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City of Palmetto Agenda Item

Meeting Date

6/8/10

Presenter: **Jeff Burton**

Department: **CRA**

Title:

Palmetto Billboard Artwork

In February, 2010 the Palmetto Art Center (Gretchen LeClezio) informed the CRA Advisory Board that they would be distributing a creative brief to area schools to submit entries for a more long term plan. The participants were to treat the CRA as a business client. The Palmetto Art Center agreed to bring all of the entries back to Advisory Board for review and recommendation to the CRA Board.

There are 11 entries

Funds are available for this project in Promotional Advertising.

Budgeted Amount: **\$0.00** Budget Page No(s): Available Amount: **\$0.00** Expenditure Amount:

Additional Budgetary Information: **No funding action required**

Funding Source(s): Sufficient Funds Available: Yes No Budget Amendment Required: Yes No Source:

City Attorney Reviewed: Yes No N/A Advisory Board Recommendation: For Against N/A Consistent With: Yes No N/A **FL statute 163**

Potential Motion/ Direction Requested: **The CRA Advisory Board should select no more 3 entries and prioritize the selections to recommend to the CRA for approval**

Staff Contact: **Jeff Burton** Interim CRA Administrator **05-28-2010**

Attachments: **Copy of Creative Brief & 11 entries**

CITY OF PALMETTO Billboard Artwork Creative Brief

Objective |

To develop artwork for a billboard that positively promotes the City of Palmetto.

Billboard location |

Located on the east side of US 41 before heading south over the DeSoto Bridge
Please see attached image.

Key message or take-away |

"Community": Palmetto has plenty to feel proud about. Perhaps, above all, it is Palmetto's prideful sense of community that differentiates this humble and multicultural city from neighboring Bradenton and Sarasota to the south and St. Petersburg to the north.

Direction |

In positively expressing our sense of community, the artwork can acknowledge our agricultural community roots or illuminate on our multicultural diversity, intergenerational family values, colorful natural resources we enjoy as amenities (i.e. water, flora, fauna, etc.), abundance of schools, community centers and civic organizations...or whatever the artist believes is integral to sustaining Palmetto's collective sense of community.

IMPORTANT | It is the artist's discretion to inquire, explore and positively express what they feel reflects the essence of our collective sense of community. This may highlight one ingredient, a moment, a phrase...or a collection or collage of thoughts. Just remember, a driver by will not have the luxury of a rationale or explanation. They will, however, draw their own conclusion from the artwork - one that is positively engaging.

Considerations |

The final printed size of the piece will be: 361"W X 128"H Please ensure that your artwork fits proportionately within this scale.

The artwork must be printable. This practical consideration means it will have to be digitally scaled for a large format vinyl printer.

Photographs should be created at higher/highest resolution, paintings will need to be scanned, sculptural pieces will need to be photographed, collages and 3-dimensional artwork will need to be transformed into a digitally reproducible form. The point: Think practically when creating your artwork.

The artwork could contain, within the printed area, a text message or phrase to enhance the viewer's outtake. This, however, is not a mandatory if the outtake is universally easy to interpret.

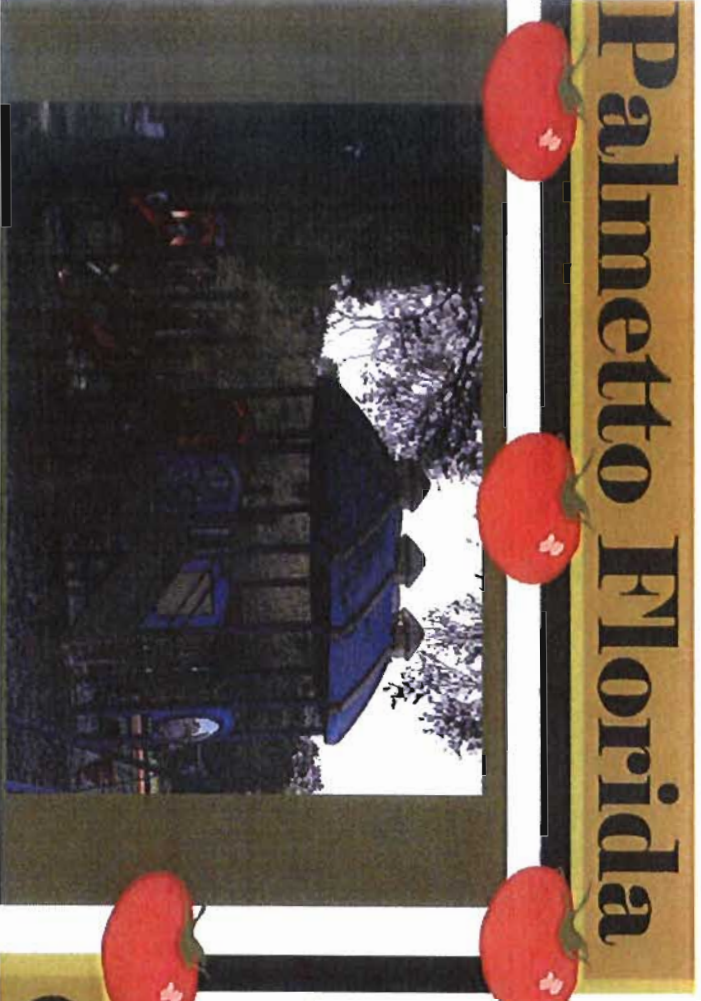
Artwork shall be deemed to have the expressed or written consent of the artist for reproduction and use by the City of Palmetto.

Deadline |

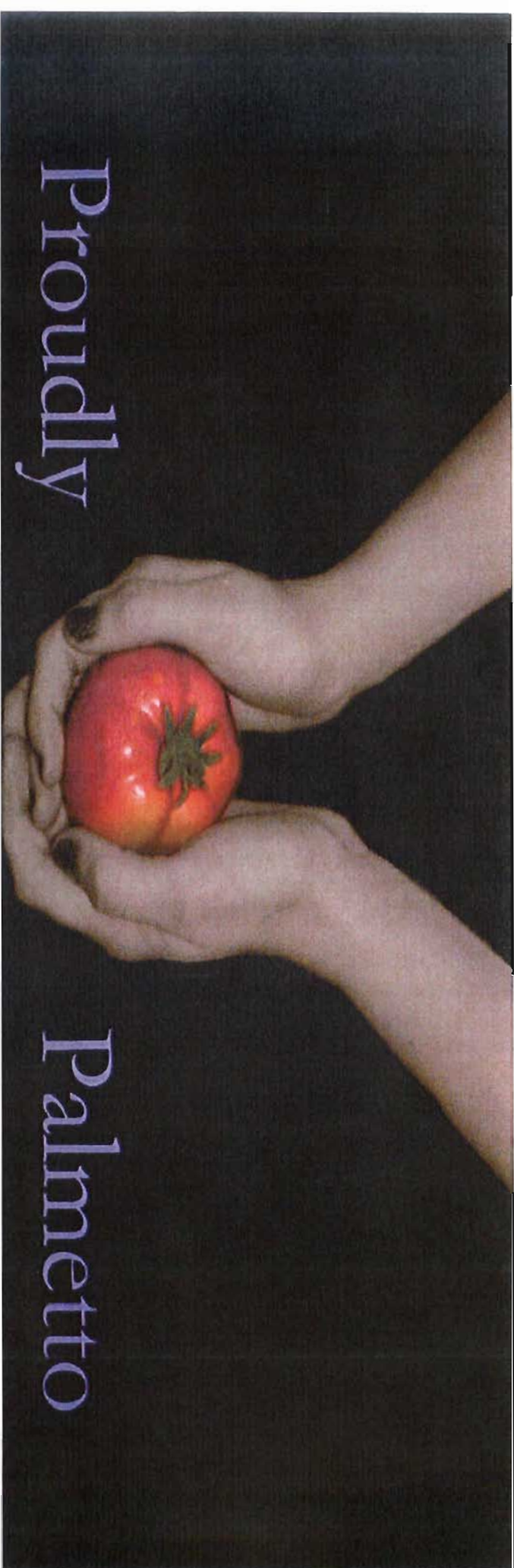
Friday, May 3rd, 2010 by no later than 5PM.

NOTE | Artwork submissions - preferably on a CD/DVD as a .jpg, .tif, .pdf file or alternatively on a photocopied/printed piece of paper.

Thank you to all who entertain this project and the positive contribution it may add to our proud community.



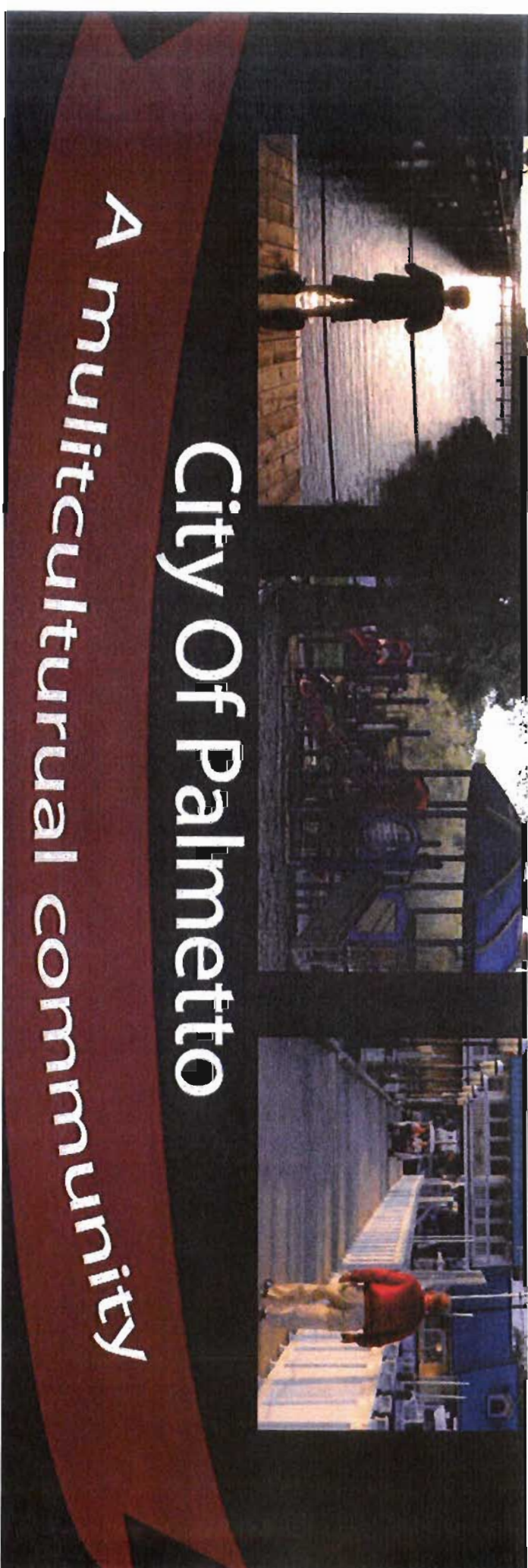
1



Proudly

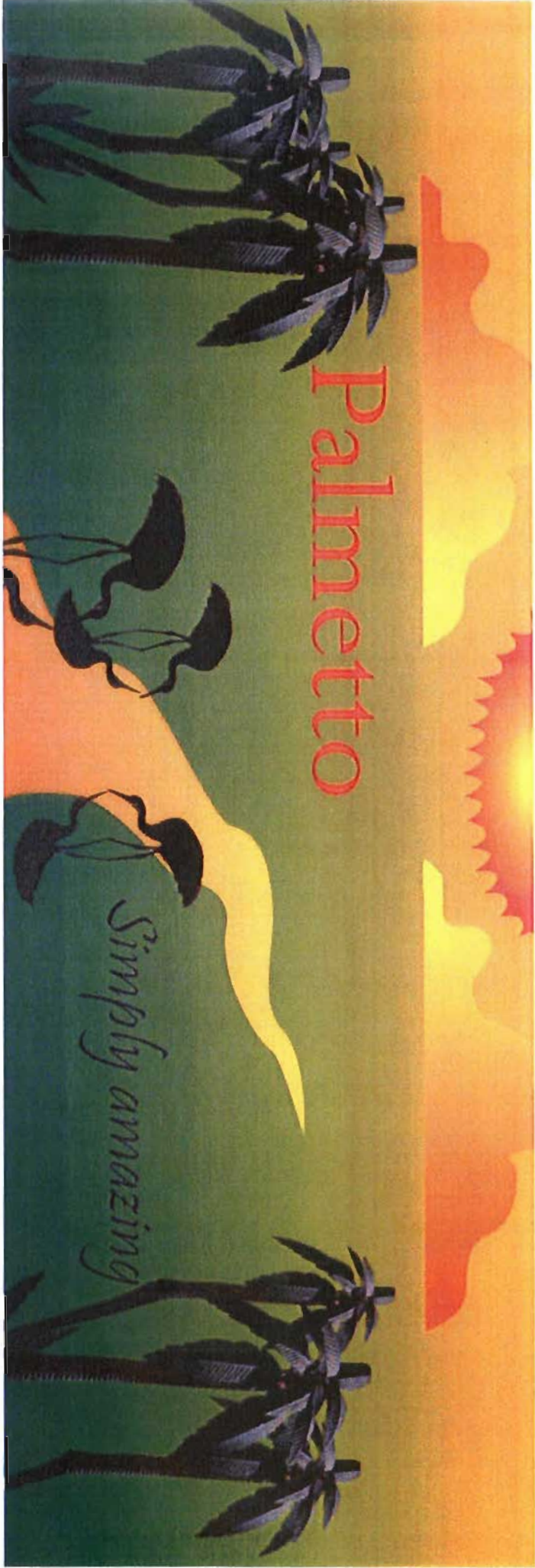
Palmetto

2



City Of Palmetto

A multicultural community



Palmetto

Simply amazing

4

PALMETTO
FLORIDA



• History

• Nature

• Community

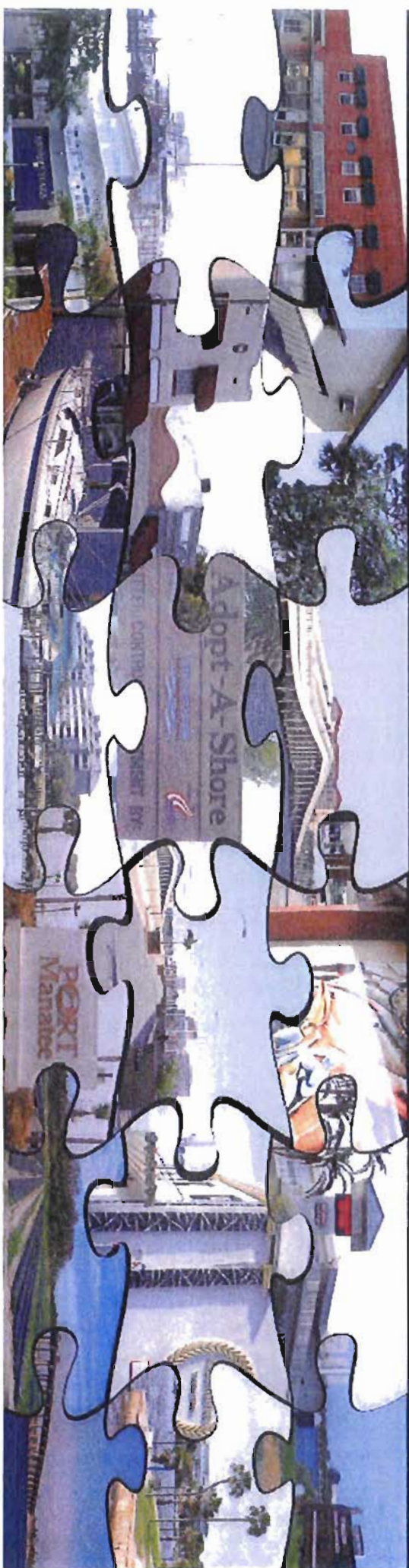
• Pride



5

PALM BEACH

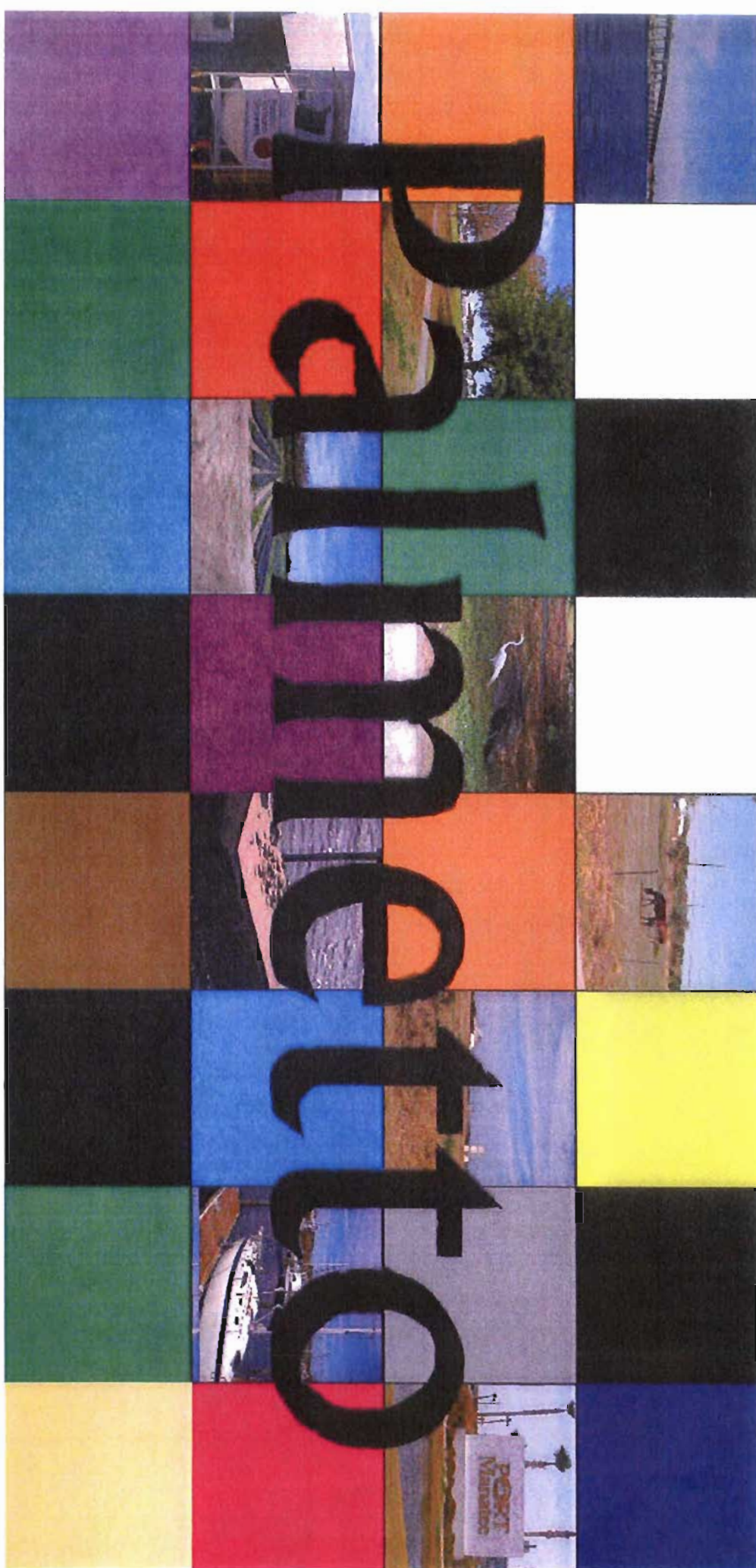
**GREAT THINGS COME
IN SMALL PACKAGES**



6



Pride in your Community



8



Step into
PALMETTO
A cultural
community!



PALMETTO: STAND OUT IN A CROWD!



