**OCEAN STREET GATEWAY – CALL TO ARTISTS PROPOSAL**

Thank you for your interest in beautifying our city’s Gateway.

The Santa Cruz Ocean Street Beautification Project will construct new iconic gateway features at the Ocean Street and Highway 17 entrance to Santa Cruz. Planned improvements include landscaping, public art, unique welcome signage, as well as potential lighting, and pedestrian improvements. This work builds up on traffic improvements, repaving, and striping now underway.

The City is seeking your artistic talents in collaboration with RHAA Landscape Architects to redesign the City’s main gateway. A survey conducted in Spring 2023, suggested that the themes/media with the strongest support are nature, ecology, sustainability, and recreation/fun; although, artists are free to submit proposals inspired by any subject matter suitable to the site and made of durable materials. Up to five (5) selected artists will join the design team to develop detailed conceptual site plans for future public feedback.

Artists will be evaluated with standard criteria, in the first stage of a two (2) step evaluation process, described in the Call to Artists. Artists who wish to participate shall submit their qualification and portfolio as requested no later than October 31, 2023 at 4pm Pacific Standard Time (PST). Submissions received after the deadline will not be considered. By submitting a proposal package, the artist consents to the use of all submission material for public information, promotion, and decision making purposes.

Questions may be directed to David McCormic via by email economicdevelopment@santacruzca.gov and the project webpage will be regularly updated with an FAQ's or clarifying questions received.

The full Call to Artists can be found on the project webpage at the following link:

<https://www.cityofsantacruz.com/government/city-departments/economic-development/ocean-street-gateway>

This template is intended to help you prepare your application as the online form does not allow you to save progress to complete at a later date. This template should also be used, if you intend to submit a hardcopy proposal per the Call to Artists. All hardcopy submissions should include digital copies of proposal documents on a flash drive.

**APPLICANT INFORMATION**

**NAME(S):**

**FULL ADDRESS:**

**PHONE:**

**EMAIL:**

**WEBSITE (if available):**

**SOCIAL MEDIA (if available):**

**PRIMARY PLACE OF STUDIO/RESIDENCE (select one):**

**☐** Santa Cruz City **☐** Santa Cruz County **☐** Outside of Region

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**Artistic Disciplines:**

*Briefly describe any artistic disciplines or media that you are skilled at and, which you feel are a good fit for your proposal and this project.*

**Years of Public Art Experience:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Experience with public art is an important measure of ability to deliver a project of this scale. The city is committed to increasing opportunities to develop that experience however and artists of all skill levels are encouraged to apply.*

**Years Working with Proposed Discipline or Medium:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Please describe the number of years you have worked with the materials proposed for your work.*

**Years working with the Proposed Subject Matter/Theme:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Identify the number of years that you have engaged with the artist narrative and themes you propose for this work.*

**Commissions Completed:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*If you have been awarded commissions for public art in the past, identify the number of commissions you have completed.*

**Partnership Preference:**

*The City is committed to supporting the development of local artists. If you are an accomplished artist or emerging creative, please identify if you would be interested in working with another artist and in what capacity. Select all that apply:*

**☐** I'd love to mentor an emerging artist

**☐** I'd prefer to work alone on this

**☐** I'm an emerging artist and am interested in working with a mentor

**☐** We have already teamed up on this application

**PROPOSAL DETAILS**

**Brief Description**

*Please describe your proposal in one sentence. This will serve as your project title.*

**File Uploads - Project Narrative**

*In a single document upload the following: (1500 word limit)*

*• A written proposal: not to exceed two pages, which addresses the artist’s specific approach and design concept for this project, with proposed t(s).*

*• Fabrication and installation: explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs, special equipment or other which would require approval.*

**File Uploads - Current Resume/CV**

*No more than two typed pages detailing professional artistic accomplishments and at least two references who can speak to your qualifications & work. Teams must submit a short resume for each member.*

**File Uploads - Portfolio with up to ten images**

*Relevant work, each annotated with the artist’s name, title (if applicable), location of work, medium, date of work, and dimensions. Indicate budget where applicable.*

**File Uploads - Visual support for proposed concept**

*May include conceptual drawings, inspirational imagery, or a focused portfolio which reflects the artists initial design concept or approach prior to selection and collaboration with RHAA.*

**Personal Statement on Equity, Inclusivity, and Environmental Justice (EIEJ)**

*Please briefly describe your perspective on what EIEJ in art means to you. (750 word limit)*

*Consider any hardships you have encountered as an artist, such as discrimination (socio-economic, race, gender, etc.), efforts you've made to overcome, or help empower others, as well as any meaning expressed in your professional artwork.*

**Proposed Hourly Rate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*State your hourly rate (US $)*

**Labor Hours:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Estimate your labor hours needed to prepare concept renderings, including up to 20 hours working with RHAA.*

**Materials and supplies:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Estimate an allowance for materials and supplies.*

**Overhead and indirect costs:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Estimate an allowance for overhead or indirect costs.*

**Miscellaneous costs:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Estimate and describe any other project costs.*

**Total Concept Proposal Budget:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Enter the amount you are requesting to prepare concept art renderings and proposals for the project ($5,000 maximum)*