

City of Florence
Public Art Committee
Florence Events Center
715 Quince Street
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

March 19, 2018

AGENDA

10:00 a.m.

Members:	Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson
	Jane Rincon, Member	Jo Beaudreau, Member
	Ron Hildenbrand, Member	Jennifer French, Member
	Jayne Smoley, Member	
	Joshua Greene, Council Ex-Officio Member	Kelli Weese, Staff Ex-Officio Member

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

CALL TO ORDER – ROLL CALL

10:00 a.m.

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Public Art Committee's attention any item not otherwise listed on the Agenda. Comments will be limited to three minutes per person, with a maximum time of 15 minutes for all items. Speakers may not limit their time to others.

ACTION & REPORT ITEMS

The Public will have an opportunity to offer comments on action items after the Public Art Committee Sub-Committees have given their report. Comments will be limited to three minutes per person.

3. ART EXPOSED

Review the recommended art selections for the Art Exposed project; select final artists to perform additional background checks; and discuss an overview of progress

*Approx.
10:15 a.m.*

4. TRASH CANS

Consider approval of the proposed budget estimates and timeline for the trash can project and discuss an overview of progress.

*Approx.
11:15 a.m.*

5. WORK PLAN AMENDMENTS

Consider amendments to the PAC Work Plan to include the potential addition of ReVision Florence art pieces including potential budgets and processes.

*Approx.
11:45 a.m.*

The Public Art Committee will have a working lunch beginning at about 12:00 p.m.

REPORT ITEMS

6. PROJECT TEAM PROGRESS

- Siuslaw Bridge Steps
- Hwy 101 & Hwy 126 Mural
- Public Art Donations
- Marketing
- Funding
- Mural Code
- ReVision Florence

*Approx.
12:15 p.m.*

7. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Public Art Committee's attention any additional items. Comments will be limited to a maximum time of 15 minutes for all items.

*Approx.
12:45 p.m.*

8. NEXT MEETING DATE, FUTURE AGENDA TOPICS AND HOMEWORK

- Review upcoming meeting dates/times
 - April 16, 2018 – Public Art Committee Meeting

*Approx.
12:50 p.m.*



Public Art Committee

Art Exposed Sub-Committee

Notes and Recommendations to Public Art Committee

March 19, 2018

Sub-Committee: Harlen Springer, Jayne Smoley, Jane Rincon

OVERALL MAP OF SITE LOCATIONS:



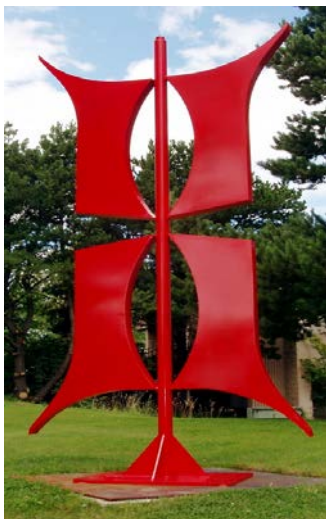


Public Art Committee

SITE 5: MAPLE STREET PARK:



#1. #1273565 “Expose Time”
(14’ X 6’ X 1’)



#2a.#1273580 “Sunflower”



2b.#1273569 “Man Crow”





Public Art Committee

SITE 4: OLD TOWN PARK:



#1. #1298891 “Copper Leaf Tree”



#2a.#1273580 “Sunflower”



2b.#1273569 “Man Crow”





Public Art Committee

SITE 3: EAST SIDE OF INTERPRETIVE CENTER:



#1. #1294021, "Transformation"



#2 #1298891 "Copper Leaf Tree"





Public Art Committee

SITE 2: RAIN GARDEN:



#1a. #1273567 “Growing”



1b #1273578 “Peer”



#2 #1299494 “Orbitron”





Public Art Committee

SITE 1: RIVER ROASTERS:



#1 - #1273572 "Sitting Wave"



#2a #1299494 "Orbitron"

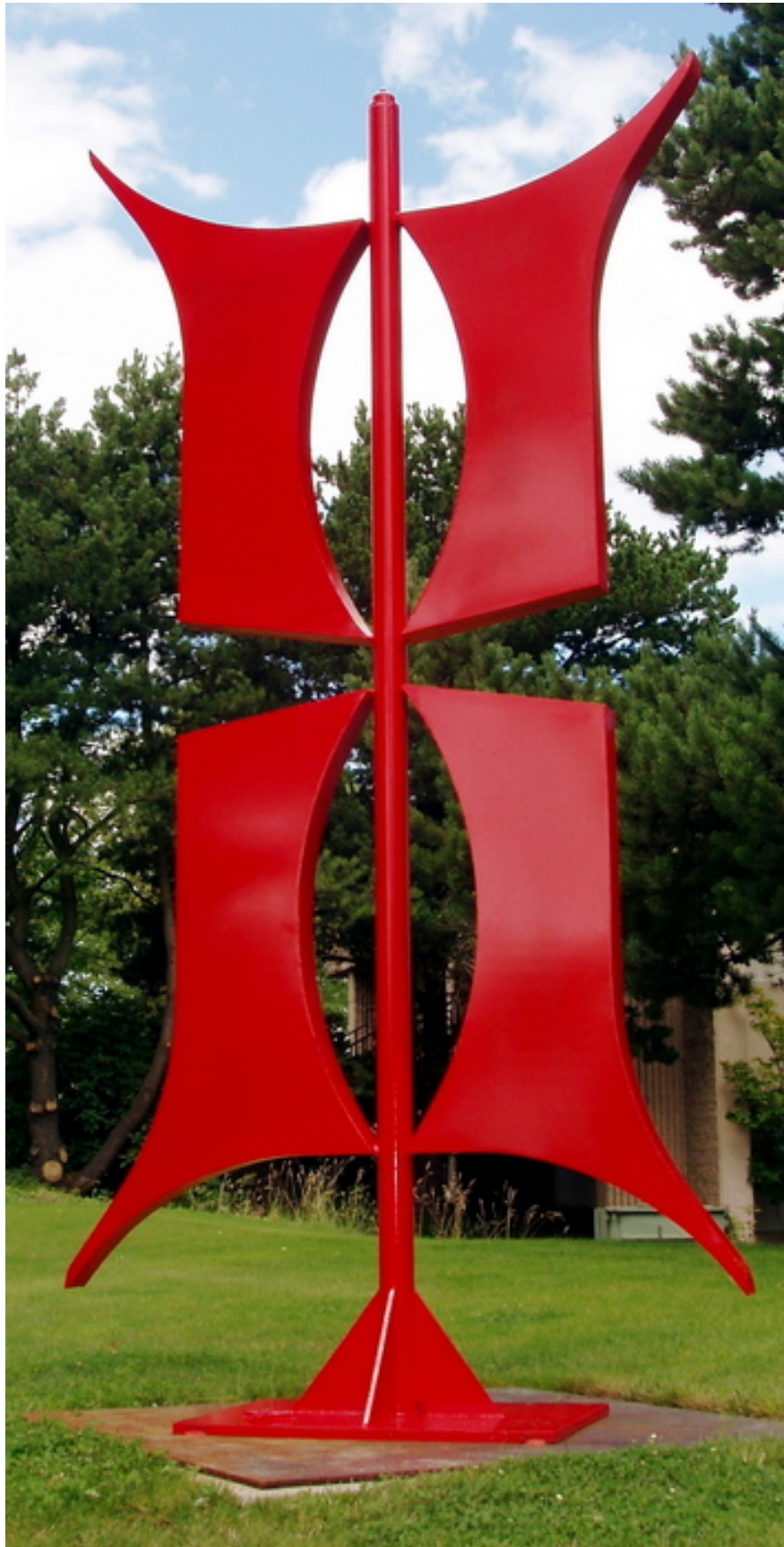


2b #1299496 "Orbitron 2"



Name: Expose Time

Dimensions: 14' X 6' x 1'



Name: Sunflower

Dimensions: 10' X 6' x 4'



Name: Man Crow
Dimensions: 8' X 3' x 3'



Name: Copper Leaf Tree

Dimensions: 48" X 48" x 48"



Name: Transformation
Dimensions: 6' X 2' x 1'



Name: Growing
Dimensions: 10' X 4' x 3'



Name: Peer

Dimensions: 10' X 2' x 2'



Name: Orbitron

Dimensions: 48" X 48" x 48"



Name: Sitting Wave
Dimensions: 2' X 5' x 2'



Name: Orbitron 2

Dimensions: 48" X 36" x 36"





Public Art Committee

To: Old Town Merchants, property owners and interested parties

From: The Florence Public Art Committee

Subject: Outdoor Art Gallery in Old Town - Public Art Committee Meeting on March 19 at 10:00 a.m.
at Florence Events Center

As you know, the City of Florence and the City's Public Art Committee (PAC) has been developing plans to **exhibit outdoor art in Old Town along Bay Street**. This program, called "Art Exposed – Dynamic Public Art" is an opportunity to generate increased excitement in Old Town by displaying interesting and attractive works of art which will foster community pride and connectivity as well as provide artists with a creative outlet and exposure.

This program offers the added benefit of providing "fresh" artwork on a regular basis as the work is displayed for a maximum of two years and then new pieces are installed. During the two-year period, the artwork is offered for sale, and, if sold, is replaced by different work. Many cities around the world are engaged in programs of this type and it generates excitement from both the community and visitors. All applications have been received and are being reviewed by the Art Exposed Sub-Committee of the PAC".

Before we make a final decision, and as part of our commitment to engage the public in our process, we would like to invite you to our:

**Public Art Committee meeting on
March 19 at 10:00 am at the Florence Events Center.**

During that time, the sub-committee will share the final selections and provide an opportunity for public comment. As business or property owners in the Old Town area, we want to be sure that we understand your perspective as the full committee makes the final decisions.

Thank you for your interest and support and we hope to see you on March 19th. If you have any further questions, please contact Kelli Weese at kelli.weese@ci.florence.or.us (541) 997-3437. Additional information can also be found on the City of Florence website at www.ci.florence.or.us.

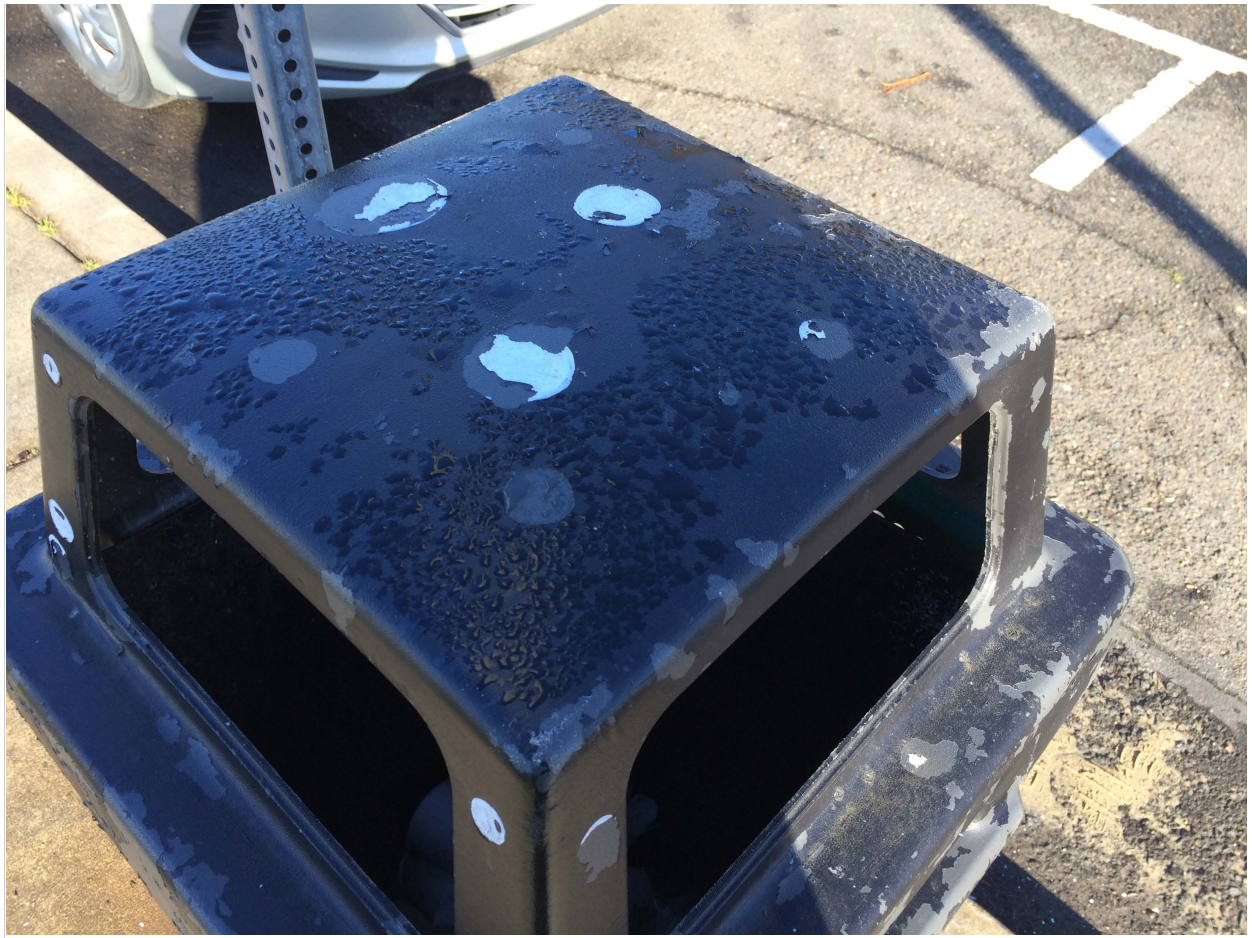
Sincerely,

The Florence Public Art Committee

On Mar 14, 2018 12:19 PM, "Jennifer French" <jenniferhans@mon.com> wrote:











Scanned with my iPhone

Public Art Committee Overall Budget - Updated 3.14.18

Income:

Florence Urban Renewal Agency	\$225,000
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Expenses:

Trash Cans & Transit Stops:	
Artist Stipends & Supplies:	\$10,000
Locations Preparation & Maintenance:	\$15,000

Hwy 101 & Hwy 126 Intersection Mural	
Artist Stipend	\$40,000
Installation, Landscaping, Lighting, Maintenance, Permitting etc.:	\$15,000

Siuslaw Bridge Steps	
Artist Stipend & Materials:	\$30,000
Installation, Landscaping, Lighting & Maintenance	\$15,000

Art Exposed Gallery	
Artist Stipends & Materials	\$3,000
Base Installation, Landscaping, Lighting & Maintenance:	\$15,000

Donations	
Base Installation, landscaping, lighting & maintenance etc.	\$10,000

Public Outreach & Marketing	\$15,000
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TOTAL EXPENSES:	\$168,000
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DIFFERENCE:	\$57,000
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Additional Expenses:

1/2 Time RARE Intern	\$15,000
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Grant Work Plan	\$6,000
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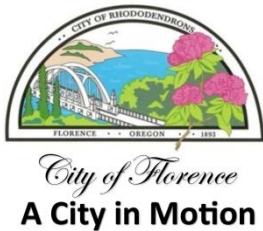
Additional Grant Writing	\$16,000
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ReVision Florence Art Exposed (Gallery) Pieces - 9 total	
Artist Stipends (\$750 each)	\$6,750
Installation - all other completed (\$1,000 each)	\$9,000

ReVision Florence Featured Pieces (6 total at average of \$25,000 / each)	\$150,000
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Total Additional Expenses:	\$202,750
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DIFFERENCE: (Amount of Grant \$ Needed)	(\$145,750)
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City of Florence

2017 / 2018 Public Art Committee Work Plan

Last Update – December 11, 2017

Public Art Committee (PAC) Overview:

The City of Florence PAC 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. The Committee’s duties include...

- Establish and maintain a city art collection
- Develop a map / list of desired 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 Art Committee Members		
Harlen Springer, Chairperson	Susan Tive, Vice-Chairperson	Jane Rincon, Member
Jo Beaudreau, Member	Ron Hildenbrand, Member	Jennifer French, Member
Jayne Smoley, Member	Joshua Greene, Council President Ex-Officio Member	Kelli Weese, CR / Eco. Devo. Coord. Ex-Officio Member

Completion Timeline Overview:

With the completion of the adoption of public art policies and development of funding from the Florence Urban Renewal Agency, the public art committee has three tasks planned for the 2017 Calendar year, those being to begin implementing public art programs, amend the mural code, and establish a public art strategy.

Step Overview in Work Plan Document	
Public Art Programs	Pages 2 to 4
Further Project Funding, Marketing & Other Recurring Projects	Page 5
Mural Code Amendments	Page 5
Establishment of Public Art Master Plan and Follow Up Policies	Page 6
Other Regional Art Related Economic Development Initiatives & Future Projects	Pages 7 to 8

Process for Public Art Projects

Trash Cans & Transit Stops Beatification Project

Project Lead and/or Sub-Committee Members – Ron Hildenbrand & Jennifer French

Preliminary Budget Estimates	
Artist Stipends & Supplies	\$10,000
Locations Preparation & Maintenance	\$5,000
TOTAL	\$15,000

1. Complete process for accessioning artwork (PA Policy Section 3.4)
 - a. Identify the goals of the project
 - b. Inventory potential sites
 - c. Prepare estimate of total project budget
 - d. Coordinate with entities responsible for art locations (Central Lincoln PUD, Port of Siuslaw, Adjacent Private Businesses, City of Florence Transit, Public Works) & establish agreements if necessary
 - e. Coordinate with Schools / Boys and Girls Club
 - f. Establish selection process that addresses the project (PA Policy Section 3.3)
 - g. Confirm total project budget available for services, artwork & installation costs
 - h. Select an artist and/or art purchase

Hwy 101 & Hwy 126 Intersection Mural

Project Lead and/or Sub-Committee Members – Joshua Greene & Jayne Smoley

Preliminary Budget Estimates		
Mural	Artist Stipend	\$40,000
	Installation, Landscaping, Lighting, Maintenance, Permitting etc.	\$15,000
	TOTAL	\$55,000

1. Complete process for accessioning artwork (PA Policy Section 3.4)
 - a. Identify the goals of the project
 - b. Inventory site
 - c. Prepare estimate of total project budget
 - d. Coordinate with entities responsible for art location (Central Lincoln PUD & Florence Public Works) & establish agreements if necessary
 - e. Establish selection process that addresses the project (PA Policy Section 3.3)
 - f. Confirm total project budget available for services, artwork & installation costs
 - g. Select an artist and/or art purchase

Siuslaw Bridge Steps

Project Lead and/or Sub-Committee Members – Susan Tive & Jo Beaudreau

Preliminary Budget Estimates	
Artist Stipend & Materials	\$30,000
Installation, Landscaping, Lighting & Maintenance	\$15,000
TOTAL	\$45,000

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
 - i. Identify the goals of the project
 - ii. Inventory site
 - iii. Prepare estimate of total project budget
 - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation & Florence Public Works) & establish agreements if necessary
 - v. Establish selection process that addresses the project (PA Policy Section 3.3)
 - vi. Confirm total project budget available for services, artwork & installation costs
 - vii. Select an artist and/or art purchase

Gallery in Old Town

Project Lead and/or Sub-Committee Members – Harlen Springer & Jayne Smoley

Preliminary Budget Estimates	
Artist Stipends & Materials	\$3,000
Base Installation, Landscaping, Lighting & Maintenance etc.	\$15,000
TOTAL	\$18,000

- a. Complete process for accessioning artwork (PA Policy Section 3.4)
 - i. Identify the goals of the project
 - ii. Inventory sites
 - iii. Prepare estimate of total project budget
 - iv. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
 - v. Establish selection process that addresses the project (PA Policy Section 8.5)
 - vi. Confirm total project budget available for services, artwork & installation costs
 - vii. Select an artists and/or art purchase

Public Art Donations (As Needed)

Project Lead and/or Sub-Committee Members – Assigned by Public Art Committee As Needed

Preliminary Budget Estimates	
Base Installation, Landscaping, Lighting & Maintenance etc.	\$10,000
TOTAL	\$10,000

- b. Complete process for accessioning artwork (PA Policy Section 3.4)
 - viii. Identify the goals of the project
 - ix. Inventory site(s)
 - x. Prepare estimate of total project budget
 - xi. Coordinate with entities responsible for art location (Oregon Department of Transportation, Private entities, & Florence Public Works) & establish agreements if necessary
 - xii. Establish selection process that addresses the project (PA Policy Section 8.5)
 - xiii. Confirm total project budget available for services, artwork & installation costs
 - xiv. Select an artists and/or art purchase

First Year Project Preliminary Budget Estimates	
Trash Cans & Transit Stops Beatification Project	\$15,000
Hwy 101 & Hwy 126 Intersection Mural	\$55,000
Siuslaw Bridge Steps	\$45,000
Gallery in Old Town	\$18,000
Public Art Donations	\$10,000
Continual Public Art Maintenance	\$10,000
Public Outreach & Marketing	\$15,000
TOTAL	\$168,000

Further Project Funding

Project Lead and/or Sub-Committee Members – Harlen Springer, Susan Tive, Jo Beaudreau

- a. **Private Fundraising** - Begin fundraising campaign including donations
- b. **Grant Opportunities** - Prepare grant opportunity index, review & apply for grants as applicable

Marketing

Project Lead and/or Sub-Committee Members – Harlen Springer, Susan Tive, Jo Beaudreau

- c. **Website** - Prepare initial Public Art Webpage on City of Florence website
- d. **Project Marketing** - Prepare marketing materials for projects including brochures, website updates, social media, local media notices, ground breaking / ribbon cutting events, etc.
- e. **General Public Outreach** - Maintain relationships with area organizations to ensure coordination

Other Recurring Projects

- a. Prepare catalog of current public art holdings in the City of Florence Public Art Collection
- b. Perform and/or prepare for performance of all repairs, cleaning, labeling etc.

Amendments to Florence Mural (Public Art Code)

Project Lead and/or Sub-Committee Members – Kelli Weese, Harlen Springer, Susan Tive, Joshua Greene

Step 1: Public Art Committee Prepare Amendments

- a. Prepare proposed amendments to the Mural (Public Art) Code and review with City Attorney

Step 2: Work Sessions with Planning Commission & City Council

- a. Hold work session with Planning Commission
- b. Hold work session with City Council

Step 3: Public Hearing Process

- a. Planning Commission public hearing (including public notices etc.)
- b. City Council public hearing (including public notices etc.)

Step 4: Implementation

- a. Prepare informational brochure / application booklet
- b. Begin outreach with various private entities about changes to mural code

Process for Establishment of a Community Public Art Master Plan

Step 1: Research

1. Create a vision and mission for Public Art in the Community
2. Refresh our review of other community's public art plans, determine common themes and vote on favorite to use as template
3. Develop Goals & Guiding principles

Step 2: Development

4. Begin 'where are we now' and 'where do we want to be' data gathering for Public Art Plan and Policy
5. Review template public art plan and draft according to Florence's needs
 - a. Executive Summary
 - b. Where are we now
 - c. Framework for public art
 - d. Funding
 - e. Artist Selection & Design Review
 - f. Art Commission vs. Public Art Committee
 - g. Advocacy, development and outreach
 - h. Review funding and program options
 - i. Review types of public art projects
6. Consider community outreach methods
 - a. Identify key community stakeholders / leaders who may be interested in being involved in the planning process
 - b. Consider holding focus group, one-on-one interviews, and/or community forums to determine interest levels and obtain comments / support
7. Compile Draft Public Art Guidelines and Procedure & Provide recommendation for approval to the City Council

Step 3: Community Outreach and Approval

8. Participate in Joint Work Session(s) with City Council and/or Planning Commission (should land use codes be proposed) to review draft public art master plan, policies and community outreach plan
9. Implement community outreach methods
10. If Necessary, amend draft public art master plan, policies and community outreach plan to reflect guidance received
11. Bring forth draft public art master plan for adoption by the City Council
12. If Land Use Code Amendments are proposed, City Council may initiate those at the same time Public Art Plan & Policy is adopted
 - a. Next steps would be a Planning Commission Public Hearing, followed by City Council public hearing

Other Regional Art Related Economic Development Initiatives

PAC Members may choose to participate at many different levels in the following Economic Development related initiatives:

1. **Florence Urban Renewal Agency**

PAC Sub-Team Members: Joshua Greene, Kelli Weese

- a. ReVision Florence (Hwy 101 & Hwy 126 Streetscape project)
 - i. Participate in public outreach from Murray Smith and Associates, the consultant hired to perform streetscaping design for Hwy 101 between Hwy 126 and the Siuslaw River Bridge.

2. **Downtown Revitalization Team**

PAC Sub-Team Members: Harlen Springer, Kelli Weese

- a. The Downtown Revitalization Team (DRT) is a subset of the Florence Area Chamber of Commerce tasked with continuing to unify and revitalize the downtown area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors around a main-street theme.

3. **Florence Regional Arts Alliance**

PAC Sub-Team Members: Harlen Springer, Ron Hildenbrand, Jennifer French

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

4. **Siuslaw Pathways (Go-Team & Vision Keepers)**

PAC Sub-Team Members: Jo Beaudreau, Joshua Greene

- a. Siuslaw Pathways Visioning Project members are a diverse group that includes local business professionals, non-profit leaders and volunteers, and governmental representatives, along with people from around the Siuslaw region.

Potential Future Public Art Committee Projects

The following public art projects have been considered by the Public Art Committee and will continue to be evaluated after completion of the first five projects:

- Murals
 - Additional trash cans, electrical boxes, and transit – particularly North of Hwy 126 and 101 intersection
 - Eastern Façade of BJ's on Bay Street
 - Second Story of Lovejoys in Old Town
 - Fire Station in Old Town
 - 2nd Floor of Antique Row on Hwy 101
 - Side of Pirate's Popcorn in Old Town
 - Side of Mason Building in Old Town
 - Side of Old Rite Aid Building on Hwy 101
 - Eastern Side of Grocery Outlet and City Lights Cinemas Building
 - Water Tower
- Sculptures
 - Hwy 101 & 126 Intersection
 - Sculpture underneath Siuslaw River Bridge



Public Art Committee

Jury Review Pack

Siuslaw Bridge Steps Project

Dear Juror,

Thank you so much for being a part of Florence Public Art! The Public Art Committee is very excited to move forward with the jury phase of the Siuslaw Bridge Steps Project. This packet has been created to help guide you through the review process. If you have any questions, please feel free to contact; Kelli Weese (kelli.weese@ci.florence.or.us), Jo Beaudreau (jbeaux@gmail.com) or Susan Tive (sbtive@me.com).

Step by Step Tasks & Important Dates:

- **Confidentiality Agreement:** Please review this packet and submit your confidentiality, conflicts of interest & bias form (see below) by March 23rd.
- **Artist Review:** Once we receive signed confidentiality agreements from all jurors, we will email you your username and password to score applicants on Café. You will have two weeks from this date to complete your scoring (on or before April 6th).
- **Jury Meeting Date:** Within the email with your username and password for Café, we will send you a link to a doodle poll to determine the date / time for an initial jury meeting. Please reply to this link to let us know the date/times you would be available for the weeks of: April 9th and April 16th.

Confidentiality, Conflicts of Interest & Bias

In order to ensure a fair and thoughtful jury process we ask that you please read and sign the attached Confidentiality, Conflicts of Interest, and Bias Acknowledgement and return it to the City of Florence – Attn: Kelli Weese. To return it you may either:

- Scan and email it to kelli.weese@ci.florence.or.us;
- Mail it to: City of Florence, Attn: Kelli Weese, 250 Hwy 101, Florence, OR 97439
- Drop it off at Florence Public Works: 2675 Kingwood Street, Florence, OR – During normal business hours

Once you return the confidentiality agreement, you will receive your CAFÉ user name and password to access the scoring system via email.

Review the Call To Artists

The call information can be found here: bit.ly/SiuslawBridgeStepsArt. We've included it as well in this packet along with an attachment provided to the artists to review when creating their proposal. Please be sure to thoroughly read the call before reviewing applications.

The goal of the jury process is to review the applications, score them and agree upon 2 or 3 recommendations for the Public Art Committee which will do further due diligence and make the final decision.



Public Art Committee

Café Review System

We've created a "Siuslaw Bridge Steps Café Jury Scorecard Information" sheet to help jurors with the review process. Please review attachment.

How to Review Art

Art is subjective. Here are some references to review before looking at the submitted projects.

KQED Video on Looking at Public Art: <https://www.youtube.com/watch?v=MNO14EzuPM4>

Review Guidelines

Included in this packet is a "Judging Rubric for the Siuslaw Bridge Project" that may be helpful when reviewing submissions. Please see attachment.

Notes

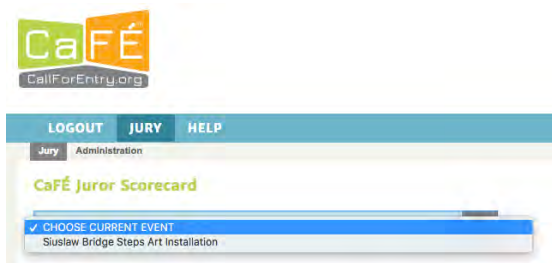
When reviewing, please write out any notes on the template provided. There is an option to do this digitally as well. Having notes on paper will help you remember your thoughts and be very useful when the jurors convene in person. These notes are to jog your memory during discussions and to help with the final selection of the recommended projects. They will need to be turned in to Kelli Weese at the end of the Jury Review Session.

Judging Rubric for the Siuslaw Bridge Steps Project

Excellent	Very Good	Good	Okay/Fine	Needs Work
	6-7	5-4	3-2	1
VISUAL IMPACT (overall quality)	The unique organization of art elements, content, & execution create a striking & memorable work. If selected this project has the power to “wow” the viewer.	The organization of art elements, content, and execution create cohesive work. The work has lasting impact on the viewer.	The organization of art elements, content, and execution are addressed in the work. The work holds the viewer’s attention .	The organization of art elements, content, and execution is incompletely addressed in the work. There is little or no impact on the viewer.
INTERPRETATION & CREATIVITY (completeness/effort)	The design shows unique and creative interpretation of the project and was continued until it was as complete as possible. Effort was far beyond that required, with great attention to details.	The design shows clear understanding of the requirements and the artist’s ability to think “outside the box.” With more effort, the application might have been outstanding.	The design shows some creativity and adequate interpretation of the requirements. However, the work appears unfinished.	The design requirements are fulfilled, but there is no evidence of original thought or interpretation. Application is incomplete or lacks attention to details.
COMPOSITION/ DESIGN (organization)	Shows and effectively utilizes knowledge of the elements and principles of design. The design effectively fills the requirements.	Shows an awareness of the elements and principles of design, using one or two main elements and/or principles.	The application was completed, yet lacks conscious planning and little evidence that an overall composition was thought through. The design partly filled the space.	The artist showed little evidence of any understanding of the elements and principles of art; no evidence of planning. The installation space is somewhat used.
CRAFTMANSHIP (made with skill of mediums and overall neatness)	Demonstrates a mastery of skill and a clear understanding and application of specific medium qualities. The design is beautiful and complete.	Demonstrates skill and some understanding of specific medium qualities. The design is pleasing and partially complete.	Application demonstrates partial skill and understanding of specific medium qualities. The design is fair.	Application lacks understanding of specific medium qualities. The design is a bit careless in creation of the work.
CRITERIA	All criteria of the project’s requirements have been met. Artist demonstrates the best example of following directions for assignment.	Most of the required criteria have been followed.	Some of the criteria have been met.	Only one criterion has been met.

Siuslaw Bridge Steps Café Jury Scorecard Information

- Log in with user name and password provided
- Go to Jury Tab along the blue bar
- Select project (Siuslaw Bridge Steps) under drop down menu that says Choose Current Project



- The system will automatically generate information once selected, below:

The screenshot shows the 'CaFÉ Juror Scorecard' interface. It displays 'Current Round: 1' and 'Number of Applications: 23'. Below this is a dropdown menu showing 'Siuslaw Bridge Steps Art Installation'. Underneath, there are two steps: 'Step 1: Select your review preference' with radio buttons for 'Preview Slideshow', 'Thumbnail Scorecard' (selected), and 'Slideshow Scorecard'; and 'Step 2: Click a number in the table below to begin your review.' Below this is a table with columns 'REMAINING', 'SCORED', and 'TOTAL'. The table shows 'Applications' with 23 remaining, 0 scored, and a total of 23. At the bottom, there is a search section with fields for 'Artist ID', 'Application ID', and a checkbox for 'Show Tagged Applications Only', followed by a 'Go' button.

Step 1:

Select your preference:

1. Preview Slideshow (allows you to preview images and not score)
2. *Thumbnail Scorecard (allows you to view and enlarge images to score)
3. Slideshow Scorecard (allows you to view images as slideshow and score)

**Thumbnail Scorecard was used to create this document and is recommended.*

Step 2:

Shows you how many applications you have to review. How many you've scored.

To Begin Scoring:

Click on the number of applications, a new window will pop up.

If you have notes for an application, write the Artist ID & Artist Application Number on the top of your review notes sheet. There is a comments box to type out your comments.

The artists statement is provided in text for you. To review the additional documents the artist has provided, you must click on **Citation** to view. A new browser window will pop up showing the; Artists Resume/CV; Project Proposal; Artist References; and any additional documents they wanted to include.

Sluslaw Bridge Steps Art Installation Artist Citations	
Artist ID	#####
App ID	#####
Statement	Artist Statement Text HERE
Citation	View questions and answers
Score	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Remove	<input type="checkbox"/> Delete this Score
Comments	<div></div>
<div>SAVE THIS SCORE</div>	
Image Here	Art Title Here Type of Art Size Price Year
Image Here	Art Title Here Type of Art Size Price

The Artists Resume/CV; Project Proposal; Artist References; and any additional documents they wanted to include is visible when you download and open the file. The file will automatically download once clicked on.

In some browsers (such as Chrome), the download file will appear at the bottom on the browser in a bar, click on the completed download and the file should automatically open in a new browser window. If you do not see the download file icon, you will need to go to the file folder where items downloaded, wherever you have that set to download on your computer systems.

Siuslaw Bridge Steps Art Installation Artist Citation

Please upload your Artist Biography in the space provided.

1 Mary C_Biography Newest.pdf ([download](#))

Please upload your Artist Resume/CV in the space provided.

Resume2017.pdf ([download](#))

Please upload your project proposal. PDF is preferred so that you can have multiple pages, if needed.

Oregon Trail steps.pdf ([download](#))

Please upload your Artist References in the space provided. At least three should be provided.

Oregon Trail steps.pdf ([download](#))

If you have additional documents for your project proposal, please upload in this space.

No files uploaded

Score

Score 7 as being the highest value, 1 as the lowest.

Images

To view images provided by artist, click on thumbnail on the scorecard browser window, a pop up window with a slideshow will generate to view the images larger. Click the arrow at the top of the image to advance to through the slideshow. Close window when done reviewing the artist images.

Finishing Review

Once the artist is reviewed, scored and comments completed, close all tabs relating to that application to not confuse with another applicant.

Repeat to review additional applications.



FOR ARTISTS!

Find calls. Apply. Manage your entries.

LOG IN

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City of Florence
Oregon

Siuslaw Bridge Steps Art Installation

Siuslaw Bridge Steps Art Installation

Florence City Hall
Public Art Committee
ATTN: Kelli Weese
250 Highway 101
Florence, OR 97439

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Entry Deadline: **Rolling**

Jury in progress - submissions closed temporarily

Number of Applications Allowed: **3**

REQUIREMENTS:

Media

Images - Minimum: **2**, Maximum: **6**

Audio - Minimum: **0**, Maximum: **6**

Video - Minimum: **0**, Maximum: **4**

Total Media - Minimum: **2**, Maximum: **6**

Entry Fee (Siuslaw Bridge Steps Art Installation): **\$25.00**

[View Site Details](#)

Introduction

The City of Florence and The City's Public Art Committee (PAC) are pleased to announce plans to create and install several high impact art projects. The PAC believes that these projects will generate community pride and connectivity, provide artists a creative outlet with high visibility, and benefit citizens with quality and meaningful public art while encouraging economic development and tourism.

Background

By creating public art, the Florence community can reap esthetic benefits, create conversations, join together and, create buzz for tourists that will increase economic growth. The Oregon Coast is not only known for its natural beauty, but for the art that it inspires! The PAC's mission is to make everyday a celebration of the arts in Florence.

The Siuslaw Bridge in Old Town Florence is an historic landmark, long a symbol for the city and gateway to the riverfront downtown area. Designed by Conde McCullough the bridge opened to traffic in 1936. At a later date a set of steps was added north of the bridge into the hillside leading to Bay St. and downtown. The Siuslaw Bridge Steps Art Installation Project is an exciting outdoor public art project designed to beautify and enhance the park-like hill and pedestrian steps leading from Old Town Florence up to the Siuslaw Bridge. The vision for this project is to install artwork on the steps, utilizing them as a canvas while also incorporating the railings, lighting and natural incline of the landscape. The goal of this project is to bring this interesting but often overlooked area of Old Town Florence to life with eye-catching and interactive art while at the same time maintaining the functionality and safety of the steps for everyday pedestrian use. The PAC is looking for imaginative designs that include the possibility of community participation at some stage of the installation process. Design ideas that utilize a variety of media are encouraged.

Reasons to Apply & Participate

- Unique opportunity for creative expression
- Showcase your talent in a high visibility location
- Work with an art friendly community
- Media attention throughout the region
- Artist recognition
- Honorarium and materials fee
- Beautiful everyday objects
- Create functional art near an historic landmark

General Application Process

1. Application Submission via CallForEntry.org

- Artists must create a profile to apply to this call
- For more information on CallForEntry.org and creating a profile: callforentry.org/faq.phtml
- Progress of your application can be seen when logged into your profile

1. Finalists will be selected by the City of Florence Public Art Committee and community panelists

Eligibility

- All artists, over 18 years old are eligible
- Entries must be the original design and artwork of the entrant and suitable for viewing by all ages, (see design guidelines)

Design Guidelines

- Designs must take into account the pedestrian use of the steps and all City of Florence Safety Codes (see Appendix)
- Designs should include use of both the risers and step surface as well as the sidewalks and banisters, landscaping and lighting
- Creativity and innovation of design in relation to the location are strongly encouraged
- Art should be visible from a distance, and be engaging from multiple angles and perspectives
- Submitted artwork should exhibit excellent craftsmanship and show experience working with a natural landscape and steep gradient
- Artists should consider the longevity and maintenance of their designs as this is a long-term installation in an outdoor location close to the Siuslaw River and exposed to the elements
- Artists must submit a design using the provided template (Site Plan Information PDF: https://www.callforentry.org/fair_plans/4567.pdf), submission must accurately represent the final design
- Designs must not include any breach of intellectual property, trademarks, brands, business names, corporate or organizational branding
- Designs must not include religious references, symbols or numbers, political or copyrighted material
- Selected artist/s must be willing to work with the PAC to adjust design, if necessary

Important Details

- Designs that incorporate the landscape surrounding and beyond the stairs are encouraged
- This area may or may not be lit at night, incorporating solar lighting or other alternative lighting is encouraged
- No element of the design can be tall enough to be viewed by motorists traveling on Highway 101 above the top of the hill where the steps are located
- Artists should be aware that the final design is subject to ODOT (Oregon Dept. of Transportation) approval, and start time may be affected

Things to Consider

- The steps will be cleaned before the artist begins work
- The City will coordinate with the selected artist to schedule appropriate cleaning and start dates
- Artists will need to cover over functional areas (masking)
- Artists must supply their own water and materials
- Drop cloths should be used at all times while painting
- City will coordinate the passage on the sidewalk/stairs for pedestrians and show alternative routes when closed for work
- Blocking traffic or lanes of the street is not permitted. Depending on scope of project, a few parking spots may be blocked for specific use for this project
- Project completion date/s depend on type and scope of work being done, materials used, and community involvement
- Storage shed, dry locked for storage of materials, may be provided if needed
- The City and PAC will be promoting the project. Artist is expected to help and document their process
- The Artist is expected to participate in an unveiling/opening celebration/ribbon cutting at the completion of the project
- Work plans that include an element of community participation are preferred
- The selected Artist is required to furnish the city with a comprehensive plan for the long-term maintenance of their artwork

Budget

The overall budget for this project is **\$30,000**. This includes concept, design, materials, installation and any necessary insurance.

Deadline

This call to artists will run from August 15, 2017 through January 15th, 2018 (Originally was November 30, 2017).

Evaluation Criteria

1. Demonstrates Excellence

- Exciting design concepts
- Creativity and innovation
- Good use of materials
- Visually compelling
- Innovative use of physical space

2. Meets Project Goals

- Compliments location and historic sites nearby
- Includes a community "hands-on" activity during installation
- Utilizes railings and surrounding landscape
- Has a realistic timeline and work plan

3. Artist Qualifications

- History of successful projects
- Experience meeting timelines and budgets
- Ability to work with the community and PAC

4. Application Process

- Follows instructions carefully
- Completes all application requirements

Appendix/Additional Resources

[City of Florence City Website](#)

[City of Florence Public Art Committee](#)

[City of Florence Safety Code](#)

[More info about the public art committee and public art in Florence](#)

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City of Florence
Oregon

Siuslaw Bridge Steps Art Installation

Site Plan Information



Birds Eye View of the Siuslaw
Bridge Steps.

Image Credit: Google Maps



Birds Eye View of
the Siuslaw Bridge
Steps.

Image Credit: Google Maps



Image Credit: Google Maps Stretview

Google Streetview of the from Bay Street Siuslaw Bridge Steps. Highway 101 Bridge visable over Bay Street.



View of Bridge Steps from Parking Lot, looking up to Highway 101.



View of Bridge Steps from parking lot looking up to Highway 101 from right of Bridge Steps from Parking lot.

View of Bridge Steps from down steps from Highway 101 to parking lot.





View of Bridge Steps from center landing, looking up to Highway 101.



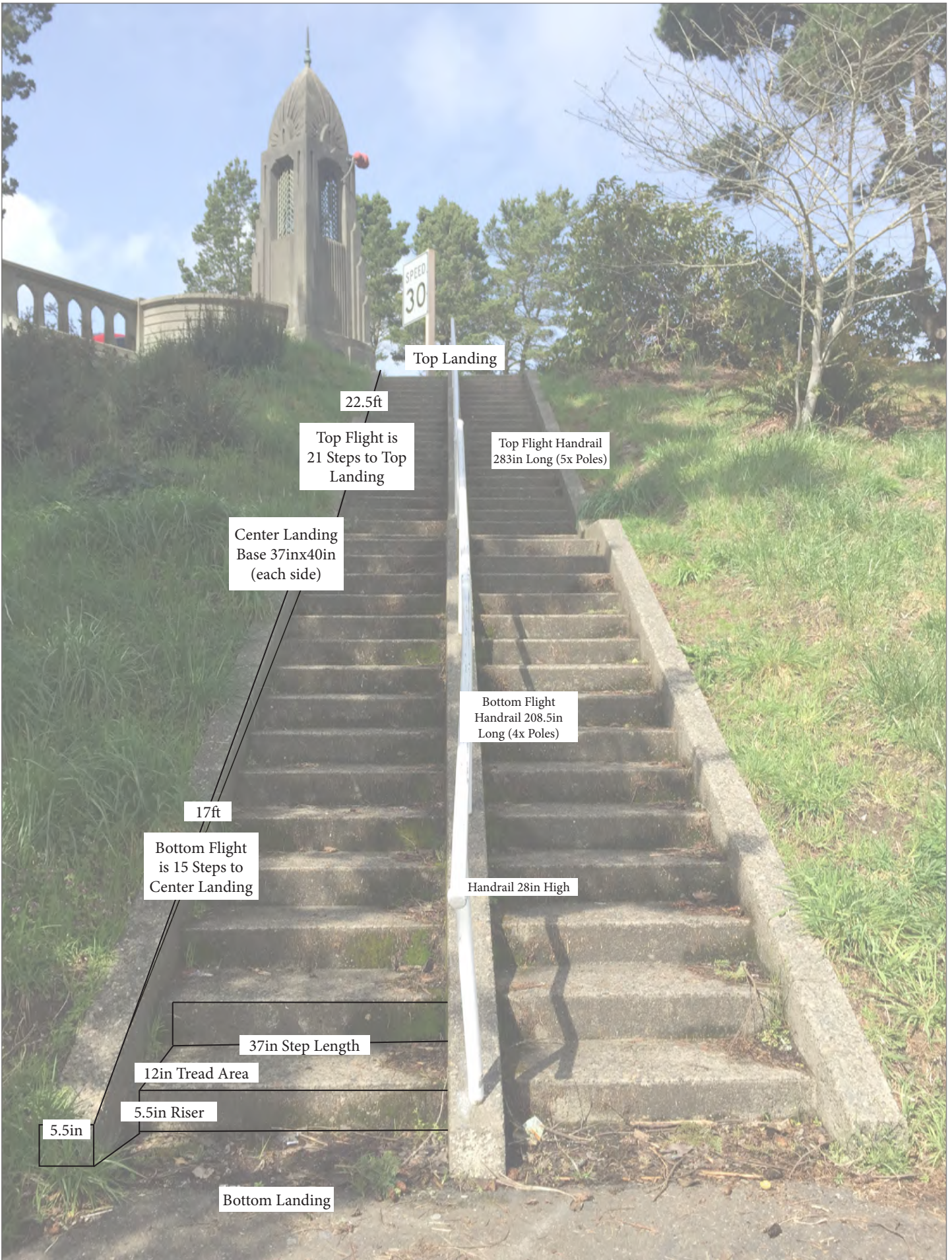
View of Bridge Steps from center landing, looking down to parking lot.



View of Bridge Steps from top landing, looking south to Bridge.



Night View of Steps from Bottom of Stairs.







Panoramic View of the Steps from Parking Lot.



City of Florence

250 Hwy 101, Florence, OR 97439

www.ci.florence.or.us

**City of Florence
Public Art Selection Committee
Confidentiality, Conflicts of Interest & Bias Acknowledgement**

In accepting the post on the selection committee, I acknowledge receiving the policies listed below and I agree to abide by said policies.

Confidentiality

In serving on the selection committee I acknowledge that I will not:

- Willfully share any information about the artists, artwork or other submission information with anyone besides the fellow selection committee members.

Conflicts of Interest

In serving on the selection committee, I acknowledge that I will abide by the ethics laws of the State of Oregon. As a member of the Selection Committee I will not:

- Participate in the selection committee if myself, a relative, member of my household, or business of which any are associated, has a direct or substantial financial interest in the decision.

Bias

In serving on the selection committee, I acknowledge that I will not participate in the selection committee if:

- I hold a bias toward any particular artist, artwork or submission that would preclude me from making an impartial decision.

Review of Selection Criteria

In serving on the selection committee, I acknowledge that I will review the artists, artwork or submission information, and will grade such submissions based on the selection criteria.

Name: _____

Signature: _____

Date: _____

Public Works
989 Spruce St.
(541) 997-4106

**City Manager/
City Recorder**
(541) 997-3437

**Community Development:
Planning & Building**
(541) 997-8237

**Finance/
Utility Billing**
(541) 997-3436

Justice Center
900 Greenwood St.
(541) 997-3515

Florence Events Center
715 Quince St.
(541) 997-1994



Public Art Article Idea Schedule for Publication in Siuslaw News & City of Florence Newsletter

Siuslaw News 'Community Voices' (Published 2nd Wednesday of Month)
City of Florence Newsletter (Published by 1st Friday of the Month)

Month	Overall Article Content	Who will Write?	Deadline to Kelli <i>(3 days before 1st Deadline)</i>	Siuslaw News Deadline <i>(1st Wed. of Month)</i>	City of Florence Deadline <i>(25th – ish of Month Prior)</i>
March	Art Exposed	Jane	March 2nd	March 7 th	March 26 th
April			March 30th	April 4 th	April 25 th
May			April 27th	May 2 nd	May 25 th
June			June 1st	June 6 th	June 26 th
July			June 28th	July 3 rd <i>(Moved up due to Holiday)</i>	July 25 th
August			July 27th	Aug. 1 st	Aug. 24 th
September			Aug. 31st	Sept. 5 th	Sept. 25 th
October	Art & Humanities Month		Sept. 28th	Oct. 3 rd	Oct. 25 th
November	Join the PAC Committee	Kelli	Nov. 2nd	Nov. 7 th	Nov. 26 th
December			Nov. 30th	Dec. 5 th	Dec. 21 st
January			Dec. 28th	Jan. 2 nd	Jan. 25 th

Article Content Ideas:

- Art Passport
- Siuslaw Bridge Steps
- Horse
- ReVision Florence Art
- Current Art – New City Hall Art
- Art Donations (what has been donated, why? How can you be a donor to the arts?)
- Hwy 101 & 126 Intersection Mural
- Public & Private Partnership Projects

All articles should list:

- Meetings are public to attend
- Check the City website for more current meeting schedule
- Members of the public are encouraged to sign up for the PAC distribution list
- Be posted on City Page
- Be listed in the City Newsletter
- Post on FB, & shared to various pages
- Have at least 1 image to go with it
- Contact person?