

Capitola City Council

Agenda Report



Meeting: September 26, 2024

From: Community Services and Recreation Department

Subject: Public Art Project

Recommended Action: Adopt a resolution: 1) approving the Begonia Commemorative Public Art Project, 2) authorizing the City Manager to execute a Professional Services Agreement with artist Geoffrey Nelson in the amount of \$40,000 for the Project, and 3) amending the adopted FY 2024-25 budget to accept a \$20,000 donation from the Capitola Beach Festival and allocate funding for preparation of the project site for installation.

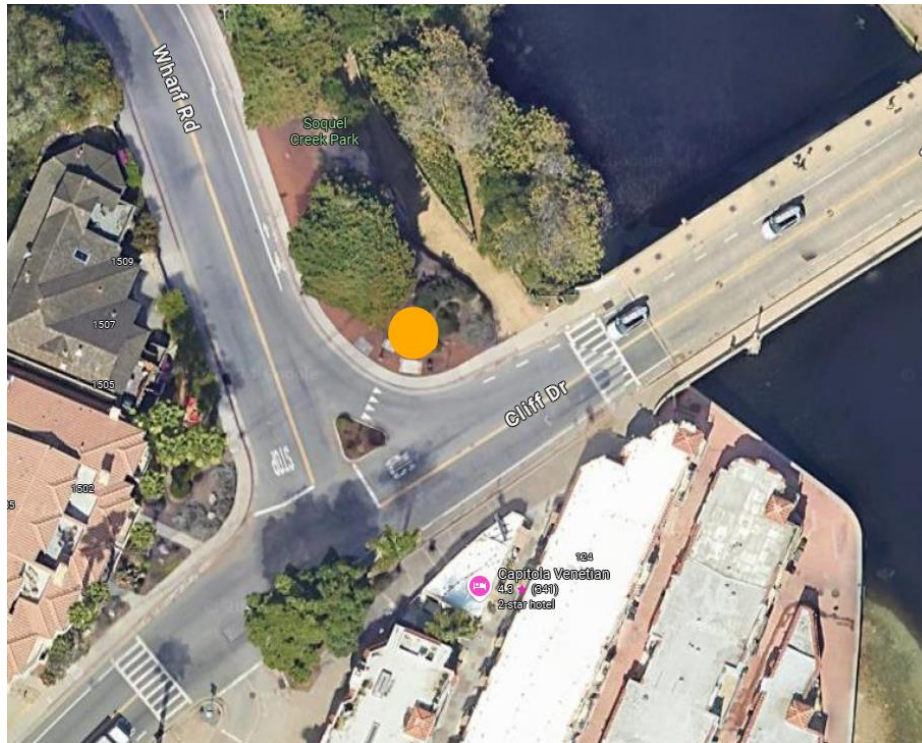
Background: The City of Capitola's Public Art Ordinance (Municipal Code Chapter 2.58) requires all commercial projects valued at more than \$250,000 to either incorporate art into the project or contribute to the City's Public Art Fund. One of the responsibilities of the City's Art and Cultural Commission is to administer the Public Art Fund and recommend public art projects for the City of Capitola (CMC Chapter 2.56).

In the 1950s, Capitola was recognized as the "World Begonia Capital". The City hosted the well-known Begonia Festival, which ran from the 1950s through 2017. The last Begonia Festival was held in 2017, due to the closure of local begonia fields. In April 2018, Board Members of the Capitola Begonia Festival contacted the Art and Cultural Commission regarding the proposal of a public art project commemorating the Begonia Festival. The Begonia Festival Board (currently known as the Capitola Beach Festival) voted to donate \$20,000 to the City to be used toward a commemorative public art piece (Attachment 5).

In March 2023, staff published a Call to Artists and received 11 submissions. The Art and Cultural Commission appointed a subcommittee to review artist submissions and select three submissions for the Art and Cultural Commission to review and make a final selection. On April 9, 2024, the Commission selected the concept presented by Geoffrey Nelson and recommends that the City Council authorize the City Manager to enter into an agreement with Geoffrey Nelson.

Discussion: Geoffrey Nelson is a local artist known for sculpture art with illumination. He has produced art pieces locally in the City of Santa Cruz, as well as throughout California and the West.

The Begonia Festival Commemorative Art Project will be located in the landscape area on the north corner of Wharf Road and Cliff Drive, near Stockton Bridge. The proposed concept is an aluminum sculpture that will represent three begonia flowers on a waterlike base (Attachment 4). Each will be powder coated to have color and an LED internal light that will illuminate the sculpture from within. The sculpture will be no larger than six (6) feet tall and forty (40) inches wide and deep. Due to the size and location of the proposed concept, the project requires a building permit, which will be obtained prior to project construction.



To prepare the site for installation of the chosen concept, staff will need to establish a concrete base and provide electrical from a nearby light post. Staff estimates the cost for this preparation to be \$18,000.

Fiscal Impact: The Public Art Fund has \$75,000 allocated in Fiscal Year 2024-25 for public art projects including \$20,000 for the Begonia Commemorative Art project. The proposed project cost is \$40,000 for the artist contract and \$18,000 for site preparation, totaling \$58,000. Thirty-eight thousand (\$38,000) of the total cost will be allocated from the Public Art Fund and the remaining \$20,000 are restricted funds donated by the Capitola Beach Festival, formerly Capitola Begonia Festival. Staff recommends amending the budget to include the cost for site preparation and allocation of an additional \$18,000 from the Public Art Fund. The Public Art Fund is restricted with a current balance of \$153,505.

Attachments:

1. Resolution
2. Budget Amendment
3. Begonia Festival Commemorative Public Art Agreement Contract
4. Begonia Festival Commemorative Public Art Proposal by Geoffrey Nelson
5. Donation MOU with Capitola Beach Festival

Report Prepared By: Nikki Bryant, Community Services & Recreation Director

Reviewed By: Julia Gautho, City Clerk

Approved By: Jamie Goldstein, City Manager