

City of River Falls, WI
Percent for Art Policy (River Falls Creates)

Policy Statement:

The purpose of this policy is to establish a percent for art program for City public construction projects, to provide for the funding, selection, creation and maintenance of public art and establishing responsibilities relating to administering the City's percent for art program.

Reason for Policy:

Public art adds greatly to the quality of life of residents, attracts tourism, and provides incentives to businesses to locate in the City, thereby expanding the economic base of River Falls. The City of River Falls percent for art program, named River Falls Creates, focuses on the outside and the inside of new and remodeled City owned public spaces. The art may serve a function, express a theme, or commemorate an important person or event. It may underscore or provide a counterpoint to the architecture and surrounding site. It may also serve as a landmark that adds definition to the City of River Falls.

The objectives for River Falls Creates include:

1. Increase the understanding and enjoyment of public art by River Falls residents.
2. Promote public interaction with public spaces.
3. Provide unusual and challenging employment opportunities for Artists.
4. Encourage collaborations between Artists and Architects, and Artists and Engineers.
5. Support Artist participation in planning public projects.

Definitions:

"Architect" is the person or firm designing the project to which the funding applies. Where the architect is a firm, the term Architect shall mean the principal of that firm in charge of designing the project to which the funding applies.

"Artist" is a practitioner in the visual arts, generally recognized by critics and peers as a professional of serious intent and recognized ability who produces Artworks.

"Artwork" includes but is not limited to, paintings, murals, inscriptions, stained glass, fiber work, statues, sculptures, monuments, fountains, arches, structures intended for ornament or commemoration, etc. Works of art may be portable as well as permanent.

"Capital Improvement Plan" (CIP) means the plan adopted for City financed public improvement projects.

"City" is the City of River Falls.

"Deaccessioning" is a procedure for the withdrawal of an Artwork from the public collection.

"Exhibit Selection Committee" administers River Falls Creates and make decisions regarding the planning, purchasing, and solicitation of art in public spaces.

"Maintenance" is the periodic work on a facility required to maintain its original functionality.

"Public Art Trust Fund" is a funding mechanism which aggregates portions of River Falls Creates requirements and redistributes these funds to promote, finance and maintain public art projects throughout the City.

"River Falls Creates" is the name of the City's percent for art program.

Duties and Responsibilities of the Exhibit Selection Committee:

The Exhibit Selection Committee is charged with administering River Falls Creates. The Exhibit Selection Committee is comprised of:

- The River Falls Communication Manager
- The River Falls Public Library Event Coordinator
- Facilities Maintenance Worker Lead
- One additional City of River Falls employee
- One resident who is involved in community art

The Exhibit Selection Committee shall strive to develop a collection of public art that is of the highest quality, that will encompass a broad aesthetic range reflecting the City and the minds of its residents, that will improve the quality of life in the area, that will be accessible to all individuals and be a source of pride to all residents.

The Exhibit Selection Committee shall seek to develop River Falls Creates and the associated collection in a way that is integrated into the fabric of the City and reflects a broad range of community input and involvement by Artists and art professionals. The Exhibit Selection Committee is responsible for reviewing, advocating and developing public art projects in the

public domain for the City. It will develop a formal structure in which to create, develop and maintain public art as well as further public accessibility to the arts. The Exhibit Selection Committee will provide an annual report to the City Council.

Funding:

River Falls Creates may allocate up to one percent (1%) of eligible construction costs greater than or equal to \$100,000 to be used for public art involving City public construction projects. Projects include improvements to or new construction of buildings, structures, streetscapes, pedestrian malls or plazas, parks, trails, or any other projects, or any portion thereof, which includes finished space and will be available for public view.

No less than eighty percent (80%) of the funding will be used for on-site Artwork. No more than twenty percent (20%) will be deposited in a Public Art Trust Fund used to fund maintenance and upkeep for existing works.

Procedure to Commission Public Art for Eligible Projects:

The following items outline the procedure the Exhibition Selection Committee will use when commissioning public art for eligible projects:

1. Upon review of the Capital Improvement Plan, the Exhibit Selection Committee shall recommend projects for which this policy applies. This should be done in a timely fashion to develop project requirements.
2. Upon the selection of an Artist or an Artwork by the Exhibit Selection Committee, the Artist shall enter a contract with the City for the Artist's services or for the purchase and installation of the Artwork. This contract shall require the Artist to produce or deliver the Artwork for a price guaranteed to be no greater than the maximum contracted cost.

Eligible Expenses for River Falls Creates:

Appropriations for River Falls Creates projects may be spent for:

1. The Artwork itself, including but not limited to:
 - a) Artist's design fees.
 - b) Additional labor and materials required for production and installation of Artwork.
 - c) Artist's operating costs.
 - d) Any required permit or certificate fees.

2. Identification plaques and labels.
3. Frames, mats, mountings, anchorages, containments, pedestals, or materials necessary for the installation, location or security of the Artwork.

Appropriations for River Falls Creates projects may not be spent for:

1. Reproduction, by mechanical or other means, of original Artworks, except in cases of film, video, photography, printmaking or other media arts.
2. Decorative, ornamental, or functional elements which are designed by the Architect or consultants engaged by the Architect, as opposed to an Artist commissioned for this purpose.
3. "Art Objects" which are mass produced of standard design, such as a playground sculpture.
4. Directional or other functional elements, such as signs, color coding, maps, etc.

Selection of Artwork(s):

All River Falls Creates projects, whether they are permanent or temporary Artworks, will be developed to respond to a specific site or building location, except for Artworks that are conceptually intended to circulate among various sites or facilities.

The Exhibit Selection Committee in conjunction with the representative of the Department responsible for the capital project and the Project Architect shall analyze and discuss appropriate locations, amount to be spent for purchased or commissioned Artworks, suitable art forms, Artists' prerequisites, and specifics of the Artist/Artwork selection process which includes open competition, limited/invitational competition and direct purchase.

A request for proposal (RFP) will be prepared and advertised by the Exhibit Selection Committee. The Exhibit Selection Committee shall select Artworks which will be technically feasible to produce and display; the selection of Artist(s) who will provide art integral to the project will be made as early in the conceptual design stage as practical, so Artist(s) will be able to work with the Architect from the beginning of the project.

The Exhibit Selection Committee has the option of making no selection if none of the proposals fit the criteria for the project. If no proposal is accepted, the Exhibit Selection Committee has the right to reopen the competition or propose another method of selection.

Each proposed River Falls Creates project will also be evaluated as to: its Artistic excellence, appropriateness in terms of scale, material and content relative to the immediate and general architectural, social and historic context; and long-term durability against vandalism, weather, theft and excessive maintenance.

The Exhibit Selection Committee will make the final determination of selected Artwork(s).

Criteria Used in Selecting Public Art:

1. Artists will be selected based on their qualifications as demonstrated by past work, appropriateness of the proposal to the project, and its probability of successful completion as determined by the Exhibit Selection Committee.
2. In selecting Artists and Artworks, the Exhibit Selection Committee shall select those Artists and Artworks of the highest aesthetic quality, and those which fulfill the purposes of River Falls Creates.
3. In all cases, consideration will be given to materials, construction, durability, maintenance, public access and safety.
4. As a rule, the City will not accept any Artwork that is political in nature or involves nudity or religion or is otherwise deemed to be inappropriate.

Selection Processes for Public Art:

Selections of Artworks will be made by the Exhibit Selection Committee using one of the following methods:

1. Open Competition: Advertisements for Artists will be made with an unlimited amount of proposals accepted. No proposal fee will be paid unless stipulated and proposals will be accepted from all Artists.
2. Limited/Individual Competition: Specific Artistic parameters are established and a limited number of Artists can apply. No proposal fee will be paid unless stipulated.
3. Direct Purchase: Artwork will be purchased for the project without competition.

Public Art Management/Maintenance:

1. All Artworks remain under ownership by the City.
2. City of River Falls departments must notify the Exhibit Selection Committee if an Artwork is damaged or stolen.

3. Monies to maintain works of art shall come from the Public Art Trust fund.

Deaccessioning:

Deaccessioning will be considered only after a careful and impartial evaluation of the Artwork within the context of the collection. At the beginning of the process, the Exhibit Selection Committee will make a reasonable effort to notify any living Artist whose work is being considered for deaccessioning.

The Exhibit Selection Committee may consider the deaccession of Artwork if it cannot be relocated. The Exhibit Selection Committee shall establish guidelines for deaccessioning Artwork which shall include, but are not limited to, the following:

1. The Artwork has been damaged or has deteriorated and repair is impractical or unfeasible.
2. The Artwork endangers public safety.
3. In the case of site-specific Artwork, the Artwork is destroyed by severely altering its relationship to the site.
4. The Artwork requires excessive maintenance or has faults in its design.