

TO: Newport Beach City Arts Commission

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TITLE: Proposal for Sculpture Exhibition in Civic Center Park – Phase III

ABSTRACT:

The City Arts Commission proposes to stage the planned third phase of the Sculpture Exhibition rotation in Civic Center Park financed in-part by private donations.

RECOMMENDATION:

Consider a proposal to stage the Phase III continuum of the Sculpture Exhibition in Civic Center Park.

FUNDING REQUIREMENTS:

The City Arts Commission proposes that funding for the project, estimated at \$108,750.00, will be expensed from 3 sources: a loan from the funds transferred to the City from the dissolution of the Balboa Performing Arts Theatre Foundation; funding from the Newport Beach Arts Foundation; and funds transferred from *Visit Newport Beach* for the purpose of supporting arts programming and cultural tourism in the City.

DISCUSSION:

In August 2013, the Newport Beach City Council authorized the City Arts Commission to implement a rotational sculpture exhibit in Civic Center Park. City Council approved the installation of 10 sculptures in year one (Phase I) of the project and an additional 10 in year two (Phase II). The exhibition features public art in locations previously identified by Peter Walker Partners, the landscape architecture firm that designed the 14-acre Civic Center Park. The pieces installed in Phase I are on display for two years and will be removed and returned to the artists in 2016. Those installed in Phase II will be removed in 2017 and be replaced by 10 new works. For the first 2 phases, City Council approved a budget of \$125,000 for each phase of the exhibition.

A rotational exhibit of this nature is a first for Orange County, and has proved to be a popular amenity that has garnered significant favorable media coverage (including a cover story in COAST magazine) and has become an integral element to the enjoyment of the park by residents and guests throughout the year. The exhibition promotes cultural tourism which is a key component in encouraging economic growth within the City. Guests to the park are encouraged to download the free Sculpture Exhibition in Civic Center park app to take a roughly 30-minute guided tour through the 14-acre park. Since the exhibition's grand opening in 2014, the app has been downloaded over 600 times.

In April 2015, in a Study Session discussion devoted to the Arts Master Plan, Council encouraged the City Arts Commission to transition to a model in which City arts programs are supported in-part by private funding. In a June 2015 City Council meeting, in which Phase II of the Sculpture Exhibition was approved, Council members again requested that in the future, private funds be utilized to finance Arts Commission programming. In Section V of her proposed 2016 Action Plan, Public/Private partnerships, Mayor Dixon notes that Council

members have asked that future art installations be funded in-part by private donations. At this time no formal City Council policy has been established regarding the extent to which the sculpture garden or the arts in general should be funded with private funds.

Although there is currently no formal policy or development staff support, in anticipation of future Council direction, the City Arts Commission feels it is important to obtain additional public support and sponsorship of the Sculpture Garden and its other programming. Given that an approved Arts Manager has yet to be hired, and that the City Arts Commission was just recently given the opportunity to facilitate obtaining private sponsorship of the arts with the waiver of Council Policy A5, there has not been adequate time to do this for Phase III of the Sculpture Garden. The City Arts Commission feels it is important to move forward with the annual rotation of ten sculptures as it is the City’s signature Art event along with the City Arts Commission’s Summer Concert Series. Since the City Arts Commission has not yet been able to facilitate a Public Private Partnership program for the arts it is proposed to use a portion of the Balboa Performing Arts Theater gift as a loan to be paid back from the Public Private Partnership program. The City Arts Commission would be expected to pay back the borrowed funds, \$45,000.00, by March of 2017. The City Arts Commission would also be required to raise an additional \$45,000.00 by March 2017 in order to fund Phase IV of the project.

Staff estimates the cost of the Phase III project at \$108,750.00. This estimate is based on the cost breakdown of the 2 previous phases.

Agency/Entity Source	Amount for Exhibition	Total Annual Revenue from this Source	Agency/Entity's Source of Revenue
Newport Beach Arts Foundation	\$10,000.00	Variable; City Arts Commission presents Foundation an annual wish list of potential funding opportunities.	Private donations; revenue generated from annual Newport Beach Art Exhibition and Art in the Park
Balboa Theater Foundation Funds Loan	\$45,000	\$175,000 total	Private Donations given to the Balboa Performing Arts Theater Fund and transferred to the City for Arts Commission programming
Visit Newport Beach	\$63,750.00	\$150,000 per year	Transient Occupancy Tax
Total for Phase III =	\$108,750.00		

The following table details estimated costs:

Task	Description	Cost
Site Preparation	Landscaping/Concrete Bases	\$13,000
Installation of Phase 3 Sculptures	10 Sculptures	\$19,000
De-installation of Phase 1 Sculptures	10 Sculptures	\$19,000
Contingency		\$5,000
Artist Honorariums	Not to exceed \$5k per artist	\$50,000
Panelist Honorariums	Not to exceed \$250.00 per consultant	\$750.00
Call For Entry software application		\$2,000
TOTAL: \$108,750		

Staff recommends that the project management of Phase III be assigned to the Arts Manager once hired. The Arts Manager will be responsible for facilitating and managing the Sculpture Exhibition at the Newport Beach Civic Center Park. The City Arts Commission has also heard the desire from the community for more opportunities to participate in the selection of the art. To that end the City Arts Commission proposes an expanded public participation program to be coordinated by the Arts Manager.

The Arts manager will perform the following functions:

- Manage the Call for Artists Entry;
- Select a panel that includes an Art Conservator and 2 arts professionals to aid in the Call for Artists Entry selection process and serve on the sculpture selection panel;
- Provide an honorarium of \$250 to each of the two (2) artists and one (1) curator with Sculpture Exhibition expertise selected to serve on the sculpture selection panel along with 3 members of the Sculpture Exhibition Ad Hoc Subcommittee;
- Present artist entries to the City of Newport Beach Arts Commission for evaluation;
- Confer with a Landscape Architect to determine the suitability of individual sculptures for siting in Civic Center Park;
- Work with the City and the City of Newport Beach Arts Commission to present the selected pieces to the City Council for approval;
- Maintain contact with selected artists;
- Develop and consult on Media Plan for the Public Art Sculpture Exhibit;
- Coordinate with the City of Newport Beach Public Works Department for engineering matters related to site construction, including concrete bases that are required for site preparation;
- Facilitate the site preparation, installation and de-installation of sculptures;

- Facilitate a mechanism for public comment and opportunities for public engagement; including:
 - One regular City Arts Commission study session meeting where the public will be invited to express their preferences for the submitted art prior to panel consideration;
 - One Panel meeting where public can express their preferences;
 - One City Arts Commission meeting where public can express their opinion of the panel's recommendations;
 - Publicize opportunities for public participation in the entire process to the maximum extent feasible;
- Ensure that all administrative and operational procedures related to the Public Art Sculpture Exhibit are in accordance with City policies and procedures;
- Consult on the design of brochures and/or catalogs pertinent to the Public Art Sculpture Exhibit;
- Consult on the drafting and production of docent training materials;
- Consult on the creation of educational kits;
- Consult on advertising efforts promoting the exhibit, including developing text and design for print materials;
- Consult on the production of visual signage;
- Provide one (1) training session for art docents assigned to the exhibit by the City;
- Maintain an artist registry and a guest registry;
- Manage and curate the Public Art Sculpture Exhibit;
- Work with the Cultural Arts Collaborations Ad Hoc Subcommittee to advance private funding support for the Sculpture Garden program.

Staff requests that the City provide the following services:

- City shall provide engineering services and consultation as they relate to the pouring and placement of concrete pads required for sculptures;
- Cultural Arts staff will manage the payment of honorariums to artists. Each artist selected for the sculpture exhibition will receive half of their honorarium upon installation in August 2016 and the remaining half upon de-installation in August 2018;
- Cultural Arts staff will coordinate with the Arts Foundation to provide art docents to be assigned to the exhibit;
- Cultural Arts staff will verify that adequate insurance coverage limits for the sculptures and exhibit are enacted prior to the opening of the exhibit.

Staff recommends that the project adhere to the following timeline:

<u>DATE</u>	<u>TASK</u>
<u>MARCH 2016</u>	<p>Prepare work schedule</p> <p>Schedule kick-off meeting</p> <p>Facilitate kick-off meeting to establish goals & expectations</p> <p>Submit new call registration form on Cafe</p>
<u>MARCH</u>	<p>Conduct site analysis to identify ideal sites to install foundation pads (March 14)</p> <p>Launch call for entry (6 weeks; March 21 – May 2)</p> <p>Disseminate RFP (Public Art Network Listserv, California Arts Council, LA Culture Net, PACSOCAL, Local Media, SparksOC, Personal Invitations)</p> <p>Establish artist selection panel</p>
<u>MAY</u>	<p>Deadline for artists submissions (May 2)</p> <p>Review applicants for completeness (May 6)</p> <p>City Arts Commission study session meeting where the public will be invited to express their preferences for the submitted art prior to panel consideration (May 12)</p> <p>Panel meeting to review artist submissions and select artworks, including decisions on site placement (May 19)</p> <p>Panel meeting where public can express their preferences (May 26)</p>
<u>JUNE</u>	<p>City Arts Commission study session meeting where public can express their opinion of the panel's recommendations. City Arts Commission will be asked to approve selected artworks in regular meeting (June 9).</p>
<u>JULY</u>	<p>Approval of selected artworks by City Council (July 12)</p>
<u>AUGUST/SEPTEMBER</u>	<p>Meet with City staff regarding its requirements affecting installations;</p> <p>Site preparation;</p> <p>Meet with Public Works to confirm designs and location for sculpture foundations;</p> <p>Schedule installation of sculpture foundations;</p> <p>Supervise installation of sculpture foundations;</p> <p>Schedule deliveries & installation of artwork;</p> <p>Collect media from artists & begin developing docent materials;</p> <p>Submit media for informational brochure;</p> <p>Submit recommendations for media plan;</p> <p>Installation/De-installation</p>
<u>OCTOBER</u>	<p>Exhibition Opening</p>

NOTICING:

This agenda item has been noticed according to the Brown Act (24 hours in advance of the Special Meeting at which the City Arts Commission considers the item).