



Cultural Arts Programs

Cultural Arts & Marketing Division

PUBLIC ART ADVISORY COMMITTEE AGENDA ITEM V

Title: Recommendation to Accept \$100,000 Grant from Open Circle Foundation in Support of Open Proposals 2009-10
Submitted by: Steven Huss, Public Art Coordinator
Committee Date: October 6, 2008

SUMMARY

Staff recommends that the Public Art Advisory Committee (PAAC) accept and recommend that the Cultural Affairs Commission (CAC) and Oakland City Council accept a grant in the amount of \$100,000 from the Open Circle Foundation in support of the Open Proposals project in 2009-10 to commission a group of temporary and/or permanent public artworks throughout Oakland.

BACKGROUND

The Public Art Program initiated the *Open Proposals* program in 1989, offering it for several years in a row, and revived it once in 2004. Through Open Proposals, the Public Art Program invites artists, community organizations, and neighborhood groups to submit proposals for the creation of public art projects throughout Oakland. Open Proposals provides City support for artists and community members to be actively engaged in the conceptualization and creation of public art and to propose the sites and ideas that they believe will resonate and have meaning for Oakland.

Some of Oakland's most innovative and lasting public art projects, including Seyed Alavi's *Words by Roads* and Larry Sultan & Mike Mandel's *Pool*, were realized through Open Proposals. Unfortunately, due to the limited availability of public art funds not tied to specific sites of capital improvement, the Open Proposals program has been offered much less frequently than staff and the PAAC would wish.

GRANT AWARD AND USE

Now, staff has applied for and been granted \$100,000 from the Open Circle Foundation (housed within the East Bay Community Foundation) to support the commissioning of multiple public art projects through the Open Proposals program in 2009-2010. Open Circle funding will be wholly dedicated to public art project expenses, supporting artists and their community partners in the conceptualization, design, fabrication and installation of publicly accessible projects sited on public or private property. The Public Art Program will match the Open Circle contribution by covering all costs of selecting, administering, publicizing and maintaining these community-based public art projects. The 2009-10 program offering will emphasize ecological awareness in Oakland's communities and equitable geographic distribution of funded projects. As many as 20 projects could be commissioned in 2009-10.



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OPEN PROPOSALS GUIDELINES AND 2009-10 EMPHASIS

Projects either temporary or permanent are eligible for funding, but all must be sited in publicly accessible locations in Oakland. Temporary projects may take place in traditional or non-traditional settings (community gardens, community centers, homeless shelters, retirement homes, parks, vacant lots, and other sites) as relevant to the proposal. Permanent projects may be located on City-owned property or private property. All projects must be appropriate to the social, cultural, and physical conditions of the surrounding environment and site-specific in nature. All proposals must include an educational and/or outreach component, such as artists' lectures, demonstrations or workshops; community participation in the planning, design, or execution of the project; artist-in-residence components; or other means by which community stakeholders have a deep and meaningful involvement in the project.

Projects are open to Oakland artists only. All applicants must provide evidence of support from the local community or neighborhood in which the artwork or project will occur. Projects proposed for private property must be prepared to demonstrate a need within that community. Applicants may seek funding for their entire or partial project budget.

In Open Proposals 2009-10, projects will be encouraged that identify and celebrate an ecological sense of place, educating citizens and strengthening the community's connection to nature through the focusing lens of art. An advantage of the City's funding partnership with the Open Circle Foundation on this project will be the ability to address districts of the City that are severely underserved, in the arts as well in as other community services. An emphasis will be made on geographic equity and proposals for underserved communities will be actively solicited. Less affluent areas of the city are also often those with a lower awareness of their unique ecological environs and the environmental issues within their communities. Open Proposals 2009-10 will be an opportunity to redress this imbalance with project concepts that celebrate local ecosystems and heighten awareness of the unique and idiosyncratic aspects of local streets, creeks, watersheds, parks, topography. *A key goal of Open Proposals 2009-10 will be to commission at least one public artwork for each of Oakland's seven council districts.*

RECOMMENDATION

That PAAC accept the \$100,000 grant from the Open Circle Foundation for the Open Proposals 2009-10 Project and recommend acceptance of same to the CAC and City Council.