

TAB 3



City of Palmetto Agenda Item

Meeting Date

7/19/10

Presenter: Jeff Burton

Department: CRA

Title:

Palmetto Billboard Artwork

In February, 2010, the Palmetto Art Center (Gretchen LeClezio) distributed a creative brief to area schools for students to submit entries for a more long term plan. The participants were to treat the CRA's request as a business transaction and the the CRA as a client.

Entries were submitted and the CRA Advisory Board reviewed the entries and narrowed the final entries as reflected in the attached documentation.

The Advisory Board ranked the two finalists as follows:

1. Number 11 (change some of the scenes reflecting recognizable Icons of Palmetto & utilize a tag line of "simply amazing")
2. Number 4 (change the size of "simply amazing")

There were minor changes as suggested above. Ms. LeClezio agreed to contact the educators at the respective schools to coordinate the modifications with the authors.

The Advisory Board also recommended that we change the Billboard on a quarterly basis to keep the image fresh.

Budgeted Amount:	\$0.00	Budget Page No(s):		Available Amount:	\$0.00	Expenditure Amount:	
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Additional Budgetary Information:

Funding Source(s):	19055948 90	Sufficient Funds Available:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Budget Amendment Required:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Source:	Advertising
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City Attorney Reviewed:	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A	Advisory Board Recommendation:	<input checked="" type="checkbox"/> For <input type="checkbox"/> Against <input type="checkbox"/> N/A	Consistent With:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	FL State Statute	163
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Potential Motion/ Direction Requested: Motion to approve the attached artwork with the above referenced changes to be used on the CRA billboard. Cost for project will be submitted prior to CRA Board meeting

Staff Contact:	Jeff Burton	Interim CRA Administrator	7-13-2010
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Attachments: Copy of Billboard Artwork Creative Brief Number 11 and Number 4 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.

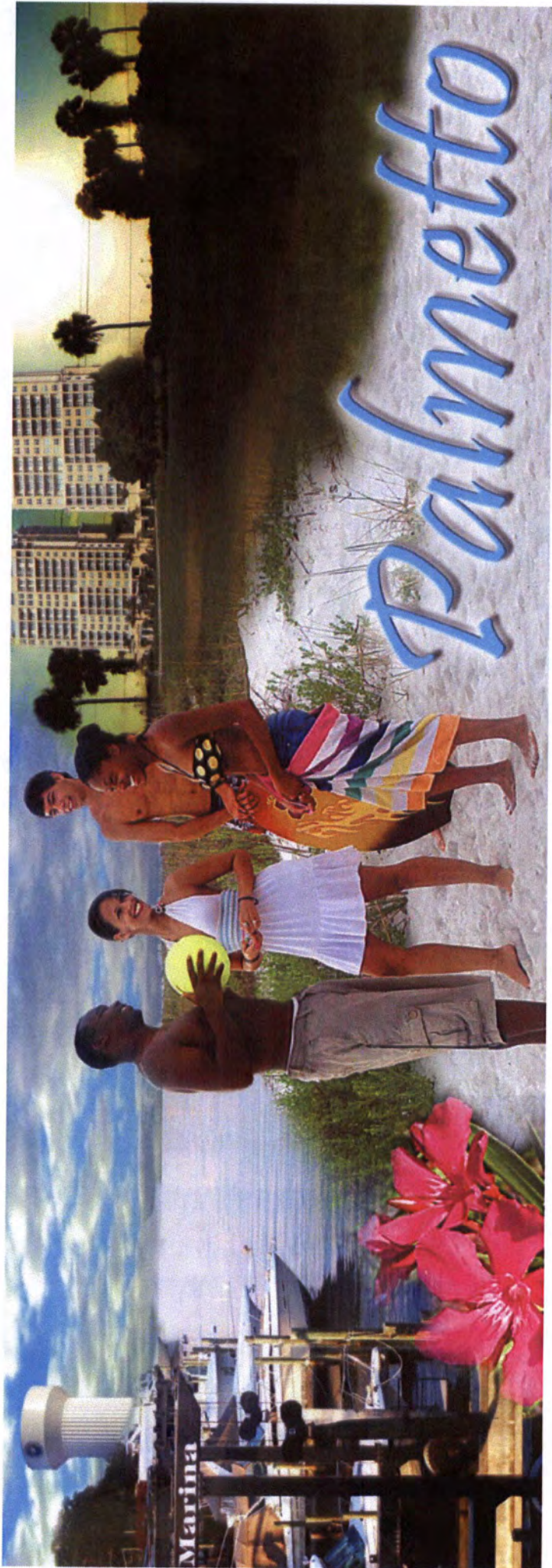
Artwork shall be deemed to have the expressed or written consent of the artist for reproduction and use by the City of Palmetto.

Deadline |

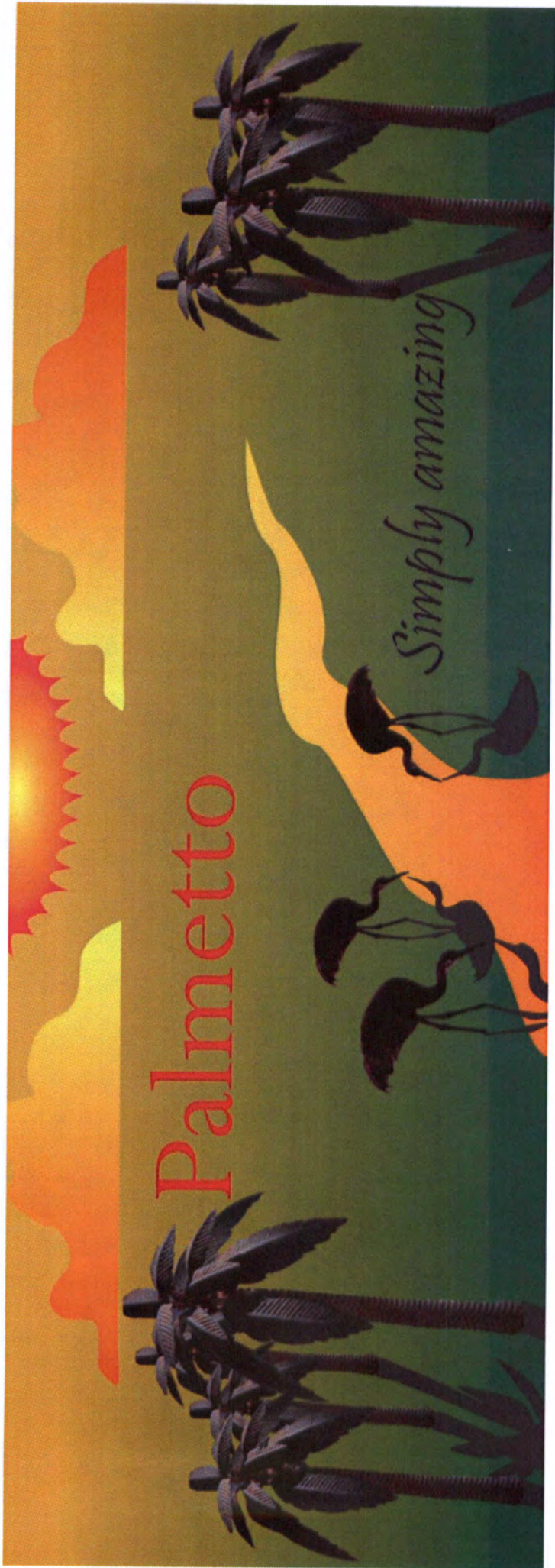
Friday, May 3rd, 2010 by no later than 5PM.

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.



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#4