

Call for Art
Florence 101 Beautification Banner Project
FlorenceChamber.com/FlorenceBannerArtistCall

Deadline Extended to June 30th at 5pm

Project Background

This is an exciting opportunity for a creative way to show off the City of Florence through Banners connecting our community. Banners are a simple and cost-effective way to show off a city's pride, offerings, creativity, stimulate and contribute to community vitality.

Banners are known to calm traffic, encourage people to see our local businesses and leisure opportunities for our area. This type of Art informs people of what our community has to offer to each other and for our guests.

This is a partnership project between the City of Florence, Central Lincoln PUD, Three Rivers Casino Resort, the Florence Area Chamber of Commerce (FACC) and community members like you.

Banner Information & Submission Information

Artists and Community members are encouraged to submit designs for the Spring/Summer Banner Call. This is a fantastic way to showcase your talents to our community, our visitors, add to your resume and community involvement. Compensation for artwork is up to \$1,000 for the selected suite of imagery.

Designs are to include themed imagery and text (optional) for the Florence Area Chamber of Commerce Marketing Slogans:

- o Eat
- o Stay
- o Play
- o Shop
- o Oregon's Coastal Playground
- o Florence

A consistent style and design is highly encouraged throughout the collection.

This project's focus is creating banner art for utility pole banners along UpTown Highway 101 in the City of Florence through ReVision 101 and some near 126/Quince and Three Rivers Casino Resort.

This Florence 101 Beatification Banner Project overall goal is to include additional calls that include exchanging the banners seasonally/event specific and to expand to Old Town/Other Areas of Florence. The Florence Area Chamber of Commerce is the marketing partner with the City of Florence.

This call is for the Spring/Summer display of Banners.

- The UpTown 101 Banners are 18in Wide and 36in Tall (hanging vertically)
- ReVision 101 Banners are 24in Wide and 96in High (hanging vertically)
- 126/Quince & Three Rivers Casino Resort Banners are 18in Wide and 36in (hanging vertically)
- Old Town Banners are not included in this current call
- *Keep in mind that people will see these as they drive, crisp clean simple make for better reading as people drive. Avoid light colors as they may blend with sky*
- Banners have sleeve pocket stitches about 2in at the top and bottom to allow them to be attached to the Pole hardware. Some may have slits cut to ease air tension in our windy climate
- The Banners are ideally scheduled to be changed seasonally. This call is for the Spring/Summer Collection. Banners are scheduled for repeated use during their designated Season
- Damaged Banners have a replacement plan
- Schedule of Banner changes are fluid and weather depended
- Selected artwork will be professionally printed on a high-quality vinyl
- The designs should accommodate variability in the banner manufacturing process and may require modifications
- The Florence Oregon Area Chamber of Commerce will contract with a vendor to print the banners and be professionally installed
- A example images for Banners are available [HERE](#)
- Fonts [HERE](#)

Images Submitted for Consideration

Submitted artworks may include:

- Digital versions of original existing artwork
- Artworks that are created digitally
- Project is seeking designs that the public will perceive in a positive manner
- It is encouraged that artists to consider images that play with the City of Florence's unique characteristics (see Florence marketing slogan inspiration list above)

- Images may include text, but not recommended since Florence Marketing slogans will be overlaid
- Artist is welcome to recommend placement of slogan/s
- Final Banner imagery will have an overlay for consistency & Florence Marketing purposes and may vary or be adjusted by Project Administration
- No advertising, branding, or stock/commercial images allowed
- Works containing controversial images that are offensive in nature will not be accepted

Responsibilities of Selected Artist(s)

Submitted artworks may include:

- Artists may submit up to three (3) suites of different designs
- Artists may or may not include templates for Marketing Slogans, but note, placement of text may differ from what artist submitted for reproduction purposes.
- JPG or PDF formats are preferred for submission review
- Once selected, the artist must submit the final, high-quality image to the Florence Area Chamber of Commerce in a timely manner
- Selected artists are responsible for all costs related to providing the image in a quality format (see below) that can be resized and manipulated for individual banners. These artists' costs may include, but are not limited to, photography, scanning, and graphic design expenses.
- Image format(s) for selected entries:
 - High-quality PDF or Image files are acceptable to submit (original files will be requested from finalist such as their Photoshop, InDesign and Illustrator CS6 or above preferred files)
 - All files (either print files or linked files) must be 150-300 pixels per inch at 100%
 - All files are printed as CMYK; please create files in CMYK, not RGB
 - Artists will be involved with Florence Area Chamber of Commerce and vendors in the approval of a semi-final layout of their image on Banner.
 - If images of people are included, the artist must obtain a release from these people for the images to be used in this way.

Selection Process and Criteria

The Banner Selection Committee will review all proposals received by the deadline and make a recommendation to the Florence Area Chamber of Commerce's Marketing Team for final decision. The Committee and FACC reserves the right to reject any and all submissions. The Banner Selection Committee/Florence Area Chamber of Commerce reserves the right to select individual banner designs and does not guarantee one specific suite of imagery selected. Florence

Area Chamber of Commerce reserves the right to make any adjustments deemed necessary to the winning design.

The following criteria will be discussed when evaluating and selecting designs:

- Stimulate excellence in design and public arts:
 - Is the image engaging and high quality in concept?
 - Is the image interesting and unique?
 - Does the image work within or play with the city's unique context?
- Enhance community identity and place:
 - Is the image meaningful to the city, its residents, and visitors?
- Contribute to community vitality:
 - Does the image draw in the viewer and provoke positive community ideals?
 - Does the image celebrate the city?
- Involve a broad range of people/communities:
 - Will a broad range of people connect with the image?
 - Or will it bring new ideas to people about our area?

See Example Rubric [HERE](#) & Example Score Sheet [HERE](#)

Schedule

This is an ideal schedule of project, but dates may change depending on various schedules:

- May 13th, 2021 – Call for Artists Released
- **Deadline Extended to June 30th, 2021 at 5pm** (was June 14th, 2021 at 5:00pm_ – Submission Due Date
- Week of July 5th, 2021 – Florence Beautification Banner Committee meeting to review submissions & submit recommendations to Chamber Marketing Team
- ~Week of June 19, 2021 onward – Work with selected artist(s) on final design for fabrication
- Production
- Installation – July/August 2021 – Spring/Summer Banners installed

Proposal Due Date and Location

Proposals must be received no later than **Wednesday, June 30th, 2021 at 5pm via online submission form [HERE](#)**. Images/PDF must be labeled with Last Name, Banner Type (ie: Spring - Summer) and entry collection number.

All questions regarding this application must be submitted in writing to:
info@florencechamber.com

Terms and Conditions

The Florence Area Chamber of Commerce (FACC) shall possess the final Artwork design provided by the Artist. Imagery/Artwork/Designs can be used in promotional advertisements and materials for the City of Florence and the FACC, Artist will be noted whenever possible.

Since the artistic designs including the final design and dimension of the Artwork are unique, the Artist shall not make any additional, exact duplicate reproductions of the final design and dimension, nor shall the Artist grant to a third party, the right to replicate the artistic designs and dimensions of the Public Artwork without the written permission from the City or FACC (ie: create your own banners).

The Artist grants to the Florence Area Chamber of Commerce and its successors or assigns, an irrevocable license to use/make two-dimensional reproductions of the Artwork (Banners) and the final designs to be used in brochures, media, publicity and catalogs or other similar publications, etc.... The Artist represents and warrants that said work or service does not and will not infringe upon the proprietary or any intellectual property rights of any other persons or entities. The Artist agrees to assign all rights, title and interest into the submission, including copyright, to the Florence Area Chamber of Commerce and waives his/her legal rights in the submission. *By submitting and entering the contest, you are agreeing to all contest rules and are attesting to the originality of your design.*

By submitting a design and accepting the contest prize, the winning Artist permits the Florence Area Chamber of Commerce to make public and otherwise use the winner's name, biographical information, city of residence, and submitted work without further compensation in any media now known or thereafter developed for promotional and/or publicity purposes, unless prohibited by law.

Art & Design Info

To best understand your submission/s, the review committees would like to have you include information about you and your work. We ask that you also include the following with your submission (PDF works best):

- Brief explanation or artist statement of your Art/Design inspiration and why you did what you did. Include anything that you would like to point out about the submitted work.
- Artist Biography (Short)
- Optional - Artist Resume

File Upload Checklist

- UpTown 101, 126/Quince, & Three Rivers Casino Resort Area Banners (Can be same designs as other area but match size/dimensions for this area)
 - Eat
 - Stay
 - Play
 - Shop
 - Oregon's Coastal Playground
 - Florence
- ReVision Florence (Can be same designs as other area but match size/dimensions for this area)
 - Eat
 - Stay
 - Play
 - Shop
 - Oregon's Coastal Playground
 - Florence
- Brief explanation or artist statement of your Art/Design inspiration and why you did what you did. Include anything that you would like to point out about the submitted work.
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Updated 6/14/21

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