



Salinas Sidewalk Art Application

FOR PROFESSIONAL ARTISTS

Name: _____

Organization: _____

Phone #: _____

Email: _____

Tax ID #: _____

Background

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)

Acknowledgements (applicants will be asked to agree to the following)

Ownership of Materials. Waiver of proprietary rights for artwork. All documents submitted as part of the proposal will become the property of the City of Salinas upon submittal.

Selected artist(s) agree(s) to being photographed and/or filmed as part of the design and installation process for purposes of publicity and project documentation.

Selected artist(s) will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the City of Salinas Public Art Program Ordinance.





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](https://www.instagram.com/saferoutesmonterey)
[@salinas_sidewalk_art](https://www.instagram.com/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, large and X-large size templates which reflect the actual size the art will be displayed on the sidewalk.

“X-Large Complex” designs may only be submitted by professional artists. These designs will be located in front of Sherwood Elementary, Los Padres Elementary, Jesse Sanchez Elementary, Fremont Elementary, Closter Park, Bread Box and Cesar Chavez Library (see Call for Art for more detail). Most designs will be 6’ x 30’, though this size will not fit in front of Los Padres Elementary or Cesar Chavez Library, but there is a space that will accommodate two 6’ x 14’ pieces. Locations of artwork are subject to change, but the intent is to be as close to the following locations as possible.

“Themed Combination” - 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.

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



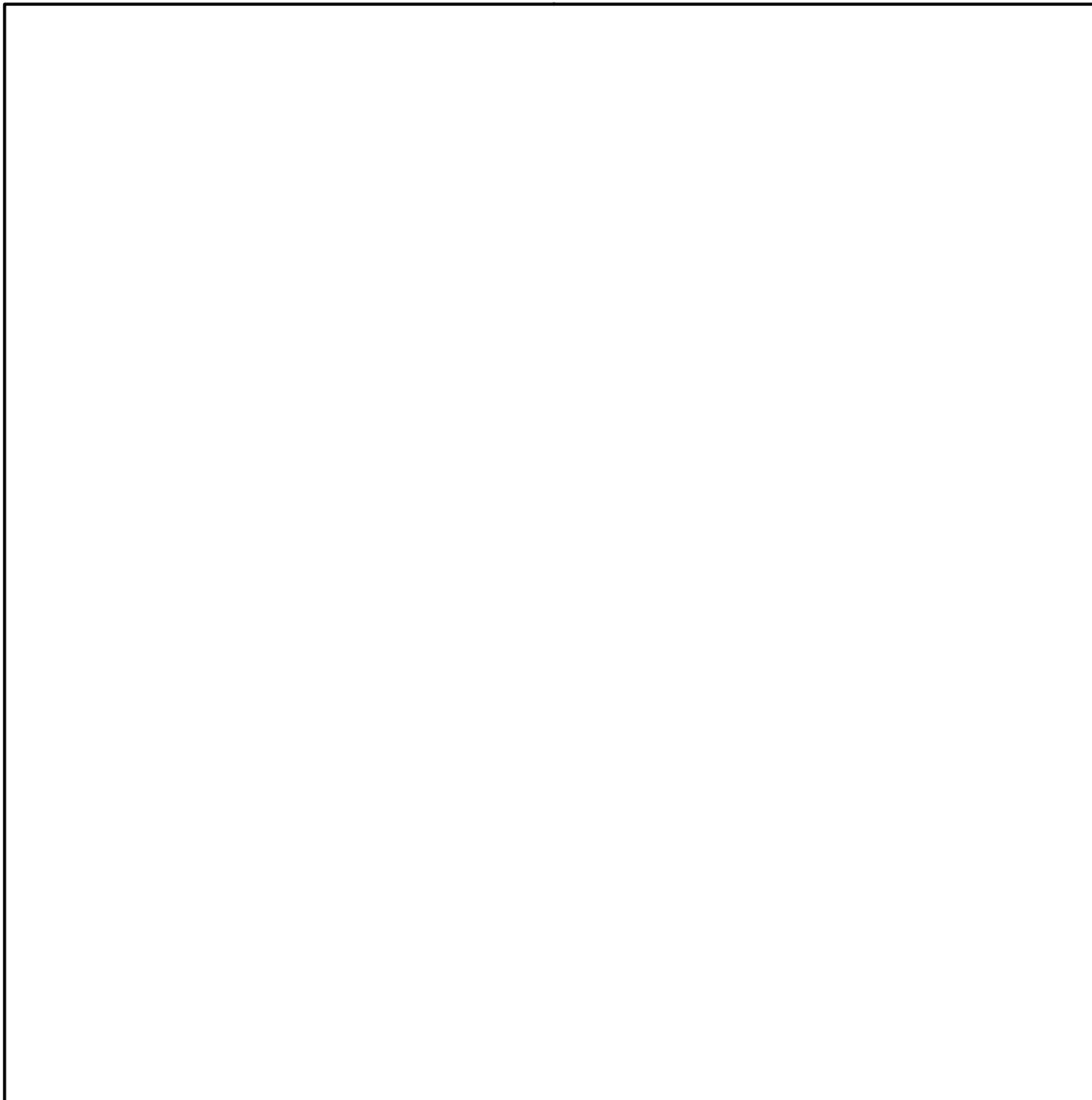
Please do the following to make sure your artwork is eligible to win:

DO	DON'T
<ul style="list-style-type: none"> • Use the templates (to draw or as a guide if creating digital art) • Keep your drawing inside the box • Create a unique/original design • Use solid colors (no gradients) • Submit in full color • Circle the school you'd like your artwork to be placed close to • Have Fun!!! 	<ul style="list-style-type: none"> • No words or artist signature in your drawing • No popular cartoon characters, flags, intimate anatomy, or symbols • No traffic signs like stop signs or red curb • No disorienting designs that could cause someone to fall

Reference the Call for Art for more information and examples:

<https://saferoutesmonterey.org/>





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



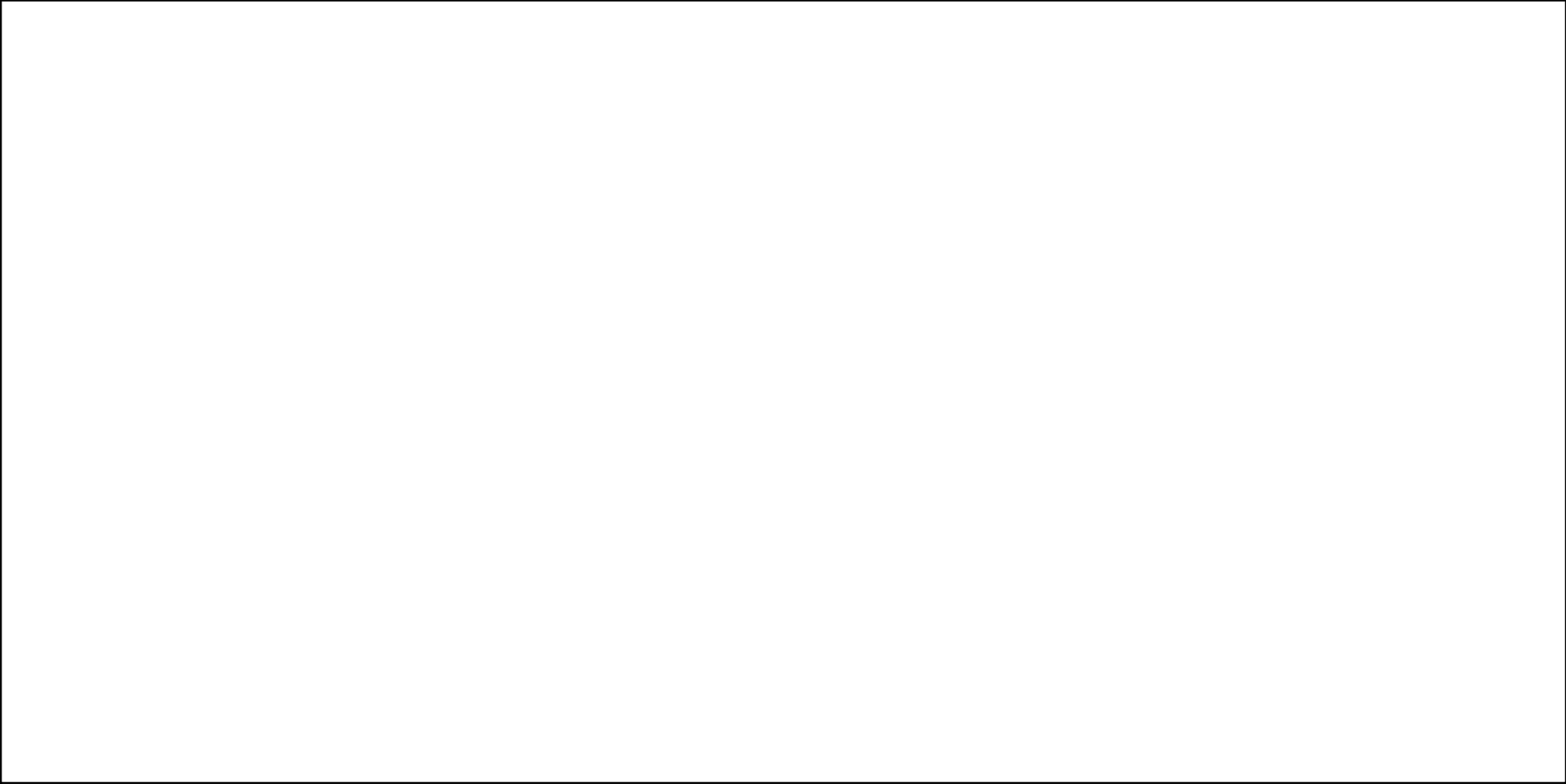
Medium
3ft x 4ft

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



**Large
3ft x 6ft**

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

For referencing purposes only. Drawn to scale.

**Extra Large
6ft x 30ft**

Type of Art:
Complex: Three or more colors,
complex shapes and detailed
design.

This sheet is a scaled reference. We ask that the
applicant submitting complex art use their own
template as long as the art can be submitted as
a PDF. Please submit artwork in full color.

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

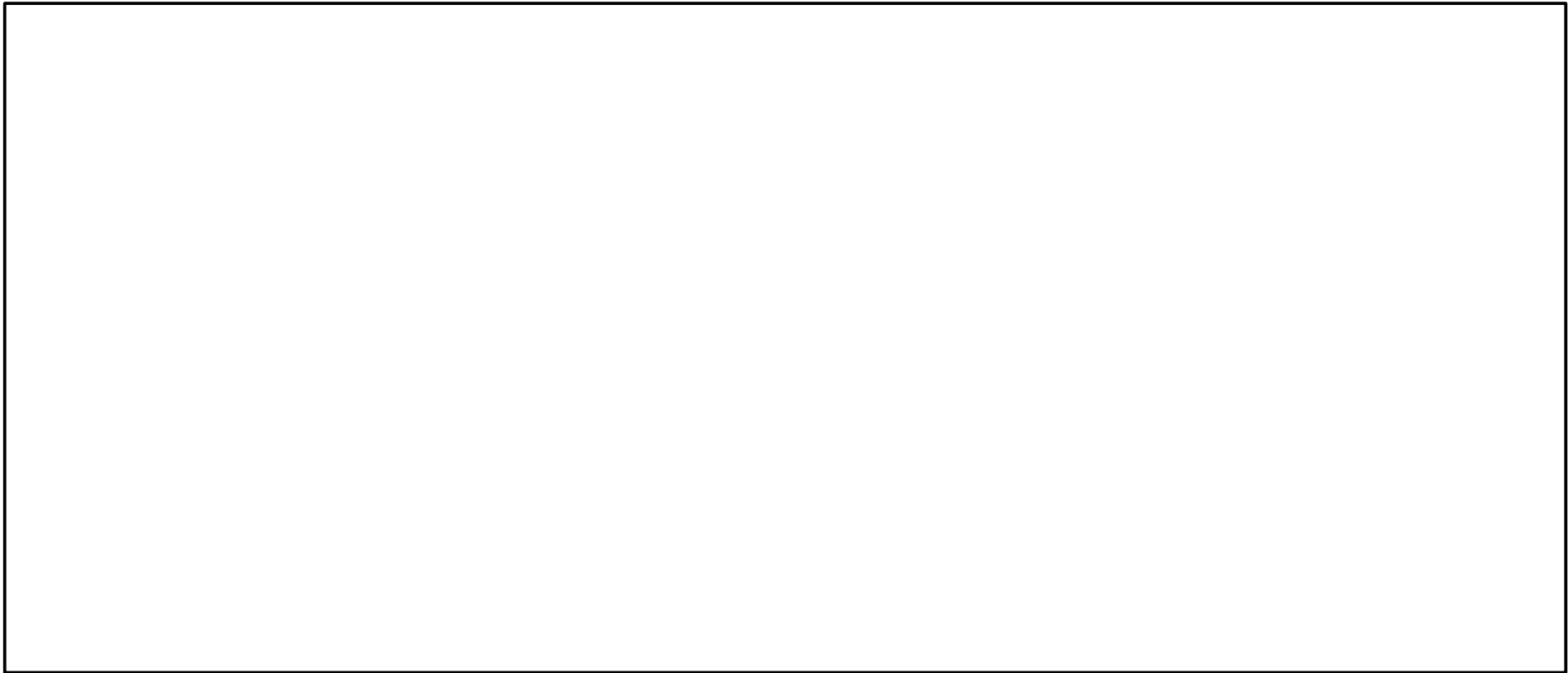
- Sherwood Elementary Route
- Los Padres Elementary Route
- Jesse Sanchez/Breadbox/Closter Park Route
- Cesar Chavez Library Route

For referencing purposes only. Drawn to scale.

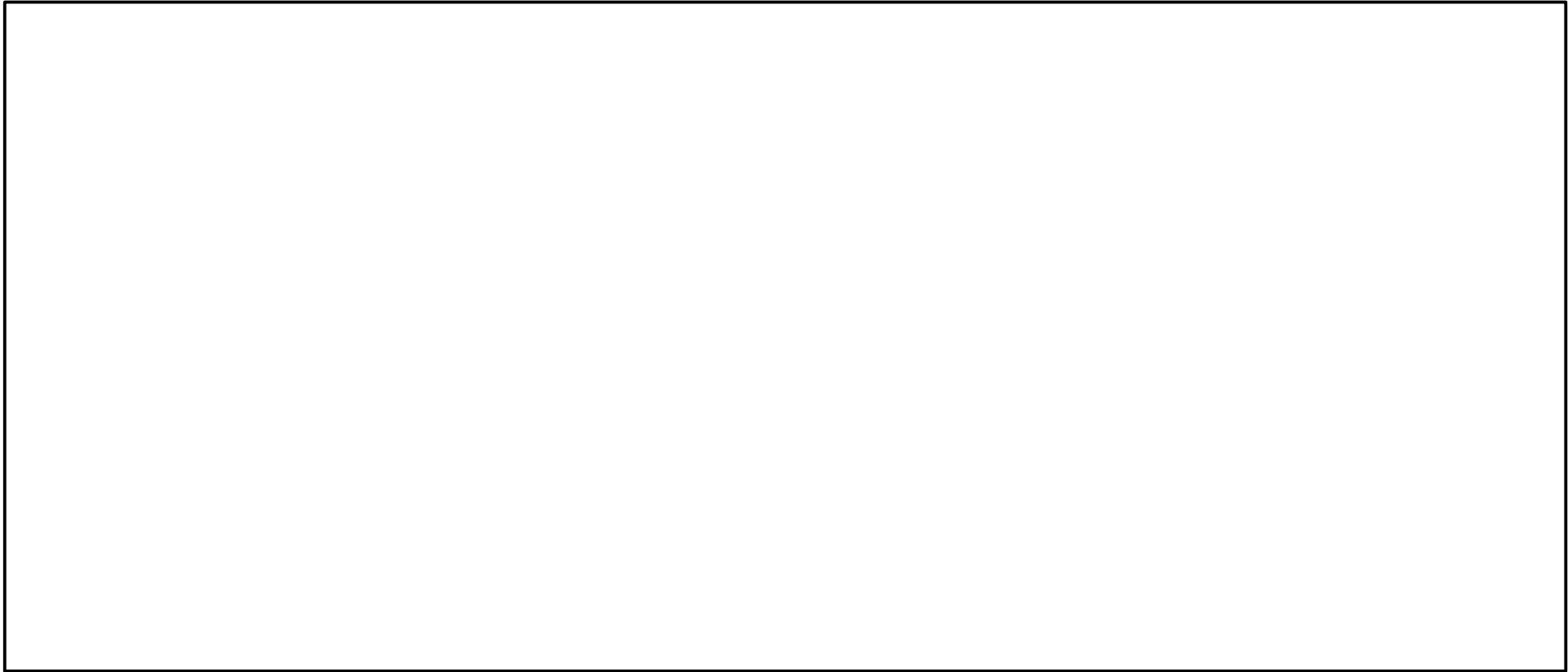
**Extra Large
6ft x 14ft**

Type of Art:
Complex: Three or more colors,
complex shapes and detailed
design.

This sheet is scaled for reference. This 6ft x 14ft layout will be installed at the Cesar Chavez Library. We ask that the applicant submitting complex art use their own template as long as the art can be submitted as a PDF. Please submit artwork in full color.



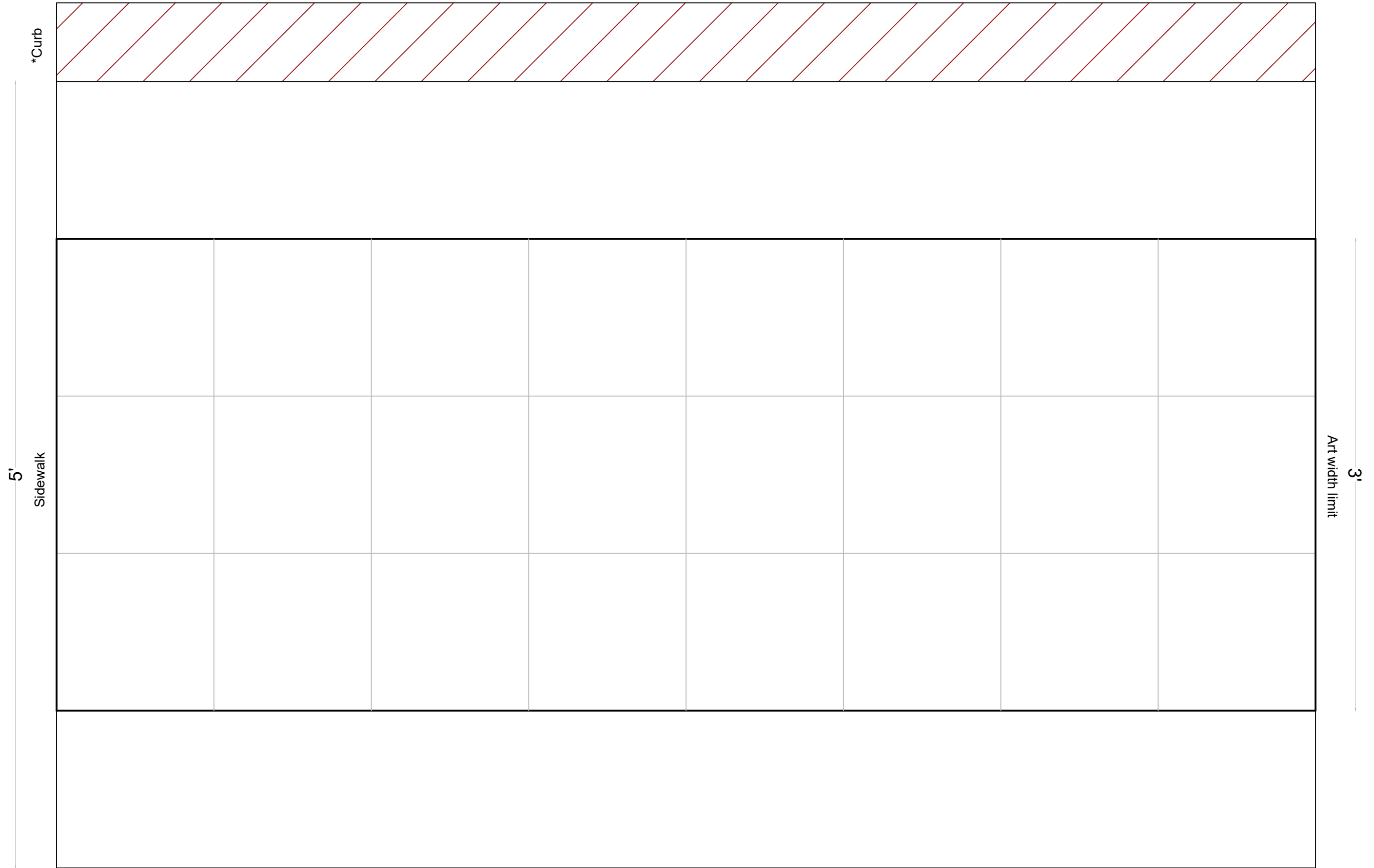
For referencing purposes only. Drawn to scale.



**Extra Large
Two - 6ft x 14ft**

Type of Art:
Complex: Three or more colors,
complex shapes and detailed
design.

This sheet is scaled for reference. The two 6ft x 14ft layouts will be installed at Los Padres Elementary School. We ask that the applicant submitting complex art use their own template as long as the art can be submitted as a PDF. Please submit artwork in full color.

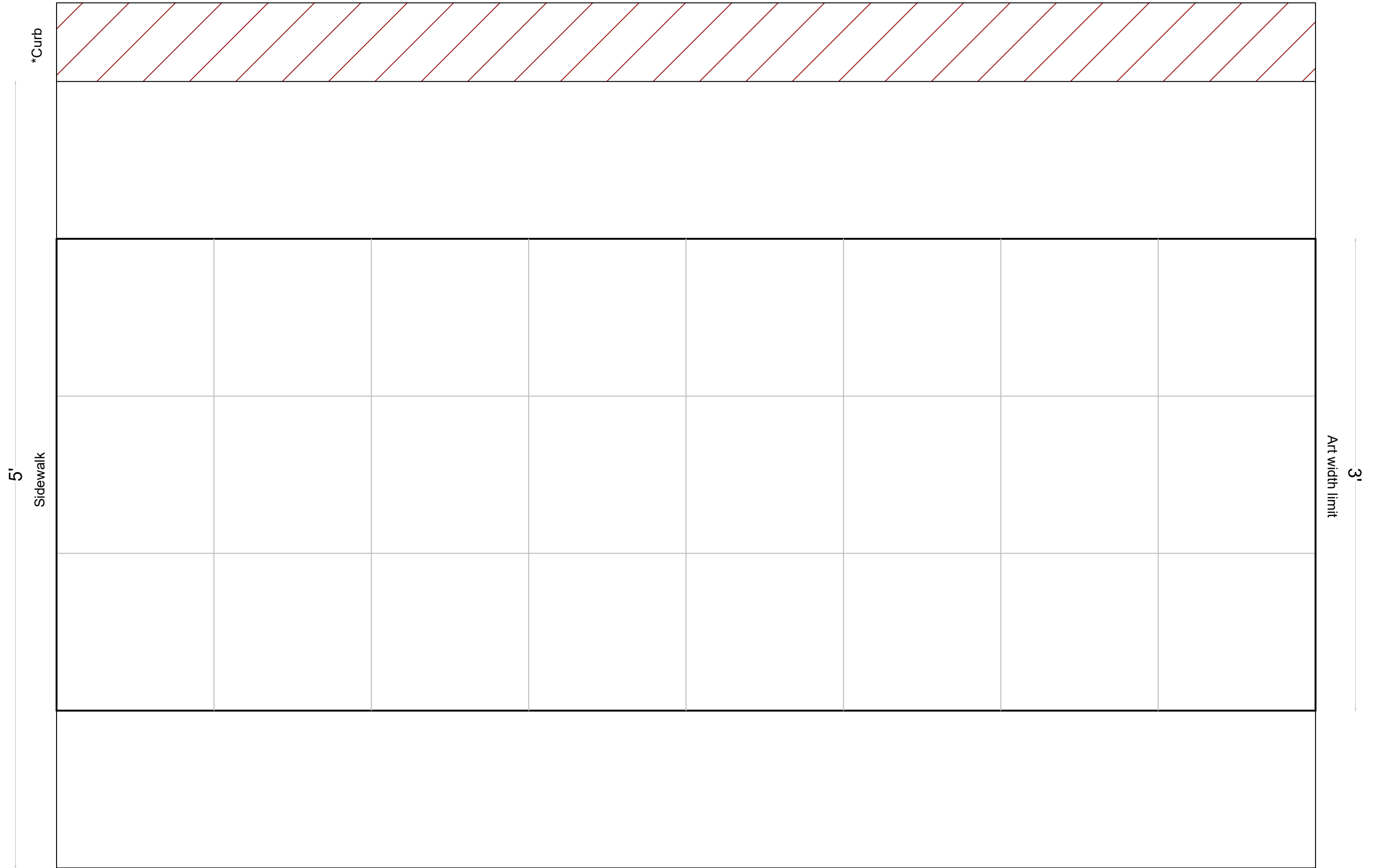


**Themed Combination
Placement of Art**

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.

- Select the route that you prefer your art to be placed at:
- Sherwood Elementary Route
 - Los Padres Elementary Route
 - Jesse Sanchez/Breadbox/Closter Park Route
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