none"> ■ Meet with Public Works about Maintenance and what Subcommittee can do ● Report to FURA – Art Exposed ReVision Florence ● City Council Report – PAC Chair
March 25, 2024 4 p.m.	<ul style="list-style-type: none"> ● Continuing Education: Peggy Meyer <ul style="list-style-type: none"> ○ Assign Continuing Education through Summer ● Art Exposed ReVision Florence Update <ul style="list-style-type: none"> ○ Review Installation Plan with Public Works ○ Plan Art Exposed Walking Tour for April ● Review 2023-2025 Committee Work Plan and decide on priority for next six months: <ul style="list-style-type: none"> ○ Public / Private Partnership Program ○ Outreach / Marketing ○ Art Exposed Outdoor Gallery Timeline ● Subcommittee Work <ul style="list-style-type: none"> ○ Art Exposed

	<ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Public Works begins site prep and installing bases ○ Outreach/Marketing <ul style="list-style-type: none"> ■ Outreach about Art Exposed installation ○ Art Inventory & Maintenance ● City Council Report – PAC Chair
April 22, 2024 4 p.m.	<ul style="list-style-type: none"> ● Continuing Education: _____ ● Install Art Exposed ReVision Florence by April 21 ● Event: Walking Tour & Celebration <ul style="list-style-type: none"> ○ Invite artists, Urban Renewal, City Council, and community to view new art ○ Print new brochures/walking maps ● Discuss Public Arts Committee Membership – Applications open April 15 ● Subcommittee <ul style="list-style-type: none"> ○ Art Exposed <ul style="list-style-type: none"> ■ Install six new pieces on Highway 101 ■ Staff orders plaques for the art ○ Outreach/Marketing <ul style="list-style-type: none"> ■ Outreach about Art Exposed installation ○ Art Inventory & Maintenance ● City Council Report – PAC Chair
May 13, 2024 4 p.m.	<ul style="list-style-type: none"> ● Continuing Education: _____ ● Work on next Project (decided in March/April) ● Public Arts Committee <ul style="list-style-type: none"> ○ New Member Appointment Announcement – Apps. due May 3 ○ Celebration for Members completing their terms ● Subcommittee Work <ul style="list-style-type: none"> ○ Art Exposed ○ Outreach/Marketing ○ Art Inventory & Maintenance ● City Council Report – PAC Chair
June 24, 2024 4 p.m.	<ul style="list-style-type: none"> ● Continuing Education: _____ ● Public Arts Committee New Members begin term ● Committee votes on new chair and vice-chair ● Subcommittee Work <ul style="list-style-type: none"> ○ Art Exposed ○ Outreach/Marketing ○ Art Inventory & Maintenance ● City Council Report – PAC Chair

2024 Subcommittees – Maximum of 3 PAC members to avoid quorum

- Art Exposed
 - Christine, Dianna, Serena
- Outreach & Marketing
 - Maggie, Marney, Alan
- Art Inventory/Maintenance
 - Maggie, Peggy

Additional Subcommittees to consider bringing in later in the 2024-2025 Work Plan Cycle

- Grant Management
- Public/Private Partnerships

Public Arts Committee Membership - 2024

Name	Expiration
Maggie Bagon Chairperson	May 2025
Serena Appel Vice-Chairperson	May 2025
Christine Santiago	May 2024 (expiring)
Alan Huck	May 2024 (expiring)
Dianna Allison	May 2025
Peggy Meyer	May 2026
Marney Reed	May 2026
Jo Beaudreau	Council Ex-Officio
Chantelle Meyer	Staff Ex-Officio



AGREEMENT FOR PUBLIC EXHIBITION OF ART

ARTIST / City of Florence, Oregon

Contract Summary

Artist:

Sculpture name:

Exhibition Period: exhibit ends April 30, 2026

Installation Date: Between April 10 and 26, 2024

Location:

Honorarium: \$1,500.00

Exhibit A Submission Deadline: April 1, 2024

This agreement, made and entered into and effective upon the execution by and between the City of Florence, Oregon, a municipal corporation (referred to herein as “the City”) and the artist named above (referred to herein as “Artist”).

WHEREAS the City, through the “Art Exposed Rotating Outdoor Art Gallery” program of the Florence Public Arts Committee, has selected Artist’s Sculpture named above (the “Sculpture”) as part of the “Art Exposed” Exhibition; and

WHEREAS Artist has created and agreed to loan such sculpture to the City for public display for approximately two years during the “Art Exposed Rotating Outdoor Art Gallery” program,

Incorporating the above, the parties agree as follows:

1. By the Exhibit A Submission Deadline, if not already submitted, Artist shall submit to the City the information requested in Exhibit A, attached hereto and by this reference incorporated in this agreement.
2. The site of the installation of the Sculpture is **LOCATION** (**SPECIFIC** Street and Highway 101, Florence, Oregon) referred to herein as “the Site”.
3. Artist agrees to transport and install the Sculpture, undamaged, at the Site by the Installation Date. Except as provided in #8 below, the Sculpture shall remain the property of Artist. However, by virtue of this agreement, the City is entitled to possession of the Sculpture, and Artist agrees to relinquish possession of the Sculpture, from the date of installation until the end of the Exhibition Period (shown above and detailed in #7).
4. After, but no later than the seventh day following, the end of the Exhibition Period, Artist agrees to remove the Sculpture from the Site, leaving the pedestal/base and all other aspects of the Site in the same condition as existed prior to installation of the Sculpture.
5. Transportation of the Sculpture to the Site, proper installation, proper de-installation, proper removal from the Site, and all associated costs and expenses, shall be the responsibility of Artist. By subsequent mutual agreement between the parties, the City may provide assistance with these activities. In order to minimize disruption of pedestrian and vehicular traffic, Artist agrees to schedule delivery and removal with the City, and to obtain all necessary permits associated with transportation, installation or removal, at least ten (10) days in advance.

Upon request, the City will assist Artist in identifying required City permits, obtaining necessary City application forms, etc. The City shall obtain any encroachment permits necessary to allow the Sculpture to be displayed at the Site.

6. During the Exhibition Period (date of installation through April 30, 2026), the City shall be responsible for reasonable maintenance of the Sculpture. By subsequent mutual agreement between the parties, Artist may assist the City with maintenance procedures. The City shall take reasonable steps to utilize the maintenance procedures designated by Artist in the approved concept. Artist waives any rights granted by 17 USC § 106A for reasonable maintenance undertaken by the City. Artist at Artist's expense shall provide any designated maintenance materials other than ordinary cleaning agents in the possession of the City. The City reserves the right to decline to implement any or all of the designated maintenance procedures if circumstances, including but not limited to cost, render implementation unreasonable. In the event the City declines to implement such procedures, Artist may, with the City's prior written approval, undertake such procedures at Artist's expense or the Artist may terminate the agreement at the Artist's option.
7. The Exhibition Period may be shortened or extended by mutual written agreement between the parties. Notwithstanding the foregoing or anything to the contrary in this agreement, the City reserves the right, with or without cause, to decline or terminate exhibition of the Sculpture at any time.
8. Artist agrees to offer the Sculpture for sale during the Exhibition Period at the current market price, subject to the obligation to the City of a "gallery fee" in the amount of 30% of the sale price, and, if so sold, may assign their right under this agreement to remove the Sculpture. If the Sculpture is sold, Artist will be provided the opportunity to replace the sold Sculpture with another of Artist's works upon the agreement and acceptance of the City through its Public Arts Committee and installation of the replacement sculpture concurrent with the removal of the Sculpture. If Artist is unable to replace the Sculpture within a time frame agreeable to both parties, then the Site will be made available to other artists. Under no circumstances shall the sale of the Sculpture terminate this agreement or adversely affect the City's rights hereunder, including, but not limited to the City's right of possession during the Exhibition Period. Artist agrees to promptly provide the City written notice of any sale of the Sculpture, including designation of the party to whom the sculpture should be released upon expiration or other termination of the Exhibition Period, and shall provide a copy of the sale agreement to confirm the identity of the party to whom the Sculpture is released, and shall either tender then or arrange for tender at the time of removal the above "gallery fee".
9. Artist hereby grants the City, in perpetuity, the right to photograph, film, videotape, or otherwise to record or depict the Sculpture at any time during the Exhibition Period and to use such photographs, films, videotapes, records or depictions at any time thereafter for the purpose of promotion of the "Art Exposed Rotating Outdoor Art Gallery" program, or of the City, provided that the City gives artistic credit to Artist concurrently with such use.
10. The City shall pay Artist an honorarium in the amount stated above for exhibition of the Sculpture, payable following installation of the Sculpture at the Site pursuant to #3 above. There shall be no obligation to make the payment if this agreement is cancelled or otherwise terminated for any reason prior to completion of the installation.
11. In the event of:

- Damage to the Sculpture during the Exhibition Period, from whatever cause, and the City reasonably deems the Sculpture to be a danger to the public health or safety, or
- The Sculpture is defaced by graffiti (as defined in ORS 164.381),

The City may give notice (written, email, or telephonic) to Artist that the Sculpture must be removed or protected within 5 calendar days of the receipt of the notice, in order to eliminate the risk of injury or death to the public, or to remove the graffiti. During that 5-day period, the City may take such action as deemed appropriate to temporarily protect the public from risk of injury or, if the Sculpture was defaced, to obscure the Sculpture in order to protect the surrounding area from the negative effects of graffiti. Artist waives any rights granted by 17 USC § 106A for reasonable actions undertaken by the City under this paragraph 11.

If Artist does not:

- Remove or otherwise secure the damaged Sculpture so it no longer presents a danger to the public health or safety, or,
- If the Sculpture was defaced, remove the graffiti,

within the 5-calendar day period, the City, at its discretion may:

- Cause the Sculpture to be removed from display and stored on City property that is reasonably secure, e.g. maintenance storage area, at the City's expense (subject to claim for reimbursement under the insurance policy provided by #12);
- Secure the Sculpture so it is no longer a threat to public health or safety or, if defaced, to remove the graffiti from the Sculpture, at the City's expense (subject to claim for reimbursement under the insurance policy provided in #12); or
- Terminate this agreement pursuant to #14 below:

Artist shall be deemed to have consented to the City's actions (a) and (b) above. Except to the extent damage to the Sculpture is covered under the insurance policy provided below, the City shall have no additional liability for damage or destruction that may occur during removal or protection of the Sculpture.

- The City shall insure the Sculpture against damage or loss in an amount set forth in Exhibit A. Such amount is Artist's estimate of fair market value and does not bind the City or City's insurer to later dispute the claimed fair market value. The City's obligation to provide insurance is solely for the duration of the Exhibition Period and only while the Sculpture is located at the Site, excluding installation and removal. The City shall have no liability for damage or destruction that may occur during transportation to or from the Site, during installation, or during removal.
- Artist agrees to indemnify and hold the City harmless from any and all claims, losses, damages, injuries, or liabilities of any kind whatsoever, including reasonable attorney's fees and costs, arising out of or related to the transportation, installation or removal of the Sculpture, or arising out of or related to any defects of the Sculpture, faulty workmanship of Artist or any acts of negligence by Artist, Artist's agents, or Artist's employees.
- This agreement may be terminated at any time by mutual written consent of the parties. In addition, the City may terminate this agreement at any time upon the occurrence of any of the following events:
 - The City fails to receive funding, appropriations, or other expenditure authority at sufficient levels to make the payments provided for in this agreement.
 - Federal or state laws, regulations, or guidelines are modified or interpreted in such a way that the City is prohibited from proceeding under the terms of this agreement;

- c. Artist commits any material breach or default of any covenant or obligation under this agreement; or
- d. The Sculpture is damaged or defaced and the City elects to have the Sculpture removed from display, as described in #11 above.

15. Except for assignment to a purchaser of the right to remove the Sculpture after the Exhibition Period as provided in #8 above, this agreement is not assignable by Artist, either in whole or in part, without the prior written consent of the City. The City and Artist are the only parties to this agreement and are the only parties entitled to enforce its terms. Nothing in this agreement gives, or is intended to give, or shall be construed to give or provide any enforceable benefit or right, whether directly, indirectly or otherwise, to third persons.

16. The failure of the City to enforce any provision of this agreement shall not constitute a waiver by the City of that or any other provision.

17. This agreement represents the entire and integrated agreement between the City and Artist on the subjects addressed in this agreement, and supersedes all prior negotiations, representations or agreements either written or oral. This agreement may be amended only by written instrument signed by both Artist and the City.

ARTIST:

<i>Signature:</i>	
<i>Date:</i>	
<i>Address:</i>	
<i>Phone Number:</i>	
<i>Email:</i>	

CITY OF FLORENCE:

<i>Signature:</i>	
<i>Title:</i>	Erin Reynolds, City Manager
<i>Date:</i>	

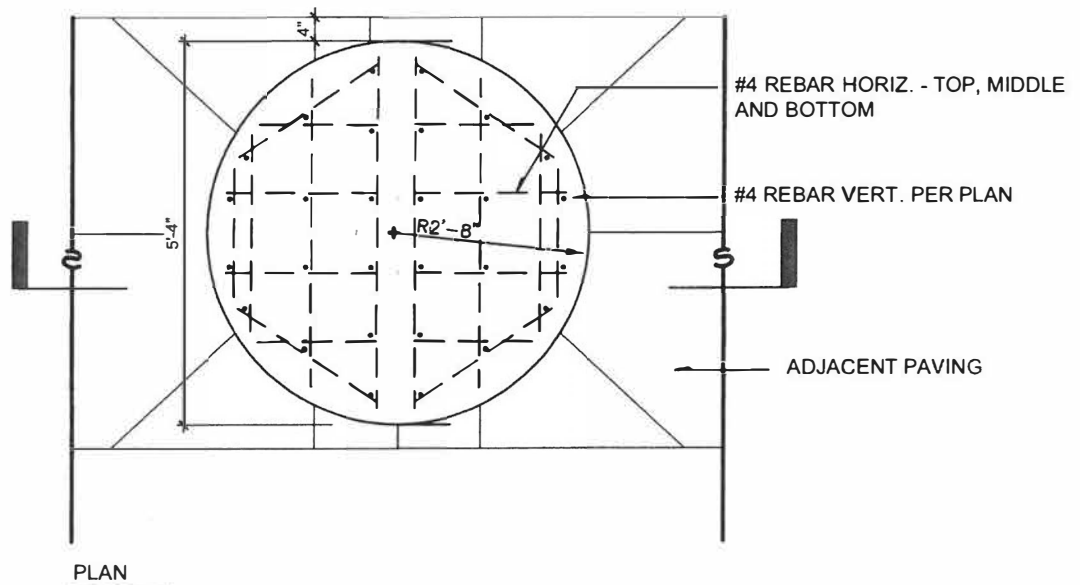
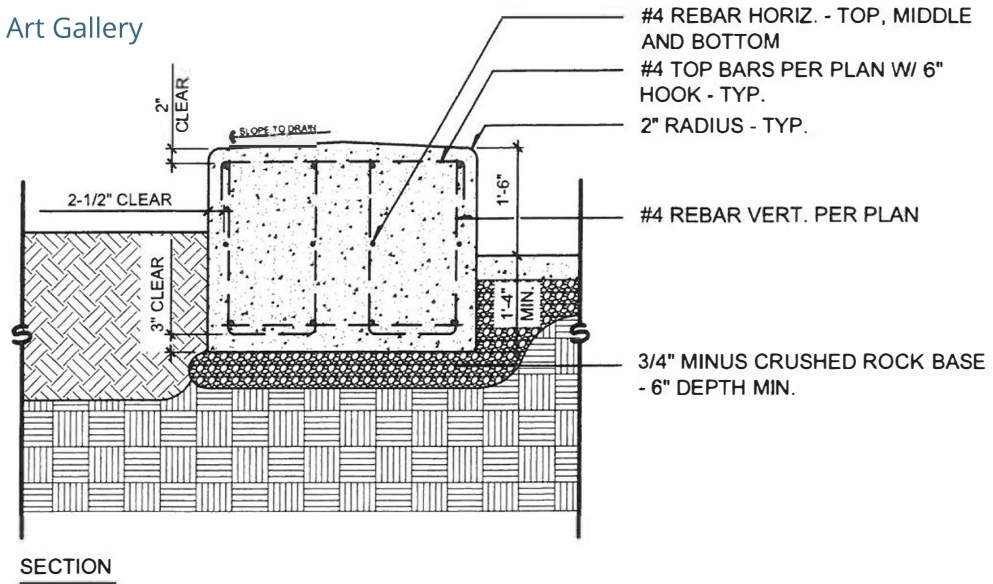
Exhibit A: Items to submit to the City of Florence

The following information shall be submitted to the City (*Chantelle Meyer, Economic Development Analyst, chantelle.meyer@ci.florence.or.us*) by April 1, 2024

Sculpture Title:	
Artist's Name (As it should appear in marketing materials and on sculpture plaque):	
Brief Artist Statement for Marketing Materials:	
Artist's Website:	
Sculpture Medium:	
Approximate Dimensions of Sculpture (height/width/depth) and Weight:	
Height:	
Width:	
Depth:	
Weight:	
Installation Method (Include a description of how the sculpture will be installed, methods of attachment to the base, equipment needed, and approximate time it will take to install the sculpture):	
Listed Price for Sculpture:	
Suggested Maintenance Procedure:	

ART EXPOSED

Florence's Rotating Outdoor Art Gallery



1
FA08

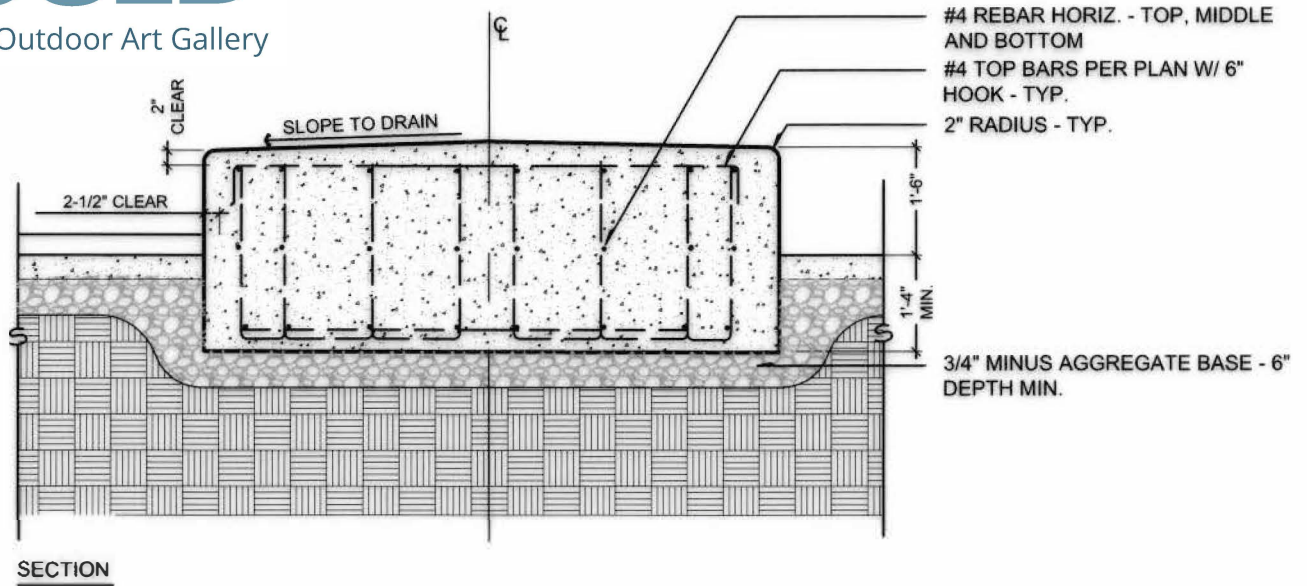
CONCRETE ART PLINTH - A

SCALE: 3/8" = 1'-0"

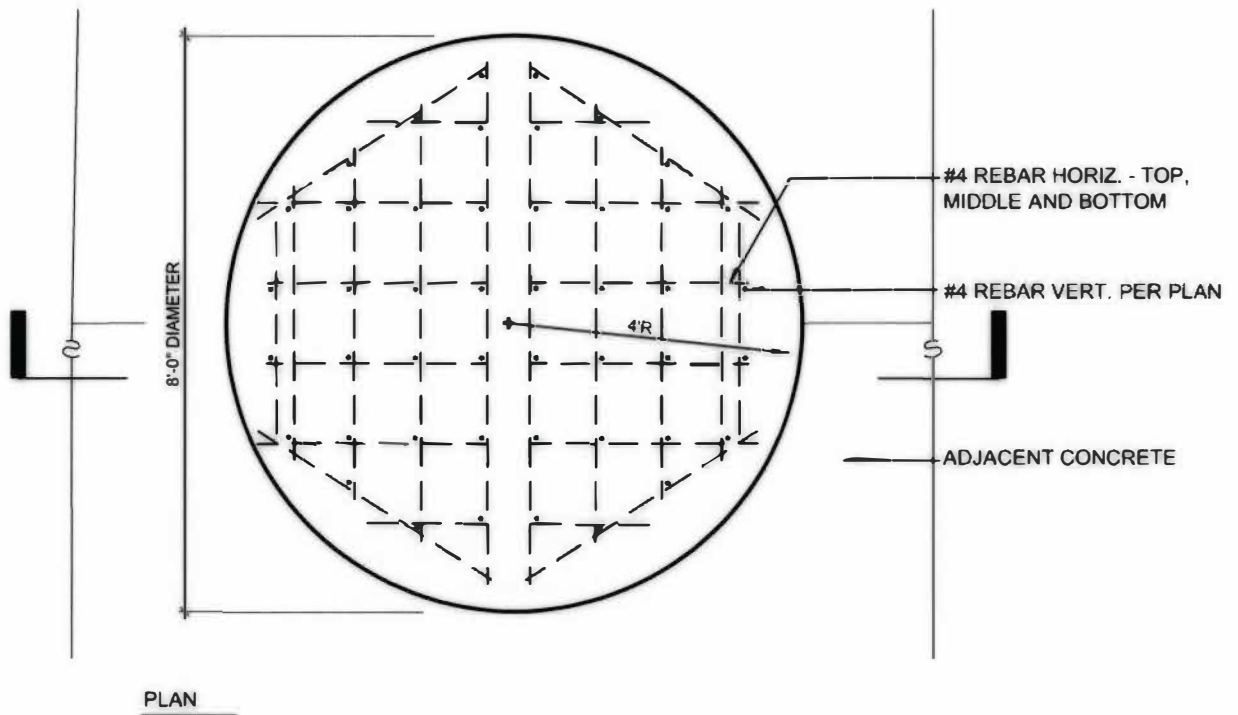
NOTE: SIZES & SHAPES SHOWN ARE APPROXIMATE. ACTUAL SIZES AND SHAPES TO BE DETERMINED

ART EXPOSED

Florence's Rotating Outdoor Art Gallery



1 CONCRETE ART PLINTHS
FA10



2 CONCRETE ART PLINTHS
FA10

SCALE: 3/8" = 1'-0"

ART EXPOSED REVISION FLORENCE 2024-2026 PROGRAM

FURA BOARD MEETING

FEBRUARY 28, 2024

Chantelle Meyer
City of Florence Economic Development
& Communications Analyst

ART EXPOSED REVISION FLORENCE – INTRODUCTION

The City of Florence Public Arts Committee's foundational project is the Art Exposed Rotating Outdoor Art Gallery, <https://bit.ly/FlorenceArtExposed>.

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. Since 2018, this program has installed public art throughout Historic Old Town Florence.

Now, we are expanding up to Highway 101 with Art Exposed ReVision Florence.



Florence Urban Renewal Agency

Memorandum

To: Florence Urban Renewal Agency Board

From: Chantelle Meyer, Economic Development & Communications Analyst

Date: February 28, 2024

RE: Art Exposed ReVision Florence 2024-2026

Discussion

In the adopted 2023-2025 FURA Biennial Budget, the Urban Renewal Agency approved the placement of up to six 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. This project has been named Art Exposed ReVision Florence, and will install artwork in April 2024 and decommission works in 2026.

The City of Florence Public Art Program's Art Exposed Rotating Outdoor Art Gallery 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. Now, with funding by FURA, six more sites will be installed.

The Florence Public Arts Committee held an in-depth discussion at their meeting on February 15, 2024, reviewing the applications submitted for the new round of artwork to be displayed. All materials for that meeting are available at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-17>. During the discussion, the committee considered many factors for both the six new locations on Highway 101 and the 12 submitted sculptures.

At the close of the meeting, the Public Arts Committee selected six finalists representing a variety of styles, designs, and types of sculptural artworks. For next steps, City staff will contact the artists and begin getting signed contracts. Once those are complete, the City of Florence will announce the artists and the date of a planned walking tour of the new locations.

To learn more about the Art Exposed Program, please visit <https://bit.ly/FlorenceArtExposed>.

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 final artist selections by the Florence Public Arts Committee

Attachments: Art Exposed ReVision Florence Selects Finalists Press Release
Art Exposed ReVision Florence Locations
Art Exposed ReVision Florence Poster showing 12 finalists



PRESS RELEASE

FOR RELEASE ON:
February 20, 2024

CONTACT:
Chantelle Meyer
Economic Development &
Communications Analyst
chantelle.meyer@ci.florence.or.us

Art Exposed ReVision Florence Selects Finalists

FLORENCE, OR – The City of Florence’s Art Exposed Rotating Outdoor Art Gallery is a dynamic bi-annual rotation of public art that improves the livability of the Florence area, creates a unique sense of place, and enhances community identity, while also providing an increased economic impact for visitors and residents. The City of Florence Public Arts Program is excited to announce that additions to the Art Exposed Program will be coming soon, with the installation of up to six new pieces on Highway 101.

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. Since 2018, this program has installed public art throughout Historic Old Town Florence. The 2024-2026 call expands the program up to Highway 101 through Art Exposed ReVision Florence.

The Florence Public Arts Committee held an in-depth discussion at their meeting on February 15, 2024, reviewing the applications submitted for the new round of artwork to be displayed. All materials for that meeting are available at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-17>. During the discussion, the committee considered many factors for both the six new locations on Highway 101 and the 12 submitted sculptures. Thank you to the community members who submitted public comment, both written and spoken. The committee considered these comments as they deliberated.

At the close of the meeting, the Public Arts Committee selected six finalists representing a variety of styles, designs, and types of sculptural artworks. For next steps, City staff will contact the artists and begin getting signed contracts. Once those are complete, the City of Florence will announce the artists and the date of a planned walking tour of the new locations.

Installation of Art Exposed ReVision Florence will begin in April 2024 and art will be on display through 2026. Look for more information on the selections in upcoming newsletters.

To learn more about the Art Exposed Program, please visit <https://bit.ly/FlorenceArtExposed>.

Community members have an opportunity to purchase Art Exposed works that are currently on display in Historic Old Town Florence. A portion of the sales from the Art Exposed program helps continue funding the Florence Public Art Program. Please contact the City or see the City’s website for more information about the works and for purchasing.

If you have any questions, please contact City of Florence Economic Development & Communications Analyst Chantelle Meyer at chantelle.meyer@ci.florence.or.us.

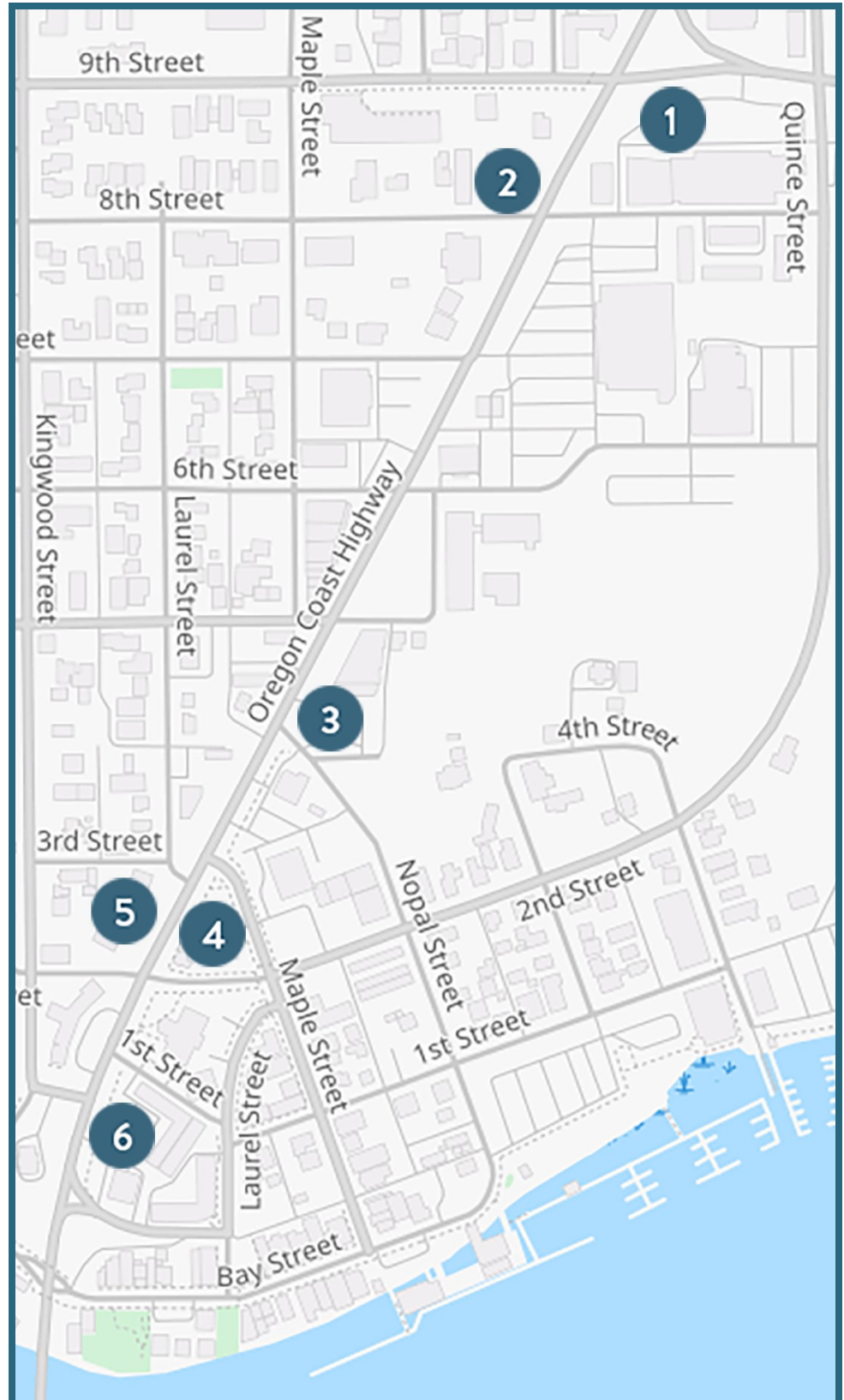
###

Attached: Art Exposed ReVision Florence logo with map placements

Locations on Highway 101 between Siuslaw River Bridge & Highway 126

LOCATIONS

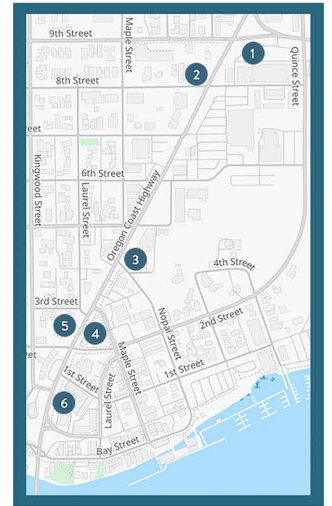
1. Highway 126
Intersection
2. 8th Street
Corner
3. Nopal Street
4. Maple Street
5. Laurel Street
6. 1st Street



ART EXPOSED

CITY OF
FLORENCE

ReVision Florence 2024-2026



WE
WANT
TO
HEAR
FROM
YOU!



Learn more at
[https://bit.ly/
FlorenceArt
Exposed](https://bit.ly/FlorenceArtExposed)



The City of Florence and the Florence Urban Renewal Agency will be placing up to six new pieces of public art in the ReVision Corridor of Highway 101 between Siuslaw River Bridge & Highway 126. These new pieces of Art Exposed are expected to be installed in April 2024. People are invited to give feedback.

The Florence Art Committee will be selecting the finalists for each location during a public meeting on Thursday, Feb. 15, at 5:30 p.m. at Florence City Hall.

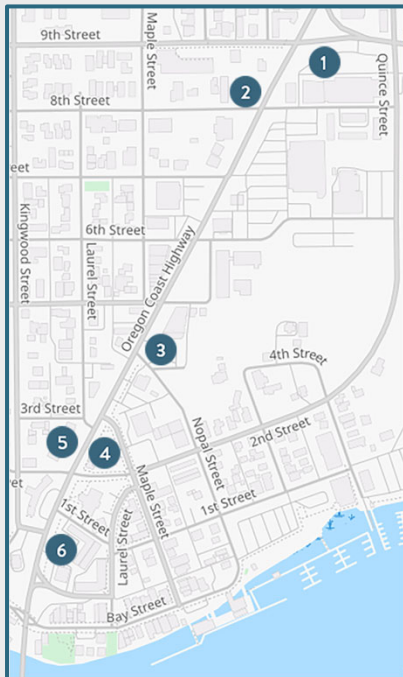
ci.florence.or.us/bc-pac/public-arts-committee-meeting-17

ART EXPOSED REVISION FLORENCE – PROCESS

- In the adopted 2023-2025 FURA Biennial Budget, the Urban Renewal Agency approved the placement of up to six 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.
- At your September 27, 2023, meeting, you directed Staff and the Florence Public Arts Committee to begin the process of operating Art Exposed ReVision Florence. This included:
 - 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 then notifies the artists and negotiate contracts and timelines for installation
 - Public Works, Community Development, Administration, and other City staff are part of the process

3





ART EXPOSED REVISION FLORENCE – 6 NEW SITES FOR PUBLIC ART

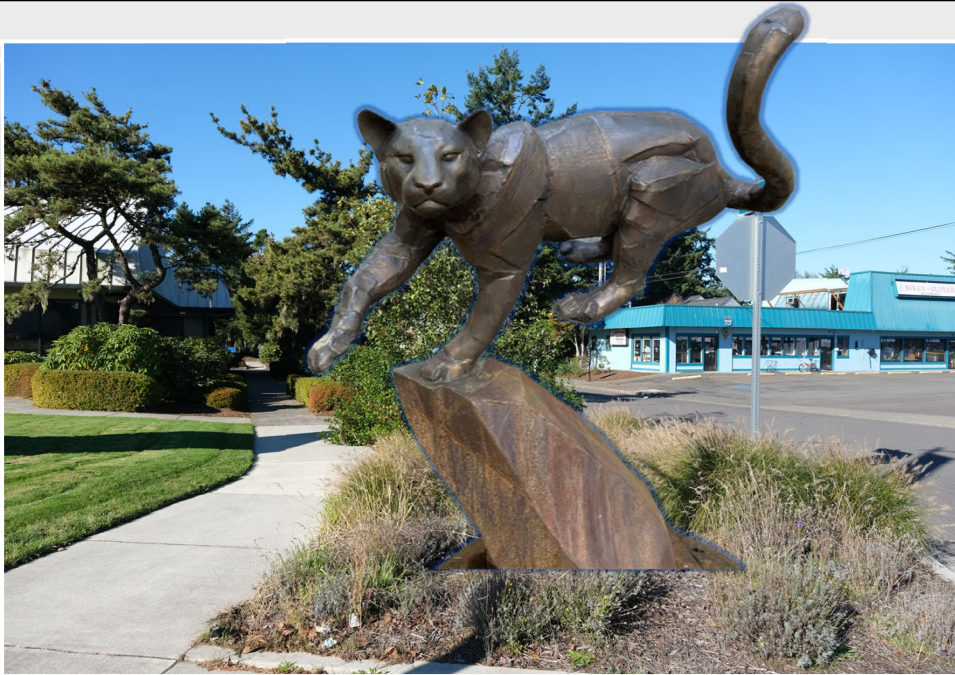
1. Highway 126 Intersection
2. 8th Street Corner
3. Nopal Street
4. Maple Street
5. Laurel Street
6. 1st Street

5



1. Highway 126
Intersection

Selected Work:
“Golden/
Yellowstone”
by Rick True



2. 8th Street
Corner

Selected Work:
“Bounding
Cougar”
by Steve Tyree



3. Nopal Street

Selected Work:
“Glass Totem”
by Susie Zeitner



4. Maple Street

Selected Work:
"Encore"
By Harold Linke



5. Laurel Street

Selected Work:
"Kelp Totem
Orca"
by Lin McJunkin



6. 1st Street

Selected Work:
“Denary”
By Helena
Chastel

ART EXPOSED REVISION FLORENCE GALLERY – TIMELINE

Month	Task
Now through April 2024	<ul style="list-style-type: none"> • Artist communications and logistics • Artists / City negotiate contracts • Install the art in April 2024 • Launch marketing materials
Spring 2024 – Summer 2024	<ul style="list-style-type: none"> • Celebrate the project with Walking Tour • Market the art through engagement over Rhody Days

Learn more about the Art Exposed Rotating Outdoor Art Gallery at <https://bit.ly/FlorenceArtExposed>