



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**



## **EBB & FLOW RIVER ARTS PROJECT Request for Proposals**

### **Participatory, River-Themed Public Arts Project to Activate the Santa Cruz Riverwalk along the San Lorenzo River**

**Proposal deadline receipt: April 11<sup>th</sup>, 2016, 5:00 pm PST.  
Project Stipend: \$4000**

#### **Project Description**

Arts Council Santa Cruz County, the City of Santa Cruz, Coastal Watershed Council, and a host of extraordinary partners are building on the success of the Ebb & Flow River Arts Project 2015 to transform and enliven the Santa Cruz Riverwalk and the Tannery Arts Center campus. The purpose of this project is to build relationships with unlikely partners, elevate water literacy, inspire hubs of economic activity, and strengthen our community as a whole, all through the arts.

Ebb & Flow 2016 will be very different in size and scope. We are taking a breather from the massive celebration of 2015 and focusing instead on a one-day participatory project for 2016 that carries forward the mission and movement of Ebb & Flow. We'll return in 2017 for an even larger community-wide celebration, and we believe that this one-day project for 2016 will help shape and inform the movement for the coming years.

We are seeking an artist or creative team to envision and implement a temporary participatory project on Saturday, June 18<sup>th</sup>, 2016. This project should happen on or along the Santa Cruz Riverwalk along the San Lorenzo River. It should celebrate the river, educate the community about the river and role it plays in our community, tell a story of the river, and/or highlight the flora and fauna that call the river home. It should engage community members of all ages and abilities, inviting and allowing everyone who attends to be involved somehow in its creation or implementation.

The project will happen during the day on the Riverwalk on June 18<sup>th</sup> and may culminate at the Tannery Arts Center, where the annual "Tanniversary" celebration will begin at 3 PM.



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**



**A strong proposal will:**

- Be creative and dynamic
- Be participatory in nature, where many people of all ages and abilities can engage in the project on June 18<sup>th</sup>
- Appeal to the greater community
- Draw a diverse audience to the Riverwalk
- Spark passion for the river and increase awareness of its role in our community
- Raise awareness around how the public can access the Riverwalk
- Be created by an artist or artist team familiar with participatory artworks and community engagement

**Projects may address:**

- Flow of the water, watershed connections, the San Lorenzo River as a water source
- Improvement to river health including reduction of pollution, water conservation, etc.
- A reimagining or re-envisioning of the river's future in our community
- Native critters of all kinds in the water or who use the water
- The engagement of communities living near the river
- Stories/history/placemaking of the River
- Community engagement and continued use of Riverwalk beyond June 18<sup>th</sup> event

**Bonus points for projects that:**

- Utilize all or most of the Santa Cruz Riverwalk, from the Boardwalk to the Tannery
- Incorporate multiple arts disciplines – performance, theater, visual, digital, kinetic, etc.

**What we will provide:**

- Between 25-50 volunteers, as needed, to make the project happen
- Access to the artists who worked on Ebb & Flow 2015, for inspiration, ideas, or questions
- Ample information on what is and is not legally allowed on the Riverwalk – see attached information
- Strong marketing of the project, by all project partners, through print, radio, and social media

**Proposal deadline receipt: April 11<sup>th</sup>, 2016, 5:00 pm PST.**



### **Ebb & Flow Background**

The Tannery Arts Center (TAC) occupies the former site of the historic Salz Tannery along the San Lorenzo River. A project of the City and Artspace, TAC is a uniquely comprehensive campus that supports 100 low-income artist lofts, 25,000 sq. feet of commercial studio space, a performing arts center, and the Arts Council office. However, located in an industrial area between the river and the Homeless Service Center, it is challenged by safety issues and negative perceptions that inhibit its potential. The San Lorenzo River flows next to the TAC and through downtown Santa Cruz; it is the historic and environmental heart of the city and its primary water source. But the community is figuratively and literally cut off from the river by levees, creating a separateness that supports criminal behavior. Ebb & Flow was created to help enliven and activate both of these community spaces.

Arts Council Santa Cruz County, City of Santa Cruz Economic Development, Coastal Watershed Council, San Lorenzo River Alliance, Tannery World Dance & Cultural Center, Santa Cruz Museum of Art & History, Downtown Association, First Friday, Santa Cruz City Arts Commission, Radius Gallery, and numerous public agencies will power the Ebb & Flow River Arts Project. This movement, focused on the San Lorenzo River and Tannery Arts Center, is activating the river and inspiring impassioned stewards; energizing the Tannery and helping to alleviate campus challenges; creating economic engines through use of the river and campus; and increasing water literacy. Ebb & Flow 2015 attracted nationwide press, engaged 3000+ attendees, and was powered by two dozen agencies and 2000+ volunteer hours.

### **Location**

The location for this project is the Santa Cruz Riverwalk along the San Lorenzo River. All or part of the Riverwalk may be used, from the Boardwalk to the Tannery Arts Center, where the Riverwalk ends.

### **Project Scope**

The scope of this Project includes all design, creation, and implementation of the project to be handled by the selected artist or creative group.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically awesome
- A theme that fits with the mission of Ebb & Flow
- Content suitable for all ages
- Compatible with all Ebb & Flow partners
- Ability of artist(s) to work closely with the Ebb & Flow team



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**



### **What You Need to Know About Art on the Riverwalk:**

- Any sculptures must be non-motorized and be able to stop and start safely and easily, and be within 7' x 9' if they are to move under the bridges.
- Use materials that do not damage environment. Examples of materials that damage environment are chalk, glitter, etc.
- Artwork should leave no trace. All pieces must be secure with nothing falling or being left behind during the project.
- Artists are strongly encouraged to make the best use possible of the geography and assets of the Riverwalk.
- Further questions about what is allowed? Please email [ebbandflow@artscouncilsc.org](mailto:ebbandflow@artscouncilsc.org).

### **Want Inspiration?**

Check out the [San Lorenzo River Tour](#) on Mobile Ranger to learn about the history and ecology of the river.

### **Budget**

All proposals must include proposed costs to complete the project described in this proposal. All costs and fees should be clearly described.

Stipend to the artist/artist team to create this project is \$4,000.

### **Request for Proposal & Project Timeline**

RFP released	March 17 <sup>th</sup> , 2016
Submission deadline	April 11 <sup>th</sup> , 2016
Selections announced	by April 18 <sup>th</sup>
Project Occurs	June 18 <sup>th</sup> , 2016, ending by 3 PM

All proposals are due no later than **April 11<sup>th</sup>, 2016 at 5:00 pm**. Please submit proposals in PDF form to: [ebbandflow@artscouncilsc.org](mailto:ebbandflow@artscouncilsc.org).

### **Submission Guidelines**

This will be a competitive process open only to Santa Cruz County artists. Proposals will be accepted until 5:00 pm, **April 11<sup>th</sup>, 2016**. No proposals will be accepted after this time.

To apply, please submit the following:



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**



- **A one page cover sheet stating the following information:**
- Title: “Proposal for Ebb & Flow River Arts Festival Project”
- Artist’s Name
- Artist’s Phone
- Artist’s Email Address
- Artist’s Mailing Address
- Artist’s Web Page (if available)
- **Narrative about proposed project. Please include:**
  - Summary of proposed project
  - Location(s)
  - Educational and/or environmental components (if applicable)
  - Partners (if applicable)
  - Description of experience in planning, creating and implementing creative projects in public environments
  - Digital images of 3-5 art pieces designed and created by applicant(s)
  - Budget
  - Timeframe for completion of the artwork

**And now for something completely different:**

As part of your proposal, we invite you to submit a short paragraph on what your project could look like if we doubled your budget. We invite you to dream big. There are no guarantees that we would be able to do this – but it will give us some juice to raise more funds – or possibly inspire an idea for you to pursue as part of Ebb & Flow 2017.

Submit proposals by or before **April 11<sup>th</sup>, 2016** to [ebbandflow@artscouncilsc.org](mailto:ebbandflow@artscouncilsc.org).

For more information see, please go to <http://www.artscouncilsc.org/ebb-flow/>