



## Legislation Details (With Text)

**File #:** 24-699      **Version:** 2      **Name:**  
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**File created:** 7/3/2024      **In control:** Arts and Culture Advisory Commission  
**On agenda:** 7/18/2024      **Final action:** 7/18/2024

**Title:** SUBJECT: Approving a Request for Proposals (RFP) for Local Photography Submissions. Approving a Fall Photography Exhibition at the Applegate Park Merced Open Air Theater (MOAT), and Approval to Form a Subcommittee

### REPORT IN BRIEF

Considers approving an RFP call for local photography and a fall art exhibition at the Applegate Park MOAT as well as approval to form a subcommittee to review and rank submissions.

### RECOMMENDATION

Arts and Culture Advisory Commission - Adopt a motion:

A. Approving an RFP for original works of photography by local artists featuring local landscapes within the city of Merced; and,

B. Approving a fall art exhibition at the Applegate Park Merced Open Air Theater (MOAT)

C. Appointing a subcommittee to review and rank photographer submissions.

### Sponsors:

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### Code sections:

**Attachments:** 1. RFP

Date	Ver.	Action By	Action	Result
7/18/2024	2	Arts and Culture Advisory Commission		

*Report Prepared by: Jennifer Flachman, Senior Management Analyst*

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## **ALTERNATIVES**

1. Approve, as recommended by staff, or,
2. Approve, subject to other than recommended by staff, or
3. Deny, or
4. Refer to Staff for reconsideration of specific items, or
5. Continue to a future meeting.

## **AUTHORITY**

Arts and Culture Advisory Commission Ordinance #2489, Section 2.54.060 Jurisdiction of the Commission.

## **CITY COUNCIL PRIORITIES**

This project aligns with the City Council's FY 2024/25 Goals and Priorities of City Beautification by continuing the open call for photography projects.

## **DISCUSSION**

An RFP and a community event will provide a resource and venue for local photographers to showcase their original photographs of unique landscapes captured in Merced. This opportunity would benefit local photographers seeking exposure and a community desiring cultural commitment. This project would also nurture a sense of community support for budding and seasoned local photographers.

This will be the second annual photography event hosted by the City of Merced at the Applegate Park MOAT. This is a strategic investment in the local artistic community and the broader population of Merced. The initiative aligns with the City's commitment to cultural enrichment, community engagement, and the support of local talent. An RFP will allow interested photographers to submit their proposals featuring an electronic high quality 4x6 photograph of a landscape in the City of Merced. Submissions will be reviewed by an Arts and Culture Advisory Commission subcommittee. The subcommittee will select 15 photographs based on a scoring metric. Selected photographers will receive a stipend as reimbursement for enlarging and mounting their respective photograph to a high quality 16x20 photograph for display at an exhibition to be held at the Applegate Park MOAT on October 26, 2024. Remaining qualified submissions will be displayed in the original high quality 4x6 photograph at the exhibition.

The subcommittee should meet to review and rank photographer submissions before the September 19, 2024, Arts and Culture Advisory Commission Meeting.

## **IMPACT ON CITY RESOURCES**

A total of \$10,000 in funding is available within the Fiscal Year 2024-25 budget for this expense in the City Manager's Professional Services Account Line 10001000-511012.

Fifteen (15) photographers will receive a total of \$7,500 in funding, or a \$500 stipend as payment for production of a high quality 16x20 photograph. \$2,500 will be used for event entertainment and

supplies.

## **ATTACHMENT**

### **1. RFP**