

**DATE:** October 9, 2024

**TO:** Visual Arts Committee

**FROM:** Kirstin Hinds, Economic Development Strategist

**SUBJECT:** **Discuss Modifications to the Call for Artist Template for Future Public Art Projects**

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**RECOMMENDATION**

Receive input from the Visual Arts Committee on aspects of the Call for Artist template to consider for future public art projects.

**BACKGROUND**

The City of Mountain View's Two Percent for Art Program (Council Policy K-05) requires that 2% of all major City capital improvement program (CIP) projects over \$1 million be spent on public art related to the project. The Visual Arts Committee (VAC) authorizes Calls for Artists for the projects that are subject to the Council Policy K-05 to commission artists or artist teams to create and design public artwork.

The Calls for Artists commonly include general information about the City, Council Policy K-05, and the CIP project scope and budget. The Call also outlines any specific application requirements.

When the VAC discusses authorizing a Call for Artists, discussion topics generally include the following:

1. **Artist Eligibility:** Calls typically stipulate:
  - Does the VAC want to give preference to artists who have not previously commissioned art in the City, or who have not commissioned art within the last few years? Can there be exceptions when a proposal is different from a previously commissioned artwork?

2. **Application Requirements:** Calls for Artists have historically required artists to submit resumés, work samples, a proposal design (final or draft), and budget.
  - **Artist background:** Does the VAC prefer to review an artist resumé? Is a website okay in lieu of a resumé, if available?
  - **Proposal design:** Should artists submit a sketch or graphic of their proposal, or is the VAC comfortable jurying based on a written description? Should the submissions be uniform?
  - **Budget:** Should the budget be submitted as a uniform template? Should artists be required to define cost per artwork when there are multiple locations involved?
  
4. **Jurying/Selection Criteria:** The criteria used to score proposals and select art have historically included the following: originality of artistic style (past work); type of artwork proposed (artist shall describe proposed artwork); ability of the artwork to withstand outdoor conditions, where applicable; maintenance requirements; artist's experience with public art commissions and working within the public process; and artist's experience with art projects of a similar size and scope.
  - Does the VAC want to weight various elements of the selection criteria? For example, scores would be given based on the following:
    - i. *Past experience:* (0 to 7, with a higher score for more experienced artists, a mid-score for a few years' experience, and a low score for no experience);
    - ii. *Work samples:* (0 to 7, based on subjective review); and
    - iii. *Budget:* (0 to 7, with a higher score being below budget, a mid-score at or near budget, and a low score above budget).

KH/4/CDD

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Attachment: 1. Draft Call for Artists Template