

## Attachment 3

### **Town of Truckee Art Donation and Gifting Policy**

Includes:

- The art evaluation process
- Donating art:
  - How to apply to donate art
  - How art and proposed art will be evaluated
  - Steps for monetary and in-kind donations
- Public art gifting F.A.Q.

## The Art Evaluation Process

The details below are the general selection process for accepting gifts. The Public Art Commission of Truckee (PACT) will strive to follow this process as closely as possible, although not every stipulation/rule will apply to every specific donation instance. Other factors to be considered include:

- Whether it meets the aesthetic criteria for public art as outlined in the [Public Art Master Plan](#) (PAMP).
- Relevance to: the project site, site context, and community.
- Feasibility of project execution in a timely manner.
- Budget feasibility.

Gifts may support an existing project or given to help generate new projects. Each gift that meets the application criteria will be considered on a case-by-case basis and will be evaluated based on the needs of the Town of Truckee Public Art Program at the time the gift is offered. Artists and donors should reference and be prepared to address the following list of guidelines while evaluating potential donations/gifts.

### 1. Gifted Artwork (Artist-Initiated Projects)

Works of art gifted to the Town will be subject to the same review and selection criteria as newly commissioned works of art.

- a. The aesthetic intent of the artwork or proposed artwork should be clearly described and consistent with the general goals of the PAMP.
- b. Site context: artwork must be matched to an available site location. Artists will indicate how the art relates or will relate to the site and intended audience.
- c. Budget: artists will provide a budget outline to include the art's value (appraised/estimated) and costs for fabrication, installation, ongoing maintenance, as well as any other additional associated costs (see sample template).
- d. A plan describing fabrication, installation, and ongoing maintenance.

### 2. Monetary Donations

Gifts of money and other in-kind resources will support either an existing public art project or go towards future artist-initiated project(s) and public art initiatives. The Town of Truckee's public art program relies on artists as the aesthetic directors of their projects and any gifted resources should be intended to support the efforts that follow the artist-selection process.

- a. While PACT encourages monetary gifts that may be applied as needed to specific projects, we also welcome specific donor requests and artist/donor collaborations.
- b. Donors do not need to have a specific project in mind in order to contribute to the Town Art Program. PACT will enthusiastically work with potential donors to develop a plan for matching their gift to an exciting project.

- c. The Town may develop partnerships to further its public art program. Such partnerships may include combining Town funds with other public or private funds or grants to finance public art and the public art program. The Town may also partner with other public and private property owners to access sites for public art.

## **How to Apply to Donate Art**

### **Requirements for all art donations:**

For all art donations, artists and potential donors will fill out the donor application form which includes:

1. Donor's basic contract information
2. Artwork title and date of creation (or proposed date)
3. Artist statement describing the concept and meaning of the artwork
4. The materials, size, and specifications of the artwork
5. The artist's resume and/or documentation of the artist's qualification
6. Estimated valuation of the gifted artwork (Note: PACT may set a minimum value for considering gifted artwork.)
7. Proposed location for the gifted artwork, if applicable
8. Plan of Execution, Fabrication, Installation, Material & Maintenance Report
  - a. Installation instructions and engineering requirements.
  - b. Condition report for existing artworks (if replacing current art).
  - c. Maintenance requirements and estimated expenses for upkeep.
  - d. Estimated budget.
  - e. Additional financial costs, such as shipping, site preparation, installation, insurance, dedication, signage, lighting, removal, and potential unforeseen maintenance issues.
  - f. Identification of any outside funding sources.

### **Process for accepting existing art:**

After the donor or artist makes contact with PACT with photographs and/or actual work and donor application form, the artwork will be evaluated by PACT, steering committee and/or partnership body, according to Truckee's Public Art Master Plan criteria and the considerations listed below. A recommendation is made to the Town of Truckee Town Council for final approval.

1. Evaluations will be made based on safety and liability concerns, condition of the existing artwork, any necessary conservation, proposed maintenance frequency and costs, and susceptibility to vandalism (if possible to predict), site selection, availability, and appropriateness.
  - a. Site criteria will be decided based on whether the donor submitted the proposed gift with a specific location in mind; whether PACT, the Town of Truckee, or the selection committee can determine an appropriate site; if the site will need electricity, lighting, or other utility requirements for the installation; what elements are necessary as a foundation or base for the artwork; and whether the art can be properly secured at the chosen site. Art also must have space at the site

for a future public art identification plaque to be designed and produced by PACT.

2. Next, the art will undergo an aesthetic review:
  - a. Does the artwork clearly reflect Truckee's vision for public art and applicable plans for its location?
  - b. Considerations should include the Truckee Public Art Master Plan core values (artistic excellence, diversity, design integration, significance, and uniqueness).
  - c. PACT may define categories and goals for collecting certain types of art, i.e. relevance to Truckee history, artist of significance, commemoration of a person of significance, art related to environment, community collaboration, and "other" (artworks that don't fit a specific category but are outstanding in their own right).
3. Once PACT evaluates the proposed donation using the criteria outlined above, a recommendation to accept or decline the gift will be forwarded to the Town Council. The donor will be notified after the vote and, if accepted, an agreement for next steps will be presented.

### **Process for Donating a Newly Commissioned Artwork:**

After the donor or artist makes contact with PACT with the donor application form, the proposal will be evaluated by PACT, steering committee and/or partnership body, according to Truckee's Public Art Master Plan criteria and the considerations listed below. A recommendation is made to the Town Council for final approval.

1. PACT reviews the proposal and may submit it for additional review from a steering committee, neighborhood review board, or another body as appropriate, and forwards a formal recommendation to the Town of Truckee. This site and evaluation process is *exactly the same as the process for evaluating existing art, as outlined above in steps one and two under "Process for accepting existing art."*
2. After PACT evaluates the donor's proposed concept and forwards its recommendation to the Town Council, the donor will be notified of the decision to accept or decline the art.
  - a. If the donor is recommended to proceed with the project, full project fees will be deposited for the project from the Public Art Fund to be drawn on by the Town to ensure uninterrupted completion of the artwork. These funds should also include any monies required for plaques and/or other promotional material needed for commissioning.

**Process and steps for donating monetary and in-kind resources:**

Cash donations will be an important resource to continue the work of creating public art in Truckee. As a policy, all financial donations without restrictions will be welcomed. Those with restrictions will be discussed by PACT and any applicable partners, and a recommendation will be forwarded to the Town Manager and/or Town Council for approval. All monetary donations will be deposited into the Public Art Fund without risk of redirection for funds for other purposes.

All donors will be provided with donation receipts for tax purposes and monies will be accounted for using generally accepted accounting procedures.

*The Town does not establish or set the value of donated artwork.* If the owner furnishes the ToT with a receipt for the artwork, the receipt will be attached to a “Letter of donation: furnished to the donor by the Town.” Otherwise, no value is stated – just a description of the art. It’s up to the donor and/or their accountant to declare a specific value for the artwork for tax purposes.

## F.A.Q.

Q: What is the Purpose of the Town of Truckee Art Gifting Policy?

The Town recognizes that innovative and community driven public art projects are most successful when they rely on an aggregated collection of resources, drawing on both public and private sources.

The goal of this art gifting policy is to have a framework for the steps and policies regarding accepting works of art and monetary contributions for the Town of Truckee's art collection, the vision for which is outlined in the Public Art Master Plan.

Q: What types of gifts fall under the Town of Truckee's art gifting policy?

- Physical works of art partially or fully completed.
- Monetary contributions that support the aesthetic goals of a specific project, or the future goals of the public art program.

Q: What types of gifts will not be considered eligible under the Town of Truckee art gifting policy?

- The Town must be free to use the gift unencumbered by any obligations, legal or otherwise.
- Intended gifts must meet specific criteria, outlined below.
- Works must fit within a reasonable definition of art.