



Salinas Sidewalk Art Application

FOR ADULT AMATEUR ARTISTS (AGE 18+)

Name: _____

Age: _____

Phone #: _____

Email: _____

The Salinas Safe Routes to School Sidewalk Art project is an opportunity for local artists of all ages to create beautiful and interactive spaces on the sidewalks throughout East Salinas. The main goal of this project is to highlight the safe walking routes connecting schools, parks and community spaces in East Salinas with long-lasting sidewalk art (~10 years!).

This art competition is funded through a Clean California grant and Measure X and is part of the Transportation Agency for Monterey County's [Safe Routes to School Program](https://saferoutesmonterey.org/). Our aim is to transform public streets into healthy spaces for kids, teachers and community members to walk, roll and move. One of our favorite tools to achieve this is through artwork!

Call for Art

For detailed information about the East Salinas Safe Routes to School Sidewalk Art project including art locations, examples, and judging criteria visit <https://saferoutesmonterey.org/> and click on the "Call for Art" post on the homepage.

Prizes & Recognition

All artists who participate will be recognized by the community. Artwork that is selected for installation will also be featured in a program for the community celebration along with the name of the artist.

Artwork that is not selected for installation will be displayed on the Monterey County Safe Routes to School program website at saferoutesmonterey.org and shared with the City of Salinas and other community partners to display on their respective social media channels and websites.





There are four (4) categories to compete in based on age and experience:

Category	Prize	Number of Prizes Available
Elementary School	Art supplies	3
Middle/High School	\$50 Cash Cards	6
Adult (Amateur Artist 18+ years old)	\$100 Cash Cards	3
Professional Artist/Program (must have tax ID #)	\$100 Cash Cards (Doodle/Simple/Combo designs); \$4,500 Checks (for X-large complex)	3 (\$100) 7 (\$4,500 each)

NOTE: Participation in the competition means consenting to artwork and question responses being used in promotional materials, online on website and social media posts, and in print. Artists will receive credit for their work.

ALL ARTWORK IS DUE BY 5PM 9/15/2023



To Submit:

Email PDF submissions to Aaron Hernandez (Transportation Agency for Monterey County): Aaron@tamcmonterey.org by 5:00pm on Friday, September 15, 2023.

If the file size is too large to send by email (over 30MB) – please contact Aaron Hernandez.

Or

To submit hard copy applications, call Action Council to coordinate drop-off at:

- **295 Main St #500, Salinas, CA 93901 (5th Floor)**
- **Office Hours: 9am-4pm**
- **Call for assistance if you cannot deliver during normal office hours: 831-313-2079**

Follow us to view your artwork!

saferoutesmonterey.org

**@saferoutesmonterey
@salinas_sidewalk_art**

**Safe Routes to School
Monterey**





WRITTEN PROPOSAL

Do you live in East Salinas?: _____

If not, what is your connection to East Salinas?:

Please answer this question:

What is the story behind the artwork you are submitting? How does it express the attributes of East Salinas in character, history or resources? What impact do you think your artwork will have on children and the community?





DRAW!

Use the following templates to draw your artwork. There are small, medium and large size templates which reflect the actual size the art will be displayed on the sidewalk.

There is no limit to the number of drawings you can submit.

You may also submit a themed combination that includes multiple designs of different sizes. Draw your designs using the small, medium and large templates and then use the “Themed Combination” template to show how the collection of art should be arranged on the sidewalk.

Please do the following to make sure your artwork is eligible to win:

DO	DON'T
<ul style="list-style-type: none"> • Use the small, medium and large templates provided • Keep your drawing inside the box • Create a unique/original design • Keep the design simple • Use 1-3 colors • Circle the school you'd like your artwork to be placed close to • Have Fun!!! 	<ul style="list-style-type: none"> • No words in your drawing • No popular cartoon characters, flags, intimate anatomy, or symbols • No traffic signs like stop signs • No disorienting designs that could cause someone to fall





Small
2ft x 2ft

Type of Art:

Doodle: 1 color, very simple design.

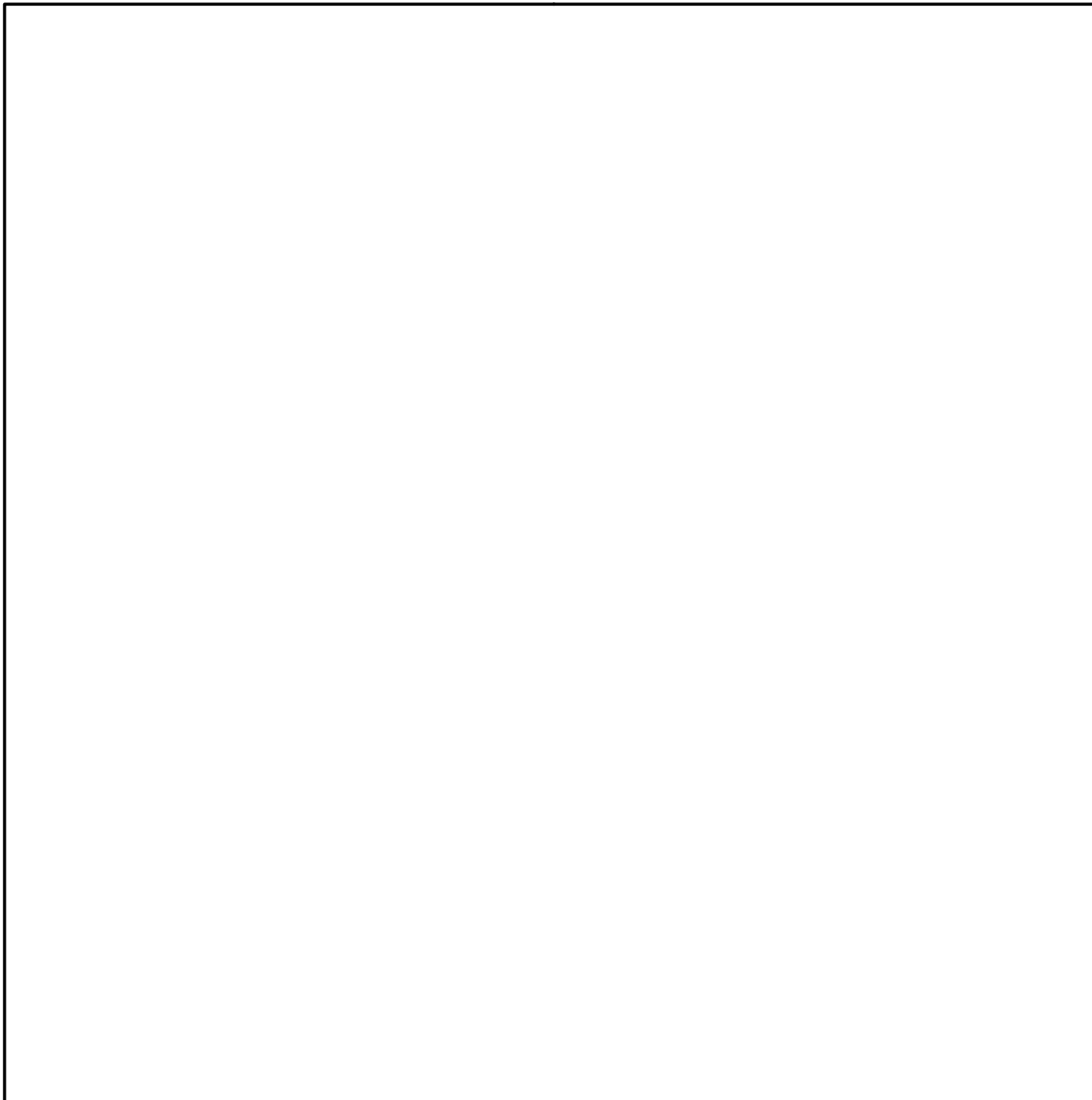
Simple: 1-3 colors, simply design,
moderate detail.

Submit artwork in full color.

Please draw inside the box.

Select the route that you prefer this art to be placed at:

- Sherwood Elementary Route
- Los Padres Elementary Route
- Jesse Sanchez/Breadbox/Closter Park Route
- Cesar Chavez Library Route



Small
2ft x 2ft

Type of Art:

Doodle: 1 color, very simple design.

Simple: 1-3 colors, simply design,
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Medium
3ft x 4ft

Type of Art:
Simple: 1-3 colors, simply design,
moderate detail.

Submit artwork in full color.
Please draw inside the box.

Select the route that you prefer this art to be placed at:

- Sherwood Elementary Route
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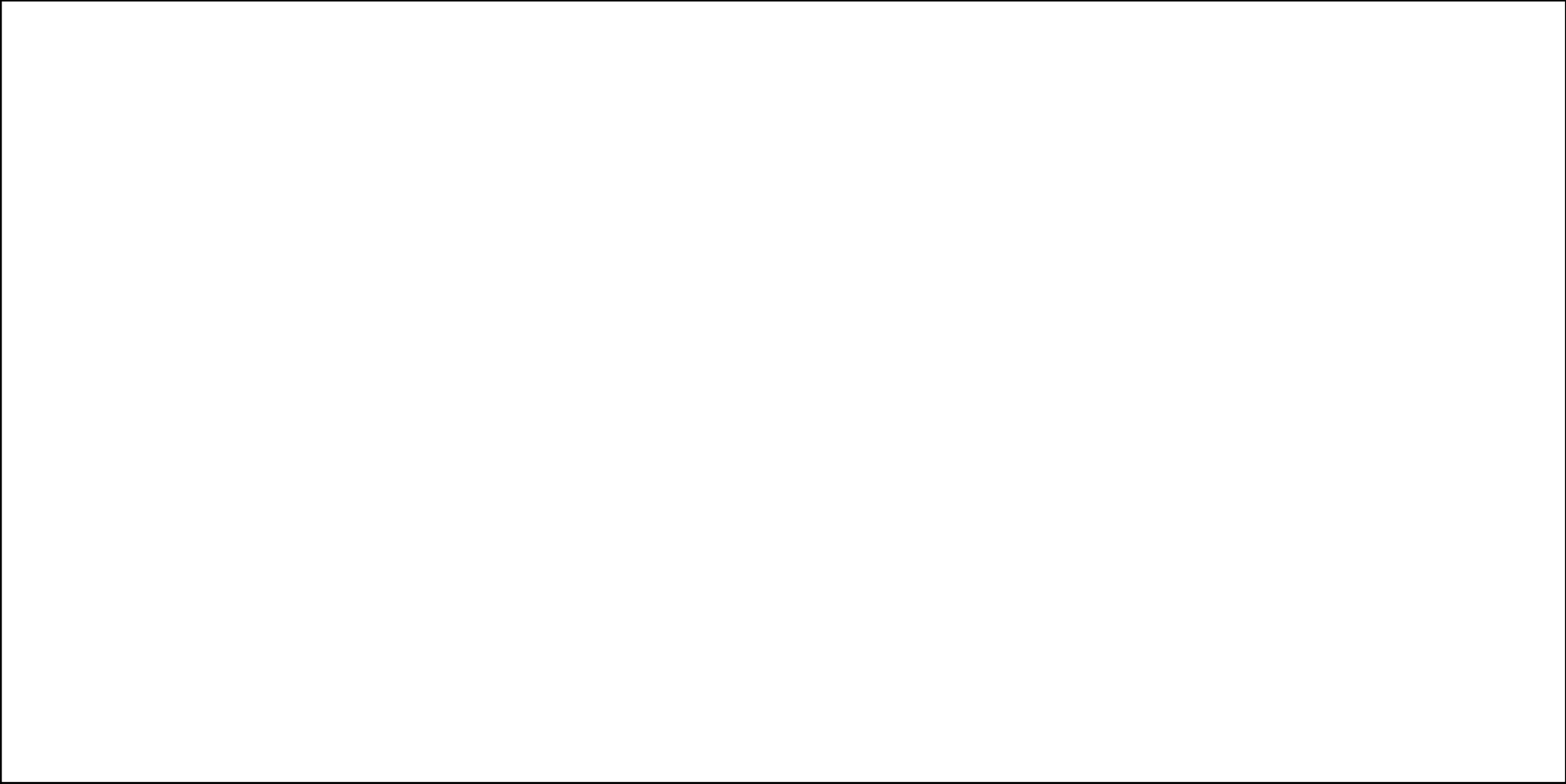
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Type of Art:
Simple: 1-3 colors, simply design,
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Please draw inside the box.

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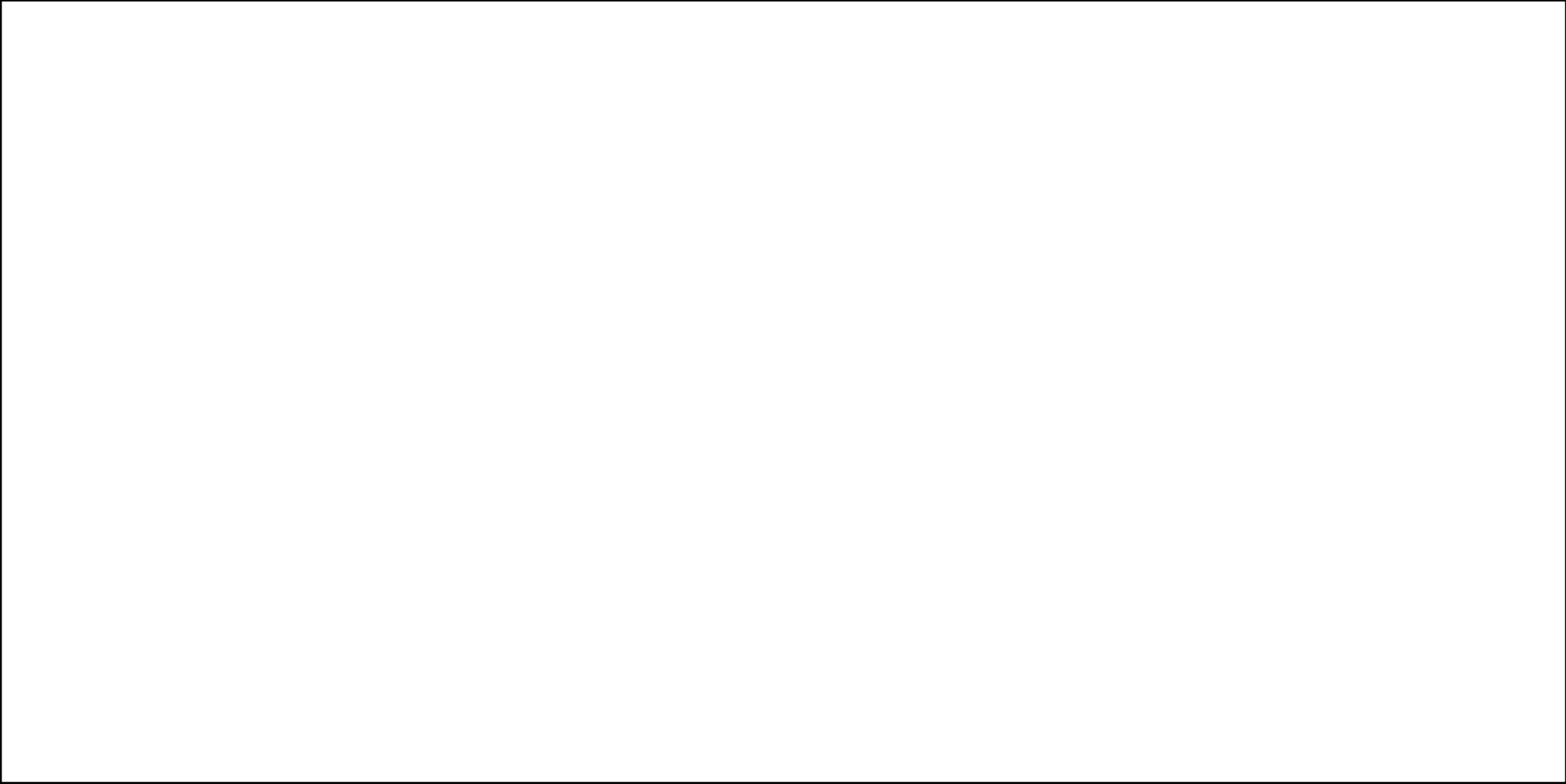
**Large
3ft x 6ft**

Type of Art:
Simple: 1-3 colors, simply design,
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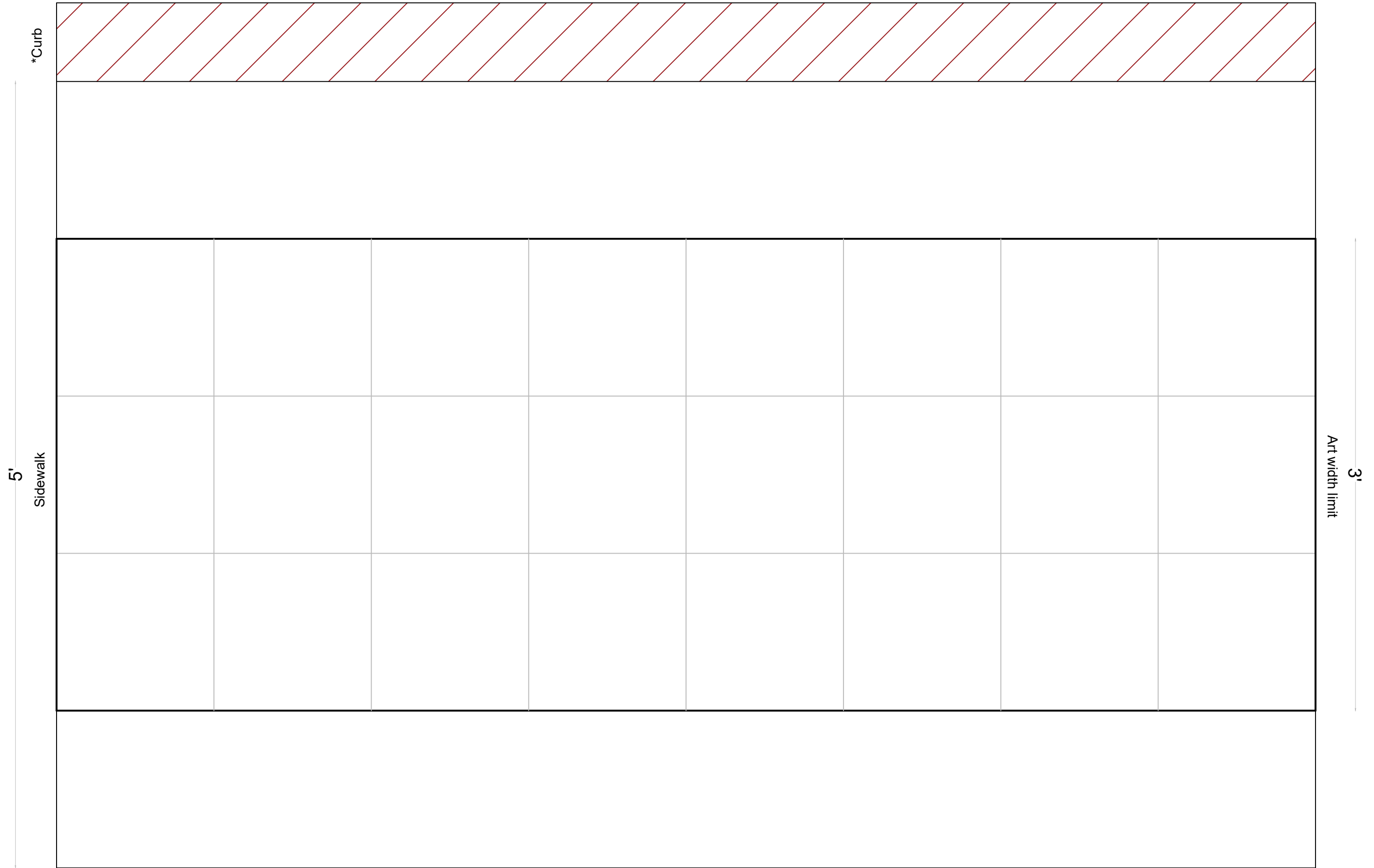
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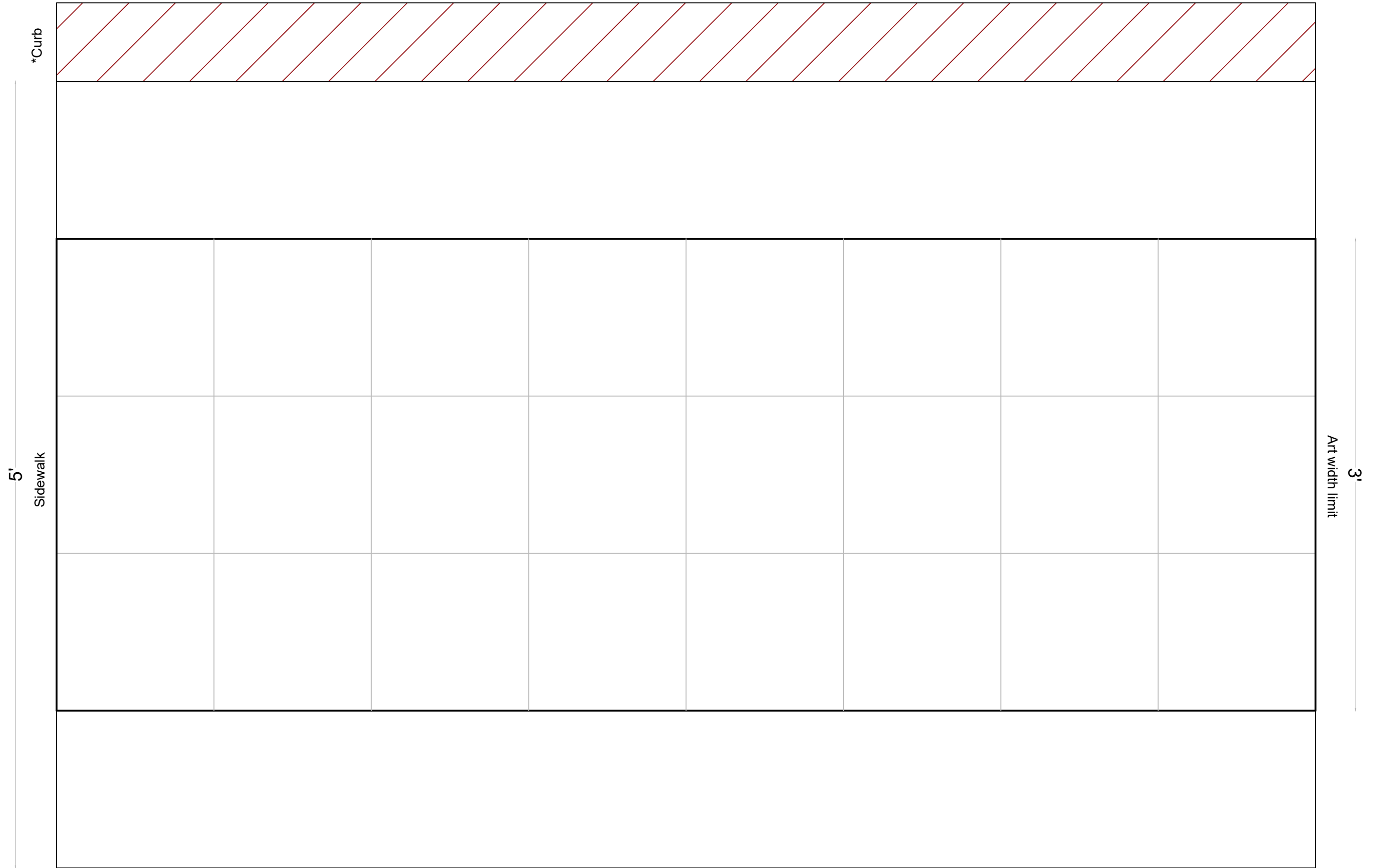


**Themed Combination
Placement of Art**

Multiple pieces of the 2x2, 3x4, and 3x6 sizes can be combined into a themed combination. Please indicate in the drawing area the placement and order of your themed combination. Use additional sheets if the layout extends beyond the current sheet. Submit artwork in full color. The themed combination cannot extend beyond 3 feet in width of the sidewalk. In the drawing area 1ft x 1ft squares are provided for reference.

*Art cannot be installed on curbs or on existing objects on the sidewalks.

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