



November 13, 2017

Dear Artist,

You are invited to participate creatively in a unique collaboration of art and community created to beautify the streets of Sturgeon Bay! In May 2018, *Benches by the Bay* street art project hosted by the Sturgeon Bay Visitor Center will go on display for its third consecutive year.

By creating a bench for *Benches by the Bay*, you have the choice to embellish, adorn, and enhance a cedar bench provided by the SBVC, or create one of your own. All benches will be on display on the streets of Sturgeon Bay from mid-May leading up to the live auction on Saturday, September 15, 2018. Think of this as a 4-month show featuring your art to the tens of thousands of people who drive and walk the streets of Sturgeon Bay!

The community turned out in 2017 and supported the project, showing a lot of love for the benches by bidding over \$40,000 for the 25 benches. SBVC gave half of that money to the creating artists, and will do so again in 2018.

Attached are the details and guidelines for the benches. If you are interested and willing to create a bench, please fill out the attached paperwork and return it to SBVC by January 12, 2018.

For additional information, please contact the Sturgeon Bay Visitor Center: 920.743.6246 or savanna@sturgeonbay.net.

We look forward to seeing your ideas!

Happy creating,

Pam

Pam Seiler
Executive Director

Savanna

Savanna Townsend
Marketing & Promotions Director

TURN OVER FOR INFO & GUIDELINES



STURGEON BAY
DOOR COUNTY
VISITOR CENTER



2018 Benches by the Bay **Information & Guidelines**

Form Options

- Pick a Bench **FORM OPTION**:
 - 1) A cedar bench supplied by the SBVC at no cost (see example photo on the Artist Information Sheet). The bench may be left as is, or changed/added to, by you to fit size requirements. The approximate dimensions of the bench are 3 ½' tall, 5' wide, and 1 ½' deep.
- **MAINTENANCE**: The artist is responsible for all maintenance and repairs while the artwork is on display in Sturgeon Bay, until the Bench auction – Saturday, September 15, 2018. Keep that bench pretty for auction!

- OR -

- 2) A freeform bench created using weather resistant, durable materials such as concrete, cedar, or metal.

Guidelines & Additional Details

- **SUBMIT A DESIGN**: You must submit a detailed rendering of your bench design for jurying by the Sturgeon Bay Visitor Center. **SUBMIT rendering, contract & checklist BY JANUARY 12, 2018.**
With rendering include:
 - Detailed description of materials and techniques you will use to create the bench. Keep in mind: all benches must be able to withstand exposure to the elements, and all materials including paint, varnish, etc. must be weather-resistant. **Please seal your bench** as appropriate to materials used.
 - After a design is accepted, the artist is committed to the design concept submitted. If you must deviate or make modifications after submission, changes must be approved by the SBVC.
 - 3 high-resolution images of your artwork, to aid in the design jurying process. A link to an online portfolio of work or a website where images are located is acceptable. Images, rendering and contract may either be: mailed to SBVC (36 S. Third Ave, Sturgeon Bay, WI 54235) or submitted via email to savanna@sturgeonbay.net.
- **MONEY**: Artist proceeds are one-half the net profit of your artwork at auction, less any start-up money received for supplies.
 - Artists using a bench provided by the SBVC will be offered \$200 start-up money.
 - Freeform artists will be offered \$400 start-up money.
- **JURYING**: Artists will be notified if their proposed design has been accepted by **January 22, 2018.**
- **USING A FORM BENCH?** Benches can be picked up at SBVC beginning **Monday, February 12, 2018.**
- **DEADLINE**: All benches **MUST** be finished and received by the SBVC on or before **May 11, 2018.**
 - If bench is not received by May 11, 2018, \$50 per week will be deducted from artist's proceeds for each week bench is late.

DATES TO REMEMBER:

January 12: Bench renderings due to SBVC

January 22: Notification of accepted renderings

February 12: Bench pick-up at SBVC

May 11: Finished benches due to SBVC

September 15: Harvest Fest & Bench Auction

Please attend!



2018 Benches by the Bay

Artist Contract — Terms & Conditions

Submit by January 12, 2018 for jurying.

I, _____, (please print name) hereby agree to participate in the 2018 Benches by the Bay Street Art project. As an artist, I understand this is a fundraiser for the Sturgeon Bay Visitor Center (SBVC), and I agree to the following provisions as a participating artist, if I am accepted into the project:

- I will adhere to the accepted design plan I submitted to the SBVC. Any deviations or modifications will be submitted to SBVC for review.
- I will pickup and deliver my bench, or make necessary arrangements for transportation.
- The finished bench will be weather-resistant, and the artwork will be family-friendly.
- I understand my bench will be on display from May 14, 2018, through September 15, 2018 when it will be auctioned off during the Harvest Festival Street Art Auction.
- I am responsible for, and will complete any and all, maintenance or repairs needed while my bench is on display leading up to the auction.
- I consent to having my name and the display location of my bench released on the 2018 Street Art Map and other marketing materials.
- I understand I will be reimbursed one-half the net profit of my bench at auction, less any start-up money I received. If I choose not to accept start-up money, I will receive one-half the net profit of my bench. Artists using a bench provided by the SBVC are offered \$200 in start-up funds, and freeform bench artists are offered \$400.
- Payment for auction proceeds will be made to artists by the SBVC within 30 days of the auction.
- I agree that I am the sole recipient of my earnings as the bench artist. If I choose to employ a sub-contractor(s), I, as the artist, accept full responsibility for any monetary reimbursement to the sub-contractor(s).
- SBVC reserves the right to withhold artist earnings if the previously mentioned guidelines are not adhered to, including but not limited to: adhering to the submitted and accepted design plan, delivery on or before May 11, 2018, and/or maintenance and repair of my bench leading up to the auction.
- I agree to deliver my bench on or before **Friday, May 11, 2018**. I understand failure to comply will result in a \$50 penalty per week for every week it was delivered after the aforementioned due date. Penalty fees will be deducted from my net profit as an artist following the auction.

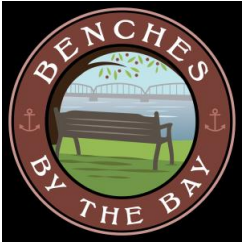
I have read, understand, and agree to the terms and conditions of this contract.

ARTIST SIGNATURE: _____ **DATE:** _____

Bench Form (check one): **Provided by the SBVC** **I will create my own**

I would like to receive start-up funds (circle one): **YES** **NO**

TURN OVER & FILL OUT INFO



Artist Information Sheet

Title of Bench: _____

Artist Name: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____ **Email:** _____

Artist Checklist

Submit all the following components by JANUARY 12, 2018 to be considered for inclusion in the 2018 Benches by the Bay Street Art Project.

_____ **Detailed rendering** of the bench along with a description of the materials, tools, and techniques you will use to create it.

_____ **3 high-resolution photos images of your artwork**, to aid in the design jurying process. A link to an online portfolio of work or a website where images are located is also acceptable. Photos may be submitted as hardcopies along with other proposal materials, or submitted by email to savanna@sturgeonbay.net.

_____ **Signed 2018 Benches Artist Contract**

_____ **Completed Artist Information Sheet** (this form)

2018 Pre-formed cedar bench design will be as shown to the right →

