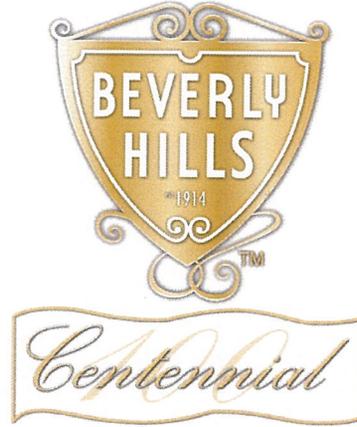


Attachment 2



*The Beverly Hills Centennial
Public Art Installation Committee*

Presents

ARTS OF PALM

Presented by:

Public Art Installation

Committee Chairs:

Alissa Roston

Jane Liepshutz

Janice Fernandez

&

ARTS OF PALM Curator:

Kate Stern

November 5, 2013

TABLE OF CONTENTS

I.	Introduction
II.	Design notes from the curator
III.	Sample artworks by artists under consideration for ARTS OF PALM
IV.	Photos of available artwork for ARTS OF PALM
V.	Estimate for the approved centennial budget for 6 outdoor sculptures
VI.	Prioritized locations for the approved City Council budget of \$75,000
VII.	Photos of prioritized locations
VIII.	Desired locations with private funding
IX.	Additional funding option #1
X.	Additional funding option #2
XI.	Sponsorship

I. Introduction

The City of Beverly Hills will celebrate its 100th year anniversary of incorporation in January 2014.

Planning is underway for an exciting celebration that will include tourism initiatives, regional events, community activities, and more to commemorate the historic milestone.

A year-long series of events and initiatives will pay tribute to Beverly Hills' past, present and future, including the ARTS OF PALM public art installation:

- ~ Envisioned to be the largest temporary public art installation ever to be held in Beverly Hills.
- ~ The installation will feature high-caliber artists in a variety of artistic mediums.
- ~ Sponsors will be afforded naming recognition, branding and widespread visibility.
- ~ The installation will be highlighted on the City of Beverly Hills Centennial webpage.
- ~ Art locations will be printed on maps available in hotels and at participating businesses and sponsor locations throughout the city.

II. Design notes from the curator

“I think what will make the Arts of Palm exhibit extra spectacular is the variety of mediums from which the artwork will be made. Having cultivated relationships with a large stable of well-known artists as well as many lesser known but equally talented ones, I hope to draw from both. Some "trees" will be abstract and some more literal depending on both the artist's interpretation and the medium used. I envision artworks that are made from bronze, stainless steel and other metals to, ceramic, glass, wooden, kinetic, recycled, found object, painted, paper and the list goes on.

Artwork made from materials not able to withstand the outdoor elements may be staged indoors with possible locations including hotels, banks, government buildings, talent agencies, store lobbies, etc. Artwork placed outdoors may be staged in possible locations including parks or grassy street medians, the lawn at City Hall, and where sidewalk space allows in the Beverly Hills Business Triangle.”

~ **Kate Stern, Curator**

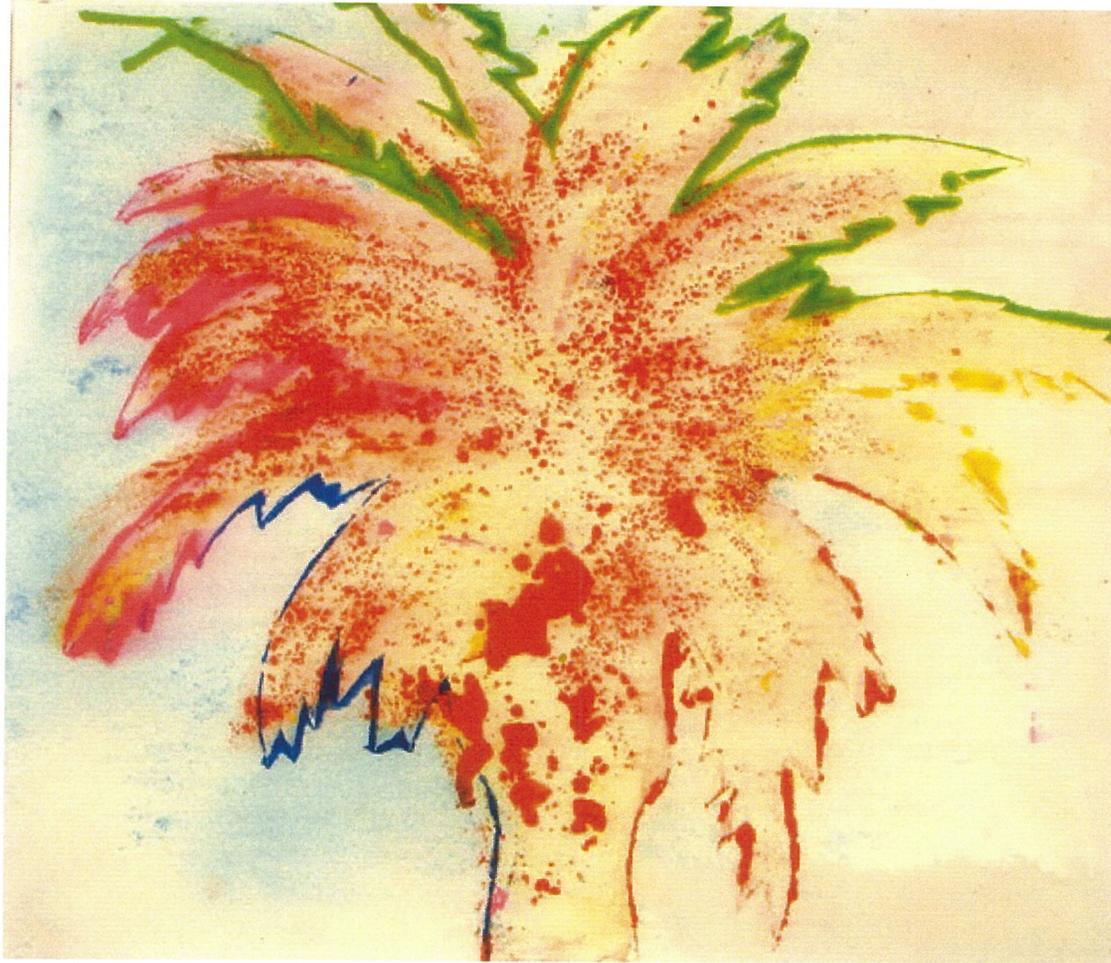
III. Sample artworks by artists under consideration for ARTS OF PALM

The following photos are example of artists work shown to represent each artist's particular style. These are not, unless otherwise noted, the specific works that will be used for Arts of Palm.

Peter Alexander



Peter Alexander



Peter Alexander



Brad Howe



BRAD HOWE, *Reckon*, Stainless Steel, Polyurethane, 127 x 120 x 32 Inches



BRAD HOWE, *Reckon*, Stainless Steel, Polyurethane, 127 x 120 x 32 Inches

Brad Howe

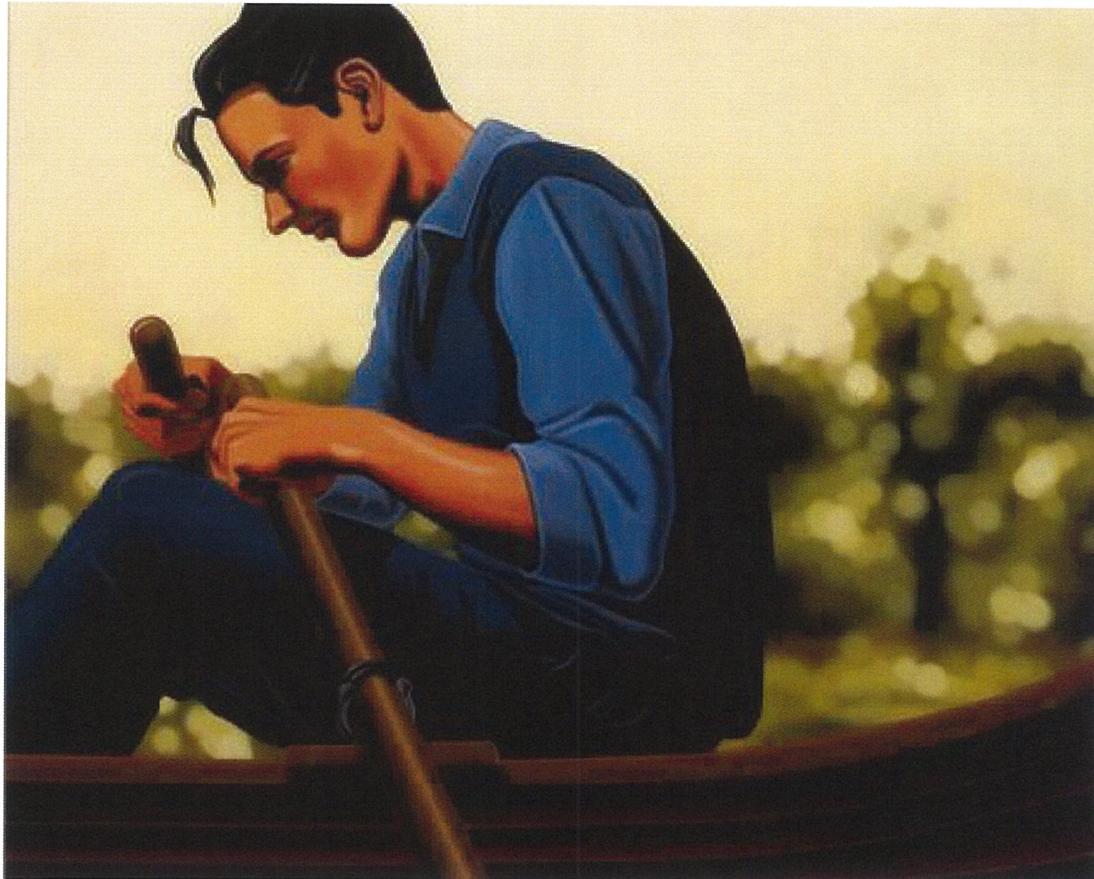


BRAD HOWE, *Totems*, 2008, San Antonio, Texas, Stainless Steel, 20 x 10 x 8 feet

Kenton Nelson



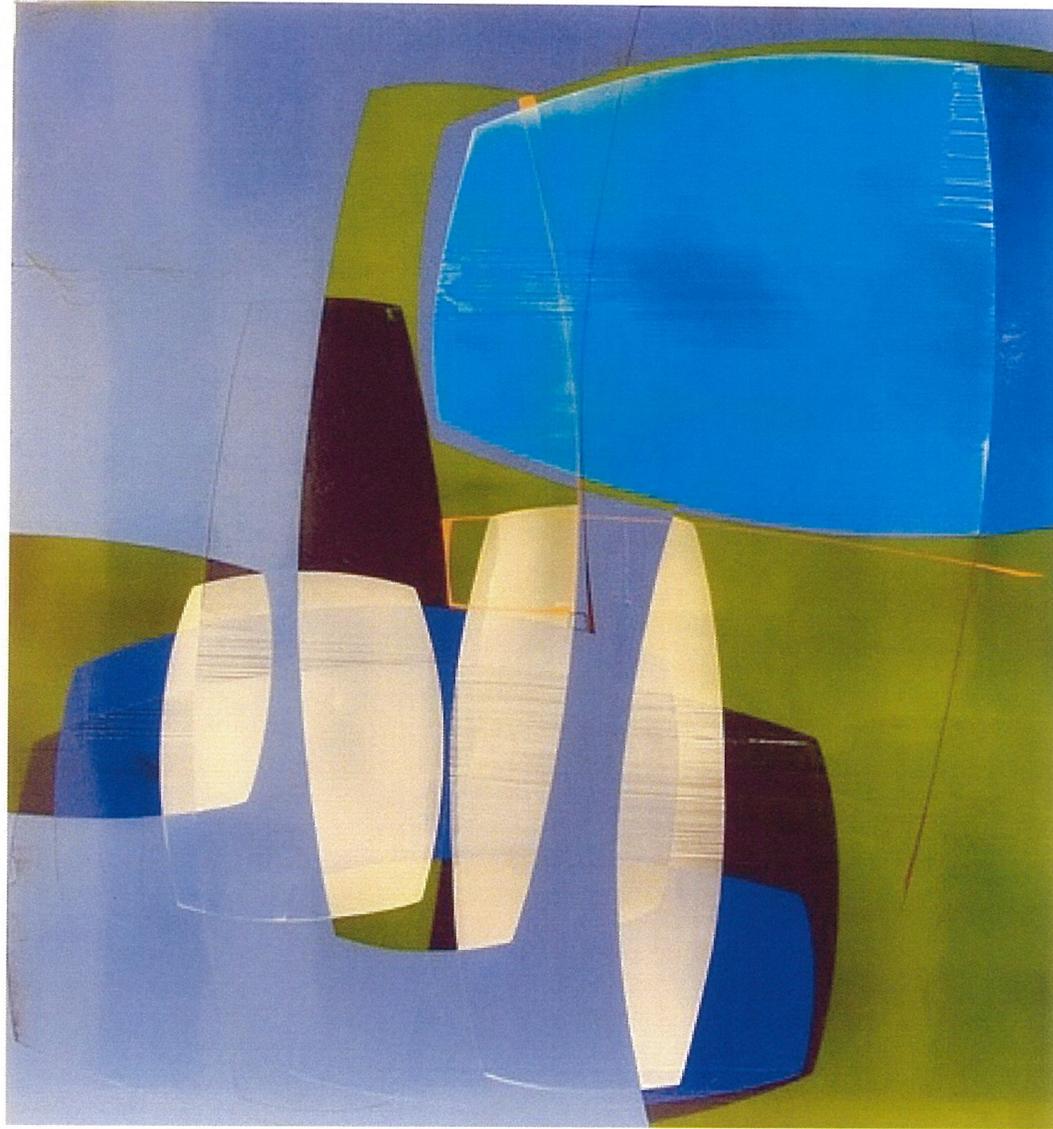
Kenton Nelson



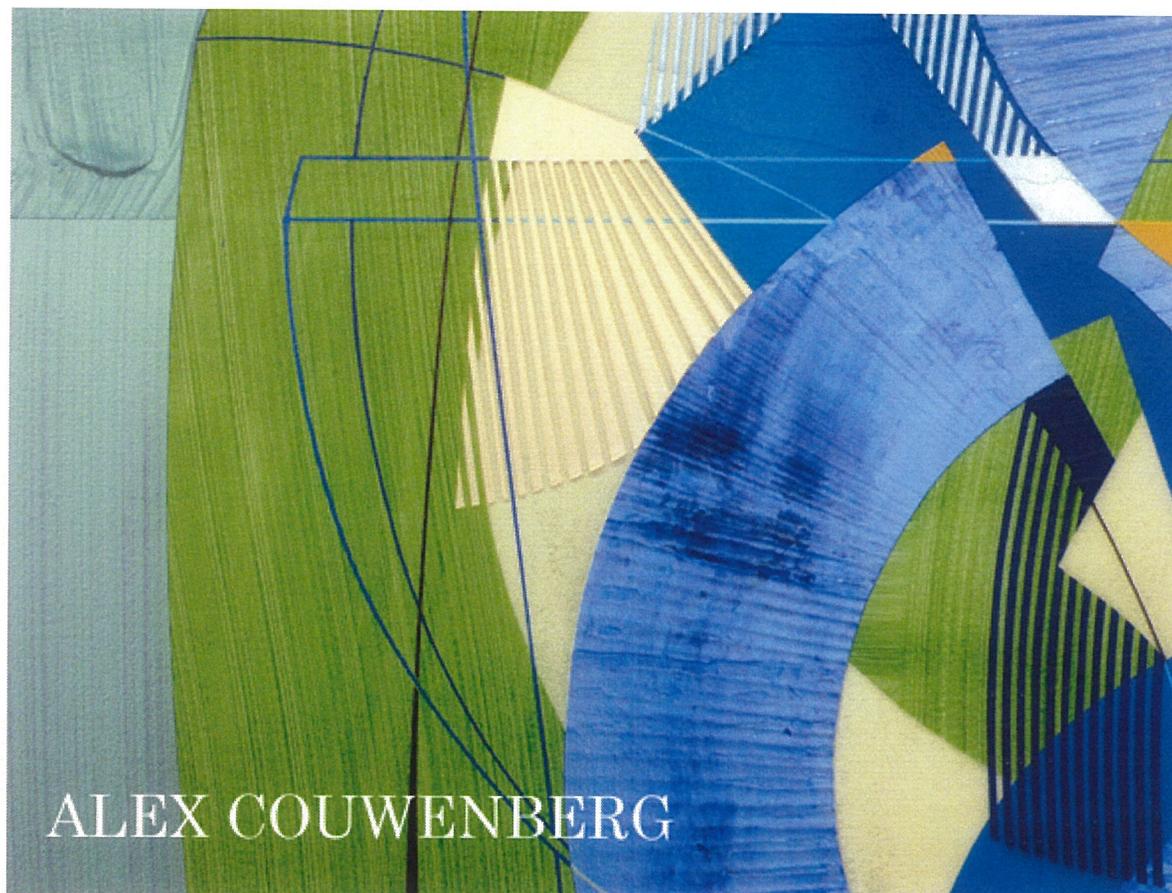
Peter Shire



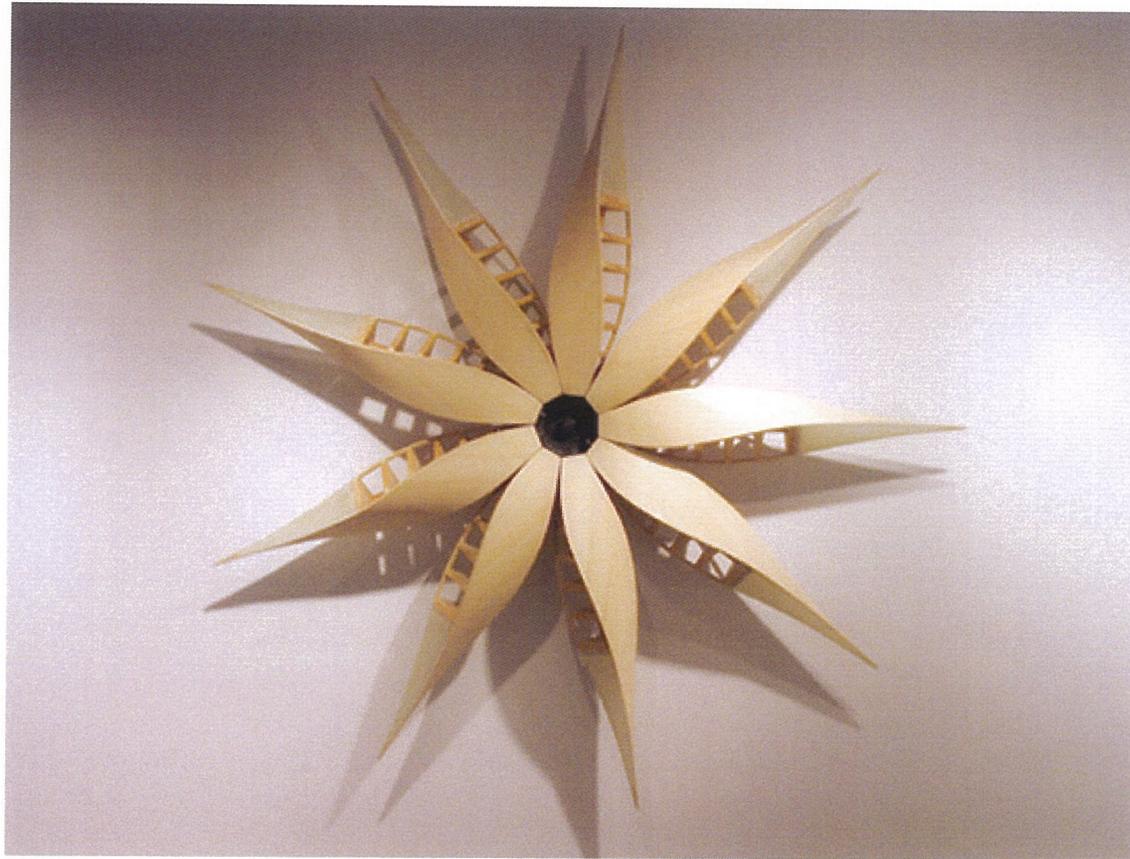
Alex Couwenberg



Alex Couwenberg



Eric Johnson



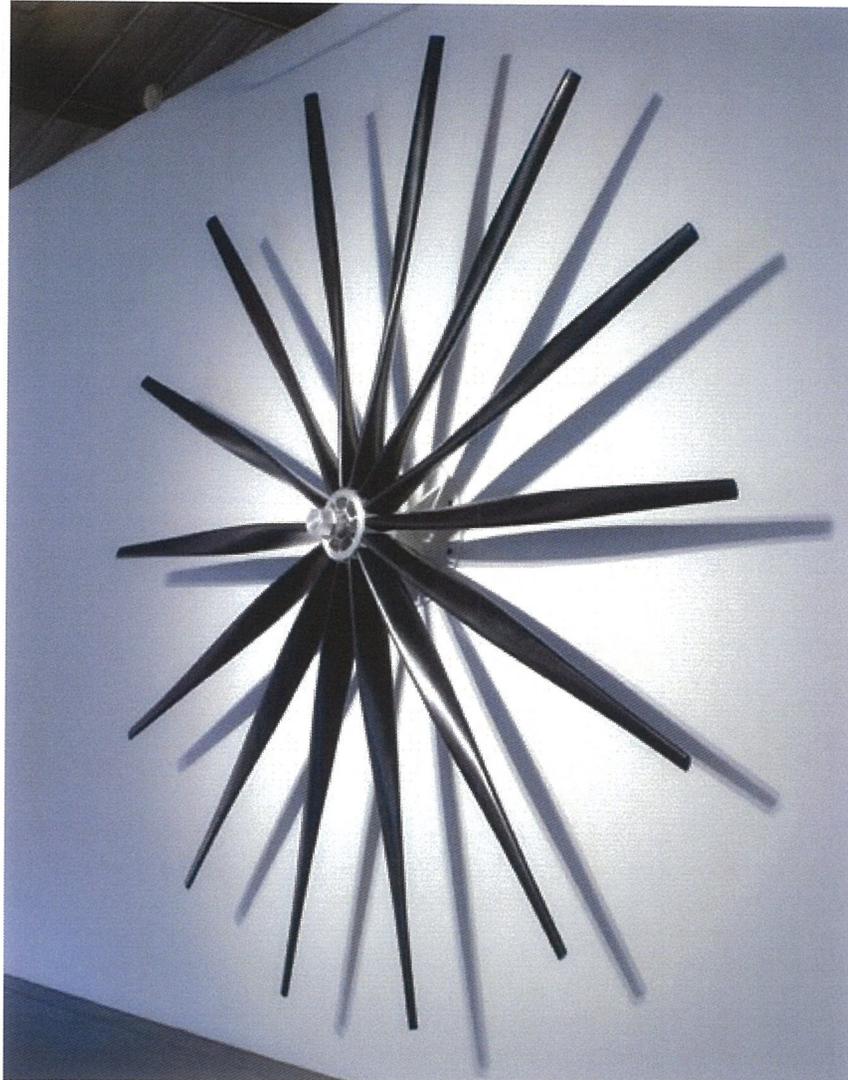
Interior piece available for Arts of Palm

Eric Johnson



Interior piece available for Arts of Palm

Eric Johnson



Interior piece available for Arts of Palm

Michael McMillen



Time Tower, 1995
cast bronze 81.5 x 17 x 16 inches
Available for Arts of Palm

VI. ARTS OF PALM estimate for the approved Centennial budget for 6 outdoor sculptures *

<u>DESCRIPTION</u>	<u>COST</u>
Cost of 5 outdoor sculptures with pads	\$ 52,500
Artist lease fee	\$ 2,000
Artist's title markers / signage	150
Pick-up, deliver and install sculptures	1,400
De-install and return sculptures	1,000
Concrete Slabs for sculptures	3,000
Demolish and dispose concrete slabs	1,800
Site repair work into existing hard surfaces	800
Traffic Control & Engineering - consulting fee	350
Total cost per sculpture	<u>\$ 10,500</u>
Cost of 1 Large Mosaic	\$ 3,400
Artist lease fee	\$ 2,000
Artist's title markers / signage	150
Pick-up, deliver and install 1 mosaic	500
De-install and return 1 mosaic	250
Site repair work into existing hard surfaces	500
Total cost of artwork	<u>\$ 3,400</u>
Curator's professional fee for 6 outdoor sculptures	\$ 12,500
Total Estimate	<u>\$ 68,400</u>
10 % contingency	6,840
Total Estimate with contingency	<u><u>\$ 75,240</u></u>

**The City's Centennial budget includes \$75,000 for Arts of Palm.*

V. Prioritized locations for the approved
City Council budget of \$75,000

First Six Locations:

- 1 sculpture on City Hall lawn on Crescent Drive
- 1 sculpture on City Hall lawn / corner of Crescent Drive & Santa Monica Blvd.
- 2 sculptures on City Hall lawn on Santa Monica Blvd
- 1 sculpture in Palm Court Rotunda between Crescent & Rexford Dr.
- 1 mosaic on exterior wall in Palm Court between Crescent & Rexford Dr.

VII. Photos of prioritized locations



Sculpture #1 City Hall lawn on Crescent Drive



Sculpture #2 City Hall lawn / corner of Crescent Drive & Santa Monica Blvd



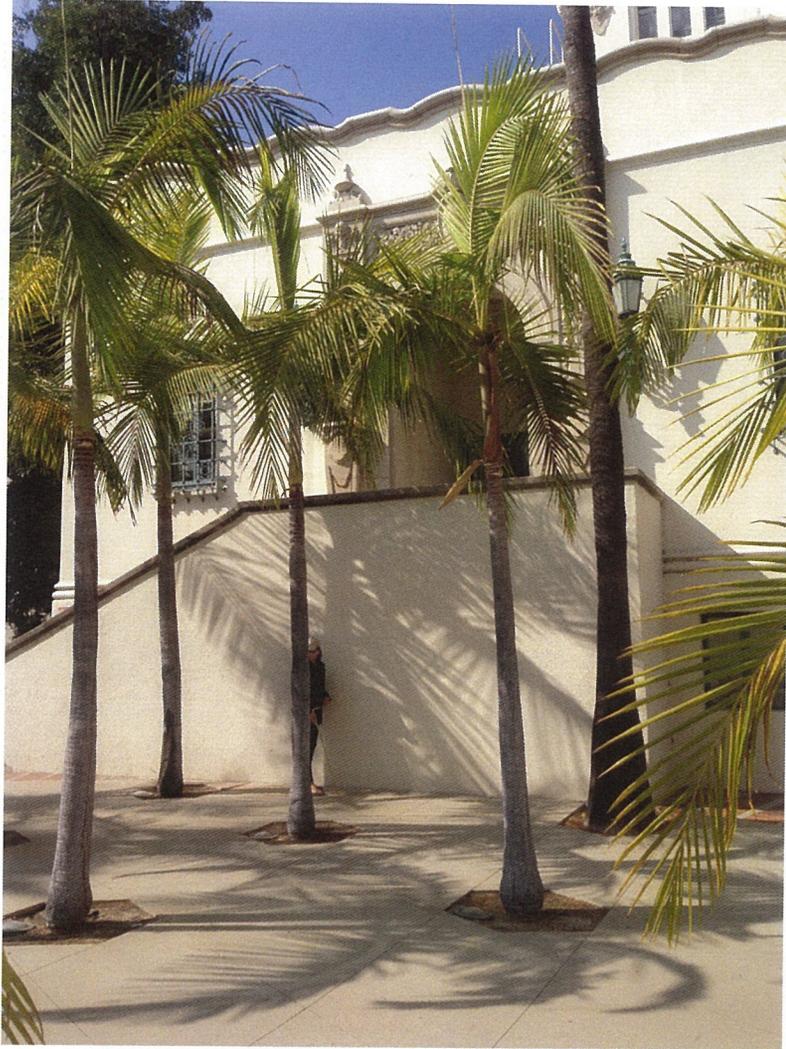
Sculpture #3 City Hall lawn on Santa Monica Blvd



Sculpture #4 City Hall lawn on Santa Monica Blvd



Sculpture #5 Palm Court Rotunda between Crescent & Rexford Dr.



Artwork #6 (Mosaic) exterior wall in
Palm Court between Crescent & Rexford Dr.

VIII. Desired locations with private funding

We are also approaching local hotels, banks, and other retail establishments to participate in Arts of Palm and hope to have them sponsor artwork in their spaces.

IX. ADDITIONAL FUNDING OPTION#1

Approved Centennial budget for six outdoor sculptures

Additional altered book sculpture for library

Additional artwork within the water feature between Crescent Dr. & Palm Court

<u>DESCRIPTION</u>	<u>COST</u>
Approved centennial budget for 6 outdoor sculptures	\$ 75,240
 Cost of 1 altered book sculpture	
Artist lease fee	\$ 1,500
Artist's title markers / signage	150
Pick-up, deliver and install of artwork	500
De-install and return artwork	250
Curator's professional fee for Altered Book	<u>1,500</u>
<i>Estimated cost of altered book sculpture</i>	<u>\$ 3,900</u>
 Cost of artwork for water feature	
Artist lease fee	\$ 2,000
Artist's title markers / signage	150
Pick-up, deliver and install of artwork	500
Removal of artwork	1,000
Curator's professional fee for Water Feature	<u>1,500</u>
<i>Estimated cost of artwork for water feature</i>	<u>\$ 5,150</u>
<i>Subtotal</i>	\$ 9,050
10% Contingency	\$ 905
Total Estimate	<u><u>\$ 85,195</u></u>

X. ADDITIONAL FUNDING OPTION #2

Option #1 plus 6 outdoor sculptures along Burton Way median

<u>DESCRIPTION</u>		<u>COST</u>
Additional funding option #1 estimated cost		\$ 85,195
Cost of 6 outdoor sculptures on Burton Way		
Artist lease fee	\$ 2,000	
Artist's title markers / signage	150	
Pick-up, deliver and install sculptures	1,400	
De-install and return sculptures	1,000	
Concrete slabs for sculptures	4,000	
Demolish and dispose concrete slabs	1,800	
Site repair work into existing hard surfaces	800	
Traffic control & engineering - consulting fee	350	
Curator's professional fee per sculpture	<u>1,500</u>	
Estimated Cost per Sculpture on Burton Way	<u>\$ 13,000</u>	
<i>Total estimated cost of 6 sculptures on Burton Way</i>		\$ 78,000
10% Contingency		\$ 7,800
Total Estimate		<u><u>\$ 170,995</u></u>

XI. ARTS OF PALM Sponsorship Reply Form

Beverly Hills Centennial Arts of Palm Installation
Sponsorship Reply Form

Contact Name: _____

Company: _____

Address: _____

Telephone: _____ Website: _____

Email: _____

Contribution:

___ Presenting Sponsor \$25,000

___ Large Outdoor "Tree" Sponsor \$15,000

___ Indoor "Tree" Sponsor \$5,000

___ Individual Sponsor \$2,500

Thank you for your support of the Beverly Hills Centennial Arts of Palm Installation!

Charitable contributions to the City of Beverly Hills are generally tax deductible. The tax implications of a particular donation, however, depend on the circumstances of the individual taxpayer. Questions concerning the tax ramifications of this charitable contribution should be discussed with your private tax specialist.

XI. ARTS OF PALM Sponsorship Reply Form

Presenting Sponsor \$25,000

Branding

- ~Use of Beverly Hills Centennial logo for promotional purposes
- ~Logo (or individual name) on City Centennial Arts of Palm webpage
- ~Logo (or individual name) on Arts of Palm map publication

Naming Recognition

- ~Custom plaque featuring sponsor name installed at tree location

Media/Public Relations

- ~Logo (or individual name) on Arts of Palm marketing collateral
- ~Logo (or individual name) on signage at Arts of Palm press events

Large Outdoor “Tree” Sponsor \$15,000

Branding

- ~Logo (or individual name) on City Centennial Arts of Palm webpage
- ~Logo (or individual name) on Arts of Palm map publication

Naming Recognition

- ~Custom plaque featuring sponsor name installed at tree location

Media/Public Relations

- ~Logo (or individual name) on Arts of Palm marketing collateral
- ~Logo (or individual name) on signage at Arts of Palm press events

Indoor “Tree” Sponsor \$5,000

Branding

- ~Logo (or individual name) on City Centennial Arts of Palm webpage
- ~Logo (or individual name) on Arts of Palm map publication

Naming Recognition

- ~Custom plaque featuring sponsor name installed at tree location

Individual Sponsor \$2,500

- ~Logo (or individual name) on City Centennial Arts of Palm webpage
- ~Logo (or individual name) on Arts of Palm map publication