

City of Capitola Art and Cultural Commission

Capitola Begonia Festival: Commemorative Art Project

Call to Artists

On behalf of the City of Capitola, the Capitola Art and Cultural Commission is seeking an artist or artist team to create a piece of art that both welcomes people to the Capitola Village and honors the 65 year history of the Capitola Begonia Festival. The planned project site is the north corner of Stockton Avenue and Wharf Road.

This art project is funded by a joint effort of the Capitola Beach Festival (the non-profit that stepped in after the Begonia Festival) and the Capitola Arts and Cultural Commission.

SITE AND PROJECT DESCRIPTION

Capitola loved its Begonia Festival that ended in 2017 when the begonia flowers were no longer available. The proposed project site is a prominent street corner as you enter Capitola Village. This site was selected because it is owned by the City, and it is adjacent to where the Begonia Festival's Nautical Parade took place on Soquel Creek. The intended project site is a part of the Soquel Creek Park, more specifically the southwest tip of the park, closer to the sidewalk and passing roadway.

This commemorative project will both honor the history of the Begonia Festival and serve as a welcoming piece of art visible to many thousands of people annually entering and leaving the village, both in vehicles as well as on foot.

Capitola Village is located along a wide beach with a breathtaking view of the Monterey Bay and is home to numerous craft galleries, boutiques and restaurants. It is here where the Capitola Begonia Festival took place and many events continue to take place such as the Capitola Beach Festival, Art and Wine Festival, Twilight Concerts, Art shows, Capitola Car Show and others. In addition to these events, Capitola beach is a popular destination spot for tourists.

This project is subject matter relevant, in that it is intended to reflect the beauty, colors, activities, and history of the Begonia Festival. Much has been published about the Festival and a Flickr photo site still remains as a reference. The premier event was the Begonia Festival's Nautical Parade on Soquel Creek - adjacent to the project site.

Because this is a "commemorative" piece of art, the Commission shares an interest in including images or replicas of a begonia flower, in appropriate begonia colors.

An interesting highlight to this project might involve some kind of community involvement in the artistic content of the site, such as decorative tiles created by the community as a part of the project/site development. A demonstration of this kind of community involvement was the the Arts and Cultural Commission's 2008 individual ceramic tiles installed on the Capitola Beach seawall.

Please see attached photos and drawings on the site.

Artists should ensure that their art meets all ADA requirements as well as local building codes (see attached relevant codes).

PUBLIC ART BUDGET

The public art budget project is \$40,000.

The project budget includes all expenses related to the research, investigation, design, and fabrication of the art project including but not limited to: design time and fees, design documents, renderings and/or other media as required to communicate the artist's concept design development to stakeholders and approving bodies, signed and certified structural and/or other construction/engineering drawings and specifications that may be required for fabrication, fabrication of the artwork, transportation of materials, transportation and accommodations for artist(s), insurance and all other project related expenses, and maintenance of artwork. The artist will work with the City in the installation of the art project.

Because the intended site for the this art installation is on/near a small earthen knoll, there may be some grading, reinforcement or hardscape that may be necessary or desired by the City for this piece of art and site. And the City may decide to enhance the site for accessibility and public convenience and enjoyment and would be a part of the project negotiations. The site does have access to electrical hook ups.

ARTIST ELIGIBILITY

This opportunity is open to artists working or living along the west coast of the United States in California, Oregon and Washington. Applicants must be able to demonstrate that they have all necessary permits to work in the United States at the time of submittal of qualifications.

SELECTION PROCESS AND EVALUATION CRITERIA

The selection process for this project has two phases:

Phase One: Review of submittals and selection of finalists

A Public Art Selection panel will review the artist qualifications and recommend selection of 1 to 4 artists for submittal of a design proposal. The panel will be comprised of Capitola Art and Cultural Commission members, City staff and invited community members. In addition to their qualifications, portfolio and rough cost estimates, the artists will be expected to submit 1 or more rough draft concepts for consideration.

Phase One Selection Criteria:

Consideration of artists in the selection process will include but is not limited to the following:

- Cost value of the project
- Aesthetic appeal of concept submittal(s) to scale
- Aesthetic excellence of past projects
- Appropriateness of past concepts as they relate to this projects' goals and setting
- Experience developing artworks in outdoor environments
- Experience in construction materials and methods appropriate to the scope of the project

Phase Two: Development and Presentation of Concept Proposals by Finalists and Concept Proposal Selection

The selected finalists will be given feedback on their original presentation and will be asked to prepare a detailed concept proposal for final selection consideration.

It is expected that each finalist will make a concept proposal presentation in-person to the Public Art Selection panel (due to the social climate, a presentation via Zoom for example would be acceptable). A stipend of \$500 will be provided to the artist for a model. The concept proposal presentation session will be scheduled to accommodate the selected finalists if possible, but final date selection will be at the discretion of the City.

Phase Two Selection Criteria:

In addition to Phase One Selection Criteria, Phase Two Selection Criteria shall emphasize the following:

- Appropriateness to the village atmosphere
- Creativity and innovation of design
- The manner in which the proposed piece represents the Begonia Festival
- Pedestrian friendliness
- Visibility to vehicles entering into Capitola Village

CONTRACT

The City of Capitola will contract with the artist in a single agreement using a standard design-fabrication agreement. A prototype of this agreement will be available to the selected finalists. Final award shall be contingent upon the selected artist accepting Terms and Conditions of the agreements in substantial conformity to the terms listed in the prototype.

This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

APPLICATION REQUIREMENTS

Project Timelines;

Call to Artist: March 10, 2023

Submission Deadline April 24, 2023

Subcommittee review of artist proposals: First week of May

Arts and Cultural Commission review of recommended proposals: May 9

If needed: Artist interviews/presentations/Arts and Cultural Commission selects artists to proceed: June 13

Artist presentation of more fully developed design concepts and models/Arts and Cultural Commission selection of artist and conceptual plan: July 11

Arts and Cultural Commission project recommendation to the City Council: End of July beginning of August.

Ceremonial ground breaking/project start: Labor Day weekend: Sept 2-4

- **ADDITIONAL INFORMATION NEEDED:** *Photos of project site.*
- **Historical photos of the Capitola Begonia Festival can be found at <https://www.flickr.com/photos/98560224@N02/>**

Submittal Guidelines:

1. **One-page cover sheet** stating the following information, in the order listed:
 - Title: “Begonia Commemorative Art Project”
 - Artist’s Name
 - Artist’s Phone Number
 - Artist’s Email Address
 - Artist’s Mailing Address
 - Artist’s Website if applicable
2. **Resume** of not more than two, double-sided pages that demonstrates experience as an artist.
3. **Images** - Artists may submit up to 10 color images on paper or digitally exhibiting examples of previous art projects
4. **References** - Names, phone numbers and addresses of three professional references, with artist’s name noted at top of page.

Application Deadline: Applications and submission must be by 5 p.m. on April 24, 2023. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Applications may not be modified after submission.

Legal info: This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

Send or deliver proposals to:
Begonia Commemorative Project
Nikki Bryant LeBlond
nbryant@ci.capitola.ca.us
City of Capitola
4400 Jade St
Capitola, CA 95010
831-475-5935 X 401

Questions? For more information, contact Nikki Bryant LeBlond 831-475-5935, nbryant@ci.capitola.ca.us.

