



CITY OF MONTEBELLO

Utility Box Beautification Program

Call for Artists

Second Round

Release Date: September 1, 2021

Due By Date: October 8, 2021

Announcement: November 10, 2021



CITY OF MONTEBELLO UTILITY BOX BEAUTIFICATION PROGRAM

The City of Montebello is issuing a Call for all Artists, open to all ages, to participate in the Utility Box Beautification Program. Interested artists will need to complete an application to be reviewed and selected by the City of Montebello's Parks and Recreation Commission for consideration by the City Council. Up to twenty-five (25) participants will be selected and approved art work will be placed on one of seventy-nine (79) available utility boxes throughout the City of Montebello as a wrap.

I. BACKGROUND:

The Utility Box Beautification Program is a public art effort designed to transform common traffic control utility boxes in the City, into distinctive works of art, creating a more vibrant, attractive cityscape. The program also celebrates local artists and their artwork, acts as a deterrent to graffiti, and involves the City residents in contributing to the beautification of the city.

II. ARTIST GUIDELINES AND REQUIREMENTS:

A. Eligibility

1. All artists must be a resident of Montebello.
2. Entries must be the original design of the submitting artist.
3. Artwork must be suitable for viewing by all ages.
4. Art work should cover all exposed sides of the utility box using the attached template.
5. Members of the Parks and Recreation Commission, Montebello City Council and their families are ineligible.

B. Artist Responsibilities

1. Artists must submit original copy/copies of the artwork wished to be considered to the Recreation and Community Services Department.
2. Artists may provide up to 2 designs for consideration.

C. City Responsibilities

1. Provide approved templates of the utility boxes to all applicants.



**CITY OF MONTEBELLO
UTILITY BOX BEAUTIFICATION PROGRAM**

2. The City will contract with a third party vendor to convert artwork into a wrap and install on one of the utility boxes selected by the Parks and Recreation Commission.

3. The Parks and Recreation Commission shall review, approve and select artwork submitted by artists.

D. Materials

1. 8 ½ x17 in. template sheet provided by the Recreation & Community Services Department.

E. Suggested Artwork Categories:

1. The City's cultural diversity
2. The City's historical heritage
3. Memories of Montebello

F. Criteria Used to Select Artwork

The Parks & Recreation Commission's Arts & Culture Sub-Committee will score entries based on the following equally weighted criteria:

1. Creativity and innovation of design
2. Originality
3. Artistry
4. Visual Impact
5. Community Appropriateness and Content

G. Artwork must not contain:

1. Written materials (words/sentences)
2. Political statements or persons
3. Religious references, symbols or numbers
4. Copyrighted or trademarked material
5. Corporate or organizational branding

H. Application Requirements

1. Print, complete and sign an application form, and:



**CITY OF MONTEBELLO
UTILITY BOX BEAUTIFICATION PROGRAM**

- a. Include a detailed description describing your design theme. Indicate if your theme has specific relevance to the City of Montebello's history, culture and heritage or to a specific location. **This must be attached with your application.** Please limit description to one page or utilize the form field on the application.
- b. Create full color, detailed concept drawings using the template provided.
- c. Designs are accepted as a single sided full color drawing on 8.5 x 17 sheets using the template provided.
- d. The art may include the name of the artist (no larger than 3" x 5") at the bottom of the template.

I. Read and sign:

1. The Utility Box Program Participant Release of Liability form.
2. The Artist's Application Form.

J. Submission of Entry

1. Mail or deliver the signed application with the full color designs to the City of Montebello Recreation and Community Services Department. – 1700 West Victoria Ave.
2. Artist can submit up to 2 designs. Only 1 design per artist will be chosen at a time.
3. Entries must be postmarked, emailed or hand delivered no later than Thursday, October 8, 2021 at 5:00 p.m. to be considered for approval at the October 21, 2021 Parks and Recreation Commission Meeting.

K. Selection Process and Criteria

1. Designs will be reviewed, approved and selected by the City of Montebello's Parks and Recreation Commission.

L. Questions

Contact: Laurie Aguilar by email only at laguilar@cityofmontebello.com

ATTACHMENTS:

1. 8 ½ x 17 Design Template
2. Artist Application Form (Application and Diagram Template)
3. Art in Public Places – Utility Box Program Participant Release of Liability Form



CITY OF MONTEBELLO UTILITY BOX BEAUTIFICATION PROGRAM APPLICATION

Instructions: This application must be filled out completely and submitted to the Recreation & Community Services Department along with artwork template and waiver, Attn: **Utility Box Beautification Program**.

Please write legibly in black or blue ink only. Do not use pencil or other ink colors. All blanks must be completed or have N/A written.

1. APPLICANT INFORMATION

Applicant Name _____

Applicant's Address _____

Phone Number _____

Email _____

Age _____

2. SUBMITTAL DESCRIPTION

Indicate if your theme has specific relevance to the City of Montebello's history, culture, heritage, geography or to a specific location

For Office Use Only:

Date Submitted: _____
Date of Approval: _____

CITY OF MONTEBELLO, CALIFORNIA

UTILITY BOX BEAUTIFICATION PROGRAM PARTICIPANT RELEASE OF LIABILITY FORM

PLEASE PRINT OR TYPE

NAME: _____ DATE: _____
ADDRESS: _____ CITY/STATE/ZIP _____
TELEPHONE#: _____ AGE () DOB ____ / ____ / ____

Participant does hereby release the City of Montebello, California, ("City") its City Council, representatives, employees, volunteers, agents and/or assigns, as well as all other participants, from any and all claims, obligations, causes of action, and liability of any kind, arising from the Participant's involvement in any events conducted as part of the Utility Box Art Beautification Program, or in connection with any work, labor, or services performed by the undersigned for and on behalf of any of the participants in events conducted and sponsored by the Utility Box Art Beautification Program, City, or otherwise.

This release is intended as a full and complete release covering any possible claims, contingent or otherwise, involving personal injury or property damage which may arise in connection with the Utility Box Art Beautification Program. This release includes, although it is not specifically limited to, any claim for any injuries or damages which the undersigned may suffer in connection with the Utility Box Art Beautification Program related actions in connection with any work, labor, or services performed by the undersigned for or on behalf of City or the Utility Box Art Beautification Program, regardless of whether the undersigned is actually participating in said activities, any injury to the person or damage to property which may be suffered by the undersigned as the result of or arising out of the Utility Box Art Beautification Program.

The consideration for this release is the undersigned's participation in the Utility Box Art Beautification Program, the permission granted by City to the undersigned to enter onto City property or to participate in events and activities sponsored by the Utility Box Art Beautification Program, and the permission granted by City to the undersigned to engage in any City sanctioned or sponsored events. To the extent permitted by law, Participant agrees to protect, defend, hold harmless, and indemnify City, its Council, officers, employees, volunteers and agents, from and against all claims, injury, liability, loss, cost, and expense, arising out of, occurring by reason of, or in any way connected with Participant's participation in the Utility Box Art Program, except for acts arising out of the sole negligence of City.

Signature: _____

Print Name: _____ Date: _____