

CITY OF SACRAMENTO



DEPARTMENT OF COMMUNITY SERVICES  
3520 FIFTH AVENUE SACRAMENTO, CALIFORNIA 95817  
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ROBERT P. THOMAS  
DIRECTOR

CITY MANAGER'S OFFICE  
**RECEIVED**  
APR 20 1982

CROCKER ART MUSEUM DIVISION  
GOLF DIVISION  
METROPOLITAN ARTS DIVISION  
MUSEUM AND HISTORY DIVISION  
RECREATION DIVISION  
PARKS DIVISION  
ZOO DIVISION

April 15, 1982

City Council  
Sacramento, California

Honorable Members in Session:

SUBJECT: Sacramento Poster

SUMMARY

This report recommends the adoption of an official Sacramento poster which was designed as a result of a county-wide poster contest. This report also recommends the Council designate the Metropolitan Art Fund as an interest-earning fund.

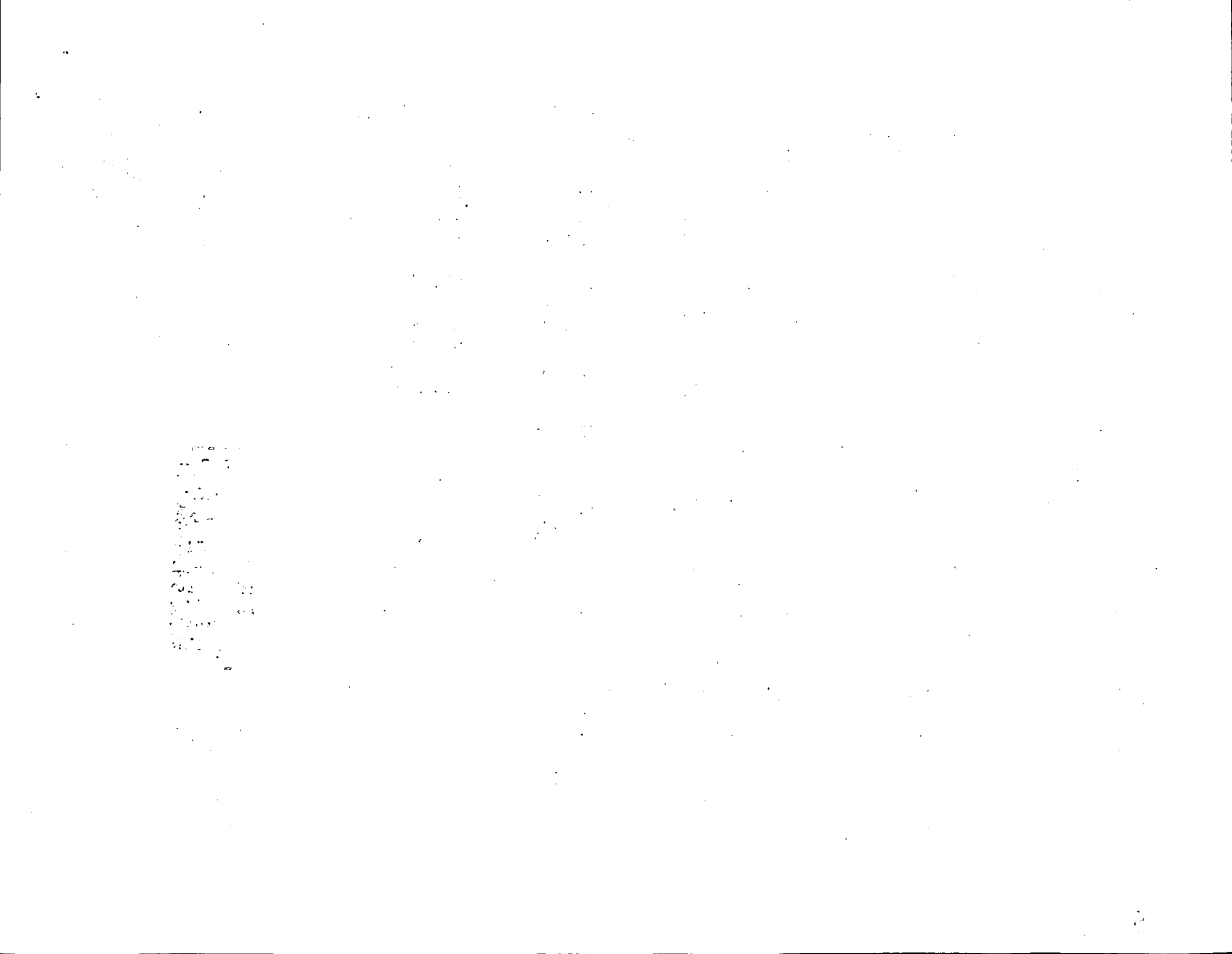
BACKGROUND INFORMATION

As part of this year's Art in Public Places Program, the Sacramento Metropolitan Arts Commission voted to sponsor a county-wide poster competition for a Sacramento Poster that best described Sacramento. A total of 1,500 competition guidelines (attached) were distributed to designers and artists in Sacramento in January. As a result, 73 poster proposals were submitted to the Arts Commission by March 5. A panel comprised of three design professionals\* selected the poster designed by Penina Meisels and Gwen Amos as the poster of the highest quality that met the criteria. The Arts Commission accepted the poster at its meeting on April 6.

The entire production of the poster has been made possible by donations from Graphic Center (printing); Blake, Moffitt & Towne (paper); and Riverside Graphics (color separations). There will be 2,500 unsigned posters for sale at \$5.00 retail and \$2.50 wholesale in the Sacramento area. In addition, there will be 500 signed posters for sale at \$25.00 retail and \$12.50 wholesale. Portal Publications has agreed to print an additional 5,000 unsigned copies to distribute nationally, remitting a \$500 advance against royalties. The royalty will be 5% of their wholesale price of \$3.75 for each poster. The royalty percentage will increase if the sales increase over 5,000 copies.

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\*Pamela Prince, Art Director, Portal Publications, Inc., Corte Madera;  
Michael Vanderbyl, Graphic Designer, San Francisco;  
David Rible, Artist, Commissioner, Sacramento Metropolitan Arts Commission.



The proceeds from the sales will be deposited in the Metropolitan Arts Fund (Sacramento City Code Section 2.59, a-e). The Metropolitan Arts Fund was created in 1977 to deposit funds obtained for purposes consistent with the function of the Commission other than the Commission's operating fund. The fund balance as of June 30, 1982 was \$3,190. The fund is not credited with interest earned. Since the fund does not represent City-County operational support, it is recommended that the fund accrue interest earned. The interest is to be expended for the purpose which the original amount was appropriated, specified or donated. In this case, proceeds and interest earned will be applied to the Art in Public Places Program.

FINANCIAL DATA

The total cost for this project funded by the Art in Public Places Program is approximately \$1,500; \$1,000 for the artist award and \$500 for marketing the poster. It is anticipated proceeds will amount to \$10,000 from the sale of 8,000 posters from May 1982 through December 1983 for the Art in Public Places Program.

RECOMMENDATION

It is recommended that the Budget and Finance Committee approve and forward to the City Council:

1. That the attached poster be adopted as the official Sacramento Poster;
2. That the attached poster fees be approved; and
3. That the Metropolitan Arts Fund be designated as an interest earning fund.

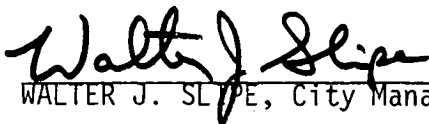
Further, it is recommended that the City Council approve, by resolution, the above recommendations.

Respectfully submitted,



ROBERT P. THOMAS  
Director of Community Services

Recommendation Approved:



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WALTER J. SLIPE, City Manager

RPT:js

Attachments

April 27, 1982  
All Districts



# COMPETITION

## FOR A SACRAMENTO POSTER

Sponsored by the Art in Public Places Program of the Sacramento Metropolitan Arts Commission.

The Art in Public Places Program of the Sacramento Metropolitan Arts Commission is committed to making art of the highest quality available to all Sacramento residents. The Arts Commission also feels that there is a need for a positive, distinct visual image that captures the essence of the City of Sacramento. In light of these interests, the Art in Public Places Program is sponsoring a Sacramento Poster

Competition and is calling on the area's artists and designers to help solve the problem.

Proposals for a Sacramento Poster are now being requested from residents of Sacramento County. A panel of design professionals will review all entries and select one poster for printing and distribution. The panel will also select a number of proposals for an exhibition at the Open Ring Gallery. The winning designer will receive a \$1,000 award.

### COMPETITION GUIDELINES

#### PURPOSE

To publish a poster that is of the highest quality design that will both describe Sacramento and instill a feeling of pride in the community. The name "Sacramento" must be included somewhere

#### WHO IS ELIGIBLE

Any artist or designer who currently resides in Sacramento

#### WHAT TO SUBMIT

a mock-up of an 18" by 24" poster (one side only and two-dimensional)  
the mock-up must be mounted on a 1/16" flat white matte board that measures 20" x 26".  
artwork may specify no more than 4 colors.  
attach completed entry form to the back of the mock-up: do not sign your name or identify yourself in any way on the front of the proposal.

#### SELECTION PROCESS

A panel of three distinguished design professionals will be convened to review all the proposals and select the winning poster. The panel is: Pamela Prince, Art Director, Portal Publications, Inc.; David Rible, artist and Sacramento Metropolitan Arts Commissioner; Michael Vanderbyl, designer, San Francisco. The

#### NOTIFICATION

All entrants will be notified in writing by April 1, 1982 of the

#### DEADLINE

Please mail or deliver proposals so that they are received by the Sacramento Metropolitan Arts Commission office, 1221 J Street,

#### WINNING POSTER

The selected artist will be paid \$1,000 for all reproduction rights. The winning poster and its reproduction rights will become the property of the City of Sacramento. The printing will be done by Graphic Center. The winning artist must prepare camera ready art and oversee the printing of the poster. There will be 500 copies printed for a signed, limited edition to be sold at \$25

#### EXHIBITION

An exhibition of a selection of the entries determined by the panel will be held from April 15 to May 8, 1982 in the front

#### RETURN OF POSTER

Your poster will be returned only if you include appropriate postage and mailing material or if you pick it up from the Arts

#### INSURANCE

While every care will be taken with the submitted proposals during the judging and exhibition, the Sacramento Metropolitan

County may submit a poster proposal.  
only one entry per person will be accepted.  
all work submitted must be the original product of the artist's creative efforts unless otherwise indicated.  
please include a small credit on the poster: "Sponsored by the Sacramento Metropolitan Arts Commission. Printing by Graphic Center. Paper from Blake, Moffitt & Towne. Separations by Riverside Graphics."

names of the submitting designers will not be considered in the selection process. The sole criteria for selection are: artistic excellence, the proposal's effectiveness as a poster, and its ability to be reproduced.

outcome of the panel's decisions.

Sacramento, California, 95814, no later than 5:00 p.m., Friday, March 5, 1982. Late entries will not be accepted.

each. There will be an unlimited, unsigned edition of 5,000 copies printed to be sold at \$5 each. The poster will be sold through local galleries and other outlets as they become available. All proceeds from the sale of the poster will be returned to the Art in Public Places Program.

windows of the Open Ring Gallery.  
Commission office no later than May 31, 1982.

Arts Commission, the City of Sacramento, nor the Open Ring Gallery can assume responsibility for loss or damage to the work.

The Art in Public Places Program is one of several programs administered by the Sacramento Metropolitan Arts Commission. The Arts Commission is a City/County agency established in 1977 to foster and develop support for the arts and is made up of eleven publicly appointed Commissioners. The Commission's programs are administered by a full-time professional staff.

The Sacramento Metropolitan Arts Commission would like to express its appreciation to Graphic Center, Blake, Moffitt & Towne and Riverside Graphics for contributing their services to this project.

For further information, please contact Jennifer Dowley or Janice Akers, Art in Public Places Program, Sacramento Metropolitan Arts Commission, 1221 J Street, Sacramento, CA 95814, 916/449-5558.



Art in Public Places Program

**Sacramento Metropolitan Arts Commission**

**ENTRY FORM**

This form must be completed and attached to the back of the

proposal entry. (A photocopy of this form is acceptable.)

Submitted by: (one person only) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone (day and night) \_\_\_\_\_

Other persons contributing to the design:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I will use the following process for reproducing my proposal:

- mechanically with overlays or
- separation

If my proposal is not selected as the winning poster, I give my permission to have it exhibited at Open Ring Gallery.

- yes
- no

I have read and understand all of the guidelines outlined above and agree to them.

Signature \_\_\_\_\_

Date \_\_\_\_\_



**Sacramento Metropolitan  
Arts Commission**

1221 J Street  
Sacramento, California 95814

Bulk Rate  
U.S. Postage  
PAID  
Permit No. 338  
Sacramento, CA

# RESOLUTION NO. 82-285

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

APR 27 1982

A RESOLUTION RELATING TO THE OFFICIAL  
SACRAMENTO POSTER AND THE METROPOLITAN ARTS FUND

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:

1. The attached poster represents the official Sacramento Poster;
2. a. Resolution No. 81-376, which established fees and charges for the Metropolitan Arts Division services, is hereby amended to reflect the addition of the following fees:

	<u>Retail</u>	<u>Wholesale</u>
Sacramento Poster (unsigned)	\$ 5.00	\$ 2.50
Sacramento Poster (signed)	\$25.00	\$12.50

- b. That the City of Sacramento Fee and Charge Report, page 46a, is hereby amended to reflect the above fees;
3. The Metropolitan Arts Fund will hereby accrue interest earned.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

**APPROVED**  
BY THE CITY COUNCIL

APR 27 1982

OFFICE OF THE  
CITY CLERK

1944

(THE POSTER WILL BE PRESENTED AT THE MEETING)