

CLEVELAND PUBLIC LIBRARY

Finance Committee

September 13, 2016

**RESOLUTION TO ENGAGE L.A.N.D. STUDIO INC. TO ORGANIZE 2017 AND 2018
VISUAL ARTS PROGRAMS**

WHEREAS, The Board of Trustees of the Cleveland Public Library receives a generous annual grant from the Cleveland Foundation for the Lockwood Thompson Memorial Fund; and

WHEREAS, One of the goals of the grant is to support, “The underwriting of expense in bringing to the Library for purpose of one or more lectures, one or more individuals in the field of literature or the visual arts”; and

WHEREAS, The Library desires to engage L.A.N.D. Studio, Inc., to organize, for spring 2017 and spring 2018, the annual “*See Also*” program which began in 2010 and brings contemporary public artwork to the Eastman Reading Garden on a temporary basis to activate a beloved public space with artwork by emerging artists from the Great Lakes region; and

WHEREAS, L.A.N.D. Studio, Inc. has presented the attached proposal for both the spring 2017 and spring 2018 *See Also* programs, at a total cost not-to-exceed \$120,000, of which \$61,750 is allocated for the 2017 program and \$58,250 is allocated for the 2018 program; now therefore be it

RESOLVED, That the Executive Director, CEO, or his designee, is hereby authorized to enter into a two-year agreement between the Cleveland Public Library and L.A.N.D. Studio Inc. to provide the *See Also* temporary art program for spring 2017 and spring 2018 at a total cost not-to-exceed \$120,000, of which \$61,750 will be charged to the Lockwood Thompson Fund Account: 22892103-53710 (Professional Services), with the remaining \$58,250 to be similarly encumbered, conditioned upon receipt of grant funds from the Cleveland Foundation, no later than December 31, 2017, and which agreement shall be subject to review and approval of the Chief Legal Officer.

PROJECT NAME: *See Also* public art program proposal (2 year)
August 18, 2016

PROJECT PARTNER: Cleveland Public Library

PURPOSE: For the past seven years, the *See Also* program has been designed to expand the minds and imaginations of Clevelanders and downtown visitors by exposing them to works of art by emerging artists. This program reinforces Cleveland Public Library's reputation as a national leader in providing the highest quality educational opportunities and arts exposure to citizens of Cleveland and its surrounding communities. Through this program, the library has continued to be known locally, nationally and internationally as a civic institution committed to its role as a forum for the sharing of ideas and creativity among growing audiences.

The library is located in the heart downtown, adjacent to the Malls and newly renovated Public Square. In addition to public artwork installations at the library, LAND studio is curating artworks in these public spaces. Working with the library to ensure that the *See Also* program continues to engage viewers while benefiting from nearby arts investments will be at the core of future exhibits.

LAND studio proposes to capitalize on the success of the *See Also* program and increased visits downtown with a two-year partnership with CPL. Working over a two-year cycle will streamline project development, expedite decision-making, maximize the budget, and allow the program to work with artists who need a longer lead time to develop projects.

TEAM: LAND studio, a nonprofit organization with a 30+ year history of leading civic projects that result in engaging and artful public spaces, will lead the effort and act as day-to-day project manager for the *See Also* program.

**SCOPE OF WORK &
TIMELINE**

Building off of the success of previous outdoor public art installations, LAND studio will manage the curation and implementation of temporary public artwork in the beloved Eastman Reading Garden. LAND studio will work with CPL staff to find artists for two years of projects in this space.

To capitalize on budgets and secure an artist for 2018 who may need a longer lead time to develop a concept, LAND studio recommends selecting both the 2017 and 2018 artists by the end of 2016. This will result in the budget for travel and artist design stipends being front-loaded in 2017.

In order to deliver completed projects in these spaces, LAND studio will assume the following duties:

- Provide artist recommendations and review in consultation with CPL staff. LAND studio will recommend artists for both 2017 and 2018, so that planning for both can begin and CPL can engage artists who are booking exhibits further into the future.
- Conduct site visits with potential artists, including meetings with appropriate CPL staff/admin.
- Contract with selected artist(s) for installations.
- Prepare materials for design approvals for CPL administration and City of Cleveland staff.
- Conduct technical site assessments and work with CPL Facilities team to ensure projects meet all engineering, safety, etc. standards.
- Secure proper permission and permits for installation.
- Manage artist's timeline and budget.
- Provide feedback to artist regarding designs.
- Coordinate installation, transportation, and removal of artwork.
- Assist in promotional materials, such as signage, press release, media opportunities.

Please see attached timeline and budget.

PROJECT DELIVERABLES:

- One artwork installation in each of two years (Summer 2017 & Summer 2018).
- Promotional materials (in collaboration with CPL graphics department).
- Opening event(s).
- Removal and return of Eastman Reading Garden to its original condition.

PROJECT BUDGET:

	2017	2018	Total
Concept design stipends for artists	\$ 2,000		\$ 2,000
Travel, Lodging, per diems	\$ 2,500	\$1,000	\$ 3,500
Artwork engineering, fabrication, installation	\$41,250	\$41,250	\$ 82,500
LAND studio two-year Project Management	\$16,000	\$16,000	\$ 32,000
Total	\$61,750	\$58,250	\$120,000

PAYMENT SCHEDULE:

\$1,333.33 monthly management fee. LAND studio will send monthly invoices. Total fee to LAND studio of \$32,000 over two-year period, to begin upon execution of this agreement.

REIMBURSABLE EXPENSES:

Not to exceed \$88,000. Reimbursable expenses shall include proper documentation and be invoiced monthly at cost. Program expenses may include, but are not limited to artist fee(s), artwork materials, installation, insurance, engineering, permitting, signage, event costs,

promotional expenses, meeting costs, travel, accommodations, and parking fees.

SUBMITTED BY: _____

Ann Zoller, Executive Director
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APPROVED BY: _____

Cindy Lombardo, Chief Operating Officer
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