



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>.

September 23, 2024

AGENDA

4:00 p.m.

Members:

Maggie Bagon, Chairperson

Serena Appel

Peggy Meyer

Jo Beaudreau, Councilor Ex-Officio

Marney Reed, Vice Chair

Steve Ball

Deb Ripley

Dianna Allison

Carole Cohen

Christine Diamond Santiago

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/1555654364200117342>

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 any item not otherwise listed on the agenda. See Page 2 of this agenda for more information.

3. CONTINUING EDUCATION — Jo Beaudreau, "Viva Las Vegas — and Omega Mart"

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

4. ART EXPOSED OLD TOWN 2025-2027

Staff will give an update on Art Exposed Old Town, including artist correspondence, the open Call for Art, invitations to regional artists, and marketing. Learn more at <https://bit.ly/FlorenceArtExposed>.

5. PUBLIC ARTS COMMITTEE WORK PLAN

Staff will review the 2023-2025 Committee Work Plan, go over current priorities, and plan for the end of the year.

6. SUBCOMMITTEES — Updates on Art Exposed, Public/Private Partnerships, and Inventory & Maintenance

7. STAFF REPORT — Next Meeting Dates

- October is National Arts & Humanities Month

- People's Coast Summit in Florence Oct. 8-9, 2024
- Lane Council of Governments' Walktober

8. CHAIR & MEMBER REPORTS

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
September 23, 2024	4 p.m.	Public Arts Committee Meeting
October 28, 2024	4 p.m.	Public Arts Committee Meeting
October 31, 2024	10 p.m.	Call for Art for Art Exposed Closes
November 25, 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/1555654364200117342>

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 Highway 101, Florence, OR 97439
 - c. Drop off written comments at Florence City Hall (250 Highway 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

September 23, 2024



Dear Public Arts Committee members,

I'm excited to see you this Monday, September 23, 2024, for our regular monthly meeting at 4 p.m. at Florence City Hall. We will be meeting in the City Council Chambers, either in person or through the GoToWebinar platform.

The meeting will begin with public comment, followed by Council Ex-Officio Jo Beaudreau presenting Continuing Education on Las Vegas' Omega Mart, <https://meowwolf.com/visit/las-vegas>.

We will have two main discussion and report items, led by staff. First will be **Art Exposed Old Town 2025-2027**, <https://bit.ly/FlorenceArtExposed>. I will talk about the open call for art, artist correspondence, and marketing, as well as what the Subcommittee worked on shortly after our last Public Arts Committee meeting. The next topic will be our **Public Arts Committee Work Plan**, https://www.ci.florence.or.us/sites/default/files/fileattachments/public_art_committee/page/864/2023-2025_pac_work_plan_-_final.pdf. As a committee, we have done a great job of refining our Work Plan to show our current focus and what we can actually accomplish. There are things we will continue to need to push back from the next two years, possibly into priority projects or some other form. After this discussion, Staff will then take these edits to put into a one-page Work Plan, which we will vote on in October or November. This will then be taken forward to the Florence City Council in January.

Following this, and as part of our Work Plan discussion, our Subcommittees will get the chance to talk about their activities.

Art Exposed	Inventory & Maintenance	Public/Private Partnership
Christine Diamond Santiago	Maggie Bagon	Maggie Bagon
Steve Ball	Peggy Meyer	Steve Ball
Serena Appel	Marney Reed	Carole Cohen
Dianna Allison		Deb Ripley

We will also have some dates to look forward to and plan for:

- **October 7 – Florence City Council Meeting**, where PAC will receive the National Arts & Humanities Month Proclamation. The community is invited! Bring a friend!
- **October 9 – People's Coast Summit** at the Florence Events Center will include a presentation on "Leveraging Arts and Culture for Community and Economic Growth." Starting at 2 pm, members of the Public Arts Committee are invited to help host an Art Walk with members of the coastal tourism committee. We'll meet at Florence City Hall and follow the same route we used during our Art Exposed ReVision Florence Walking Tour 2024 on June 15, <https://www.ci.florence.or.us/bc-pac/art-exposed-revision-florence-walking-tour-2024>.
- **October 17 – Walktober** with Lane Council of Governments and City of Florence Community Development. We are firming up details!

- October 28 — Public Arts Committee Meeting
- October 31 — Call for Art closes at end of day on https://artist.callforentry.org/festivals_unique_info.php?ID=14122
- November ? — Art Exposed Subcommittee will review applications for Art Exposed Old Town
- November 25 — Public Arts Committee Meeting to discuss Art Exposed and determine finalists for each location
- December 16 — Public Arts Committee Meeting to vote on final selections for Art Exposed Old Town

I look forward to seeing you in person at Florence City Hall on September 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.

Meeting information and materials are available now at <https://www.ci.florence.or.us/bc-pac/public-arts-committee-meeting-24>.

In this Packet:

- Art Exposed Old Town
 - Call for Art
 - Poster
- Committee Work Plan
- Public Comment received as of September 20, 2024

ART EXPOSED
CITY OF FLORENCE
Old Town Florence 2025-2027

CALL FOR ART

Apply now to show your sculptures in the City of Florence's Art Exposed Old Town 2025-2027

 Call open through October 31, 2024
8 locations in Historic Old Town
Chosen artists receive \$1,500

<https://bit.ly/FlorenceArtExposed>

Chantelle Meyer

From: City of Florence Oregon <florence-or@municodeweb.com>
Sent: Thursday, September 19, 2024 7:31 PM
To: Chantelle Meyer
Subject: Form submission from: Public Arts Committee Speaker's Card

Submitted on Thursday, September 19, 2024 - 7:31pm

Submitted by anonymous user: 199.193.238.229

Submitted values are:

Name Britte Kirsch
Public Art Committee Meeting Date Mon, 09/23/2024
Address 90090 Ben Bunch Road Florence OR 97439
Phone Number 4357290554
Email britte.kirsch@gmail.com
Short Description of Topic Follow up on the Audubon Mural Project for Florence - Possible grants available to assist with the project - thank you.

The results of this submission may be viewed at:

<https://www.ci.florence.or.us/node/17781/submission/32514>

To: Public Arts Committee
From: Britte Kirsch
RE: Update Audubon Mural Project
Date: Monday September 23, 2024

Thank you for the opportunity to follow up with you regarding the Audubon Mural Project. I finally heard back from them and they provided me with additional information on how to get the project started (See attached Tool Kit).

Hopefully, this will be something we can work on in the future for the City of Florence. I look forward to working with you on this project.

With that said, I have also researched some grants that might be appropriate for this project. This probably isn't something we can do this year (due to the upcoming deadlines, certain city requirements, the need to build partnerships, etc) so this is something to think about for next year?

1. Lane County Cultural Opportunity Grant - (up to \$2500) due October 15, 2024

Cultural Opportunity Grants are funded by the Oregon Cultural Trust and administered by the Lane County Cultural Coalition. The intent of this grant program is to support and protect Oregon culture by:

- *Protecting and stabilizing cultural resources, creating a solid foundation for the future.*
- *Expanding public awareness and improving the quality of arts, humanities, and heritage.*
- *Increasing access to and use of culture in Oregon.*
- *Ensuring that Oregon-based cultural resources are strong and dynamic contributors to quality of life in Oregon's communities.*

Funding Priorities

The Lane County Cultural Coalition has identified three priorities for funding. Applicants will be expected to address one of the three priorities with their grant application. These priorities are:

A) ACCESS: *Cultural activities in Lane County will be affordable, accessible and inclusive throughout Lane County.*

Project strategies may include, but are not limited to:

- *Subsidizing venue cost*
- *Subsidizing tickets*

-
- Subsidizing artist fees
 - Subsidizing transportation cost
 - Creating traveling or online programming
 - Creating and maintaining electronic resources
 - Preserving historic properties.

*B) **AWARENESS:** Residents of Lane County will have increased awareness of cultural activities.*

Project strategies may include, but are not limited to:

- Supporting marketing and public relations efforts
- Supporting advocacy efforts
- Reaching new audiences
- Enhancing visibility and promoting cultural activities

*C) **EDUCATION:** Encourage cultural education in Lane County.*

Project strategies may include, but are not limited to:

- Creating programs in schools and other community venues
- Developing participatory workshops and activities
- Establishing mentorships
- Supporting subjects that are under-funded in traditional, public educational systems
- Subsidizing instructor fees

2. Arts Build Community Grants - Oregon Arts Commission (\$5000) Due October 2, 2024

This program recognizes the role that the arts play in the broad cultural, social, educational, economic and tourism sectors of community life. The program fosters partnerships that strengthen arts engagement, access and involvement in communities. Successful projects demonstrate building local capacity to strengthen the arts in a community through these local partnerships. The Arts Build Communities program prioritizes projects that provide access to the arts for underserved communities. This includes communities that currently or historically face systemic barriers as defined by, but not limited to, geography, race/ethnicity, tribal affiliation, immigration status, socioeconomic status, ability/disability, age (youth and aging people), sexual orientation, gender identity or veteran status. Projects must support the integration of the arts and artists with community goals and may include new initiatives, new program development, cultural tourism and the expansion of existing arts and community development projects. Pre-development, design fees and community planning activities are eligible in this

program.

3. Good Neighbor grants - Ford Family Foundation (Ongoing) Up to \$25,000

They're called Good Neighbor grants for a reason. Good neighbors help each other, learn from each other and lift each other up. Good Neighbor grants are designed to support the initiatives that matter in your community in a way that works for your organization, including unforeseen emergencies that interrupt programming or services. We fund both program and capital requests

25% committed before applying (in-kind can play a role but strongest requests have other funding at the table)

Can request up to 1/3 for programs/operations and up to 50% for capital

Clearly need to see the community at the table where services will be provided

We also look for a clear plan in place for sustainability

You will typically hear back from us in six to 10 weeks

AUDUBON MURAL PROJECT TOOLKIT

ARE YOU INSPIRED BY THE AUDUBON MURAL PROJECT
AND WANT TO SEE IT SPREAD TO NEW LOCATIONS?
HERE'S WHAT YOU NEED TO KNOW.





WHAT IS THE AUDUBON MURAL PROJECT?

The [Audubon Mural Project](#) (AMP) is a public-art initiative that aims to raise awareness and advocate for action on the plight of birds threatened by climate change. Led by the National Audubon Society and Gitler & _____ Gallery, AMP commissions artists to paint murals of bird species identified as imperiled in [Survival By Degrees](#), Audubon's birds and climate change report. First launched in the Harlem neighborhood of New York City in 2014, the project has grown to include murals featuring more than 100 bird species and has inspired public-art projects across the country and even world.

CAN I BRING IT TO MY TOWN?

Maybe! In broad strokes, you should consider whether you have time to plan, promote, and maintain murals and potential access to funding sources. Read on for a better sense of the logistics required. To be an official satellite of AMP, we ask that you consult with Audubon and plan a mural that adheres to the spirit and guidelines of the original project. We also ask that you sign a licensing agreement that grants permission for you to use the Audubon Mural Project name in connection with your mural. There is no charge for this license.

 "Endangered Harlem" juxtaposes migratory birds with images of John James Audubon and two periods of historic human migration.

1

MURAL BASICS

HOW DO I CHOOSE THE BIRDS?

Satellites of the Audubon Mural Project should select birds that Audubon has identified as at risk from climate change and that are regionally relevant to the area. To find these, go to Audubon's Birds and Climate Visualizer (climate.audubon.org) and enter your zip code or state. Climate-threatened birds are sorted as "high" or "moderate" vulnerability in various warming scenarios in either Winter or Summer seasons. Audubon's online field guide also has information on every species' climate vulnerability. We are happy to advise you as well.

HOW DO I CHOOSE THE ARTISTS?

Artists can be found and chosen in a variety of ways. An open call for proposals can yield promising collaborators, or individual artists can be approached via e-mail or through social media. The Audubon Mural Project strives to enlist artists that reflect a range of backgrounds and artistic styles, including some with deep ties to the neighborhood or city. This diversity makes for more interesting and relevant public art. The Gitler & _____ gallery can advise on this more.

HOW DO I CHOOSE THE LOCATION?

There are a few rules of thumb for selecting mural locations. For starters, murals should be viewable to the public at no cost and at a site where all legal permissions can be secured. In New York City, the project began by painting retail stores' [metal shutters](#), or security gates, then progressed to large-scale murals on the [facades of buildings](#). One even stretches from a wall to a gate to [an ice box](#). The perspective of the viewer should also be considered. A 60' x 60' wall may be a wonderful canvas, but if it's on a dead-end street that is rarely visited it may not be the best choice. Also be aware of any rules and regulations your city may have, such as limits on mural size or on certain sites (think, for example, of protected historic districts or landmarked buildings).

HOW DO I SECURE PERMISSION TO PAINT ON A WALL?

You must identify the person/s who can give you legal permission to paint on a wall and ensure that activity is allowed under your city's building and planning codes. Make sure your contact has the authority to give you permission. In some cases, you may need permission from multiple people or an entity. Bear in mind some tenants may feel that because of their history in the community their permission alone should suffice. Do your due diligence! And then get it in writing (see contracts below).

ARE THE MURALS PERMANENT?

In short, they are not. In fact, it is very important to make sure the artist knows that you cannot promise that the mural will remain on the wall or untouched. The degree of permanence may also depend on the agreement with the wall owner, your town's rules around public art (some do not permit "permanent" murals), and your long-term plans for maintenance.

WHAT WILL IT COST?

That varies, but here are some expenses to keep in mind:

- **Materials and equipment.** Paint, paintbrushes, and gloves are the most obvious cost. Some items may be borrowed, such as drop-cloths, ladders, and perhaps even scaffolding. Equipment like scissor lifts and boom lifts for large-scale murals typically need to be rented.
- **Honorarium.** As a project that aims to teach through art, we want to demonstrate that artists' time is valued. We encourage all AMP satellites to pay an honorarium to artists, though the amount is at your discretion. Gitler & _____ can advise further on a case-by-case basis.
- **Permits.** Depending on the location, your city may require permits from the departments of transportation or buildings or other agencies.

2

CULTIVATING SUPPORT

WHERE DO I FIND THE FUNDING?

There are many potential avenues for funding. You can apply for grants, approach local business improvement districts (BIDs), or make an appeal to individuals, realty companies, or landlords. Also think outside the box: In one satellite project in Rockford, Illinois, the preparatory sketch of a mural was auctioned to raise funds.

WHAT KIND OF PARTNERSHIPS MIGHT BE HELPFUL?

Murals can be a big undertaking, but they also carry broad appeal. Community partners may help ease logistics and reduce costs. Here are some to consider recruiting:

- **Local arts organizations** and even museums have the potential to help you find artists, create momentum for the project, and perhaps also publicize and organize tours.
- **Audubon chapters** or local environmental groups may be able to do the same, plus bring the added benefit of a collaborator that already cares deeply about birds and climate change.
- **Real estate companies** could be allies in identifying locations, and along with other private enterprise could be tapped for funding. The same is true for foundations and other grantmaking organizations.
- **Large machine rental agencies** could be ideal partners since lift rentals are very expensive. It is always worthwhile to try and strike an arrangement with your local lift rental agency. These machines are normally rented for months on end, so one week's usage could possibly be bartered in exchange for publicity or a sponsorship arrangement.
- **Paint shops and hardware stores** could be approached for paint, though this should be done with finesse since they are approached often and their business relies on paint sales.

- **Finally, local schools and educators** present unlimited potential for meaningful, impactful extensions of the project. A painted wall can be much more than a pretty picture, and these kinds of partnerships are where we find our most powerful synergies.

HOW DO I PROMOTE MY MURAL?

To some extent, a striking, well-placed mural will promote itself, but there are a variety of strategies for bringing it extra attention. These include press releases or contact with local media, social media posts on Facebook or Instagram, and notices in the newsletters of community organizations or tourism bureaus. The murals are also an opportunity for deeper engagement with the community on local birdlife and the issue of climate change. Both the New York City and Rockford projects [lead tours](#) of their murals. A mural can also be a great excuse to [write a letter to the editor](#) about how local birdlife will be affected by climate change.

HOW DO I DOCUMENT MY MURAL?

Murals aren't guaranteed a long life, so be sure to document yours well. Take photos of both the work in progress and the completed mural. A video interview with the artist on site or a time-lapse video of the mural's progress can be great fodder for a website or platform like Facebook. And keep in mind that the best mural images often include the fabric of the city or community where they are painted. Be sure to share these with us so that we can help promote your mural, too!

3

THE NITTY GRITTY**WHAT KIND OF CONTRACTS DO I NEED?**

You should have contracts to ensure that you (1) have the owner's permission to paint a mural at your chosen location, and (2) have an agreement with the artist articulating responsibilities, ownership/licensing, and payment. We can provide examples, but all agreements should be specific to your project and should be reviewed by a lawyer to make sure that your rights are protected. If you plan to use the Audubon Mural Project name in connection with your mural, we also ask that you (3) sign a licensing agreement with Audubon. This will help us track satellites, ensure they adhere to the spirit of the original, and build a case for funding so that the project can continue to grow and thrive.

WHO OWNS THE IMAGES?

The intellectual property conversation is an interesting one. In New York City, we use the following approach, covered in our building owner and artist contracts: The artist retains copyright ownership of the image rights. Audubon and Gitler & _____ are licensed to use the image for non-commercial purposes (for example, to promote the Audubon Mural Project). The building owner owns the physical wall and can typically choose to paint over or otherwise remove the mural at any time. All of these rights are negotiable and can be changed by contract.

WHAT KIND OF PERMITS DO I NEED?

Permitting depends on the regulations of your city, which can vary widely. Some cities have committees that must approve public art concepts. In addition, other sorts of permits may or may not be required. Many of these will depend on the scale of your installation and whether you are painting on public or private property. We recommend checking with a lawyer or your local government; arts organizations may also be able to provide guidance.

DO I NEED INSURANCE?

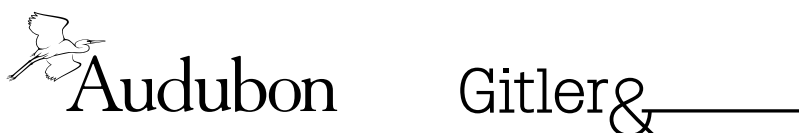
Depending on the scale of project, you may wish to obtain special insurance for the project (some building owners require it). Although it varies by type and coverage, insurance can protect you, your organization, and any affiliated institutions from financial catastrophe in the event of an accident. Some insurance may also indemnify the artist and any volunteers while they paint and install the mural. Many professional artists carry their own insurance, and volunteers' own homeowners' policies may offer some personal protection. Your local insurance agent might be a helpful resource.

WHAT HAPPENS IF A MURAL GETS DEFACED OR IS REMOVED?

If the damage to a mural is minor, we recommend repairing it, but in situations where the same mural is tagged with graffiti over and over, you might have to accept defeat. That said, this is very rare. Graffiti artists generally respect the work of another artist, and we have found that a bird mural can actually prevent tagging, even at a spot that has been tagged regularly for years. In the event of a complete whitewash, there is typically nothing to be done but look back on your fine work and recognize that bird murals are ultimately ephemeral. The exception: Artists who live in areas where they enjoy moral rights to their works, such as in Europe, may pursue legal recourse.

AM I LIMITED TO MURALS?

No! If you want to orchestrate a project that combines murals with sculpture and a sound installation, and then present a birdsong-inspired concert or public panel on the local effects of climate change, we would love for that to be a part of our initiative! We are open to new ideas and concepts to expand the work already underway.



National Audubon Society | 225 Varick Street | New York, NY 10014
www.audubon.org/amp

Still have questions? Contact: muralproject@audubon.org

The Audubon Mural Project Toolkit is intended solely to provide general guidance and does not constitute legal advice.

Audubon Mural Project Toolkit: Here's What You Need to Know
 is published by National Audubon Society, 225 Varick Street, 7th floor, New York, NY 10014.
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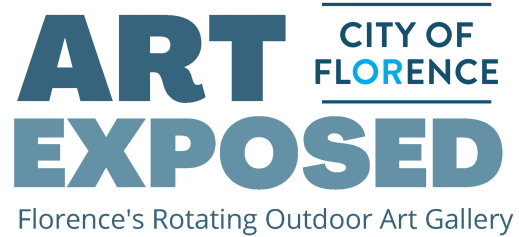
Cover page: Blackburnian Warbler by George Boorujy. Photo: Mike Fernandez/Audubon
 Page 2: Endangered Harlem. Black and White Warbler, Scarlet Tanager, and Magnolia Warbler
 by Gaia. Photo: Mike Fernandez/Audubon; Back page: Black-chinned Hummingbird by
 Ashli Sisk. Photo: Mike Fernandez/Audubon

Title: Art Exposed Old Town Florence

Contact Information:

City of Florence

Attn: Public Arts Committee / Chantelle Meyer



<https://bit.ly/FlorenceArtExposed>

Address:

250 Highway 101

Florence, Oregon 97439

E-Mail:

Chantelle.meyer@ci.florence.or.us

Project Timeline:

Month	Task
August 2024	<ul style="list-style-type: none">• Finalize Eight Art Exposed Exhibit Spaces in Old Town Florence• Finalize Call-for-Artists and approve for release in September
September to October 2024	<ul style="list-style-type: none">• Release Call-to-artists through https://www.callforentry.org/
November 2024	<ul style="list-style-type: none">• Subcommittee narrows applicants by mid-November• Public Arts Committee chooses 2-3 finalists for each space at Nov. 25 meeting; staff notifies all applicants
December 2024 January 2025 February 2025	<ul style="list-style-type: none">• PAC finalizes artists chosen for each space at Dec. 16 meeting• Artists are notified of Committee decisions and receive contracts• New Art is installed in February 2025; artists receive stipend

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 Arts Committee's program, Art Exposed: A Rotating Outdoor Art Gallery, <https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>. Florence is offering artists an opportunity to display their work throughout the Historic Old Town district for a two-year period.

Florence's Old Town is host to over one million visitors a year, with popular restaurants, galleries and shops along the Siuslaw River. 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. Since its inception in 2015, the Committee has placed dozens of pieces of art, including a large-scale mural and four rounds of Art Exposed. The most recent project expanded Art Exposed to include locations on Highway 101, the Oregon Coast Highway.

In this 2025-2027 call-to-artists, the City of Florence will be seeking art for eight locations in Historic Old Town, which have specific dimensions and particular requirements. While on display, the pieces will be for sale and will be included in marketing materials. Art Exposed 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 and sell their art.

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 available for sale, with the City of Florence keeping a portion (30%) of the sale proceeds to support the future of the Public Arts Program. The artist will have the opportunity to replace any sold art with a new piece during the two-year timeframe.

General Project Information:

- Eight (8) locations for art have been selected by the Public Arts Committee, located within the Old Town district of Florence. Details of the locations are listed in the *Location Information* section below.
- Artists are allowed to submit one entry for each of the 8 locations.
- Each piece submitted will be part of a new application, and a \$25.00 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 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 February 2024. The schedule of installation will be adjusted based on location and artist, depending on the situation.
- **The deadline for submission is October 31, 2024, 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:

- September 2 to October 31, 2024: Call To Artists available for application through Call For Entry (CAFÉ)
- November 2024: Public Arts Committee narrows applications and chooses finalists for each space at a public committee meeting
- December 2024: Public Arts Committee decides on final artist for each space at December committee meeting
- December 2024 and January 2025: Artists are notified of committee decisions and current art is uninstalled; Artists sign contracts
- February 2025: New art is installed by artists, with assistance from Florence Public Works as needed; Artists receive stipend upon art delivery

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 3/4th inch bolts on 22-inch spacing to be used to attach to the base provided by the City of Florence for installation.
- 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:

- Artists must specify their preferred location (eight possibilities) for their sculpture in their submission (Please note that all locations have unique requirements)
- Artists are allowed to submit multiple applications
- There is a \$25.00 entry fee for each submission

Evaluation Criteria:

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

1. Visual Impact
 - a. The unique organization of art elements, content, and execution create a striking and memorable work. This project has the power to "wow" the viewer.
2. Interpretation & Criteria
 - a. The design shows unique and creative interpretation of the project and was continued until it was as complete as possible. Effort is far beyond that required, with great attention to details.
3. Composition & Design
 - a. Shows and effectively utilizes knowledge of the elements and principles of design. The design effectively fills the entire space.
4. Craftsmanship
 - a. Demonstrates 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. All criteria of assignment have been met. Artist demonstrates 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 if the piece is purchased while on display)
- 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)
- A maximum 150-word artist statement for use in marketing materials and signage
- Other pertinent information (Including Veteran Preference for Location #1)

Location Information:

• Location #1 – Veterans Memorial Park

This location is at the City of Florence's Veterans Memorial Park alongside the Siuslaw River. The park provides an opportunity for the public to view the piece during special veteran and community events, as well as every day. The piece will be close to lodging and foot traffic in town and the location overlooks the picturesque Siuslaw River Bridge. ***The art chosen for this location will be given preference to an American military veteran, or art that honors American veterans.*** The base at this location is approximately 2 feet tall.

Maximum Dimension Requirements:

- Height: No more than 8 feet tall
- Width: Cannot exceed 5 feet wide
- Art must include a 36" diameter plate on the bottom to attach to the base provided by the City

• Location #2 – River Roasters

This location is on the west end of Bay Street, the main street of Old Town commerce. The base for this location is located approximately 2 feet west of the end of the River Roasters coffee shop patio, near native landscaping and seasonal flowers. This is a high-traffic location in a busy part of Old Town, where people walk to restaurants and shops. This spot is a vista point for the Siuslaw River Bridge, visible from the installation spot at the local Rain Garden and Interpretive Site.

Maximum Dimension Requirements:

- Height: No more than 4 feet tall
- Width: Cannot exceed 3 feet at the base
- Art must include a 3-foot plate on the bottom to attached to the base provided by the City of Florence

• Location #3 – Rain Garden

This show-stopping location is set in the middle of the Rain Garden between Bay Street and the Siuslaw River. The art pedestal has been built into the native landscaping to be the same height as the nearby walkway. This allows the selected art to frame the historic, art deco Siuslaw River Bridge in the background and work with the natural colors of the seasonal Rain Garden. This location is near both Location #2 and #4, and a walkway and sidewalk connects them all.

Maximum Dimension Requirements:

- Height: No more than 10 feet tall
- Width: Cannot exceed 5 feet at the base
- Weight: Cannot exceed 500 pounds
- Art must include a 36" diameter plate on the bottom to attach to the base provided by the City

● **Location #4 – Interpretive Center East**

Location #4 is one the eastern side of the Siuslaw River Interpretive Center. This space is in front of pine trees and near the City of Florence's holiday tree, which is decorated each December. Two walkways frame this installation area, which has nearly 360-degree visibility. Nearby trees are trimmed to expose art at this location. Many people walk past this location every day to view the Siuslaw River Bridge or visit popular neighboring restaurants and shops in the Old Town District.

Maximum Dimension Requirements:

- Height: No more than 7 feet tall
- Width: Cannot exceed 3 feet at the base
- Art must include a 36" diameter plate on the bottom to attach to the base provided by the City

● **Location #5 – Gazebo Park Plaza**

Gazebo Park, also known as Old Town Park, offers views of both the City's vintage white gazebo and the Siuslaw River. This art location is at the entrance to Gazebo Park near brickwork and behind a railing in front of trees and native shrubbery. This work is mainly seen from the front of the shaded plaza area. Visitors often take time to sit on the benches located right under this piece. It is located in the middle of the highly trafficked main street in Old Town.

Maximum Dimension Requirements:

- Height: No more than 7 feet tall
- Width: Cannot exceed 3 feet at the base
- Art must include a 36" diameter plate on the bottom to attach to the base provided by the City

● **Location #6 – Secret Garden**

Tucked into the native landscaping inside Gazebo Park, this location is in a raised planter bed along a brick pathway. This leads to the gazebo and a deck overlooking both the Siuslaw River Bridge and a historic ferry landing. The selected work will be framed by two different walkways that intersect, allowing views from both the front and the back of the art. The installation area is

mostly shaded and contains shrubs and native rhododendrons alongside an open, grassy area and a slate paver pathway.

Maximum Dimension Requirements:

- Height: No more than 4 feet tall
- Width: Cannot exceed 3 feet at the base
- Art must include a 36" diameter plate on the bottom to attached to the base provided by the City of Florence

● **Location #7 – Maple Street Park**

This location is at the entrance of Old Town's Maple Street Park, which contains local restrooms and access to the Port of Siuslaw's crabbing and fishing docks. This high-traffic area, right along the sidewalk of Bay Street, is at a busy intersection where people access restaurants, shops, and the local Florence Farmers Market. This paved mini park has benches, a maple tree that branches over the park area, and trees and rhododendrons that provide a colorful, seasonal backdrop for the many visitors.

Maximum Dimension Requirements:

- Height: No more than 6 feet tall
- Width: Cannot exceed 3 feet at the base
- Art must include a 36" diameter plate on the bottom to attach to the base provided by the City

● **Location #8 – Florence Area Chamber of Commerce Lawn Entrance**

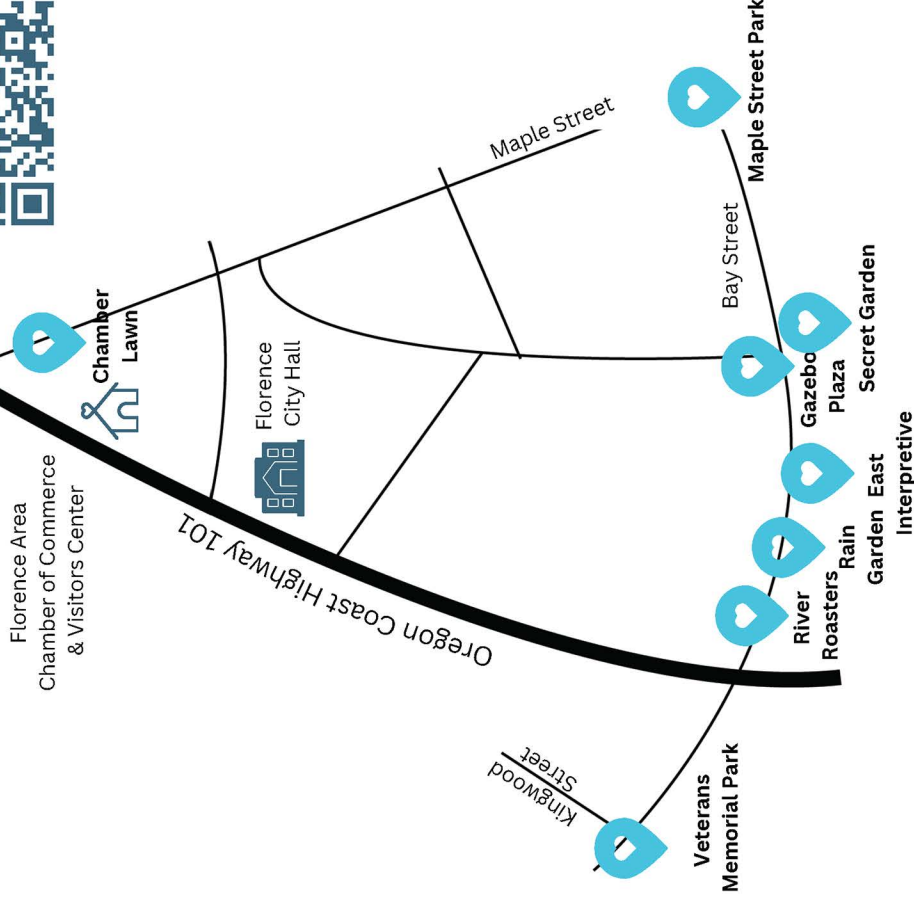
In the grassy lawn of the Florence Area Chamber of Commerce's Visitor Center on Maple Street, this location welcomes visitors to the Old Town District. It is also near the City of Florence's recently completed multi-million-dollar streetscape project that expanded sidewalks, repaved the highway, and increased walkability. This location is near the entrance to a public parking lot and the busy Visitor Center. Just north of the placement of this work is the Maple Street Plaza, another Art Exposed location.

Maximum Dimension Requirements:

- Height: No more than 10 feet tall
- Width: Cannot exceed 3 feet at the base
- Weight: Cannot exceed 500 pounds
- Art must include a 36" diameter plate on the bottom to attach to the base provided by the City

LOCATIONS OF ARTEXPOSED

<https://bit.ly/FlorenceArtExposed>

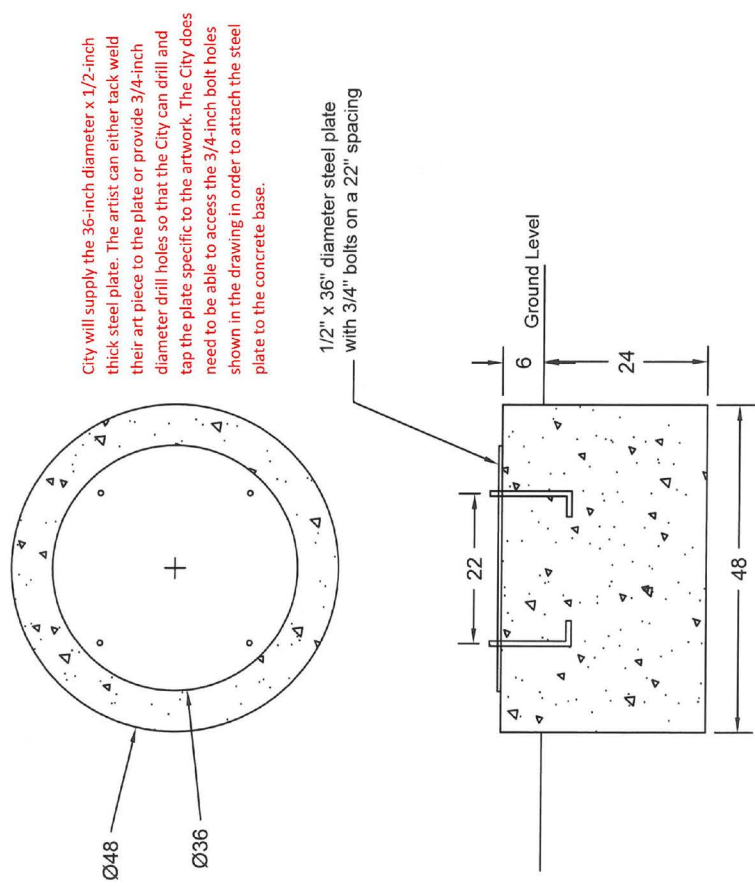


ART EXPOSED

CITY OF
FLORENCE

Florence's Rotating Outdoor Art Gallery

Base Information:



Public Arts Committee (PAC) Overview:

The City of Florence Public Arts Committee was established in July 2015 in order to serve as the City’s primary volunteer committee tasked with actively developing a Public Art Program and Policy for the City of Florence. PAC’s mission is to integrate art into the daily life of our community and inspire extraordinary creative expression that will enrich public awareness and enhance the vitality, economy, and diversity of Florence through the arts. The art will not be limited to the area or its history, but would be at home anywhere in the world, not just on the Oregon Coast.

The committee’s duties, as outlined in Florence City Code, include:

- Establish and maintain a city art collection
- Develop a map and list of desired locations and projects for future accessions
- Prepare for and secure funding for additional art works
- Consider projects by private developers and citizens that would result in public art

Public Arts Committee Members			
Maggie Bagon, Chairperson		Serena Appel, Vice-Chairperson	
Christine Santiago		Peggy Meyer	
Karl Engel		Kathleen Wenzel	
Jo Beaudreau; Ex-Officio Member- City Council		Chantelle Meyer; Ex-Officio Member- City Staff	





Top Committee Priorities:

Public / Private Partnership Program:

The Public Arts Committee is committed to working with local businesses and citizens to expand the public art installed in the City of Florence. The Public Arts Committee would like to continue to provide opportunities to get the community involved with the arts, creating a program that local artists, businesses and private citizens could apply to receive a small monetary grant, as well as guidance and assistance, for their projects. This program could also support artists or concerned parties who would like to apply for a mural permit but need assistance going through the process.

Next steps regarding the Public / Private Partnership Program:

- Research and implement partnership program
- Engage community organizations, schools, and businesses in public art projects
- Market program to local artists and interested parties
- Provide a resource for Florence City Council, Florence Urban Renewal Agency, and City of Florence Boards, Committees, and Commissions for their efforts in supporting the community and the arts

Outreach / Marketing:

The Public Arts Committee is dedicated to doing outreach to the public for their projects. This could be through requesting input on future projects, public education programs which include raising awareness of the positive economic and cultural impact, or inviting the community to create its own artwork. This is a committee-wide project, with every individual taking part in it. However, certain projects may have subcommittees who would work on outreach and marketing efforts for that specific project.

Next steps regarding Marketing and Public Outreach:

- Public Arts Committee Recruitment – create a pipeline of volunteers and potential committee members
- Continue to update the Public Art pages on the City of Florence website
- Create marketing materials for current and future projects, provide materials/resources to better connect travel and tourism to PAC efforts
- Continue to market Art Exposed pieces for sale
- Continue quarterly updates to media outlets

- Present to local community groups including but not limited to: HOAs, service clubs, and professional organizations
- Host opportunities to connect with community, like Solstice walks and other events
- Maintain relationships with local and regional arts organizations to ensure coordination of future projects
- Participate in current and future art marketing programs throughout the city, region, and state, including the promotion of the Oregon Coast Public Arts Trail
- Develop an annual Public Art Community Presentation

Art Exposed Outdoor Gallery:

The Art Exposed Outdoor Gallery is a rotating art gallery of works that are interchanged every two years. The pieces, while on display, are for sale to the public. When piece is sold, a portion of the proceeds will benefit Florence's Public Art Program. The Art Exposed program installed eight new pieces of art on Bay Street in Florence's Old Town during 2022 and the PAC will continue to promote and expand the program going forward.

Next steps for PAC regarding the Art Exposed Outdoor Gallery:

- Market calls-to-artists through social media, traditional media, regional art organizations, and other avenues
- Market the sale of current sculptures
- Evaluate potential future installation sites
 - Work with Florence Urban Renewal Agency on sites along the ReVision Florence Corridor
- Evaluate the opportunity to expand program to 2D artists, which could be displayed in City buildings
- Research business sponsorship opportunities
- Create a timeline and flow process for accession

Other Projects:

Featured Pieces:

The Featured Pieces project is specifically to work with permanent pieces that would be installed in the City of Florence, whether it be in City buildings or throughout the City's parks system or right-of-way. In 2020, the City of Florence purchased "West Coast Overlook" by Jesse Swickard and installed at Florence Justice Center in April 2022. A second piece, Swickard's "Sitting Wave Pt. 2," was also purchased and installed at Exploding Whale Memorial Park.

Next steps for PAC regarding the Featured Pieces subcommittee:

- Work with City Staff to identify potential locations for permanent pieces
- Decide the process the committee should use to select featured pieces artists
- Create accession process checklist
- Draft standard call to artists for long-term featured pieces



Fundraising & Stakeholder Relations:

The main objective of this project is to create a long-term fundraising plan for the Public Arts Program and begin to fundraise for projects designated in the Public Arts Committee 's work plan. This is an ongoing project that will last throughout the work plan.



Next steps for PAC regarding the Fundraising subcommittee:

- Research & create a long-term fundraising plan
- Research and develop PAC community partners and patron program
- Research and develop a legacy donation program
- Research and develop an engraved brick fundraiser program
- Research and develop community fundraiser options

Grant Management:

The Public Arts Committee has continued to work on a plan to seek out funding sources outside of the City of Florence, as well as to manage that process. Grants can be a valuable source of funding, but due to the number of grants available and the complicated requirements for each grant, they are usually difficult to access. Previously, the Public Arts Committee worked with a grant writer to create a 12-month calendar that organized all the appropriate grants that are available to the City of Florence. This calendar includes information about more than 45 grants.

Next steps for PAC regarding Grant Writing subcommittee:

- Identify grant opportunities, and apply as Committee and City Staff time allows
- Work with City Staff to receive approval from City Council for all grants in an orderly timeline
- Work with City Staff to compile all necessary information for grants in an orderly timeline
- Investigate community partnerships within Lane County and the region to broaden the scope of applicable grants
- Complete reporting for awarded grants in timely fashion

Art Inventory and Maintenance Planning:

Especially with the installation of a large-scale pieces of public art in the past few years, the Public Arts Committee must create a maintenance plan that ensures that all art in the City of Florence's collection will be preserved for years to come.

Next steps for PAC regarding the Art Inventory and Maintenance Planning Project:

- Update and manage succinct list of public art in Florence for visitors and interested parties
- Continue to research the maintenance plans of other communities' public art collections
- Continue to review, update, and maintain maintenance plans for all public art in collection
- Establish a 'Best Practices' guide for Public Art Collection Maintenance
- Coordinate with the Public Works department on a long-term plan to maintain the collection
- Maintain and expand list of potential art locations around Florence
- Investigate digital ways of maintaining records for PAC

Mural Code:

The Public Arts Committee is available to support the Florence City Council and City Staff in their efforts to evaluate the current Florence Mural Code.

Public Art Master Plan:

The Public Arts Committee will continue to look into the creation of a master plan for the Public Art program in Florence. This master plan would provide a long-term sense of direction and outline measurable goals for community outreach and increasing access to the arts.

Potential Future Public Arts Committee Projects:

The Public Arts Committee will continue to evaluate potential future projects as funding becomes available.

Partnering With Other Regional Art-Related Economic Development Initiatives:

The Public Arts Committee acknowledges that economic development in Florence is a priority. Supporting and growing the current arts economy takes more effort than just this committee. Members may choose to participate at many different levels in the following economic development related initiatives:

Business Stakeholders

The Florence area is rich with creative businesses and indirect businesses that benefit from the arts and the relationships the arts build. Maintaining relationships directly with businesses and business support agencies is essential.

Florence Area Chamber of Commerce

The mission of the Florence Area Chamber of Commerce is to develop members and promote Florence, including through an annual Visitor's Guide, gallery space in the Visitor's Center, and partnerships across the state.

Florence Regional Arts Alliance

Florence's local non-profit art alliance's mission is to unify and support all of the arts, enrich cultural life, and stimulate the economic vitality in Florence through the arts.

Siuslaw Vision

Siuslaw Vision members are a diverse group that includes local business professionals, non-profit leaders, volunteers, governmental representatives, and people from around the Siuslaw region who are working toward a common vision.

Lane Arts Council

Lane Arts Council is a non-profit organization in Lane County that provides in-school arts education programs, supports local artists and arts organizations, and coordinates community arts programs.

