



Legislation Text

File #: 24-080, Version: 2

Report Prepared by: Jennifer Flachman, Senior Management Analyst

SUBJECT: Approving an Request for Qualifications (RFQ) for Local Photography Submissions and Approving the Planning of a Summer Art Exhibition at the Applegate Park Merced Open Air Theater (MOAT)

REPORT IN BRIEF

Considers approving an RFQ call for local photography and a summer art exhibition at the Applegate Park MOAT.

RECOMMENDATION

Arts and Culture Advisory Commission - Adopt a motion:

- A. Approving an RFQ for original works of photography by local artists featuring sunrises and sunsets in Merced; and,
- B. Approving the designation of two members of the Arts and Culture Advisory Commission to serve on a subcommittee with the Senior Management Analyst/PIO and Director of Parks and Community Services to plan a summer art exposition event for artists to exhibit their original local sunrise and sunset photography.

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.

DISCUSSION

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

Hosting a photography event at the Applegate Park MOAT would be a strategic investment in the local artistic community and the broader population of Merced. This initiative aligns with the City's commitment to cultural enrichment, community engagement, and the support of local talent.

Interested photographers will submit information as required by the RFQ, which includes, but is not

limited to, the following:

- Artist bio.
- 4x6 photograph of sunrise and/or sunset
- Photograph description should include the location, time, and any other pertinent information to describe the photograph.
- Photographers can submit up to two original photographs. Each photograph should include a description, location, date, time, and other pertinent information.
- The subcommittee will review submissions. If the RFQ process exceeds 30 photographs, the subcommittee will select 30 photographs for the event based on a scoring metric to be included in the RFQ.
- Artists will agree to create an original 16 x 20 photograph to display at the exhibition.
- Artists will agree to display on their easel.

Additionally, staff and two members of an ACAC subcommittee will plan an evening event in June on a date to be determined at the Applegate Park MOAT. Staff will promote the event on the City's social media platforms. The event will be open to the public at no charge.

IMPACT ON CITY RESOURCES

No impact on City resources at this time.

ATTACHMENT

None.