



DATE: January 27, 2022

AGENDA ITEM # 9

TO: Public Arts Commission
FROM: Jon Maginot, Staff Liaison
SUBJECT: Art Sponsorship Program

RECOMMENDATION:

Discuss creation of a subcommittee to develop a yearly art sponsorship program

BACKGROUND

On October 12, 2021, the City Council approved revisions to the City of Los Altos Guidelines for Public Art. These revisions included the addition of a Section related to community collaborations, and in particular, a program by which the Public Arts Commission will sponsor local artists.

DISCUSSION

It is recommended that the Public Arts Commission form a subcommittee to begin developing an annual sponsorship program based on the adopted guidelines.

Attachment: City of Los Altos Guidelines for Public Art Section 6

Section 6:

Community Collaborations: Strengthening Participation in the Arts through Local Partnerships

Overview

Public art has the power, over time, to transform the image of Los Altos. The Los Altos Public Arts Commission (LAPAC) envisions our city to be one with artwork that celebrates the diversity and history of our community. Partnering with complementary arts organizations supports this vision and is an effective way of further developing our community's interest and participation in public art and placemaking. Arts collaborations also support LAPAC's goal of using the arts to create awareness and enhance the quality of our lives.

As a Commission, our work with other groups should be true collaborations, including but not limited to researching and deciding together on an idea, site selection, artist(s) / artwork selection, joint funding, and media outreach.

LAPAC's goal for all sponsored or co-sponsored public art programs is to:

- Shape the quality of life and spirit in our community;
- Build a stronger sense of place and identity;
- Enhance pride and community collaboration;
- Enrich the community experience; and
- Increase economic vitality by creating interesting and "visit worthy" public spaces.

Program Operating Guidelines

- Art that LAPAC co-sponsors as part of this program must adhere to the policies outlined in the *Guidelines for Public Art in Los Altos*, rev. August, 2018. Artists must be Los Altos residents; arts educational organizations must be based in Los Altos.
- Equal contribution of funds from each partner organization is required. This includes art search fees, artist stipends, art insurance, installation, maintenance, signage, media expenses, and other costs associated with the successful exhibition of artwork.
- Once per year, the LAPAC will provide a \$1,000.00 "stipend" to partially sponsor an underfunded artist or arts education organization that is interested in partnering (see the **Sponsored Artist Program** below).
- To keep our arts program fresh and not reliant on a single group, partnerships with the same organization will be limited to once every 36 months.
- As part of the annual budget process, Calls for Art, "fixed expense" public arts priorities (art maintenance, signage, installation, and insurance costs), community-focused art programs, Community Center art, and other Commission priorities are decided upon and budgeted, prior to committing to partner or sponsorships.
- Co-sponsored program dates (with milestones) will be agreed upon prior to launching a partnership with a local arts organization.
- During initial planning, LAPAC and the potential partner/sponsor will agree on a promotional/media plan, identify required promotional materials, and all associated costs.

- Payment by the City or reimbursements by the co-sponsor will be paid by the agreed upon method (by milestone, activity, or on completion).
- Partnership / sponsorship communications will reflect the joint nature of the venture. Signage for any joint artwork, project, program or activity will comply with the “look and feel” of the Los Altos Public Arts Commission’s existing signage style and typeface. The “Los Altos Public Arts Commission” will always be listed first on signage and publicity, including: press releases, web pages entries and social media posts. Partner logo, color, specialized type, or tagline are not permissible on either signage or publicity activities; partner names will be shown in the standard typeface consistent with all LAPAC promotional materials. All partnership activities will be positioned as: “sponsored by the Los Altos Public Arts Commission and XXX Partner.”

Los Altos Public Arts Commission Sponsored Artist Program

The LAPAC Sponsored Artist Program offers **one** \$1,000.00 “stipend” each year to help a potential artist or arts education organization fund participation in a LAPAC co-sponsored event. This pilot program is intended to make it more affordable for artists or Los Altos-based arts education organizations with limited or no funding to partner with LAPAC. The decision to pay this stipend to any artist or group is at the discretion of the LAPAC. Artists or arts education organizations must adhere to all Partnership Program guidelines and the *Guidelines for Public Art in Los Altos, rev. August, 2018*.

- Sponsored Artists Partnerships signage and publicity will be branded consistent with the following example (Kim Jones, artist, sponsored by the Los Altos Public Arts Commission).

Identifying Potential Partners

- During the Commission’s workplan development discussions, an activity may be identified that will benefit from the participation of another Los Altos or County arts group. Following our Program Operating Guidelines, a designated subcommittee will identify a group that may be interested in supporting the proposed program.
- LAPAC will draft a proposal outlining project scope, proposed dates, expected cost (marketing, art installation, signage, etc.) commission and staff requirements, benefits to the community and LAPAC, calendar conflicts with other City events, and potential co-sponsors.
- The subcommittee will finalize the proposal and City Staff will post on the City’s website so that we are able to promote and attract a diverse source of participants.
- Projects must comply with the City’s requirements where an RFP (Request for Proposal) may be necessary.
- Organizations submitting proposals will be vetted by the subcommittee and then presented during a scheduled LAPAC meeting.
- If a proposal is complementary with the LAPAC’s plan, the LAPAC will determine through our standard Commission approval process.