

**CARSON CITY CULTURAL COMMISSION  
STAFF REPORT**

**MEETING DATE:** December 18, 2012

**AGENDA ITEM NUMBER:** 3D

**APPLICANT:** Vern L. Krahn, Park Planner

**REQUEST:** **For Possible Action:** To approve the design competition guidelines for a “Call for Artists” to design new cultural banners for the streetlight poles along Fairview Drive.


**GENERAL DISCUSSION:** At the September 18, 2012, Cultural Commission meeting, City staff discussed the removal of the colorful cultural banners from the streetlight poles along Fairview Drive and the problems associated with their readability and graphic content (Exhibit A). Since then, the Parks and Recreation Department staff has learned these banners originally cost the City / Regional Transportation Commission \$4,000 to produce and the Public Works Department installed these banners at no cost.

Also, during the meeting discussion, it was suggested to have an artist competition to graphically redesign these banners to more simply communicate and promote Carson City’s cultural identity. As a result, City staff has developed DRAFT guidelines for a “Call for Artists” to design the new cultural banners for Fairview Drive (Refer to Exhibit B). If approved by the Commission, these guidelines would be used by the artists to design the new banners and for the Commission to use in judging the design competition. In addition, staff would like to say “Thanks” to Robin Hodgkin, Nevada Arts Council, and Christine Fey, AICP – City of Reno, Resource Development and Cultural Affairs Manager, for their assistance in providing resource materials that helped the Parks and Recreation Department staff to develop these DRAFT guidelines (Exhibit C).


These DRAFT guidelines reflect City staff’s belief that the text and graphics for the new banners need to be simpler while still conveying Carson City’s cultural message. Unfortunately, the banners’ size will have to remain at 18” x 36.” This is because the streetlight pole footings are not designed to accommodate a wind load for any larger banners.

Finally, due to the City’s current budget constraints, there is no money to provide the winning artist(s) or artist team in each category of the design competition with an honorarium. However, Andy Burnham, Public Works Director, has committed another \$4,000 in Regional Transportation Commission funds for the production of the new banners.

**RECOMMENDED ACTION:** I move to approve the design competition guidelines for a “Call for Artists” to design new cultural banners for the streetlight poles along Fairview Drive.




# CARSON CITY




TAKE THE  
KIT CARSON  
TRAIL.

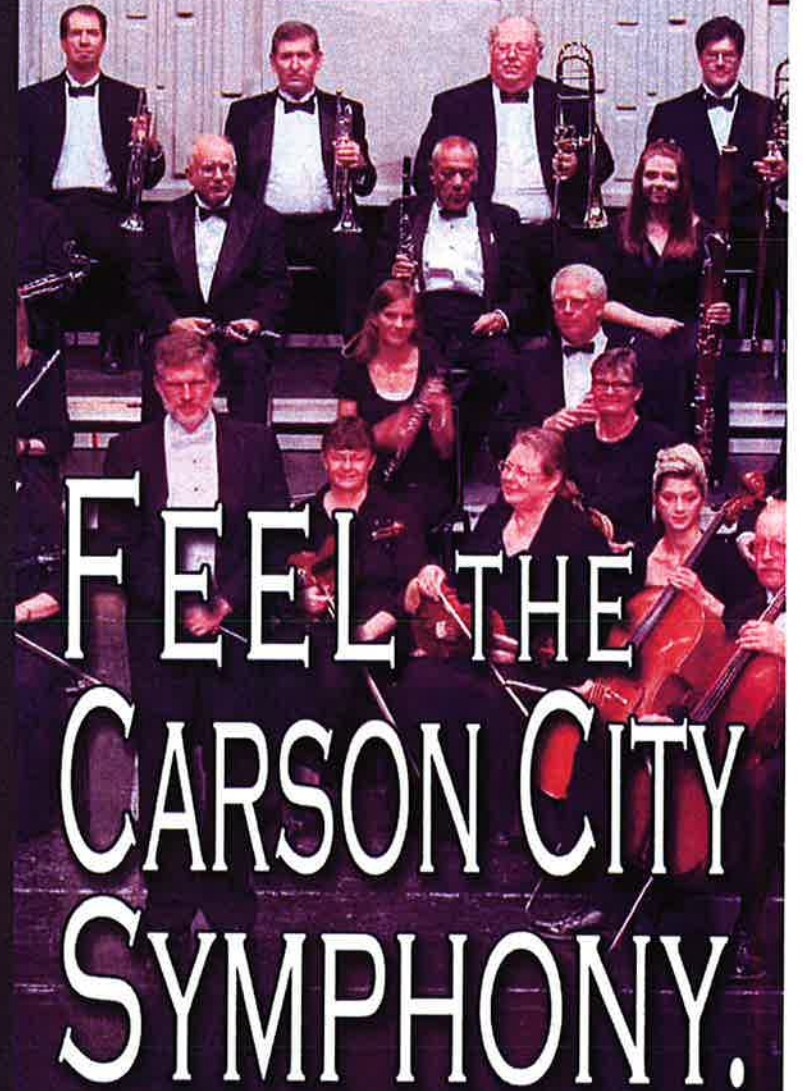




# CARSON CITY




CARSON CITY  
*Symphony*

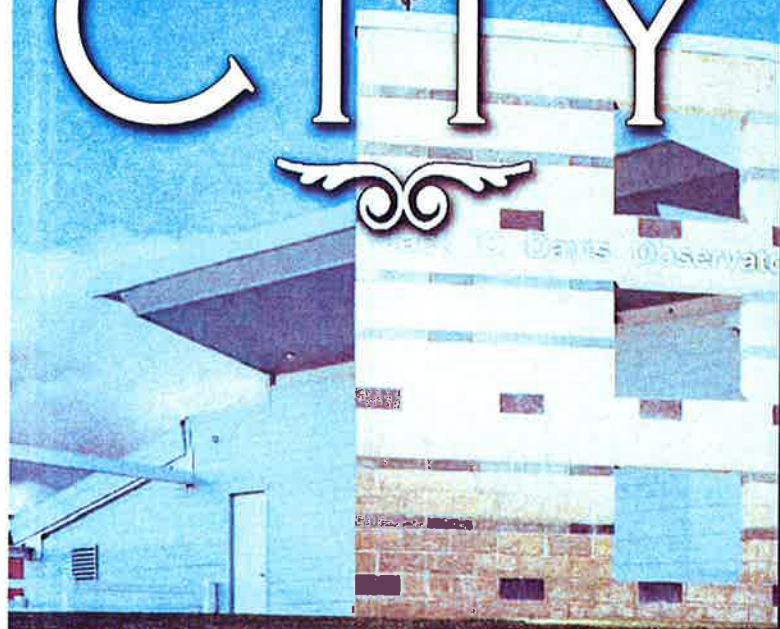



FEEL THE  
CARSON CITY  
SYMPHONY.

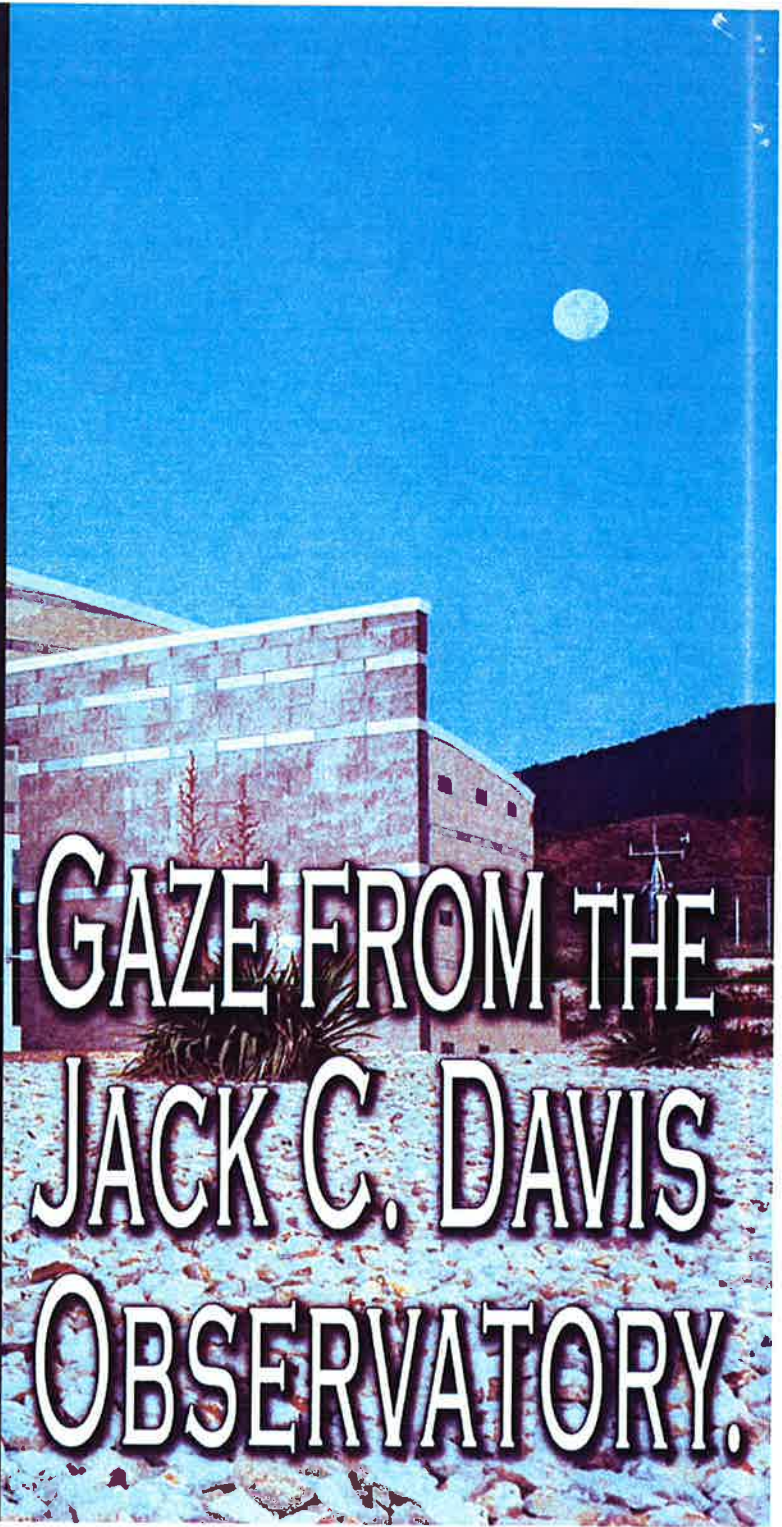




# CARSON CITY



 Western  
Nevada  
College



# GAZE FROM THE JACK C. DAVIS OBSERVATORY.



## “Call for Artists” Fairview Drive Cultural Banner Design Competition Guidelines

DRAFT Document – December 13, 2012

### Call Summary:

The City of Carson City, Nevada, is seeking a “Call for Artists” for the Fairview Drive Cultural Banner Design Competition. The design competition will be open for a period of six weeks. Artists who live in the Northern Nevada or Lake Tahoe area are eligible to submit their artwork graphics for this competition. All entries are due no later than 4:30 PM on Friday, \_\_\_\_\_, 2013. There is no honorarium for the two winning categories of artist(s) or artist team. However, the winning artist(s) or artist team will be offered the opportunity to assist the City in developing up to approximately 15 additional new banners with each of their winning artwork graphics. The City has committed \$4,000 for the purchase of the new banners.

### Project Description:

Carson City, Nevada, is holding a design competition to develop artwork graphics for new cultural banners that will be installed on existing streetlight poles along Fairview Drive. The artist(s) or artist team for this design competition can submit their banner artwork graphics entry as either an individual or as a team.

### Art Goals or Criteria:

1. Develop one style of colorful and simple artwork graphics that can be applied to the following three banner themes to communicate Carson City’s art and cultural heritage:
  - a. Experience the Kit Carson Trail
  - b. Feel the Carson City Symphony
  - c. Gaze the heavens from the Jack C. Davis Observatory
2. All artwork graphics need to fit on a rectangular banner that is 18” x 36” in size.
3. Create artwork graphics that are distinct and readable from a vehicle traveling on the street at 35 miles per hour.

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**Art Location Description:**

The new cultural banners will be located on the existing tall streetlight poles along Fairview Drive in Carson City. These streetlight poles have banner arms located approximately 20' above the street surface.

**Site or Art Location Plans:**

The Carson City Freeway currently ends at the Fairview Drive Interchange. The freeway traffic transitions from the freeway's interchange off-ramp onto a City arterial street that is a major travel corridor into downtown Carson City. The street has public sidewalks on both sides and, about four years ago, the City landscaped the street right-of-way to visually enhance the streetscape.

(To be inserted - site photographs and maps of the project area).

**Budget:**

The City has set aside \$4,000 to purchase the new banners. However, there is no funding available to provide an honorarium to the winning artist(s) or artist team in either art category.

**Artist Eligibility:**

- 1) All artist(s) and artist team members must live in the Northern Nevada or Lake Tahoe area. Any artist(s) or artist team submitting an entry that lives out of this geographic region will be disqualified and their entry returned to them.
- 2) The design competition has the following two artist categories:
  - a. High school or college students
  - b. Professional or emerging artists
- 3) Any artist who lives in the Northern Nevada or Lake Tahoe area and is new to the field of public art is encouraged to apply.

**Application Requirements:**

The artist(s) or artist team will be required to submit the following written materials, photographs, and display boards as part of their design competition entry:

- 1) Resume or short biography for each artist(s) or artist team member. Each individual will be limited to one page, including name and contact information.
- 2) Statement of interest in the design competition. Limited to 250 words.

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- 3) Description of the banner artwork graphics and the reasons why the artist(s) or artist team chose that particular artwork graphic style and the associated banner colors to communicate Carson City's arts and cultural heritage. Limited to 500 words.
- 4) One style of colorful and simple artwork graphics that can then be applied to three different banner themes to communicate Carson City's art and cultural heritage. These three banners themes will be mounted on 18" x 36" foam core boards for public display and judging purposes.
- 5) All above written documents and digital photographs of the 18" x 36" foam core boards shall be on a CD. The written documents shall be saved in MS Word 2007 and the digital photographs of all three foam core boards shall be saved in a jpeg format.

Please note: All written materials and digital photographs submitted on a CD for the design competition will become the property of Carson City. The artist(s) or artist team can pick up their 18" x 36" foam core boards up to three weeks after the end of the design competition at the following address:

Carson City Parks and Recreation Department  
3303 Butti Way  
Building #9  
Carson City, Nevada 89701

**Deadline:**

The deadline for submitting all artwork graphics for the competition will be no later than 4:30 PM on Friday, \_\_\_\_\_, 2013. **No** competition entry received after this deadline will be considered. The entry will be considered late and returned to the artist.

**Submission Address:**

Carson City Parks and Recreation Department  
3303 Butti Way  
Building #9  
Carson City, Nevada 89701

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**Selection Process:**

All competition entries will be judged by members of the Carson City Cultural Commission at a special public meeting on Tuesday, \_\_\_\_\_, 2013, at 5:30 P.M. at the Carson City Community Center's Sierra Room. Each artist(s) or artist team will have 10 minutes to introduce themselves to the Commissioners and present their artwork graphics and explain their design concepts for the banners. The winner of each artist category in the banner competition will have the opportunity to continue working with City staff to create additional artwork graphics for approximately 15 banners.

**Selection Criteria:**

Each judge in the competition will use the following selection criteria and scoring matrix to evaluate the entry:

1) Professionalism and completeness of all application materials	5 points
2) One style of colorful and simple artwork graphics	15 points
3) Three different banner themes communicating Carson City's art and cultural heritage using the artwork graphics developed for item #2:	
a. Experience the Kit Carson Trail	15 points
b. Feel the Carson City Symphony	15 points
c. Gaze the heavens from the Jack C. Davis Observatory	15 points
4) Artwork graphics must fit on an 18" x 36" format	10 points
5) Artwork graphics are visually distinct and readable from a vehicle traveling at 35 miles per hour.	15 points
6) Professionalism of presentation to Cultural Commission	<u>10 points</u>
Total Points	100 points

**\*\*\* The judges' scores will be totaled and averaged to determine a total number of points. The entries must receive at least an average score of 80 total points to be eligible for consideration as a winner in either of the art categories. The artist(s) or artist team with the highest average total points in their category will be the winner. \*\*\***

**Project Timeline:**

1) Public notice of design competition	TBA
2) Deadline for competition entry	TBA
3) Competition entry presentation to Cultural Commission	TBA

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**Sources for Additional Information or Questions:**

All requests for additional information or questions pertaining to the banner design competition will be submitted in writing to the following individual:

Mailing Address

Vern L. Krahn, Park Planner  
Carson City Parks and Recreation Department  
3303 Butti Way  
Building #9  
Carson City, Nevada 89701

Email Address

[VKrahn@carson.org](mailto:VKrahn@carson.org)

Requests for additional information and/or answers to any questions received about the banner design competition will be posted on the Carson City Cultural Commission website. This website can be found on the Carson City, Nevada – Home Page at --- About Carson City / Boards, Committees, and Commissions.

- End-

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# Public Art Network

A Program of **Americans for the Arts**

## Call for Artists Resource Guide 2009

Original Authors:

Renee Piechocki, Marc Pally, & Greg Esser

Update Revisions:

Ricardo Barreto, Glenn Harper, & Pallas Lombardi

A Publication of the Public Art Network of





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## The Public Art Network A Program of Americans for the Arts

The **Americans for the Arts Public Art Network (PAN)** is the only professional network in the United States dedicated to the field of public art. As a program of Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America, PAN strengthens efforts to advocate for policies and best practices that serve communities creating public art.

The Public Art Network serves a membership of more than 1,000 public art programs and artists nationwide. PAN brings together artists, community members, and art and design professionals through online resources, professional development and education opportunities, knowledge-sharing practices,

and strategic partnerships.

**Public Art Network Goals:**

- To provide information and resources that identify best practices in order to further the field of public art and guide its management and implementation.
- To advocate for policies in support of public art as part of our civic design infrastructure to improve our communities.
- To develop strategies and advocacy tools to serve artists, administrators, and allied professionals for the purpose of promoting the broad spectrum of public art and design.

For more information about PAN or Americans for the Arts, email [pan@artsusa.org](mailto:pan@artsusa.org) or visit [www.Americansforthearts.org/PAN](http://www.Americansforthearts.org/PAN).

## Introduction

Whether your public art program has been writing calls for artists for years or your organization is just getting started with commissioning public art, the *Call for Artists Resource Guide* contains information that will help you announce opportunities that clearly describe your projects and give artists the information they need to submit applications.

The *Call for Artists Resource Guide* was originally developed by the Public Art Network (PAN), a program of Americans for the Arts in 2003 and is updated herein. PAN provides services to the diverse field of public art and develops strategies and tools based on best practices to improve communities through public art. Its key constituents are public art professionals, visual artists, design professionals, as well as communities and organizations planning public art projects and programs.

Copies of this resource guide may be downloaded free of charge on the Public Art Network section of the Americans for the Arts website, [www.Americansforthearts.org/PAN](http://www.Americansforthearts.org/PAN).



## What is a Call for Artists?

Public art programs and organizations commissioning public art projects enlist artists to be considered for their projects in a variety of ways. These include calls for artists, juried slide registries, and direct invitations. Online calls for artists have grown in use over the past few years and represent a significant cost savings for both artists and organizations using the online submittal and review of artists' credentials.

A Call for Artists is an opportunity notice that gives artists the information they need to know in order to apply to be considered for the project. Issuing a Call for Artists is a standard practice of the public art field.

There are currently over 350 public art programs in the United States. They can be rural or urban; government agencies based in municipalities, counties or states; or private nonprofit or for-profit organizations run independently or as part of a local arts agency.

### Types of Calls

There are two traditional types of Calls for Artists: **Requests for Qualifications (RFQ)** and **Requests for Proposals (RFP)**. Current best practices supported by PAN endorse payment to the artist for any creative work related to the development of a concept, so that an RFP specifically and routinely incorporates a fee for the artist in addition to the reimbursement of travel expenses. There has been discussion within the field of public art about the appropriateness of RFPs versus RFQs, including the possibility that a Call for Artists may include a request for brief comment (rather than a full proposal) on the artist's approach to the project. PAN's issue paper, *Methods of Artist Selection* (2004) discusses this topic. This document is available at [www.AmericansfortheArts.org/PAN](http://www.AmericansfortheArts.org/PAN).

All versions of Calls for Artists can take place online and can use one method or a combination thereof. Variations include open or limited competitions, invitationals, or direct purchases. An open competition is broadly promoted to encourage numerous applicants; a limited competition is directed to a specific group of artists, sometimes narrowed by discipline, often by geographic location (only the state of...) On occasion the size of the project budget for art dictates limiting the reach of a call and the selection process to direct purchase.

It is less costly for artists to digitally document their art and respond to online calls for artists. The cost of the review process is borne by the agency sponsoring the call for artists.

An RFQ invites artists to send their qualifications to be reviewed by the selection panel but does not require a specific proposal to be submitted. RFQs are used to choose artists based on their past and current art and achievements.