



DATE: August 27, 2020

AGENDA ITEM # 2

**TO:** Public Arts Commission

**FROM:** Jon Maginot, Staff Liaison

**SUBJECT:** Proposed public art installation

**RECOMMENDATION:** Discuss a potential public art installation proposed by Los Altos Rotary Club

---

## **BACKGROUND**

In July 2020, the City was approached by a representative of the Los Altos Rotary Club about a potential public art installation.

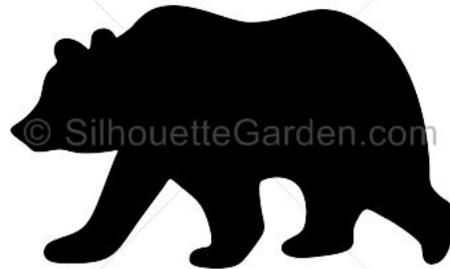
## **DISCUSSION**

It is recommended that the Public Arts Commission receive a presentation from the Rotary Club and provide feedback or direction as appropriate.

Attachment:

1. Proposal from Rotary Club

# **RENDEZVOUS OF BEARS IN LOS ALTOS**



## **A Public Art Event & Fundraiser Produced by the Rotary Club of Los Altos**

**Estimated time: May – October 2021**

California Bears will grace the town of Los Altos - downtown, in other commercial districts, at schools, businesses, and other public and private locations. Bears will be purchased by sponsors and decorated by artists or “artsy” people. Following their summer on public display, the bears will be auctioned off at a special live auction Gala.

The goals of the event are to raise funds for local charities, bring attention to the City of Los Altos and its retail merchants and services, and to build community camaraderie.

### **DESCRIPTION**

Fiberglass bears will be purchased by individuals or organizations, called sponsors, to be decorated by artists or artistic groups of their choice. To aid sponsors, the Bear Committee will create a list of willing artists created by inviting local artists and artists from Rotary’s Fine Art in the Park.

The blank fiberglass bears will be purchased from Cowpainters of Chicago and Fiberglass Animals of Nebraska. Bears will be shipped, sanded and primed, ready to paint and decorate. Finally, bears will be varnished and weatherproofed. Bears will be provided with mounts so that bears can be attached on concrete bases or pavement for security. Plaques attached to the bears will identify the sponsor and the artist.

### **THE BEARS**

Four sizes of bears will be available with different costs.



Table Top Bear (seated), 20”h x 21”l x 19”d, \$350    Mid size Dancing Bear, 36”h on a 2”h x 12” base, \$575.



Large Walking Bear, 5’high x 8’ long, \$5,000    Large Standing Bear, 5’2” high, \$3,000

## SPONSORS AND THE AUCTION

Bears will be offered for sale to any buyer prior to the ordering by the project. Buyers are considered sponsors to acknowledge their role in making the project viable. Bears will be put on public display. Following the display, a sponsor has the option of taking possession of their bear or they may donate their bear to the auction.

It is anticipated that sponsors will include local residents, retailers, restaurants, corporations, businesses (law, etc.), hotels, financial institutions (banks, investment companies, etc.), foundations, hospitals, schools, developers, builders, construction companies, service vendors (garbage, PG&E, etc.) realtors, churches, city and community (Los Altos City, Chamber, LAVA, etc.)

The auction is to be a gala affair, the proceeds of which will go to charities chosen by the purchaser and by Rotary. The auction is intended to be a significant community event.

## BENEFITS TO COMMUNITY

- Promote local businesses by attracting visitors
- Raise funds for local charities and call attention to local charities
- Support for artists and the arts by raising art consciousness

- Add another community building activity to the several that build pride in the community
- Publicity through online and live auctions

## SIMILAR TO EVENTS IN OTHER CITIES

### Cairo, NY

Cairo, New York, (Catskills), a town of 6,000, stages Cairo Bears for a community art project. Every year, for the last three years, 50 new bears are decorated and put on public exhibit throughout the summer. Cairo uses the 36” high Dancing Bear and the 20” high Sitting Bear as a companion. The bears are auctioned Labor Day weekend at a \$30 a head live auction which includes wine and appetizers. Off- site bidding is permitted. Some bears are raffled.

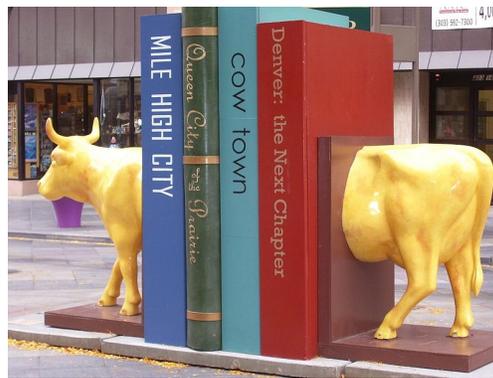


### Anchorage, AK

Anchorage, Alaska, produced a Bear Parade for charity in 2016, 2017 and 2019.



## Chicago: Cows on Parade



There were 300 cows in Chicago's public art exhibit. Of those 300 cows, approximately 50% were auctioned for charities with the highest bidder designating the charity. The auctions (both live and online) raised \$3.5 million for charity.

The highest selling price for one cow was \$110,000. This cow was bid on by two competing pediatricians to raise money for a Children's Hospital.

## Other Cities

- Austin, TX – guitars
- Berlin – bears
- Bristol, UK - gorillas
- Gaithersburg, MD – locomotives
- Grand Rapids, MI – rabbit
- Jacksonville, FL – manatees & jaguars
- Pittsburgh – dinosaurs
- Rotterdam - elephants
- Santa Fe - ponies
- San Francisco – hearts
- Santa Rosa – peanuts
- Toronto - moose

## HOW THE BEARS COME TO TOWN



# I Love You California

