

CLEVELAND PUBLIC LIBRARY

Finance Committee
March 18, 2010

RESOLUTION TO RENEW THE ENGAGEMENT WITH CLEVELAND PUBLIC ART

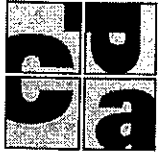
- WHEREAS, The Board of Trustees of Cleveland Public Library receives a generous annual grant from the Cleveland Foundation from the Lockwood Thompson Memorial fund; and
- WHEREAS, One grant-defined goal stipulates, "The underwriting of expense in bringing to the Library for purpose of one or more lectures, one or more individuals in the field of literature or the visual arts"; and
- WHEREAS, In September 2004 Cleveland Public Library engaged Cleveland Public Art to organize the Lockwood Thompson Spectrum Dialogue Series and related publication; and
- WHEREAS, Beginning in 2010, Cleveland Public Art will arrange the temporary art installation in the Eastman Garden; and
- WHEREAS, Cleveland Public Art has presented the attached proposal for the sixth (6) Spectrum Dialogue Series to include one or two speaker programs/events and an art competition in 2010 at a cost not-to-exceed \$109,500; now therefore be it
- RESOLVED, That Cleveland Public Library engage Cleveland Public Art to organize and market its Lockwood Thompson Spectrum Dialogue Series with fees and reimbursable expenses for the sixth (6) year being charged to the Lockwood Thompson Fund Account: 22892103-53710.

CLEVELAND PUBLIC ART

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December 1, 2009

Janice Ridgeway
Cleveland Public Library
325 Superior Avenue
Cleveland, Ohio 44114

Dear Ms. Ridgeway:

Cleveland Public Art is honored to offer consulting services to Cleveland Public Library for both the 2010 Spectrum Dialogues and the See Also temporary art program.

At your request, we have enclosed an updated proposal and budget for the 2010 year which includes:

- Costs related to the dialogue series, including moderator, speaker(s), and additional expenses
- Temporary artwork in the Eastman Reading Garden
- Publication in 2011

For the 2010 program year CPA proposes a budget not to exceed \$95,500.00, unless authorized to do so in writing from Cleveland Public Library (please refer to attached proposal details). This budget includes \$18,000 in administration fees and \$77,500 in reimbursable expenses. A brief breakdown of the 2009 *Civic Design & Inspired Infrastructure* is outlined below:

	<u>Civic Design & Inspired Infrastructure (2009)</u>	<u>Proposed Next Year (2010)</u>
Program Costs:	\$77,550	\$77,500
CPA Fees:	\$18,000	\$18,000
	\$95,550	\$95,500

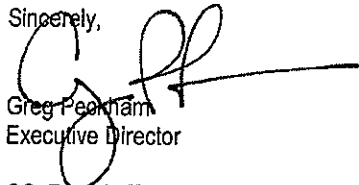
Based on earlier conversations with Cleveland Public Library staff, we are presenting the attached program budget. In addition to the 2010 program costs and based on discussions with you and Pamela Eyerdam, Fine Arts & Special Collections Manager, we are proposing \$14,000 in expenditures that are investments in the future success of the See Also program. We welcome the opportunity to discuss this proposal with you in more detail.

Should the Cleveland Public Library accept this proposal, CPA requires that reimbursable expenses are paid to CPA within 30 days of submitting invoices and/or receipts. Also, CPA requests a payment schedule for the \$18,000 management fee of:

1. Upon Signing \$4,000
2. After the Spectrum Dialogue event \$5,000
3. Upon installation of the See Also artwork \$5,000
4. Upon Delivery of 2010 Final Publication \$4,000

CPA's contact person for all approvals and authorizations of speakers, moderators, publications reviews and all decisions to proceed will be Pamela Eyerdam or her designated staff member.

Sincerely,


Greg Peckham
Executive Director

CC: Pamela Eyerdam, Cleveland Public Library
Tiffany Graham, Cleveland Public Art

SPECTRUM: the Lockwood Thompson Dialogues at the Cleveland Public Library

Proposal for 2010 Programs

INTENT & MISSION

The Intent of Cleveland Public Library's **Spectrum: The Lockwood Thompson Dialogues** is to bring speakers of national and/or international significance in the field of visual arts and popular culture to the Library. The **Spectrum Dialogue** series has involved collaborations and partnerships with other local cultural institutions and has remained and will remain wholly free and open to the public. Additionally, the intent of *See Also*, an annual program that brings temporary public artwork to the Eastman Reading Garden, is to activate a beloved public space with artwork by emerging artists from the Great Lakes region.

The **Mission** of these programs is to reinforce the Cleveland Public Library's reputation as a national leader in providing the highest quality educational opportunities to all citizens of the City of Cleveland and its surrounding communities. Through the series, the library will continue to be known locally, nationally and internationally as a civic institution committed to its role as a forum for the sharing of ideas and knowledge. The mission of these programs will be to have the broadest impact on the largest audience possible. This has been and will continue to be achieved by both the attendance of the dialogues and the Eastman Reading Garden as well as by the creation of a publication from the dialogues of each year.

PROGRAM COMPONENTS

1. Definition of Yearly Area of Interest & Specific Topic within the selected area of interest
2. Selection of moderator and speakers
3. **Spectrum Dialogue** Event(s) annually with Panel Discussions to be developed in the selected area of interest and topic
4. *See Also* artwork installed annually each Spring with an opening reception
5. Yearly Printed Publication + Downloadable PDF
 - Forward by moderator or selected expert
 - Publication derived from event(s)
 - Publication of Q&A portion of event(s)
6. Periodically convene focus groups of experts/colleagues in fields related to series.

PAST & CURRENT PARTNERS

IDEASTREAM (WCPN & WVIZ)
The Plain Dealer
The Cleveland Jewish News
Cleveland State University
Northern Ohio Live
Cleveland Public Theatre
Spaces Gallery
The Cleveland Institute of Art

AREAS OF INTEREST & TOPICS

1. Each year, an **Area of Interest** will be selected from the following disciplines:

(defined from the curriculum areas of leading institutes of art such as the Cleveland Institute of Art)

Fine Arts:

Drawing
Painting
Printmaking
Textiles
Photography
Sculpture
Performance Art
Music
Dance

Design:

Industrial Design
Graphic Design
Fashion Design
Architecture
Public Art

Digital Arts:

Film
Animation
Video
Web Arts

2. **Topics within the selected Area of Interest** will be further developed to focus the Lecture Series on pertinent or increasingly important issues in the related to the specific area of interest.
3. The **2010 Area of Interest** will be **Film** with the specific Topic to be determined through consultations with professionals in the Greater Cleveland film industry and finalized by February 2010.

Overview of Past SPECTRUM Programs

2009: "Civic Design & Inspired Infrastructure"

Moderator: *Plain Dealer* Art & Architecture Critic, Steve Litt

October 29 Event: New York City Chief Urban Designer Alexandros Washburn and MIT Transportation Professor Fred Salvucci

2008: "Packaging & Propaganda: The Design of the Presidential Brand"

Moderator: *Sound of Ideas* host, Dan Moulthrop, WCPN ideastream

October 6 Event: *New York Times* Op Ed writer Frank Rich and Democratic Strategist and CNN Commentator Donna Brazile

2007: "Pen & Ink"

Moderator: *New York Times* Chief Art Critic Michael Kimmelman

Event I: Cartoonist Art Spiegelman at Cleveland Public Theatre

Event II: Writer and *McSweeney's* creator Dave Eggers

2006: "Cultural and Creative Migrations"

Moderator: NPR Studio 360 Host, Kurt Andersen

Event I: Artist Shazia Sikander

Event II: Curator Robert Storr

2005: "Truth, Technology and the Visual/Virtual World"

Moderator: Inventor Jaron Lanier

Event I: Dr. Vilayanur S. Ramachandran

Event II: Paul D. Miller (aka DJ Spooky)

YEARLY BUDGET ITEMS

Speaker Costs

Speaker Honorarium

Speaker Travel, Lodging and Expenses

Moderator Honorarium

Moderator Travel, Lodging and Expenses

Event Costs

Video and/or audio taping

Sign Language Interpreter

Publicity

Postcard Mailer

Design of Mailer

Printing

Postage

Publication

Transcription

Design

Editing

Printing + Downloadable PDF

Postage

Image Usage Fees

Photography/Illustration

CPA Management Fees

(flat fee)

Cleveland Public Art's ROLE:

Secure Partnerships

Organize and Manage:

Topic Selection

Speaker + Moderator Selection

Speaker + Moderator Coordination

Series Publicity

Lecture Event Coordination

Publication Production

Spectrum & See Also: 2010 Budget Proposal

Item	Dialogue Costs	Budget
<u>Speaker Costs</u>		
Moderator		3,000.00
Speaker		15,000.00
Speaker		15,000.00
	Subtotal	33,000.00
<u>Travel & Accommodations</u>		
Speaker		
Speaker		
	Subtotal	3,500.00
<u>Publicity</u>		
Printing (5,000 pieces)		375.00
Mail House Fee & Postage		550.00
Design Fees		6,000.00
	Subtotal	6,925.00
<u>Event Costs</u>		
Special AV		1,000.00
	Subtotal	1,000.00
<u>Program Documentation</u>		
Transcript		300.00
Photography & Usage Fees		500.00
Publication		4,000.00
	Subtotal	4,800.00
	Dialogue Total	49,225.00

<u>CPA Management Fees</u>		
Organize & coordinate programs		
Topic selection		
Participant selection & negotiation		
Publicity		
Event planning & coordination		
Garden Art project management		
	Management Total	18,000.00
	Spectrum 2010 Program Total	95,500.00
	Dialogue Fees + Garden Art Fee + CPA Management Fee	

Item	See Also / Garden Art Costs	Budget
<u>Artist Selection & Presentation</u>		
Artist Travel to Site (2 trips)		2,000.00
Design Stipends (4 total)		3,000.00
Jury Expenses + Materials		200.00
	Subtotal	5,200.00
<u>Publicity for Event</u>		
Printing (10,000 pieces)		250.00
Mail House Fee & Postage		525.00
Postcard Design (same as RFP design)		0.00
	Subtotal	775.00
<u>Event Costs</u>		
Refreshments		500.00
Entertainment		500.00
	Subtotal	1,000.00
<u>Artwork Costs</u>		
Artist Fee		2,800.00
Cost for Artwork		15,000.00
Photo Documentation		750.00
Artist Travel		1,000.00
Brochure Design & Printing		1,000.00
Marketing Materials		750.00
	Subtotal	21,300.00
	Subtotal Garden Art 2010 Total	28,275.00

<u>Investments in See Also Program *</u>		
Spot Lighting System		4,000.00
Design Fees & Publication of See Also Booklet		5,000.00
Maintenance & Repairs		5,000.00
Long Term Planning for See Also Subtotal		14,000.00
* These investments in the See Also program are one-time expenditures, the full balance of which are covered by a combination of the previous years (2005, 2006, 2007, 2008) Balance Availability Closeouts and are to cover ongoing costs for future temporary garden art installations.		

	FINAL 2010 Expenditures Total	109,500.00
	Spectrum 2010 Program Total + See Also Investments	