

**CITY OF ENCINITAS
ADMINISTRATIVE MANUAL**

Policy Title: Visual Art **Section:** Administrative Policy

Responsible Department: Parks, Recreation, & Cultural Arts **Number:** G056

Approved By: City Manager **Originally Approved:** 10/26/2021

Signature: Pamela Until **Last Amended:** NA

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1.0 POLICY STATEMENT

The City of Encinitas Cultural Arts Division seeks artists to feature in the City's Visual Art Program which consists of revolving individual and group exhibitions of two-dimensional (2-D) and three-dimensional (3-D) artworks in the City's Civic Art Spaces located at City Hall, Encinitas Library, and Encinitas Community and Senior Center. Artists, age 18 and above, both amateur and professional, are invited to submit an application for consideration.

It is intended that the Visual Art Program will serve as cultural enrichment to Encinitas residents and visitors while enhancing the economic vitality of the City. The Visual Art Program is a service to local artists, providing economic benefit from the sale of art and exposure to a wider audience while beautifying public buildings in Encinitas.

The Visual Art Program, part of the Civic Arts Program, was established in 1998 and serves artists, visual art organizations, and the community, through the exhibition of artwork and art events. The program is managed by the City of Encinitas Cultural Arts Division with the participation of the Commission for the Arts and is supported by the Encinitas Friends of the Arts, San Diego County Library, and grant funding. This program supports and promotes cultural tourism within the City of Encinitas.

2.0 PURPOSE

The policy is intended to provide guiding principles and a process for the selection and display of artwork to be exhibited in the Civic Art Spaces.

3.0 DEFINITIONS

- A. **“City”** means the City of Encinitas.
- B. **“Visual Art Program”** means the exhibition program of local artists.
- C. **“Civic Art Spaces”** means the art spaces located at City Hall, Encinitas Library, and Encinitas Community and Senior Center.
- D. **“2-D”** means two-dimensional artwork.
- E. **“3-D”** means three-dimensional artwork.
- F. **“Application”** means the document that is submitted by an artist to be considered for an exhibition with the City.

G. **“JPG Images”** means the photographs of artworks by the artist that are submitted with an application to be considered for an exhibition with the City.

H. **“NFS”** means artworks that are not for sale.

4.0 METHODOLOGY

In support of this policy, Visual Art G056 describes implementation guidelines and procedures. The policy incorporates fundamental principles as described below.

4.1 Eligibility

The Visual Art Program is open to artists who are age 18 or older and live in Encinitas or San Diego County. A select number of exhibitions will feature artists from outside the area whose body of work is regarded as exemplary, well-crafted, or cutting edge. City of Encinitas employees are not eligible to apply.

4.2 Application Process

Applications are generally accepted from January through September, prior to the exhibition year. A Visual Art Selection Committee will be comprised of members of the Commission for the Arts, and may also include gallery owners, visual art instructors, and professional artists, who will jury the exhibitions. The selected exhibitions are assigned to one of the Civic Art Spaces by Cultural Arts Division staff based on their availability to exhibit in the coming year and the suitability of the exhibit for the specific exhibition space. Artist notification generally begins in November. The exhibitions are installed the following year. Each exhibition is displayed for approximately a two-month period.

4.3 Artist Requirements

Artists who are selected to exhibit will be required to:

1) Complete an Art Display Agreement acknowledging that the City is not responsible for maintaining the artwork and will not provide any form of security for the artwork while it is in the City's possession, and further include a Waiver of Indemnity and Liability releasing the City of any liability from artwork damage, vandalism, loss, or theft and from personal injury to the artist during installation or deinstallation.

2) Publicize and promote their exhibition and Art Night Encinitas to their clients, contacts, and the media.

3) Be responsible for assisted installation and solo deinstallation of the artwork, with the assistance of the Cultural Arts Division staff. In the event that an artist fails to deinstall artwork concurrent with the agreed upon schedule, City staff will deinstall the artwork and store the artwork for a period of 30 days. After the 30-day period, the artwork becomes property of the City and will be inventoried as part of the City's permanent collection.

4) Provide small wall signs for each artwork listing: title, media, year, artist name, price or NFS. Artists are encouraged to provide their phone number, email, or website to facilitate the sale of artwork. The sign is placed to the bottom right of each artwork.

5) Participate in Art Night Encinitas, the City's bi-monthly artist reception for all artists currently exhibiting artwork in the Civic Art Spaces, including local art galleries.

4.4 Two-Dimensional Exhibits

Between 20-25 2-D artworks, including paintings, photography, mixed media, etc. are needed for an exhibition. Areas of display include: City Hall, with 76' of hanging area, the Encinitas Library Community Room, with 92' of hanging area; and the Encinitas Community and Senior Center with 108' of hanging area. All are outfitted with art hanging and lighting systems. All artworks must have wire on the back for hanging (no sawtooth). The maximum depth of 2-D artworks should not exceed 3".

4.5 Three-Dimensional Exhibits

Sculpture, pottery, glass, mixed media, etc. are examples of 3-D artworks. Areas of display include: the City Hall lobby, which has a locking case (6' H x 9' W x 16" D) with an adjustable LED lighting system and removable glass shelves; the Encinitas Library lobby, which is outfitted with six lighted exhibit cases with a square Plexiglas dome (each case is 4' tall, the exhibition area is 2' H x 2' W x 2' D); and the Encinitas Senior and Community Center, which has two large locking cases (5' H x 12' W x 14" D) and (5' H x 6' W x 20" D) with LED lighting and removable glass shelves.

Artworks must sit on the shelves. Artists are responsible for any easels, stands, or support devices to hold artworks.

4.6 Visual Art Sales

All income from the sale of art goes to the artist. There is no commission. Art sales are between the artist and the buyer, and the City has no role in the sale of art. The exhibition program is a service to artists and exists to promote the local artist community. As such, artists are encouraged to be flexible in their pricing. Artwork that is sold during the exhibition must remain in the space for the duration of the exhibition.

4.7 Marketing

The artist promotes the exhibition to their clients, friends, and the media. A media contact list is available from the Cultural Arts Division. Exhibition information is included in the City publications, social media, and on the City website.

4.8 Thematic Content

In evaluating artwork for exhibition in one of the Civic Art Spaces, the artwork must align with the City's mission, goals, vision, and values.

1) All artwork images submitted as part of the application process shall be reviewed and evaluated by the Visual Art Selection Committee in the context of thematic content.

2) For artists who have been selected, all artworks that will comprise the full exhibition in one of the Civic Art Spaces must be reviewed and evaluated by Cultural Arts Division staff in the context of thematic content. The Visual Art Selection Committee may participate in the review of artworks for thematic content as needed.

3) All artworks must be authentic and relevant to the exhibition theme. Artwork must adhere to the suitability of the public art spaces that serve as shared public spaces for children, adults, and senior citizens. No artwork or artwork title will be selected that is considered a) violent in nature, depicts hate, or is discriminatory b) pornographic, c) sexually explicit, d) promotes drugs, vaping, tobacco, tobacco-related products, or gambling, e) to be a violation of any federal, state, or local law, f) poses a threat to public health, safety, or welfare, and/or g) is construed as false, fraudulent, or defamatory.

The City reserves the sole discretion to reject any artwork that does not align with the methodology of this policy.

5.0 APPLICATION SUBMISSION

Artists must submit an application and six (6) JPEG images of artworks that will be part of the proposed exhibition to the City to participate in the Visual Art Program for an exhibition of their artwork. The application is a fillable form and is located on the City of Encinitas website, visual art webpage: www.encinitasca.gov/vsualart.

6.0 APPROVED EXHIBITIONS

- A. Artists whose application has been approved for artwork exhibition will be required to submit JPG images of each additional artwork to Cultural Arts Division staff which they are proposing to include in the exhibition for review and curation purposes.
- B. Images must be received 30 days prior to the assigned exhibition installation date.
- C. All artworks will be reviewed for Thematic Content, section 4.8 under Methodology, by Cultural Arts Division staff, and artists will be notified with the results of the review.
- D. Only artworks that have been reviewed and approved for Thematic Content will be included in an exhibition.

7.0 APPEAL

An applicant may appeal any determination taken under the authority of this policy. The appeals process starts with submitting a signed, written statement, to the Director of Parks, Recreation and Cultural Arts (Director) within two working days after receipt of notice of determination for the proposed request. The Director shall review the appeal and determine whether to affirm, set aside, or modify the determination. Within two working days after receipt of the Director determination, the appellant may appeal the Director's determination to the City Manager. The City Manager's determination shall be final.