



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604

www.cityofsacramento.org

STAFF REPORT

May 23, 2006

Honorable Mayor and
Members of the City Council

Subject: Approval: City Hall Art Gallery Guidelines and Sacramento Metropolitan Arts Commission's Temporary Art Exhibitions Gallery Program General Policy and Procedures

Location/Council District: City-wide

Recommendation:

Adopt a Resolution approving the New City Hall Art Gallery Guidelines and General Policy and Procedures for the Temporary Art Exhibitions Gallery Program.

Contact: Linda Bloom, Art in Public Places Administrator, 566-3971
Bob Williamson, Supervising Architect, Department of General Services, 808-8430

Presenters: Rhyena Halpern, Interim Manager, 566-3989
Linda Bloom, APP Administrator, 566-3971
Sacramento Metropolitan Arts Commission

Department: Convention, Culture and Leisure Department

Division: Sacramento Metropolitan Arts Commission

Organization No: 4242

Summary:

Gallery Guidelines have been created for the inauguration of the City Hall Art Gallery. The Sacramento Metropolitan Arts Commission (SMAC) manages a Temporary Art Exhibitions Gallery Program facilitated in conjunction with the Art in Public Places (APP) Program. New guidelines have been developed for a public review and evaluation process, including:

- Outreach and inclusion efforts,
- Establishment of selection criteria ensuring fairness and high quality of artwork, and,
- Expansion of the program through the re-establishment of the public advisory Visual Arts Committee (VAC).

City Council's adoption of the City Hall Gallery Guidelines (Attachment A), and the Temporary Art Exhibitions Gallery Policies and Procedures (Attachment B) will lay a strong foundation for current and future art exhibition venues that are facilitated by SMAC.

Committee/Commission Action:

The Metropolitan Arts Commission reviewed and unanimously approved the City Hall Gallery Guidelines and the Temporary Art Exhibitions Gallery Program Policies and Procedures, including the re-establishment of the Visual Arts Committee, at the regularly scheduled meeting on February 13, 2006.

Background Information:

Since 1996, SMAC has been facilitating select temporary public art galleries for clients throughout Sacramento County (SMUD, 1996; Commercial Bank, 1998; County Airport, 2003). Since that time, the program has grown tremendously as agencies and private developers see the benefits of working through SMAC to provide free and accessible daily arts experiences. In addition, the diverse venues provide opportunities for local emerging and professional artists, especially underserved artists and artists of color, to exhibit artworks for public employees, visitors and the community.

With the recent completion of the City Hall Gallery space and the growth in the overall gallery program, it is appropriate to develop Gallery Guidelines for the City Hall Art Gallery, as well as to formalize the Temporary Art Exhibitions Program's protocol; and finally, to re-establish the Visual Arts Committee (disbanded in 1999) as the public body responsible for the review and recommendation of high quality and family-friendly art exhibitions.

The concepts contained in the Sacramento City Hall and Temporary Gallery Guidelines are based on the Standard Policies and Procedures of the Art in Public Places Program of the Sacramento Metropolitan Arts Commission.

The re-creation of the Visual Arts Committee (VAC), as the recommending public body to SMAC for all SMAC Temporary Art Gallery Exhibitions including the City Hall Art Gallery, will provide:

- Programmatic accountability,
- Accessibility and fairness at all phases,
- Vigorous outreach efforts,
- Ensure exhibition content is appropriate for a public venue and family viewing audience, and,
- High quality artwork.

Arts professionals, gallery venue representatives, and community members with strong backgrounds in the visual arts and reflecting the diversity of Sacramento will be encouraged to join the Visual Arts Committee. Exhibitions at the various venues,

particularly the City Hall Art Gallery, will focus on themes with a “sense of place” and will be relevant to Sacramento’s diverse audience of visitors, community, and tenants of the building. The VAC will be charged with creating and recommending comprehensive policy and procedures for all venues based on the tenets herein.

In general all galleries, including the City Hall Art Gallery, will use the following procedure for solicitation and approval of artists and exhibitions:

- SMAC Curator creates an open call RFP (Request for Proposals) prospectus.
- The RFP is advertised throughout the Sacramento region, with heavy outreach to all types of artists representing the diversity of the region and the broad range of artistic disciplines.
- Applications are reviewed by the Curator and Visual Arts Committee.
- Recommendations for various venue exhibitions are made to the Arts Commission for approval.
- The final selection and implementation of the exhibitions is entirely within the Arts Commission’s discretion.
- Curator contacts all artists and clients and arranges for the exhibition of artwork.

Benefits of the City Hall Art Gallery and the Temporary Art Exhibitions Gallery Program include:

- Providing the community, visitors, and building tenants with the broadest experience with visual art by encouraging dialogue, daily interaction and art education,
- Developing opportunities to showcase the myriad of local artistic talent,
- Assisting emerging Sacramento artists with gallery exhibition experience,
- Meeting the City’s goal of enhancing the quality of life for visitors and residents of Sacramento, and,
- Supporting the City and SMAC’s efforts for inclusion and diversity.

City Hall - H Street Art Gallery: The City Hall H Street Art Gallery will employ the use of a wall exhibition system including a rail mount and cable grippers which will be used to temporarily exhibit artworks. Each cable can accommodate 50 pounds with 100 pounds total for two cables per artwork. In addition, one rectangular locked exhibition case will be purchased and placed near the entrance to the H Street Gallery. The installation system and location of the display case have been approved by the Department of General Services and will be installed by a licensed contractor. Artwork in galleries will be temporarily installed (not permanently attached to walls) according to all applicable codes and guidelines. (See site plan Attachment C.)

Financial Considerations:

Ongoing costs for the Temporary Art Exhibits are limited to part-time curatorial support and general operating expenses which are shared by the four current gallery programs at an annual cost of \$45,000.

Environmental Considerations:

The Development Services Department, Environmental Planning Services, has reviewed the Guidelines and has determined that the proposed Guidelines are exempt under CEQA Guidelines 15301.

Policy Considerations:

The City Hall Gallery Guidelines and General Policies and Procedures for the Temporary Art Exhibitions Gallery Program, including the re-establishment of the Visual Arts Committee, support the City's Strategic Goals to:

- Achieve sustainability and enhance livability by providing quality cultural art experiences,
- Promote and support economic vitality and fiscal responsibility, and,
- Promote the City of Sacramento's commitment to inclusion and diversity.

Emerging Small Business Development (ESBD):

The Sacramento Metropolitan Arts Commission provides opportunities for emerging artists and small businesses through the "open call" Request For Qualifications process. The Sacramento Metropolitan Arts Commission staff will make every effort to register eligible artists, consultants, and vendors for the ESBD program.

Respectfully Submitted By: Linda Bloom
Linda Bloom
Art in Public Places Administrator

Rhyena Halpern
Rhyena Halpern
Interim Manager
Sacramento Metropolitan Arts Commission

Bob Williamson
Bob Williamson, Supervising Architect
Department of General Services

Approved By: Barbara E Bonebrake
Barbara E. Bonebrake, Director
Convention, Culture, and Leisure Department

Recommendation Approved:

Cassandra H. B. Jennings
for RAY KERRIDGE
City Manager

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Attachment A

**Sacramento City Hall Art Gallery Guidelines
H Street Lobby of New City Hall Expansion Building**

- 1. Purpose:** The purpose of the Sacramento City Hall Art Gallery is to provide a space for the exhibition of visual artwork, with attention placed on themes relevant to Sacramento visitors, community, and tenants of the building. The focus of the gallery will be to present a series of exhibitions by contemporary local artists with a variety of levels of experience and diverse approaches reflecting artistic excellence.
- 2. Residency Requirements:** The gallery focuses primarily on artworks that reflect the diversity of Sacramento. Artists and curators who reside in the City and County of Sacramento are eligible to submit proposals to the SMAC Curator for Temporary Exhibitions.
- 3. Goals:** Goals for the gallery include: a) providing the community, visitors, and tenants of the building with the broadest experience with visual art by encouraging dialogue, daily interaction and art education, b) opportunities to showcase the myriad of local artistic talent, c) assist emerging Sacramento artists with gallery exhibition experience, d) meet City's goal of enhancing the quality of life for visitors and residents of Sacramento, and e) support SMAC and the City of Sacramento's efforts for inclusion and diversity.
- 4. Schedule:** Exhibitions will be rotated at least four times per year. The goal is to establish a schedule for exhibitions at least one year in advance.
- 5. Releases:** Artists will sign loan agreements and releases of liability with the City allowing for exhibition of artwork at City Hall.
- 6. Artwork Review By Visual Arts Committee:** The Arts Commission's Curator and staff will facilitate the City Hall Gallery. An advisory group called the "Visual Arts Committee" will be established to make recommendations with regard to content, themes, media, scheduling of exhibitions, artists, etc. (Refer to Policies Attachment B.)

In addition, the facilities staff of City Hall will establish an "Art Review Committee" consisting of tenants of City Hall. At least one member of the City Hall Tenant Artwork Review Committee will serve on the Visual Arts Committee to represent the interests of City Hall tenants. The Tenant Committee is developed to review artworks and other items for display in City Hall that are not under the auspices of the Sacramento Metropolitan Arts Commission. Membership of the Visual Arts Committee will strive to reflect the multicultural diversity of Sacramento. Recommendations of exhibitions by the VAC will be presented and approved by the Sacramento Metropolitan Arts Commission. The final selection and implementation of exhibitions is entirely within the Arts Commission's discretion.

7. Outreach Efforts and Selection of Artists and Artwork: Artists and artwork will be selected by open call Request for Proposals (RFP) for artists and artworks advertised by SMAC and the Visual Arts Committee at various events, multicultural news outlets, workshops, community centers and libraries. (See detailed description of SMAC Outreach efforts in Policies Attachment B.) The Committee will meet at least quarterly to develop a schedule of exhibitions and to review application materials and submissions of qualified artists for exhibition in the City Hall gallery.

8. Criteria: The gallery focuses primarily on family-friendly, public venue-appropriate themes reflecting the diversity of Sacramento with a strong "sense of place", and relevant to Sacramento's diverse audience of visitors, community, and elected officials. The goal is to exhibit the highest quality of artwork. Artists at any level of experience and curators who reside in the City and County of Sacramento are eligible to submit proposals. If an artist or curator applicant for the Temporary Art Exhibitions Gallery Program wishes to pursue a direction not indicated in the guidelines, the request may be submitted for review by the Curator, Visual Arts Committee, and the Sacramento Metropolitan Arts Commission. The final selection and implementation of exhibitions is entirely within the Arts Commission's discretion and decisions of the Arts Commission are final. Criteria used for the recommendation of artists and exhibitions include:

- Demonstrated artistic proficiency,
- Appropriateness of content,
- Appropriateness of scale and medium, and,
- Multicultural representation/inclusion.

(See detailed description in Policies Attachment B.)

9. Budget: Budget will be established to hire a Curator or coordinator to work with the Visual Arts Committee. SMAC staff will serve as liaison to the Curator and Committee. Other general operating expenses may include fees for an installer, signage for the gallery, invitations, mailing, insurance and publicity.

10. Publicity: The gallery schedule, opening receptions, related lectures, events, etc. will be advertised in local and regional media outlets. If possible, gallery openings should coincide with Second Saturday openings of Sacramento area galleries, thereby trying to attract the largest public audience possible.

11. Installation of artwork: No artwork is to be installed directly onto paneled walls. All artwork accepted for exhibition will be no more than 25 pounds. Artworks will be installed with two suspended cables on a hanging system attached to ceiling in lobby. Felt or other padded material will be applied to the back of two-dimensional artworks to prevent scraping or damage to paneled walls. Signage will be placed on an easel in the lobby or in an exhibition case. Installer will coordinate with City Hall security and Department of General Services City Hall Facility staff to schedule installation and removal of artwork.

12. Sale of Artwork: Artists may make works available for purchase. SMAC will not be involved in the sale or collection of fees for the purchase of artworks. SMAC will provide the artists with names and contact information for any parties having interest in purchasing a work of art exhibited in the gallery, and sales prices will not be advertised. If a work is sold, it may not be removed from the exhibit until the completion of the agreed-upon exhibition schedule.

13. Evaluation: The Curator and VAC will review annually the outcome of exhibitions, obtain client feedback, and evaluate the success of the Exhibitions Program.

14. Establishment of Sacramento City Hall Art Gallery: These policies and procedures are developed to provide guidance for the establishment of the Sacramento City Hall Art Gallery. The policies and procedures should be reviewed periodically for reasonable and cost effective management of the exhibition space.

**Tentative Timeline for City Hall H Street Art Gallery
4/1/2006**

Council Reviews Gallery Guidelines	May 23, 2006
Arts Commission Contracts with Contractor/Vendor For Installation of Gallery System/ Orders Case	June 5, 2006
Applications for "Face of Sacramento" First Exhibition Sent to Galleries	June 16, 2006
Install Gallery System	July 10, 2006
Visual Arts Committee Appointed by SMAC	July 10, 2006
"Faces "Entries Received by SMAC	July 17, 2006
Visual Arts Committee makes selections	July 21, 2006
Exhibition Reviewed by SMAC	August 14, 2006
Press Release for First Exhibit	August 15, 2006
First Exhibition Installed	August 28, 2006

GENERAL POLICIES AND PROCEDURES
SACRAMENTO METROPOLITAN ARTS COMMISSION
TEMPORARY ART EXHIBITIONS GALLERY PROGRAM

BACKGROUND

Since 1996, SMAC has been facilitating select temporary public art galleries for clients throughout Sacramento County. Since that time, the program has grown tremendously as agencies see the benefits of working through SMAC to provide daily arts experiences and opportunities for local emerging and professional artists to exhibit artworks for public employees, visitors and community.

During this period, SMAC has hired consultant curators, supervised by staff from the Art in Public Places program, to manage the galleries. Now it is deemed appropriate to develop Gallery Guidelines, including policies and procedures, to re-establish the Visual Arts Committee (VAC) as advisory to the curator and for the future growth of the Temporary Art Exhibitions Program.

The re-creation of the VAC as the recommending public body to SMAC for all SMAC Temporary Art Gallery Exhibitions will provide accountability, fairness, ensure outreach efforts, ensure exhibition content appropriate for a public venue and family viewing audience, and high quality of accessible artwork. Arts professionals and community members with strong backgrounds in the visual arts and reflecting the diversity of Sacramento will be encouraged to join the Visual Arts Committee. Exhibitions at the various venues will focus on themes with a "sense of place" and relevant to Sacramento visitors, community, elected officials and staff.

PHILOSOPHY

The Temporary Art Exhibitions Program is a function of the Sacramento Metropolitan Arts Commission, a City/County Agency. As a publicly funded arts program, its staff, consultant and advisory committee strives to be inclusive in its efforts to present the highest quality artistic and cultural exhibitions. The program also reflects the standards of ethics expected of all City and County programs and their agents.

- The artwork will be of the highest artistic quality.
- The program will provide exhibition opportunities for emerging and mid-career artists and curators to develop their studio and gallery practices.
- The program will be inclusive of all mediums that can be logistically accommodated.
- The program will demonstrate the cultural and aesthetic diversity of the Sacramento region.
- The program will provide a dynamic set of arts education and cultural experiences in locations central to everyday life.
- Exhibition spaces will present content appropriate for a public venue and family audience.

In general, the Temporary Art Gallery Exhibitions Program will provide the community, visitors, staff, and elected officials with the broadest experience with visual art by encouraging dialogue, daily interaction and art education; opportunities to showcase the myriad of local artistic talent; assist emerging Sacramento artists with gallery exhibition experience; meet the City's/County's goal of enhancing the quality of life for visitors and residents of Sacramento; and support SMAC's efforts for inclusion and diversity.

PROCEDURE

- Curator sends out RFP (Request for Proposals Prospectus).
- Applications are reviewed by the Curator and Visual Arts Committee.
 - Recommendations for various venue exhibitions are made to the Arts Commission for approval.
 - The final selection and implementation of exhibitions is entirely within the Arts Commission's discretion.
 - Curator contacts all artists and clients and arranges for exhibition of artwork.

VISUAL ARTS COMMITTEE (Recommend and Evaluate) (A Committee of the Sacramento Metropolitan Arts Commission)

The purpose of the Visual Arts Committee is to serve as an advisory group to the Curator for Exhibitions and the Arts Commission for the selection and recommendation of individual artists, visual arts groups, and exhibitions for the Temporary Exhibitions Program.

Members of the Committee shall include local and regional artists, community members, arts administrators, curators, and client representatives from each of the Exhibitions Program venues. Art consultants, dealers and gallerists shall not serve on the Committee.

Exhibitions can be organized from any discipline within the visual arts realm including, but not limited to, painting, sculpture, ceramics, fiber, mixed media, printmaking, photography, video, film making, and electronic media. Considerations, including a variety of themes, educational, aesthetic and cultural approaches, diversity of artists, youth, professional and emerging; and highest artistic quality, are encouraged when recommending the schedule of exhibitions.

The Sacramento Metropolitan Arts Commission will advertise through open calls for artists and visual art organizations for applicants interested in exhibiting in the public spaces/galleries facilitated by SMAC. The Visual Arts Committee will meet periodically to review application materials received from potential artists, artists' representatives, and visual art organizations and make recommendations to the Curator for Exhibitions.

The Curator will present the schedule of exhibitions to be approved by the Arts Commission for the coming year schedule of exhibitions.

In addition, the Curator and VAC will annually review the outcome of exhibitions, obtain client feedback, and evaluate the success of the Exhibitions Program.

CRITERIA FOR EXHIBITION SELECTION

The Visual Arts Committee, the advisory/review committee for the selection of artwork exhibited in the City Hall Gallery and other Temporary Art Exhibitions Gallery spaces, will consider the following criteria when reviewing artwork for exhibition:

- **Demonstrated artistic proficiency**
 - Is there competent use of the chosen medium?
 - Is there an acceptable level of technical expertise demonstrated?
 - Does the artwork demonstrate originality of artistic vision?
 - How effectively is this vision communicated to the viewer?
 - Is the artist an emerging artist?

- **Appropriateness of content**
 - Is the artwork content family-friendly, appropriate for a public setting?
 - Does the artwork content/theme have a relationship to the Sacramento region and the community; is there "sense of place"?
 - Is the theme appropriate for the specific venue - e.g., Airport travel, etc.?

- **Appropriateness of scale and medium**
 - Is the artwork size/scale suitable for the specific gallery space?
 - Is the artwork medium/materials suitable for the specific gallery space?
 - Are the chosen materials safe for public exhibition?

- **Multicultural representation/Inclusion**
 - Does the selected artwork represent the diversity of cultures present in the Sacramento region?
 - Does the artwork represent underserved populations, and various cultural aesthetic approaches to art making?

OUTREACH

The Visual Arts Committee (VAC) will create promotional material that will list the program's exhibition venues and explain the application process. The following outreach opportunities will be used to publicize the Temporary Art Exhibitions Gallery program:

- Sacramento Metropolitan Arts Commission (SMAC) website,
- SMAC email and mailing lists, which include individual artists, arts groups and organizations, galleries, cultural groups, museums, archives, educational institutions,
- Advertise at appropriate community events,
- Gallery program promotional ads placed in print media or radio. According to needs and budget availability, ads can be placed in local, regional, and/or national publications or broadcasts,
- Multicultural advertising in community newspapers, newsletters, libraries and community centers, and,

- Curator/SMAC staff will offer arts-related and SMAC-sponsored workshops to teach emerging artists how to apply to the Program.

GALLERY MISSION STATEMENTS/RESIDENCY REQUIREMENTS

The Temporary Art Exhibitions Gallery Program of the Sacramento Metropolitan Arts Commission serves a diverse audience of residents and tourists in the Sacramento region by providing a dynamic set of educational and cultural experiences in locations central to everyday life. These galleries showcase the artistic and cultural resources of the region.

SMUD ART GALLERY & COMMERCIAL BANK ART GALLERY

The mission of both the SMUD and Commercial Bank Galleries is to provide opportunities for emerging and mid-career artists and curators to develop their studio and gallery practices. These galleries are showcases for the artistic and cultural resources of the region.

The SMUD Gallery and Commercial Bank Gallery focus on works that reflect the broad diversity of the Sacramento region. Artists who reside in the counties of Sacramento, Amador, Butte, El Dorado, Nevada, Placer, San Joaquin, Solano, Sutter, Yolo, and Yuba are eligible to apply.

SMUD Lobby
6301 S Street, Sacramento, CA 95817
(Located in the lobby)

Commercial Bank
501 J Street, Sacramento, CA 95814
(Located in the lobby)

SACRAMENTO INTERNATIONAL AIRPORT ART GALLERY

This program serves to humanize the Airport environment, provides visibility for Sacramento's unique cultural life, and presents vibrant, positive images that provide a memorable experience for travelers in Sacramento. This program will underscore Sacramento International Airport as an international gateway and world-class airport.

The exhibitions featured at the Airport will create a strong sense of place by highlighting the distinctive history and culture of the Sacramento region. The program will provide community access to a wide variety of art by regional artists and area museum collections, as well as national traveling exhibitions.

The Sacramento International Airport is a growing travel hub for business and leisure travelers. As a gateway to the Sacramento region, exhibition opportunities are open to artists, collaborative teams, arts organizations, and curators throughout California.

Sacramento International Airport
6900 Airport Boulevard, Sacramento, CA 95837
(12 exhibition cases located in Terminal B on both the baggage claim and terminal levels)

SACRAMENTO CITY HALL ART GALLERY

The purpose of the City of Sacramento City Hall Art Gallery is to provide a space for the exhibition of visual artwork with attention placed on themes relevant to Sacramento visitors, community, and City staff. The focus of the gallery will be to present a series of exhibitions by contemporary local artists with a variety of levels of experience and diverse approaches reflecting artistic excellence.

This gallery focuses primarily on works that reflect the diversity of and are relevant to Sacramento. Artists and curators who reside in the City and County of Sacramento are eligible to submit proposals.

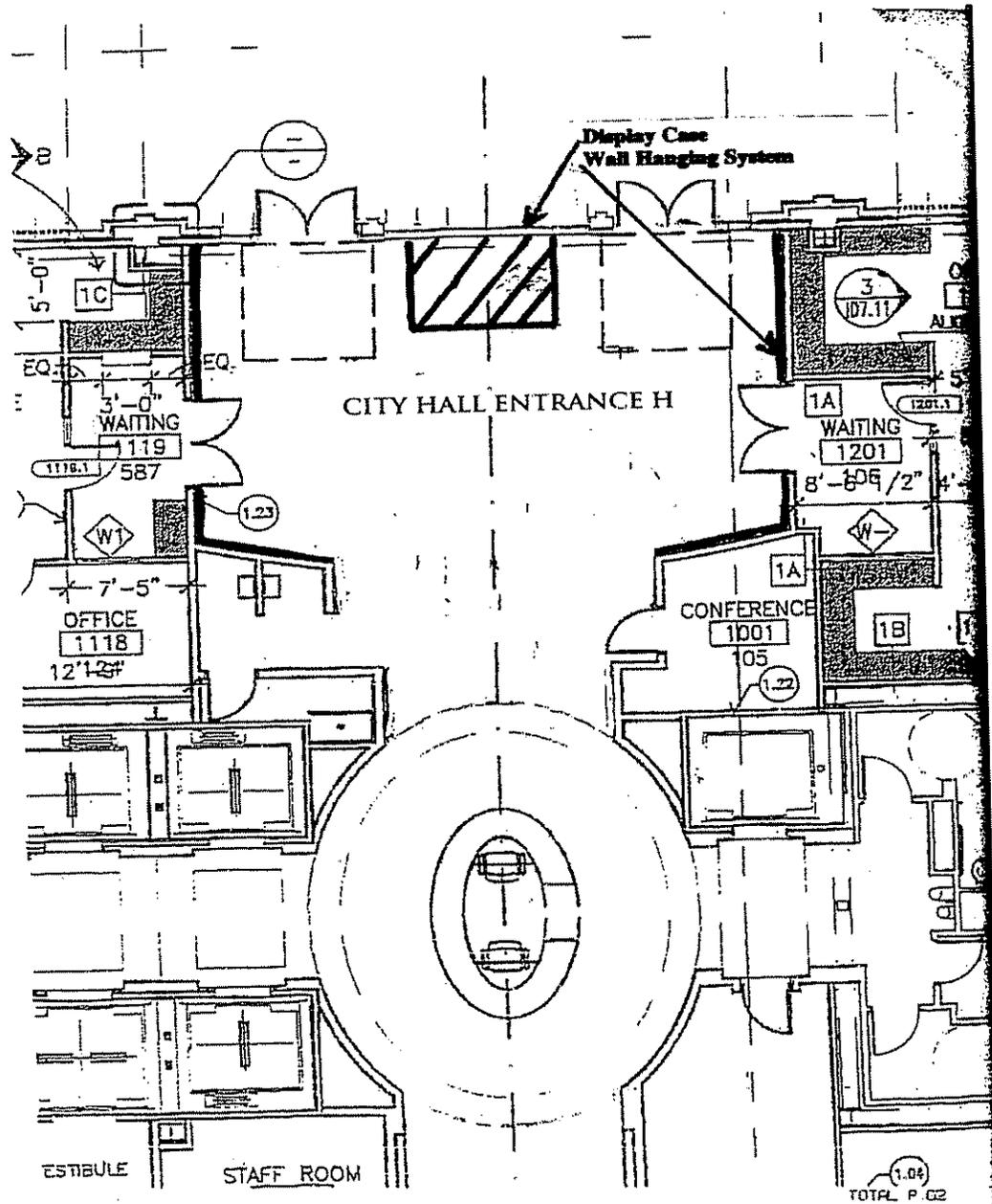
City of Sacramento City Hall
915 I Street, 95814
(Located in the H Street lobby)

If an artist or curator applicant for the Temporary Art Exhibitions Program wishes to pursue a direction not indicated in the Guidelines, the request may be submitted for review by the Curator, Visual Arts Committee, and the Sacramento Metropolitan Arts Commission.

The final selection and implementation of exhibitions is entirely within the Arts Commission's discretion and all decisions of the Arts Commission are final.

In general, the Temporary Art Exhibitions Policies and Procedures mentioned herein will provide a strong foundation for future art exhibition venues that may be facilitated by SMAC. It is suggested that the Visual Arts Committee meet periodically to review and recommend to the Sacramento Metropolitan Arts Commission revisions to these general policies and procedures.

H Street Art Gallery Site Plan



RESOLUTION NO.

Adopted by the Sacramento City Council
May 23, 2006

**APPROVAL OF CITY HALL ART GALLERY GUIDELINES AND SACRAMENTO
METROPOLITAN ARTS COMMISSION'S TEMPORARY ART EXHIBITIONS GALLERY
PROGRAM'S GENERAL POLICY AND PROCEDURES**

BACKGROUND:

- A. The Sacramento Metropolitan Arts Commission has a Temporary Art Exhibitions Gallery Program facilitated through the Art in Public Places Program.
- B. Guidelines have been developed specifically for the City Hall Art Gallery and policies and procedures for the expansion of the general program, to include a public review process, outreach efforts, high quality artwork, and evaluation.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

- Section 1. The City Hall Art Gallery Guidelines are approved; and,
- Section 2. General Policy and Procedures for the Temporary Art Exhibitions Gallery program are approved.