



City of Jacksonville Beach

Regular Meeting Agenda

CRA Public Art Advisory Committee

11 North Third Street
Jacksonville Beach, Florida

Thursday, October 20, 2022

3:00 PM

Council Chambers

MEMORANDUM TO:

Members of the City of Jacksonville Beach Community Redevelopment Agency Public Art Advisory Committee

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency Public Art Advisory Committee:

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

- A. August 25, 2022 Minutes
- B. September 15, 2022 Minutes

OLD BUSINESS

- A. Call to Artists Approval(s)

NEW BUSINESS

- A. Cultural Council Zoom

ITEMS FOR DISCUSSION

ADJOURNMENT

NOTICE

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299 no later than one business day before the meeting or by sending an e-mail to CityClerk@jaxbchfl.net.

**Minutes of CRA Public Art Advisory Committee Meeting
held Thursday, August 25, 2022 at 3:00 PM
in the Council Chambers**



CALL TO ORDER

This meeting was called to order at 3:00PM.

ROLL CALL

Members Absent: Trey Phillips

APPROVAL OF MINUTES

A. July 21, 2022 Minutes

A motion was made by Terry Deloach to approve the minutes. This was seconded by Mr. Chad Labenz. All members were in favor.

OLD BUSINESS

A. ByLaws Approval

A motion was made by Mr. Terry Deloach to approve the official bylaws of the Public Art Advisory Committee. This was seconded by Mr. Chad Labenz. All were in favor.

B. Operating Procedures Approval

A motion was made by Mr. Terry Deloach to approve the official bylaws of the Public Art Advisory Committee. This was seconded by Mr. Chad Labenz. All were in favor.

NEW BUSINESS

ITEMS FOR DISCUSSION

A. "Call to Artists"

Staff provided the committee with a draft of a template to be utilized when issuing calls to artists. Discussion ensued over the specifics behind each of the calls, which calls would be issued initially, and additional information to incorporate into the call prior to issuing.

The PAAC made comments regarding the specifics for each of the mentioned project and gave staff good general direction to finalize a paper draft to bring back to the committee for review at its next meeting.

B. FY 23 Timeline

Staff presented the PAAC with a tentative timeline of events in regards to the issuance of various calls to artists. Staff asked the PAAC to give feedback and make a recommendation on a more realistic timeline.

The PAAC members agreed that the timeline presented was very tight, and the time needed to be lengthened in order to get the best responses. Staff will review the timeline comments made by the PAAC and incorporate them into the final versions at next months meeting.

ADJOURNMENT

There being no further business, staff adjourned this meeting a 4:36PM.

CALL TO ORDER

This meeting was called to order at 3:05PM.

ROLL CALL

APPROVAL OF MINUTES

OLD BUSINESS

A. Call to Artists

Template

Staff incorporated comments from the previous meeting into the template design of a 'call to artists'. The PAAC gave feedback, and concluded they were comfortable with the formatting and content including in the template for the call to artists, with the understanding that each call will go into more detail regarding the specifics of each project.

Beach Blvd. and 2nd Street Roundabout

Staff opened the floor to PAAC committee members to assist in finalizing the details for the art installation to be located at the former war memorial, located at the Beach Blvd. and 2nd Street roundabout.

The PAAC agreed that some type of welcoming piece/area would be appropriate, and rather than put strict parameters on the type of installation, it would be recommended to leave the details up to the artists.

After discussion of incorporating the "beach life theme" while welcoming residents and visitors alike, staff and the PAAC agreed staff would go back and finalize this version, with plans for a review at its October meeting, and issue the call in November. With this call specifically, the PAAC recommended leaving the application open for at least 90 days. This would put submissions due around February 2023.

NEW BUSINESS

ITEMS FOR DISCUSSION

A. Existing Art and Future Art Locations

Planning Director, Heather Ireland presented the PAAC with a slideshow of various art within the downtown district that currently exists. The majority of the murals in the downtown are on private facilities. Ms. Ireland also noted that the consistent theme across the majority of the murals are the use of bright, colorful elements that are eye-catching for the viewer.

At the end of the presentation, Ms. Ireland showed the PAAC the initial three locations for public art installations/murals.

ADJOURNMENT

There being no further business, this meeting adjourned at 4:38PM.



City of Jacksonville Beach • 11 North Third Street • Jacksonville Beach, FL 32250

CRA AGENDA ITEM	
TO:	PAAC
FROM:	Taylor Mobbs
DATE:	10/12/2022
SUBJECT:	Call to Artists

BACKGROUND

At the September meeting of the PAAC, staff reviewed drafts of call to artists with the committee.

Staff has incorporated the comments of the committee into the attached final draft version of the call to artists for the following:

1. Structure/Sculpture at the Roundabout on Beach Blvd. and 2nd. Street.
2. A mural (single or multi-dimensional) on the back facade of the Seawalk Pavilion.
3. Amural (single dimensional) on the facade of the CAPE storage building.

Staff plans to issue all three of the calls in November of 2022, with the intention of reviewing and scoring the proposals on a staggered timeline. It is anticipated that the committee and staff will review the mural for the CAPE building in December 2022, the Seawalk Pavilion in January of 2022, and the Roundabout feature piece in February of 2022. At this time, these are anticipated timelines, and the final submission/review dates will be determined prior to issuing the calls.

FINANCIAL IMPACT

The budget for each of the art installations is expressed in the attached calls.

REQUESTED ACTION

Approval of the calls to artist, and for staff to move forward with presenting the final calls to the CRA for final approval.

ATTACHMENTS

1. CAPE Building
2. Seawalk Pavilion
3. Roundabout 'Welcome' Sculpture



CALL TO ARTISTS FOR SCULPTURAL WORK

REQUEST FOR PROPOSAL: PROJECT OVERVIEW

NAME:	CAPE Storage Building Mural
LOCATION + ADDRESS:	Façade of the CAPE storage building Block on the corner of 4 th Ave N and 2 nd St. N Jacksonville Beach, FL 32250
BUDGET	\$30,000.00
QUANTITY:	1
DESCRIPTION:	A single dimensional mural to activate a space in the Downtown district that is engaging to citizens and visitors of Jacksonville Beach. This storage building is used to house CAPE (police) vehicles and equipment for use in the Downtown District. ***MUST withstand hurricane wind gusts of 145 mph, and anticipate use of materials that can withstand rising tides in extreme weather events. ***
OBJECTIVE(S):	1. Reflective of the Beach Life brand. 2. Reflective of the natural elements located in the beach community. 3. Entices the user and engages the community in a positive way.
INSTALLATION:	TBD
PROPOSAL DUE:	
EVALUATION CRITERIA:	See attached rubric.

ARTWORK DESCRIPTION:

The Community Redevelopment Agency of Jacksonville Beach is seeking proposals for a mural, single-dimensional, that highlights the pedestrian friendly, beach life, and growing entrepreneurial spirit that is Jacksonville Beach. The Agency envisions this piece activating a space in the downtown, to encourage safe and friendly pedestrian usage. The building that the proposed mural will be located on houses our downtown police vehicles for storage (CAPE). The artist(s) can incorporate policing initiatives into the concept if they choose.

ARTIST SERVICES – The following will be required:



- Proposal Development
- Final Design Presentation
- Coordination with Jacksonville Beach Staff, PAAC, and CRA
- Engineering, Permitting, Fabrication, Delivery, Installation, and Storage (if applicable)
- Lighting Consultation as Needed
- Photographic Documentation

SITE LOCATION DESCRIPTION:

Façade of the downtown CAPE vehicle storage building. The space is approximately 125 ft. in length and 20 ft. wide.





ANTICIPATED PROJECT SCHEDULE:

Call to Artists Execution & Opening Date: November 7, 2022

Call to Artists Application Deadline: January 11, 2023

Review of Submittals & Recommendation to the CRA for Approval: January 23, 2023

Commissioned Artist Notification: Post CRA Approval

Contract Execution: Post CRA Approval

Initial Concept Design: PROPOSED ART INSTALLATION INCLUDED IN INITIAL APPLICATION

Final Design Concept: Tentatively February 2023

Site Prep & Installation: TBD

Grand Opening Ceremony: TBD

PROJECT BUDGET: \$30,000.00 TOTAL

The budget includes all costs to the artists: including, but not limited to, artwork proposals, engineering, permitting, fabrication, shipping, delivery, storage (if applicable), insurance, travel, lighting (if applicable), and installation. When applicable, artist may be responsible for concrete base and footer for installation.

Payments will be made directly to the artist(s) using the following schedule:

- 25% of total agreed upon fee is paid when contract is signed.
- 25% of total agreed upon fee is paid upon final design approval.
- 50% of the total agreed upon fee is paid within 30 days of receipt of the sculptural installation.

APPLICATION REQUIREMENTS:

1. Artist Statement (250-word Maximum)
2. I certify that:
 - a. If needed, I am/We are available to visit the site in person for potential client engagement during the period of the project in order to complete the design as per the project schedule.
 - b. I am/We are over the age of 18, and have experience creating and installing public art.
 - c. I/We have or will acquire the required coverages for additional insured certificates for general commercial liability for the contract period.
 - d. Upon the determined completion date, I/We can return the location for any required maintenance on the installation for one (1) calendar year.



3. Resume: A current and professional resume, emphasizing public art experience and public commissions (if any).
4. Images: The artist(s) will upload a minimum of 3 completed projects, with 8 images and up to 2 videos.
5. Colorized sketch or computer rendering of submitted concept design shown from the front, back and side. Dimensions must be included.
6. Narrative describing artwork symbolism, intention, and technical detail. (500-word maximum).

Applicants should have experience creating, fabricating and installing public art. Only artists with reviewable portfolios are eligible to submit a proposal. Applicants who wish to be considered for this project should have experience creating durable outdoor public art pieces, working within the public process, proven ability to fabricate their own work/designs or to work with fabricators and installer. Artists working in a variety of materials are encouraged to apply, including but not limited to: stone, metal, wood, concrete, found objects, natural materials, plastics, fiberglass, light, sound, etc.

DEADLINE:

Submittals due by December ____, 2023.

CONTACT US:

Contact: Taylor Mobbs, City of Jacksonville Beach

E-mail: tmobbs@jaxbchfl.net

Phone: 904-580-2841



THIS PAGE IS FOR REFERENCE ONLY

"Embrace the Beach Life"

TONE:

Welcoming. Relaxing. Fun. Eclectic. Engaging. Enticing.

CORE VALUES:

Empowerment

Pride

Integrity

Communication

Teamwork

BRAND STANDARDS:

Our primary colors are fun and vibrant. They represent the beach brand. The colors are specified using Pantone Matching System (PMS).

Primary:

PMS COLOR



CMYK

RGB

Hexadecimal

PURE CYAN



c100 m0 y0 k0
r0 g174 b239
#00AEEF

PMS 3375



c48 m0 y34 k3
r127 g212 b178
#7FC6B2

PMS 213



c1 m98 y24 k0
r234 g29 b118
#EA1D76

Secondary:

PMS 610



c13 m10 y81 k0
r227 g212 b84
#E3D454

PMS 601



c7 m3 y55 k0
r242 g232 b143
#F2E88F

PMS 158



c2 m66 y100 k0
r239 g118 b34
#EF7622

PMS 5265



c82 m82 y36 k26
r65 g57 b95
#41395F



SCORING RUBRIC

CATEGORY 1: GOALS AND OBJECTIVES, 10 POINTS

Description of proposed public artwork including project goals and local relevance, and how the community will be engaged by the project, with focus on the relevancy of the piece to the community.

CATEGORY 2: EXPERIENCE, 15 POINTS

Demonstrated experience of the applicant that demonstrates their ability to successfully execute the proposed project.

CATEGORY 3: DESIGN, 40 POINTS

Clear, specific and detailed project drawings communicate strong accessibility and project feasibility, as well as mindfulness of the natural elements and potential catastrophic weather events.

CATEGORY 4: PORTFOLIO, 15 POINTS

Applicant supplied a portfolio (or link to portfolio) with a minimum of 3 completed projects similar in size, material, nature, etc. Applicants portfolio shows clear imagery and/or video of the work.

CATEGORY 5: REFERENCES, 10 POINTS

Applicant provided at minimum 3 relevant references.

CATEGORY 6: TIMELINE, 10 POINTS

Applicant can meet the timeline expectations set forth in the application, and meet the availability for one year of maintenance post installation.

CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4	CATEGORY 5	CATEGORY 6
_____/10	_____/15	_____/40	_____/15	_____/10	_____/10

TOTAL SCORE: _____



CALL TO ARTISTS FOR SCULPTURAL WORK

REQUEST FOR PROPOSAL: PROJECT OVERVIEW

NAME:	Seawalk Pavilion Mural
LOCATION + ADDRESS:	Entire back façade of the Seawalk Pavilion 75 1 st Street N Jacksonville Beach, FL 32250
BUDGET	\$50,000.00
QUANTITY:	1
DESCRIPTION:	A single, or multi-dimensional mural to activate a space in the Downtown district that is engaging to citizens and visitors of Jacksonville Beach. (The CRA is installing 6 surfboard bicycle racks along the backside of the pavilion. Mural can incorporate the surf theme at the artists discretion.) ***MUST withstand hurricane wind gusts of 145 mph, and anticipate use of materials that can withstand rising tides in extreme weather events. ***
OBJECTIVE(S):	1. Reflective of the Beach Life brand. 2. Reflective of the natural elements located in the beach community. 3. Entices the user and engages the community in a positive way.
INSTALLATION:	TBD
PROPOSAL DUE:	
EVALUATION CRITERIA:	See attached rubric.

ARTWORK DESCRIPTION:

The Community Redevelopment Agency of Jacksonville Beach is seeking proposals for a mural, single or multi-dimensional, that highlights the pedestrian friendly, beach life, and growing entrepreneurial spirit that is Jacksonville Beach. The Agency envisions this piece activating a space in the downtown, to encourage safe and friendly pedestrian usage. The agency is installing 6 bright colored surfboard bicycle racks along the backside of the Pavilion. The mural can play off of the surfing theme at the artists discretion.

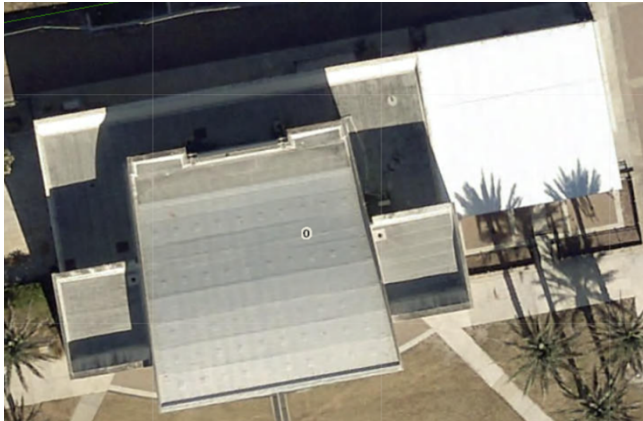


ARTIST SERVICES – The following will be required:

- Proposal Development
- Final Design Presentation
- Coordination with Jacksonville Beach Staff, PAAC, and CRA
- Engineering, Permitting, Fabrication, Delivery, Installation, and Storage (if applicable)
- Lighting Consultation as Needed
- Photographic Documentation

SITE LOCATION DESCRIPTION:

Backside of the Jacksonville Beach Seawalk Pavilion. The space is approximately 135 ft. in length





ANTICIPATED PROJECT SCHEDULE:

Call to Artists Execution & Opening Date: November 7, 2022

Call to Artists Application Deadline: January 11, 2023

Review of Submittals & Recommendation to the CRA for Approval: January 23, 2023

Commissioned Artist Notification: Post CRA Approval

Contract Execution: Post CRA Approval

Initial Concept Design: PROPOSED ART INSTALLATION INCLUDED IN INITIAL APPLICATION

Final Design Concept: Tentatively March 2023

Site Prep & Installation: TBD

Grand Opening Ceremony: TBD

PROJECT BUDGET: \$50,000.00 TOTAL

The budget includes all costs to the artists: including, but not limited to, artwork proposals, engineering, permitting, fabrication, shipping, delivery, storage (if applicable), insurance, travel, lighting (if applicable), and installation. When applicable, artist may be responsible for concrete base and footer for installation.

Payments will be made directly to the artist(s) using the following schedule:

- 25% of total agreed upon fee is paid when contract is signed.
- 25% of total agreed upon fee is paid upon final design approval.
- 50% of the total agreed upon fee is paid within 30 days of receipt of the sculptural installation.

APPLICATION REQUIREMENTS:

1. Artist Statement (250-word Maximum)
2. I certify that:
 - a. If needed, I am/We are available to visit the site in person for potential client engagement during the period of the project in order to complete the design as per the project schedule.
 - b. I am/We are over the age of 18, and have experience creating and installing public art.
 - c. I/We have or will acquire the required coverages for additional insured certificates for general commercial liability for the contract period.
 - d. Upon the determined completion date, I/We can return the location for any required maintenance on the installation for one (1) calendar year.



3. Resume: A current and professional resume, emphasizing public art experience and public commissions (if any).
4. Images: The artist(s) will upload a minimum of 3 completed projects, with 8 images and up to 2 videos.
5. Colorized sketch or computer rendering of submitted concept design shown from the front, back and side. Dimensions must be included.
6. Narrative describing artwork symbolism, intention, and technical detail. (500-word maximum).

Applicants should have experience creating, fabricating and installing public art. Only artists with reviewable portfolios are eligible to submit a proposal. Applicants who wish to be considered for this project should have experience creating durable outdoor public art pieces, working within the public process, proven ability to fabricate their own work/designs or to work with fabricators and installer. Artists working in a variety of materials are encouraged to apply, including but not limited to: stone, metal, wood, concrete, found objects, natural materials, plastics, fiberglass, light, sound, etc.

DEADLINE:

Submittals due by January 11, 2023.

CONTACT US:

Contact: Taylor Mobbs, City of Jacksonville Beach

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Primary:

PMS COLOR



CMYK

RGB

Hexadecimal

PURE CYAN



c100 m0 y0 k0
r0 g174 b239
#00AEEF

PMS 3375



c48 m0 y34 k3
r127 g212 b178
#7FC6B2

PMS 213



c1 m98 y24 k0
r234 g29 b118
#EA1D76

Secondary:

PMS 610



c13 m10 y81 k0
r227 g212 b84
#E3D454

PMS 601



c7 m3 y55 k0
r242 g232 b143
#F2E88F

PMS 158



c2 m66 y100 k0
r239 g118 b34
#EF7622

PMS 5265



c82 m82 y36 k26
r65 g57 b95
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SCORING RUBRIC

CATEGORY 1: GOALS AND OBJECTIVES, 10 POINTS

Description of proposed public artwork including project goals and local relevance, and how the community will be engaged by the project, with focus on the relevancy of the piece to the community.

CATEGORY 2: EXPERIENCE, 15 POINTS

Demonstrated experience of the applicant that demonstrates their ability to successfully execute the proposed project.

CATEGORY 3: DESIGN, 40 POINTS

Clear, specific and detailed project drawings communicate strong accessibility and project feasibility, as well as mindfulness of the natural elements and potential catastrophic weather events.

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CATEGORY 5: REFERENCES, 10 POINTS

Applicant provided at minimum 3 relevant references.

CATEGORY 6: TIMELINE, 10 POINTS

Applicant can meet the timeline expectations set forth in the application, and meet the availability for one year of maintenance post installation.

CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4	CATEGORY 5	CATEGORY 6
_____/10	_____/15	_____/40	_____/15	_____/10	_____/10

TOTAL SCORE: _____



CALL TO ARTISTS FOR SCULPTURAL WORK

REQUEST FOR PROPOSAL: PROJECT OVERVIEW

NAME:	Jacksonville Beach Welcome
LOCATION + ADDRESS:	Corner of the Beach Blvd. and 2 nd Street Roundabout (located next to the parking lot)
BUDGET	\$150,000.00
QUANTITY:	1
DESCRIPTION:	A three-dimensional, free-standing, permanent, sculpture/structure(s) to be installed as a focal point welcoming residents and visitors to Jax Beach. Area should also include some pieces that serve a dual-purpose as interactive art, sculptural benches, or other pieces that fit within the themes and objectives set forth. ***MUST withstand hurricane wind gusts of 145 mph, and anticipate use of materials that can withstand rising tides in extreme weather events. *** (Per COJB Code, no structure can exceed 35 ft. in height)
OBJECTIVE(S):	1. Reflective of the Beach Life brand. 2. Reflective of the natural elements located in the beach community. 3. Entices the user and engages the community in a positive way.
INSTALLATION:	
PROPOSAL DUE:	FEBRUARY 8, 2023
EVALUATION CRITERIA:	See attached rubric.

ARTWORK DESCRIPTION:

The Community Redevelopment Agency of Jacksonville Beach is seeking proposals for a permanent structure that highlights the pedestrian friendly, beach life, and growing entrepreneurial spirit that is Jacksonville Beach. The Agency envisions this piece utilizing materials that all ages can engage with and enjoy, and an artist who is well versed in working within the elements of the site. The agency envisions a statement piece that is a focal point into the Downtown district, as well as a welcoming area where citizens and visitors can congregate in an engaging and safe manner.



ARTIST SERVICES – The following will be required:

- Proposal Development
- Final Design Presentation
- Coordination with Jacksonville Beach Staff, PAAC, and CRA
- Engineering, Permitting, Fabrication, Delivery, Installation, and Storage (if applicable)
- Lighting Consultation as Needed
- Photographic Documentation

SITE LOCATION DESCRIPTION:

Site is located at the corner of the roundabout located at Beach Blvd. and 2nd Street in Jacksonville Beach, FL. The site is dirt, with minimal landscaping.

ANTICIPATED PROJECT SCHEDULE:

Call to Artists Execution & Opening Date: November 7, 2022

Call to Artists Application Deadline: February 8, 2023

Review of Submittals & Recommendation to the CRA for Approval: February 27, 2023

Commissioned Artist Notification: Post CRA Approval

Contract Execution: Post CRA Approval

Initial Concept Design: PROPOSED ART INSTALLATION INCLUDED IN INITIAL APPLICATION

Final Design Concept: Tentatively April 2023

Site Prep & Installation: TBD

Grand Opening Ceremony: TBD

PROJECT BUDGET: \$150,000.00 TOTAL

The budget includes all costs to the artists: including, but not limited to, artwork proposals, engineering, permitting, fabrication, shipping, delivery, storage (if applicable), insurance, travel, lighting (if applicable), and installation. When applicable, artist may be responsible for concrete base and footer for installation.

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 - c. I/We have or will acquire the required coverages for additional insured certificates for general commercial liability for the contract period.
 - d. Upon the determined completion date, I/We can return the location for any required maintenance on the installation for one (1) calendar year.
3. Resume: A current and professional resume, emphasizing public art experience and public commissions (if any).
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DEADLINE:

Submittals due by FEBRUARY 8, 2023.

CONTACT US:

Contact: Taylor Mobbs, City of Jacksonville Beach

E-mail: tmobbs@jaxbchfl.net

Phone: 904-580-2841



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PMS 3375



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PMS 213



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Secondary:

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c13 m10 y81 k0
r227 g212 b84
#E3D454

PMS 601



c7 m3 y55 k0
r242 g232 b143
#F2E88F

PMS 158



c2 m66 y100 k0
r239 g118 b34
#EF7622

PMS 5265



c82 m82 y36 k26
r65 g57 b95
#41395F



SCORING RUBRIC

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CATEGORY 6: TIMELINE, 10 POINTS

Applicant can meet the timeline expectations set forth in the application, and meet the availability for one year of maintenance post installation.

CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4	CATEGORY 5	CATEGORY 6
_____/10	_____/15	_____/40	_____/15	_____/10	_____/10

TOTAL SCORE: _____