

## MEMORANDUM



**TO:** Public Arts Advisory Commission  
**THRU:** Stacy Peterson, Strategic Communications Manager  
**FROM:** Masum Perkins, Assistant City Attorney II  
**DATE:** February 23, 2025  
**RE:** Amended Guidelines for Street Light Pole Banners (“Banners”) and Traffic Box Cabinets/ Electrical Box Cabinets (“Boxes”) Artwork Display in Peoria’s Central Business District through American Rescue Funds Act Funding- Banners and Boxes Beautification Program

On December 10, 2024, the Public Arts Advisory Commission approved the Banners and Boxes Beautification Program guidelines. Since the Banner and Boxes Beautification Program began advertising City staff has received a few applications and inquiries on what is considered a *studio* as defined by the adopted guidelines paragraph 1(d). To promote the spirit of the Banners and Boxes Beautification Program, initial purpose remaining in this memorandum below, amendments were made to the guidelines for your consideration.

The City of Peoria is issuing a Call for Artists, open to all ages, to participate in a public art installation. The Banners and Boxes Beautification Program seeks to use street light banners and traffic box cabinets as “canvases” to beautify areas of the City, primarily the City’s Central Business District and the Warehouse District, to showcase local talent. Artwork will be selected by members of the City’s Public Arts Advisory Commission (“PAAC”) and representatives from the City’s Public Works Department.

The PAAC and the City’s Public Works Department will select artwork created by artists who reside in Peoria or who have a studio in Peoria. Artwork can be either two or three-dimensional but must be professionally photographed for submission since the high-resolution images will be printed on Banners or affixed to Boxes via a vinyl wrap in Peoria’s Central Business and Warehouse Districts. There are 50 streetlights in Peoria’s Central Business District which allows for the installation of 100 Banners. Fifteen boxes in the Central Business and Warehouse Districts have been identified for the wraps on the Boxes. Up to 23 pieces of artwork can be selected by the PAAC and the City’s Public Works Department. Artists may submit up to three pieces of artwork to the Banner or Box category. An artist can submit one piece of artwork to both the Banner and Box category by separate application. One piece of artwork submitted to the Banner and Box category will count as two out of three submissions.

The proposed guidelines included in this memorandum are provided to initiate a discussion within the PAAC for the development of guidelines to review the artwork submissions. The intent of these guidelines is to provide a neutral review process to facilitate the public display of artwork while limiting the cost and liability to the City. At no time does the City intend to regulate the nature of the artwork. The City reserves the right to make final decisions on placement, to modify the suggested design, to reproduce the artwork, and to use the artwork for promotional materials on the City’s website and social media.

Legal questions may be directed to Masum Perkins at (309) 494-8595 or [mperkins@peoriagov.org](mailto:mperkins@peoriagov.org).

**Amended Guidelines for Street Light Pole Banners (“Banners”) and Traffic Box Cabinets/ Electrical Box Cabinets (“Boxes”) Artwork Display in Peoria’s Central Business District through American Rescue Funds Act (“ARPA”) Funding- Banners and Boxes Beautification Program**



1. Purpose

- a. A portion of the City’s ARPA funding was designated for public art and this funding needs to be committed by December 31, 2024. This program has been designed to incorporate two of the City’s strategic priorities as determined by the community and City Council: Quality of Life and Downtown Development.
- b. It is important to maintain collaborative and cooperative partnerships between local artists and the City. The purpose of these amended guidelines is to provide a framework for review and approval of artwork that is presented for consideration through high resolution images to be placed on the Banners and Boxes primarily in Peoria’s Central Business and Warehouse Districts. These amended guidelines are limited to the artwork to be displayed on Banners and Boxes by and through ARPA funds.
- c. Additionally, the purpose of these amended guidelines is to emphasize the intent of the City to provide a pleasing experience for the City’s community members and visitors.
- d. Artist in these amended guidelines is defined as a person who creates artwork who resides in Peoria and/ or has a studio in Peoria.
- e. A studio is any space owned, rented or utilized by an artist that is located within Peoria, Illinois. For these Amended Guidelines, primary, secondary, or tertiary education spaces located within Peoria, Illinois are considered studios as long as the artwork is completed at the studio.
- f. These Amended Guidelines will be available to the public.

2. Reviewing Bodies

- a. Public Arts Advisory Commission (“PAAC”) shall be the primary reviewing body for selecting up to 23 pieces of artwork.
- b. Staff from Peoria’s Public Works Department shall be the primary reviewing body for traffic safety compliance.

3. Display Locations

- a. There are 100 locations for Banners in the Central Business District and 15 Boxes in the Central Business and Warehouse Districts available to display the selected artwork.
- b. Peoria’s Public Works Department shall have the sole discretion to determine placement of the artwork, volume of display of any given artwork, and the method the artwork is displayed, whether it be through Banners or Boxes or a combination of both.
- c. The Banners may be moved to different parts of the City depending on the reservations of light poles. Temporary or permanent locations of the Banners will

be determined by City Staff. City staff will not notify the artist of removal or relocation of the Banners.

#### 4. Timeline

- a. PAAC members shall circulate these amended guidelines and amended application (hereinafter referred to as “application”) to potential applicants upon passage of this these Amended Guidelines by the PAAC. These Amended Guidelines shall also be posted on the City’s website.
- b. ArtsPartners will re-issue a Call to Artists to solicit applications.
- c. Artists, or their parent/ guardian, who choose to submit applications should have all materials submitted to the City’s Strategic Communications Manager, Stacy Peterson, via the City’s online form, found at [www.peoriagov.org](http://www.peoriagov.org) by 11:59 P.M. on the 22<sup>nd</sup> of March, 2025.
- d. The PAAC will approve or deny all submitted applications during a special meeting in April of 2025.
- e. Stacy Peterson, the City’s Strategic Communications Manager, will notify applicants about approval or denial of the applications and artwork selected after the PAAC special meeting in April of 2025.
- f. Artwork will be on display on a Banner or Box for at least one calendar year beginning in Spring/Summer of 2025 to Spring/Summer of 2026, beginning date of display to be determined based on the timeline of the vendor that is selected and availability of Banner locations.
- g. Artwork will be on display online through the City’s website on [peoriagov.org](http://peoriagov.org) for at least one year. Artwork may be used on the City’s social media.
- h. The City reserves the right to modify the display period in 4f or 4g of these Amended Guidelines without notice to the artist.

#### 5. Application Process

- a. The application form shall be made available to the public on the City’s website.
- b. Each applicant can submit up to three pieces of artwork, but one application must be submitted for each piece of artwork. Artists must indicate on the application if the piece they are submitting for a Banner or Box. If the artist is under the age of 18, the application must be completed and consented to by a parent or guardian.**
- c. An artist can submit one piece of artwork to both the Banner and Box category by separate application. One piece of artwork submitted to the Banner and Box category will count as two out of three submissions. The application form shall require the following information:
  - i. Yes or no selection on if the application is being completed by, or on behalf of, a person who resides in Peoria, Illinois or who has a studio in Peoria, Illinois
    1. A studio is any space owned, rented or utilized by an artist that is located within Peoria, Illinois. Primary, secondary, or tertiary education spaces located within Peoria, Illinois are considered studios as long as the artwork is completed at the studio.
  - ii. Selection on whether the application is for a Banner or Box

- iii. Name of the proposed artwork
- iv. Indication of the medium of the artwork
- v. Name and contact information of the artist
  - 1. Please note that if the artist's studio space is an education space, the education space should be listed as the address on the application form
  - 2. Name of the parent/ guardian who is consenting to and completing the application if the artist is under the age of 18
- vi. Yes or no confirmation that artist has an alternative mailing address for the check
- vii. Photograph(s) of the proposed artwork
  - 1. Images should, but do not have to be, professionally photographed to ensure a higher quality image
    - a. If submitting for a Banner, images in portrait orientation will work much better than images in landscape due to the oblong nature of the banner.
  - 2. Images should be saved individually as PNG or JPG
  - 3. Images should be, but do not have to be, at least 300 dpi.
  - 4. All digital images should be clearly labeled with name of artist, title of work, and image number. STYLE:Artistfirstlastname-imagename-imagenumber Example: StacySmith-BeautifulArtwork-1
- viii. Acknowledgement by All Artists
  - 1. Acknowledgement by the artist, or the parent/ guardian submitting on the artist's behalf, that the photograph submitted depicts how the artwork should be portrayed on a Banner or Box. A high-quality professional photograph is required for the artwork to be printed on a Banner or on the vinyl wrap that will be used to cover a Box. If the artist cannot have their artwork professionally photographed, and the image is not at least 300 dpi, then the City will arrange for a professional photographer to photograph the work at the City's expense. The artist, or the parent/guardian of the artist, must transport their artwork to the City of Peoria's vendor in Peoria, Illinois, during a specific date and time to be announced, to get their artwork professionally photographed.
- ix. Artist statement
- x. Short biography
- xi. Resume/ Curriculum Vitae (optional)
- xii. Signed Agreement for the City to use the artwork, including a hold harmless and indemnity provision within this agreement by the artist and the parent or guardian submitting the application if the artist is under the age of 18. The Agreement and a W9 will be emailed to the artists after they are notified of being selected. Payment will not be mailed until all paperwork is confirmed to be received by the City's Legal Department.

- xiii. Addendum to the Application- Signed by Parents or Guardians for Artists under the age of 18
  - 1. Acknowledgement that the parent/ guardian for the artist completed the Application and the Addendum to the Application on the artist's behalf.
  - 2. Acknowledgment that the artist, through their parent or guardian, will have the ability to work with the City's contracted graphic designer to finalize how their artwork will appear on a Banner or Box. The parent or guardian's contact information will be shared with the City's contracted graphic designer. If the parent/ guardian of the artist is not responsive to the graphic designer, the graphic designer will use their best judgment to honor the artist's intent based on the photograph(s) submitted assuming all other conditions of the Application have been met.
  - 3. Consent to the child or ward participating in the City of Peoria's Banner and Box Beautification Program.
  - 4. Acknowledgment that by filling out the application the child or ward's personal information will be public information.
  - 5. Acknowledgment that if the artist is selected, for the artist to receive payment, the artist and the parent or guardian for the artist must review and sign an agreement for the City of Peoria to use the artwork, including a hold harmless and indemnity provision within this agreement, and facilitate the completion of a W9 for the child or ward to receive payment for selection.
  - 6. Signature of the parent or guardian acknowledging reading and understanding the Application and the Addendum to the Application, and the Amended Guidelines in which the Application and Addendum to the Application is based.

6. Design Requirements

- a. The artwork's appearance and visual relationships with the surrounding environment may be considered. Artwork that presents significant concerns regarding public interest or public safety may not be approved.
- b. The following design features may not be approved:
  - i. Bright colors that simulate lighting
  - ii. Company logos or symbols
  - iii. Flags and banners
  - iv. Text

7. Selection Process

- a. The PAAC, and representatives from Public Works, will review the submitted applications.
- b. All artwork submitted must be original work.
- c. PAAC and a representative from Public Works will consider the following when reviewing applications:
  - i. Technique

- ii. Elements likely to distract drivers
- iii. AI generated artwork
  - 1. Artificial intelligence (AI) generated artwork is any form of artwork that is completely created by AI tools.

#### 8. Additional Details

- a. There will be a \$500 payment for each piece of artwork that is selected. There may be multiple Banners and/ or Boxes that may display a single piece of artwork. The \$500 payment is for each selected piece of artwork the number of times it is duplicated on Banners and/or Boxes or displayed. This payment also encompasses online display through the City's website on [peoriagov.org](http://peoriagov.org).
- b. The City will provide information for community members regarding the artwork (i.e. name of the artwork, artist's name on the City's website. In no circumstances will the City or its agents act as an agent or conduit for the artist.
- c. This is a public art installation.
- d. Artwork will be available for display online through on [www.peoriagov.org](http://www.peoriagov.org).
- e. If the artist submits their own high-quality photograph(s) or images of their artwork so that it can be used for the online gallery and for reproduction on the Banners and Boxes, the artwork cannot be photographed in frames.
- f. The artist statement is for use on the City's website only.
- g. City Public Works staff or contracted vendors will be the only people authorized to hang and remove Banners and Boxes.
- h. Any graffiti placed on a Banner or Box will be cause for immediate removal of the Banner or cover up of the Box. However, in no circumstance will the City be beholden to a timeline to coverup or remove the graffiti.
- i. Any other damage, whether weather created or otherwise, to a Banner or Box may be cause for immediate removal of the Banner or cover up of the Box. City staff will determine if the damage is cause for removal or cover up. In no circumstance will the City be beholden to a timeline to remove or cover up artwork on the Banners or Boxes.
- j. City staff may not replace the artwork that is damaged as stated in paragraphs 8h and 8i in these Amended Guidelines.
- k. The City reserves the right to adjust the image provided by the artist for the Banners and Boxes.
- l. A vinyl wrap will be used to affix the artwork to Boxes. The vinyl wrap used to cover the Boxes will be printed to cover either two sides or four sides of a Box. The City will match up the artwork to the Box. No vinyl wrap will be placed on the top of a Box.
- m. There is no age limit to submit. However, a parent or guardian must complete the application and the Addendum to the Application if the artist is under 18.
- n. The signed agreement for the City to use the artwork (by a parent or guardian, and the artist, if the artist is under the age of 18), including a hold harmless and indemnity provision within this agreement and a W9 must be completed (both the Agreement and the W9 form will be provided after the artist is notified of being selected).

## 9. Responsibilities

- a. The City will be responsible for:
  - i. Finalizing the placement of the art on the Banners or Boxes
  - ii. The hanging, affixing, and removal of the Banners and Boxes
  - iii. Maintaining the Banners and Boxes
  - iv. Payment for artwork to be printed on the Banners and affixed on the Boxes
- b. The artist, or the parent or guardian of the artist if under the age of 18, will be responsible for:
  - i. Completing the Application (and Addendum to the Application if the artist is under the age of 18)
  - ii. Executing an agreement authorizing the City to use and reproduce their artwork for a period of one year, within this agreement will be a hold harmless and indemnity provision as explained in paragraph 10(b) of these amended guidelines.

## 10. Liability

- a. The City does not provide insurance coverage for damaged reproduction. The artist or their parent or guardian of the artist under the age of 18 may want to maintain property damage insurance on their artwork, listing the City as additional insured.
- b. Every artist, and their parent or guardian, who is submitting their artwork shall hold harmless and indemnify the City and its agents from any damages, theft, liability, costs, or expenses incurred because of any injury to their reproductions of loaned artwork. The hold harmless will apply to personal, business, character, reputation, sustained by any person or loaned artwork. A signed form will be required to be submitted to the City's legal department by every artist and their parent or guardian.