



DOWNTOWN SANTA CRUZ PUBLIC ART

Info Session
August 3, 2026



ARTS
COUNCIL
SANTA
CRUZ
COUNTY

santa cruz
cityarts



Land acknowledgement

The land on which we gather is the unceded territory of the Awaswas-speaking Uypi Tribe. The [Amah Mutsun Tribal Band](#), comprised of the descendants of indigenous people taken to missions Santa Cruz and San Juan Bautista during Spanish colonization of the Central Coast, is today working hard to restore traditional stewardship practices on these lands and heal from historical trauma.

Interactive Map: [Native-Land.ca](#)

Today we will cover:

1. Arts Council Overview
2. Background & Goals
3. Eligibility: Who Can Apply?
4. Budget, Requirements, Key Dates
5. How to Apply
6. Application Support
7. Q&A



ARTS COUNCIL OVERVIEW

Mission & Vision

We nurture and invest in artists, culture, and the arts throughout Santa Cruz County.

We envision a Santa Cruz County where all artists have access to the resources they need to thrive; where a full range of creative expression is accessible to everyone; and the arts are recognized for their essential contributions to a healthy, vibrant, and representative community.



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Our Commitment to Equity

We seek to deliberately and continuously address systemic barriers to opportunity and are committed to promoting equity and inclusion for all Santa Cruz County residents.

Learn More: artscouncilsc.org/about/equity



Equity in Action

Recent equity shifts:

- Majority BIPOC board
- Majority BIPOC Grants Committee, Watsonville and Santa Cruz representation
- Create & Develop grants accessible in Spanish
- Increasing diversity of grantees



Background & Goals



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Background & Goals

This opportunity is intended to support a visual public art installation that:

- Is life-enhancing, inspires peace, and brings beauty to Santa Cruz residents and visitors;
- Is relevant to the Santa Cruz community, culture, and history; and
- Expands the diversity of public art in the City of Santa Cruz.

Note: This opportunity is not part of the City of Santa Cruz's [SculpTour](#) (5 rotating installations, on display for 2-4 years). The supported project will ideally remain installed and be maintained for at least 10 years.

One \$50,000 award is available through a two-phase process:

Phase 1: A request for qualifications (RFQ), due August 26 at 11:59pm.

Phase 2: Finalists will be invited to develop full proposals.

- Includes project budget, artwork mockups, and site plans.
- Stipend of \$750-\$1,000.



Eligibility: Who Can Apply?



To be eligible, you must:

- Be an individual artist or artist team;
- Have completed **at least 1 public art installation** of a similar scope and scale;
- Be a current resident of one of the following counties: Santa Cruz, Monterey, San Benito, Santa Clara, San Mateo.
- Be at least 18 years old when you apply.
- Have a valid Tax ID number.



Budget, Requirements , Key Dates

Budget

The \$50,000 award is inclusive of all project-related expenses, such as:

- artist design fee,
- engineering and fabrication,
- materials,
- transportation,
- installation,
- equipment,
- travel,
- permits,
- documentation,
- taxes.



The City of Santa Cruz will provide:

- Construction of a new pad (could be removable);
- Liability Insurance;
- Plaques;
- Landscape mitigation to prevent future damage;
- Maintenance for up to 10 years (the City will reserve the right to remove if necessary).



Project Requirements

- Aligns with stated goals (see previous slide).
- Includes either community input in the final design of the artwork or community engagement activities after installation.
- Does not need to be indestructible, but must be durable and suitable for long-term outdoor installation.
- Can be maintained with reasonable care. A graffiti abatement plan will be required as part of the full proposal, but the artwork is not required to be graffiti-resistant.
- Electricity is available, but water is not.
- Must be welcoming to all walks of life, including families/children and the houseless community. Cannot be offensive, discriminatory, or inflammatory.
- May be interactive if safety and accessibility is prioritized.

Key Dates

- Fri Aug 7, 12-1pm: Site Tour
- Mondays 4-5pm: Drop-in office hours (hybrid, see later slide)
- **Wed Aug 26 at 11:59pm: RFQ deadline**
- Oct 9: RFQ decision emails sent
- Nov 23 at 11:59pm: Full proposal deadline
- Feb 2026: Notification of award



How to Apply

RFQ Submission Requirements

- Letter of Interest (LOI)
- Artist Statement
- Bio, Resume or CV
- Up to 10 images of previously completed artwork (concept sketches are not required at this stage)
- Image Descriptions
- Optional Support Material.



[Home](#) > [Opportunities & Resources](#) > [Apply for a Grant](#) > **Downtown Santa Cruz Public Art**

DOWNTOWN SANTA CRUZ PUBLIC ART

**Submit LOI/
Qualifications**



[Grants Portal](#)



Online Grants Portal



Logon

Email Address*

tamara@artscouncilsc.org

Password*

.....

Log On

Create New Account

[Forgot your Password?](#)

(Información en español a continuación)

Welcome to Arts Council Santa Cruz County's online grants portal! You must have an account in this online grants portal in order to submit an application for an Arts Council grant.

Visit artscouncilsc.org/grants to learn more about grant opportunities and to sign up for our Grants Newsletter (scroll to the bottom of the page to sign up).

Before Creating a New Account:

- Individuals: If you think you created an account already, do not create a new account. Please contact our team at grantsprogram@artscouncilsc.org. We can double-check for you, and help you update contact information.
- Organizations/Schools: If someone else at your organization or school has an account, do not create a new account. Please contact our team at grantsprogram@artscouncilsc.org and we can add you as a new user to the existing organization's account.

Existing Users: Log in to start the application process or to complete a final report. If you forgot your password, please use the "Forgot your Password" link to the left to reset.

Public Records & Nondiscrimination

Public Records

Arts Council Santa Cruz County keeps information submitted as part of a grant application confidential unless disclosure is required by law.

Statement of Non-Discrimination

Arts Council Santa Cruz County is committed to providing services and making resources available without regard to ethnicity, color, creed, religion, age, gender, gender identity and expression, sexual orientation, military status, marital status, political opinion, national origin, familial status, mental and physical disability, or source of income.

Review & Award Process

RFQ Criteria (Phase 1)

- **Alignment with program goals**
(both proposed artwork and previous work)
- **Qualifications of artist:**
experience in executing projects of a similar scope and scale - including collaboration experience, if applicable
- **Appropriateness to the site**
- **Community engagement experience**

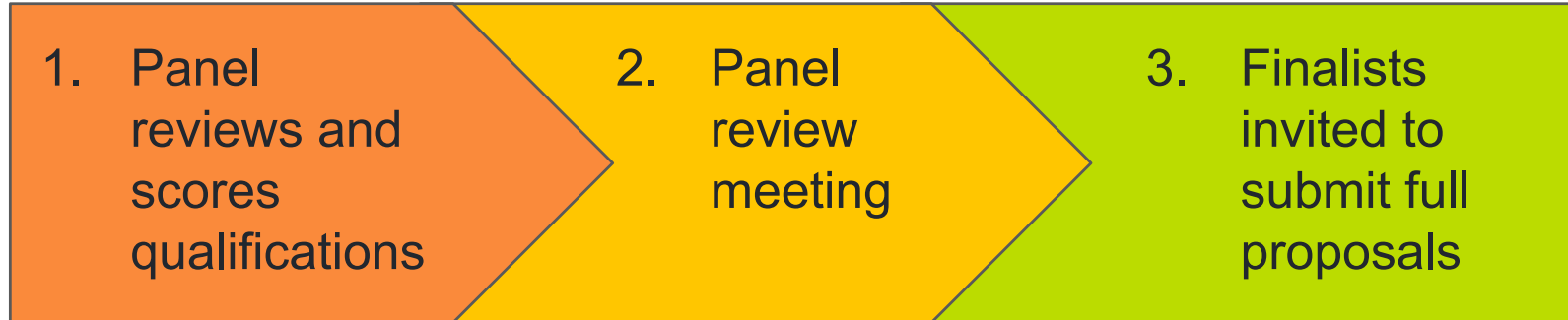


RFQ Selection Panel (Phase 1)

- Arts Council staff/board
- a Santa Cruz City Arts Commission member
- Santa Cruz City arts staff
- a member of the Downtown Association of Santa Cruz
- artist(s) with public art installation experience
- the donor



RFQ Review Process (Phase 1)



Full Proposal Review Process (Phase 2)

3. Finalists will have 6 weeks to develop full proposals (stipend of approx. \$750-\$1,000).
4. A selection panel (potentially a smaller group) will review and score full proposals.
5. The panel will meet to make the final selection. Applicants may be requested to present their proposal to the selection panel.
6. The award will be approved by the Arts Council Board of Directors (or Executive Committee) in early 2027.
7. The Santa Cruz City Council will approve the installation.



The awarded artist will be required to:

- Sign a **grant agreement** with the Arts Council and a **contract** with the City;
- Complete a **W9 form**;
- **Lead and coordinate installation**, including engagement of any subcontractors;
- Include either **community input in the final design** of the artwork, or **community engagement activities** after installation;
- Recognize the Arts Council and the City in promotional materials;
- Retain and submit **financial records** for the project;
- Submit a **final report** no later than 30 days after the completion of the project;
- **Repair any future damage** for the duration the artwork is installed, up to 10 years.

APPLICATION SUPPORT

Site Tour

Friday, August 7 at 12pm

In front of the downtown Jamba Juice (1550 Pacific Ave). Please allow time for parking.

- Arts Council and City staff will be present to answer any questions you may have.
- No registration, but if you prefer Spanish please email tamara@artscouncilsc.org several days ahead of time so we can plan to have a Spanish-speaking staff member present.
- Other times can also be arranged on request: tamara@artscouncilsc.org.



Drop-in Office Hours (Hybrid)

Mondays 4-5pm (Aug 10, 17, 24)

In-person at our Tannery office, 1070 River Street, Santa Cruz 95060

[Or join on Zoom](#)

- Informal times when you can get support from Grants Program Manager Tamara Liu.
- No registration, but if you prefer Spanish please email tamara@artscouncilsc.org several days ahead of time so we can plan to have a Spanish-speaking staff member present.
- You can drop in during any of the scheduled times, and since there isn't a presentation, you don't have to be there at the beginning or stay til the end.
- Can't attend at this time, or want to request an in-person meeting? [Click here to book a time](#) or email tamara@artscouncilsc.org.

Tips

- Start now! Log into the grants portal.
- Review [all guidelines on the webpage](#), especially the review criteria.
- Collect work samples & support materials and upload them early.
- Work on your letter of interest:
 - Aim to be concise - not repetitive.
 - Use simple, clear language (no jargon or fluff).
 - The artwork description is key.
- Don't forget your artist statement and bio/resume/CV.
 - Watch the recording of our [2026 Art Event Application Workshop](#) for help with your artist statement!
- Ask for feedback.
- Submit well ahead of the deadline in case of technical issues.



Tamara Liu, Grants Program Manager

Juliana Bruno, Program Coordinator

 **Phone** /  **Text: 831.226.1174**

grantsprogram@artscouncilsc.org

THANK YOU