



# BRUCE'S BEACH TASK FORCE

---

**To:** Bruce's Beach Task Force

**From:** Eilen Stewart, Cultural Arts Acting Manager

**On Agenda:** December 28, 2020

**Subject:** Presentation and Discussion with Chair and Staff of the Cultural Arts Commission Regarding Process for Bruce's Beach Artwork

In response to City Council's direction to the Bruce's Beach Task Force (BBTF) to fully recognize the history of Bruce's Beach, the BBTF expressed interest in exploring the possibility of installing artwork at Bruce's Beach. The following outlines basic procedures the City of Manhattan Beach uses to commission Public Art.

## Background:

The Cultural Arts Commission (consisting of arts and business professionals, a student representative, and a member at large) advises City Council on allocating funds from the Public Arts Trust Fund. The Public Arts Trust Fund (PATF), was established in 2002, and is funded through a 1% development fee collected from all residential developments of four or more units, and every commercial and industrial construction project with a building valuation exceeding \$500,000. The fee is also collected from any remodeling project of existing commercial or industrial buildings and any residential building or complex of four or more units when the remodeling has a building valuation exceeding \$250,000. These funds are reserved and can only be used for Public Art projects, including but not limited to sculpture, murals, installations, performing, and visual arts. In the past, the PATF has been used to fund projects such as Light Gate, Utility Box Beautification, and Murals around the city. The current balance of the PATF

is currently at approximately \$2,100,000, with approximately \$755,000 allocated to projects.

### Commissioning Public Art:

While there are many ways in which an artwork could be commissioned, the following is the typical and recommended path:

1. Council provides directive to commission artwork.
2. Staff assembles Arts in Public Places Committee (APPC), consisting of members of the public, members of the Cultural Art Commission (CAC), and Councilmembers. This Committee is used on an Ad Hoc basis to advise the CAC and City Council on Public Arts projects and provide possible ideas, direction, and support for development thereof.
3. APPC develops a Request for Proposals (RFP) outlining the scope of work including a budget, preliminary timeline, location for artwork, and basic art direction for the work.
4. Received proposals are vetted by staff and turned over to the APPC for recommendation of finalists.
5. Recommended finalists are presented to the CAC for additional review and recommendation.
6. CAC recommendation is presented to Council for final approval, disbursement of funds, and designation for City Manager to execute the agreement.
7. An agreement is developed by the City Attorney's Office and executed by staff and artist(s).
8. Upon execution of agreement, artwork is fabricated and installed pursuant to contract details.

### Timeline:

Depending on the scope of work and the complexity of the project, it can take anywhere from 6 to 24 months to complete.