



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Aldinger and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation
Juanita Purner, Cultural Arts Manager

DATE: January 8, 2008

SUBJECT: Discussion of the Sculpture Garden Project

RECOMMENDATION:

Staff recommends that the City Council discuss the revitalization of the sculpture garden project.

FISCAL IMPLICATION:

There are no fiscal implications on the general fund associated with the recommended action. The program will be supported through the Public Art Trust. Exhibitions may be held seasonally, six months or a year in duration. Staff estimates the cost for an exhibition program will range from \$25,000 to \$40,000 depending on the number of artworks exhibited and the time the artworks are shown. Although the length of time the works are exhibited adds little to the costs.

The estimated cost for the project includes an artist's honorarium, travel expenses, engineering, fabrication, delivery, installation, documentation, publicity, reception and invitations. Insurance costs are approximately \$15,000 annually. In some cases, the City will not pay for the insurance as some artists underwrite the cost of insuring their artwork. The Public Art Trust has a current balance of \$288,050.70.

Staff will return to Council with exact costs and contractual agreements for each artist once City Council gives Staff approval to move forward with this project.

BACKGROUND:

As part of the City's **2002 Work Plan**, Council directed the Cultural Arts Commission (CAC) to commence research and create a proposal for an Outdoor Sculpture Garden. The artworks contained in the Garden would rotate on an annual or semi annual basis. In July of 2003, the City received two steel beams from one of the World Trade Center buildings destroyed on September 11th. The Council directed the CAC and staff to hold a competition to select an artist who would create a memorial to honor those who lost their lives, and those who participated in the recovery after the terrorist attack, rather than go forward with their plans for a Sculpture Garden. Staff and the Commission received directives for two additional projects the Strand Alcove Bench program and the City Entryway and City Seal project which further delayed the implementation of the Sculpture Garden.

DISCUSSION:

The purpose of the Sculpture Garden is to display a variety of public artworks in a community setting that challenge the viewer through thoughtful introspection and contemplation of the broader meaning of public art; to bring enjoyment to our residents and visitors; and to cultivate and sustain a sense of community pride.

The Commission proposes the pilot exhibition will implement a direct invitation process (see below) and begin with six (6) sites, with a long-term goal of increasing the artworks of future exhibitions. Staff will return to Council with a specific number of artworks to be installed as well as definitive costs once the artists are identified. The sites will be arranged so that they create a pathway along Veteran’s Parkway in the downtown area and through the Metlox and Civic Center Plazas. The artwork will dictate the location based on size and composition.

Exhibition Guidelines:

- Term of Display – Each exhibition will be on display for approximately six (6) months to one (1) year.
- Number of Works – the number of works will be determined in the selection process.
- Subject Matter – the exhibition may support a pre-approved theme or no theme at all. Art pieces may be provided by various artists or a single artist.

Selection Process:

- Direct Invitation – one form of selection is through a “direct invitation” from the CAC.
In this case artists are identified by the Commission and asked to submit their work.
- Open Competition for Works – Artists are mailed a formal Request for Proposal (RFP). In this case artists are asked to submit a proposal in accordance with the requirements set forth in the RFP. The competition would include all artists (including local artists) with the goal of finding the best work.
- PAAC Committee – in an open competition, the CAC would appoint a Public Art Advisory Committee (PAAC), made up of five (5) community members, to aid in the selection of the artwork. (See Public Art Master Plan)
- Final Approval – The CAC will submit all selected works and artwork locations to the City Council for final approval prior to the issuance of contracts.

For the City’s pilot Sculptural Garden program Staff and the CAC would implement the direct invitational process which does not require an RFP.

Artist Responsibilities:

- Meet Safety Standards – It is critical artworks are structurally sound and adhere to safety standards. Works must be extremely durable and able to be securely fastened. Installation renderings will be reviewed by appropriate City Departments.
- Installation of Works – Selected works shall be delivered and installed by the artist, in coordination with City Staff, at the designated site.
- Provide Insurance – Each artist shall provide insurance during the installation and de-install of the artwork. The City will insure art work while on display in accordance with the Risk Manager’s guidelines.
- Provide Maintenance Agreement – Artist shall provide a maintenance agreement to be

included in the loan agreement if needed.

- Provide Artist Statement
The artist shall provide a written statement, for the general public, regarding the artwork. This statement may be displayed at the installation site(s), and/or published in an exhibition brochure and/or on the City's website.
- Works of Art for Sale – If an artist chooses to make their work available for purchase, transfer of ownership may not be made until the end of the exhibition.
- Commission on Sales – If a work of art is sold the City may receive a commission depending on the loan agreement.

City Responsibilities

- Provide a loan agreement
- Insurance while artwork is on site
- Publicity
- Reception (invitations, refreshments, music, etc.)
- Exhibition Brochure (a self-guided tour map)
- Identification markers
- Concrete pads for the artworks if needed

CONCLUSION:

Staff recommends that City Council approve the reactivation of the Sculpture Garden project for a pilot program. If approved, Staff will work with CAC to develop a list of artists, their artworks, as well as cost estimates for the initial program and return to Council for final approval. Staff estimates the program can begin within 10 months from the time Council approves the program.

Attachments:

- A. Sculpture Garden Map (potential exhibition sites)