

Port Public Art Program NAC Informational Presentation

January 17, 2024

Ryan Wassum
Planning & Environment



Presentation Agenda

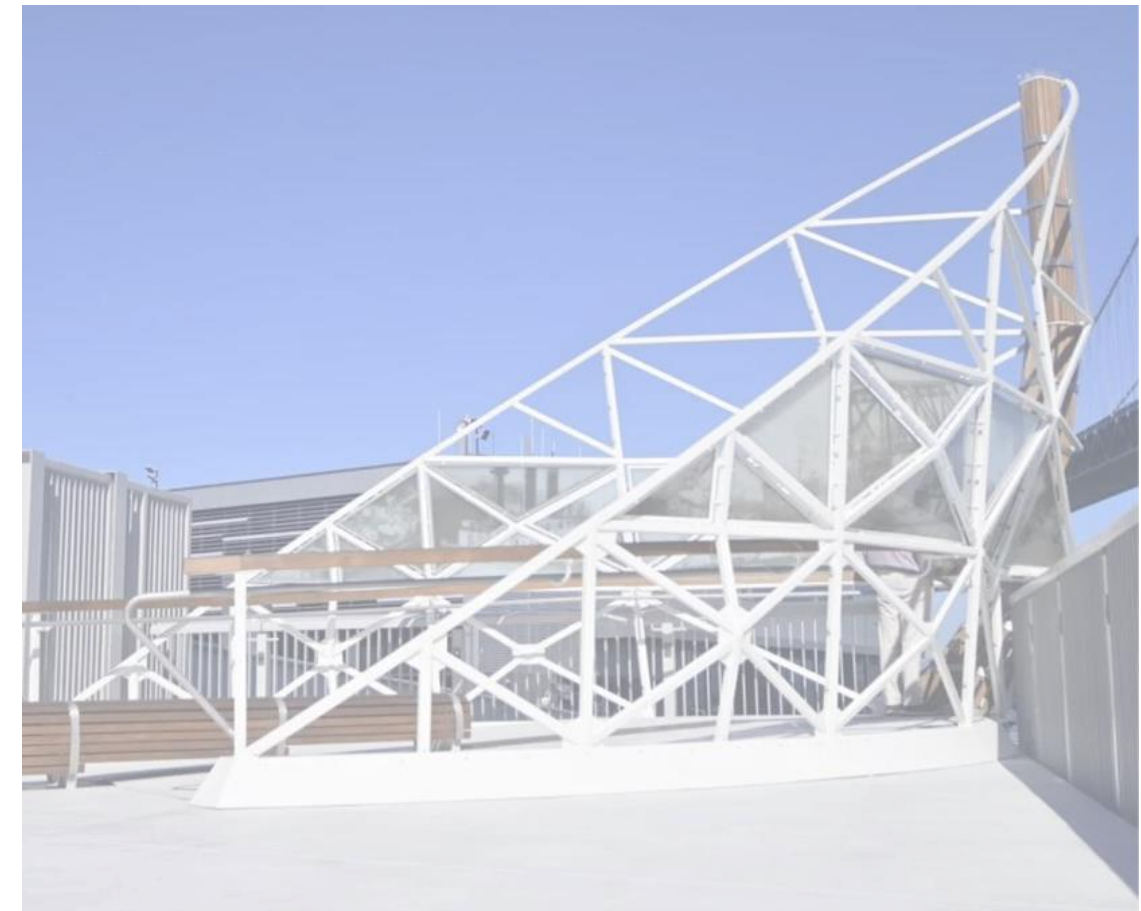
1. Overview/ Purpose
2. Artist Selection Process
3. Outreach for Public Art
4. Artist/ Artwork Selection Criteria
5. Ownership & Maintenance

Overview/Purpose

The purpose of the Port's Public Art Program is to describe the process for selection of artists and public art and guide its placement along the Port of San Francisco waterfront.

The **Program** is a guide for the Port and the public to:

- Guide how and where public art can enhance and enliven the Port's network of parks, public spaces, and natural areas;
- Administer a transparent and inclusive process for the selection of diverse artists and artwork; and,
- Expand opportunities for indigenous people and people of color to display art, inclusive of local and regional artists.



Artist/Artwork Selection Processes*

The Port may employ one of the three following processes for the selection of artists and artworks:

1. Open Call
2. Direct Selection
3. Artist Sponsored Proposals

*Selection processes are established per San Francisco Arts Commission (SFAC) guidelines and policies.

Open Call

A local, national or international competition open to professional practicing artists that meet minimum eligibility requirements per SFAC guidelines and policies.

Applicable to permanent or temporary art proposals that utilize City funds per the City's Art Enrichment Program (i.e. 2%) or other major public art on Port Property.

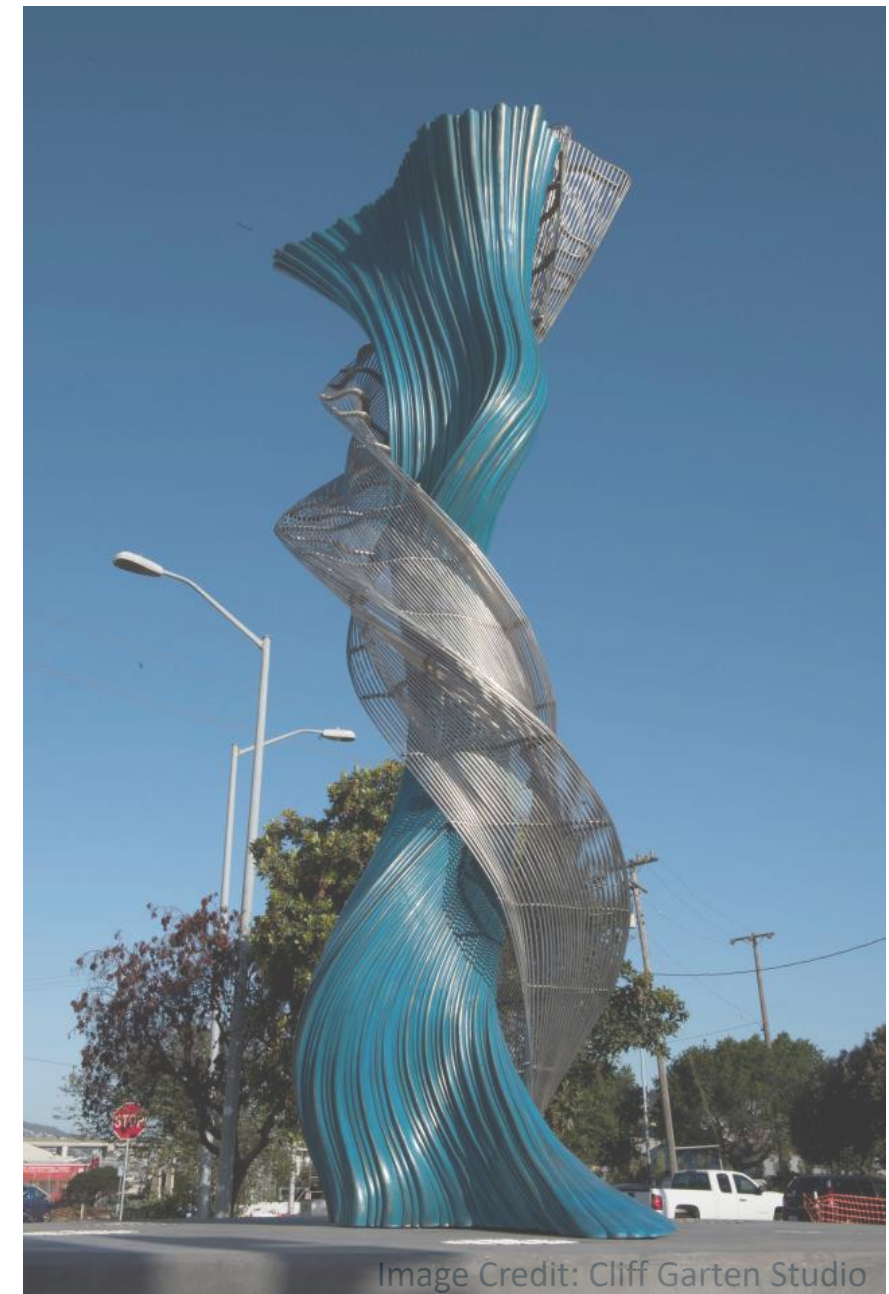


Image Credit: Cliff Garten Studio

Direct Selection

Direct Selection process may be used for temporary or permanent artworks of limited budget consistent with contract threshold requirements for Professional Services under Chapter 21 of the Administrative Code.

Applicable if proposal/ project budget is *less than* the minimum competitive amount (currently at \$129k per Admin. Code).

- **Budget Under \$10k:** no RFQ/RFP required; however, encouraged to solicit 3 written bids/ proposals.
- **Budget \$10k-\$129k:** informal solicitation required per rules by Contract Management Dept.
- Only **one** artist/artist team will be pursued to develop a full proposal (unlike Open Call).

Artist Sponsored Proposals

Artist Sponsored proposals occur when artists or arts organizations approach the Port requesting permission to temporarily display their art on Port property at the sponsor's own expense.

Artist Sponsored or unsolicited proposals will be evaluated by Port staff up to 3 times a year or as directed by Executive Director.



Example: The Polar Bear



Example: The Rocketship

Outreach for Artists

Outreach for artists and artworks will play a critical role in developing a comprehensive public art Program along the Port's waterfront. Outreach will consist of the following key strategies:

DEVELOP

(public webpage)



PROMOTE

(program+opportunities)

ENHANCE

(strategies+outreach)



Q1-Q3
2024



Q4
2024

Artist/Artwork Selection Criteria

Artist
Qualifications

Cultural
Equity

Inherent
Artistic
Quality

Appropriate
Context

Artistic
Diversity

Ability to
Maintain

Safety/
Accessibility

Uniqueness

Feasibility

Ownership & Maintenance

Dependent upon the selection process (Open, Direct, or Artist Sponsored) and use of City funds, ownership and maintenance responsibilities are as follows:

Open Call or Direct Selection

Use of City Funds: Through negotiation with SFAC, ownership and maintenance for public art involving City funds would transfer to the City under the jurisdiction of the SFAC.

No City Funds: for public art not involving City funds the Port may request the SFAC accept the art into the City's Civic Art Collection, pending SFAC's ability for acceptance.

Artist Sponsored Proposals

Ownership and maintenance for Artist Sponsored public art shall be the responsibility of the sponsoring artist or arts organization, unless the Port chooses to accept the public art.

Next Steps

- Continue to evaluate the Public Art Program webpage that launched in October → [SFport.com/PublicArtProgram](https://sfport.com/PublicArtProgram)
- Port Staff to identify future public art opportunities and implementation strategies, pending available funds and staff resourcing – Q1-Q4 2024

Thank you! Any questions?

Appendix:

Develop

Launched a transparent Port Public Art Program webpage with an overview of the Program that includes:

- Requirements and process for using Port property for public art, such as processes for Licenses and Encroachment Permits.
- Review process for large, small-scale, and temporary art.
- Locations and sites for suitable large scale art installations.
- Opportunities for involvement.

Promote

Publicize the Port's Public Art Program and promote opportunities for artists/artworks through established Port communication channels & partners.

- Port Newsletters and Social Media
- Port Website
- Partner with SF Cultural Districts and applicable City agencies, where feasible
- Utilize and/or create an email distribution list within the 9-county Bay Area region for outreach and promotion opportunities

Enhance

Evaluate and improve the art program.

- Continue to update the Webpage to promote new and diverse opportunities.
- Expand outreach channels and partnerships as they become available or are developed.
- Update (9-county) distribution lists to maximize artistic diversity and opportunities for involvement.
- Learn from the successes and failures of the program and adjust where needed.