

## BACKGROUND

Floral County Park is an 0.85-acre park in the Pleasure Point neighborhood at 656 38th Ave. The current play structure at the park was built in the early 90s and has not been renovated since. Many elements of the play structure are no longer functional, and its sand surface makes it inaccessible to park visitors with mobility issues.



County Park Friends led a recent effort to raise funds from the community to replace the play structure and sand surface. The County approved additional funds to make the upgrades possible, which include a new playground structure and rubberized surfacing to increase accessibility for people who use wheelchairs. The proximity of the park to the iconic Pleasure Point tide pools inspired the playground's design concept, which was selected by the community during the outreach process.

## FOR MORE INFORMATION

Please contact Kathy DeWild at the Santa Cruz County Department of Parks, Open Space and Cultural Services, 979 17th Ave, Santa Cruz, CA 95062. Email: [kathy.dewild@santacruz-countyca.gov](mailto:kathy.dewild@santacruz-countyca.gov)

## APPLICATION PROCESS

**All proposals must be submitted via email in one combined PDF not-to-exceed 10 MB.** Proposals are subject to the Public Records Act and will be provided upon request; identifying information about the artist will be redacted. Art form preferred is educational art panels to compliment tide pool design of new surfacing.

### Present your materials in the following order:

- A cover page with artist's name, address phone, and email address.
- A current resume of no more than two typed pages detailing professional artistic accomplishments and at least two references who can speak to your work and qualifications. Teams must submit a short resume for each member.
- Up to ten images of recent relevant work, each annotated with the artist's name, title (if applicable) location of work, medium, date of work, and dimensions. Indicate budget where applicable.
- A written proposal, not to exceed two pages, which addresses the artist's specific approach and design concept for this project, and references installation location(s).
- Visual support, including conceptual drawings which reflect the overall design concept.
- Fabrication and installation Explain your proposed schedule, process, and medium. Describe the anticipated fabrication and installation needs, special equipment or other needs which would require approval.

**Email proposals to**  
[kathy.dewild@santacruzcountyca.gov](mailto:kathy.dewild@santacruzcountyca.gov)

COUNTY OF SANTA CRUZ  
Parks, Open Space & Cultural Services  
979 17th Avenue  
Santa Cruz, CA 95062



# CALL TO ARTISTS

## Public Art Project

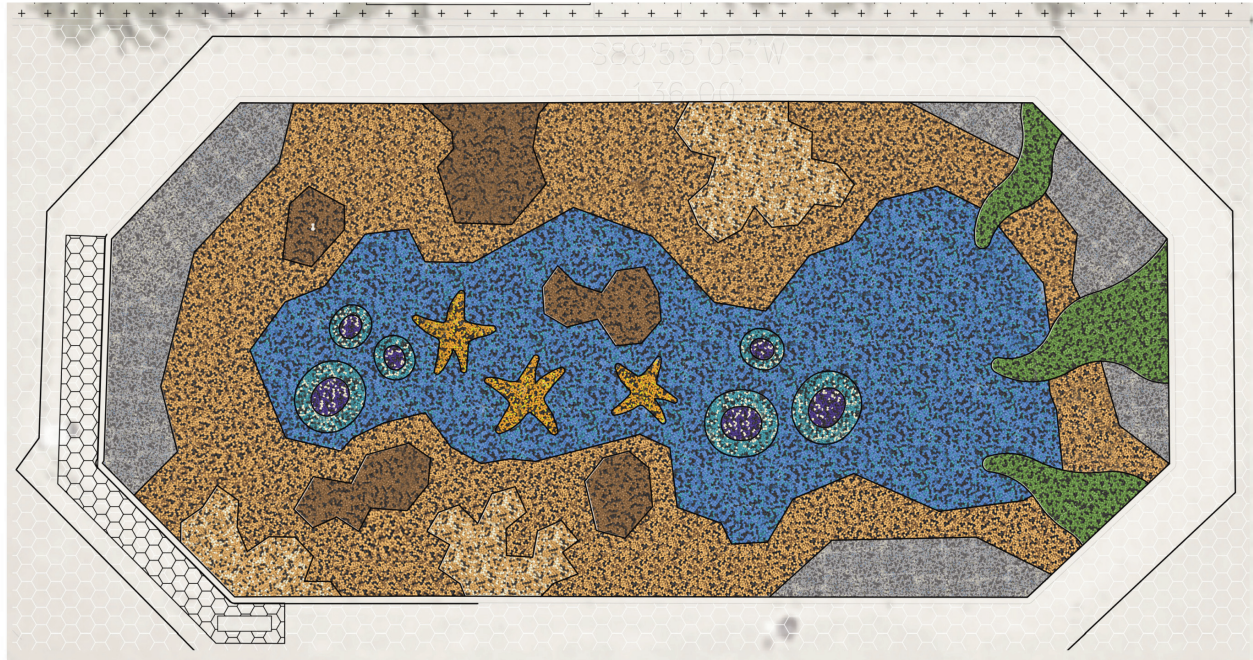
An artist will be selected to create a site-specific public art component for Floral Park in Santa Cruz County



## PROJECT INFORMATION

Artists are encouraged to review the information provided on the County Parks website, including potential installation locations and playground concept design, an example of the artist contract which shows required insurance types and limits, and the related statement regarding the Parks Department's Strategic Plan which articulates the vision and priorities for Parks system for the next five years. Artists may propose a free-standing piece, or a work that enhances or enlivens one or more of the already existing park elements. Art form preferred is educational art panels to compliment tide pool design of new surfacing (24"x36"). If submitting a panel proposal, text is optional but if included, it is required that the text be in both English and Spanish.

<https://www.scparks.com/Home/AboutUs/WorkWithUs/CalltoArtists.aspx>



TIDE POOL TREASURES IN PLEASURE POINT



TIDE POOL HABITAT



## BUDGET \$6,750

The budget includes all costs associated with, but not limited to: design; materials; travel; insurance; fabrication; installation, and documentation of the artwork.

## ESTIMATED PROJECT TIMELINE

Although every effort will be made to follow the timeline, the schedule is contingent upon meetings with the selection panel and the County Board of Supervisors.

- **October 18, 2024**  
Proposals must be received by midnight on the due date. Proposals received after the deadline will not be accepted.
- **Late October** - Public Art Selection Panel (Panel) meets to review proposals, select finalists.
- **Mid-November** - Panel interviews finalists and selects artist to continue in the process.
- **Dec. 9** - Arts Commission considers panel's recommendation of public artist.
- **Early 2025** - Board of Supervisors consider artist proposal and agreement.
- **Spring- to early-summer 2025** - Installation

## SELECTION CRITERIA

Artists may propose a free-standing piece, a work that enhances or enlivens one or more of the already existing park elements, or educational art panels to compliment the tide pool design of the playground surfacing. It is recommended that artists visit the park to get a better sense of the location and public art opportunities.

In addition to being relevant to the Pleasure Point neighborhood, the artwork must satisfy reasonable standards of permanence and safety, meet all relevant codes required for public places, and offer reasonable proof of soundness against theft, vandalism or excessive maintenance and repair. Artists materials and construction must be of permanent quality. All work must be of an appropriate size and design so that it will not create a hazard for park visitors or the use of maintenance equipment.

In making their decision, the Selection Panel will consider the submission of requested materials, artistic merit of concept proposal and sketch, the applicant's professional qualifications; proven ability to undertake projects of a similar scope; and demonstrated ability to work with a team.

## ELIGIBILITY

The project is open to all experienced professional artists. Artists who are new to the field of public art are encouraged to apply. The selected artist must provide proof of general liability insurance coverage, and others types if applicable. Please review the contract example on the parks website for details.