



## Downtown San Diego Clean & Safe "Rabbitville" GQA Public Art Project

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Motion: To approve contributing \$10,000 from Gaslamp Placemaking funds towards the "Rabbitville" Public Art Project.

### Handout Includes:

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"Rabbitville" Budget \_\_\_\_\_ *Page 2*

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| CREATURE                 | ITEM # | APPROXIMATE DIMENSIONS                       | UNIT PRICE<br>1 - 9 | UNIT PRICE<br>10 - 24 | UNIT PRICE<br>25 - 49 | UNIT PRICE<br>50+ |
|--------------------------|--------|--|---------------------|-----------------------|-----------------------|-------------------|
| - 1 ear down             | 127    | 17"H x 22"W x 12"D                           | \$225               | \$220                 | \$215                 | \$210             |
| - PIGLET BENCH           | 138    | 18"H x 56"L x 26"D                           | \$970               | \$950                 | \$930                 | \$910             |
| PIRATE                   | 222    | 6"H  | \$1,575             | \$1,555               | \$1,535               | \$1,515           |
| PINE CONE ORNAMENT       | 409    | 40"H x 16"W x 16"D                           | \$260               | \$250                 | \$240                 | \$230             |
| PUMPKIN with STEM        | 379A   | 37"H   | \$540               | \$530                 | \$520                 | \$510             |
|                          | 379B   | 24"H   | \$270               | \$265                 | \$260                 | \$255             |
|                          | 379C   | 21"H   | \$210               | \$205                 | \$200                 | \$195             |
|                          | 379D   | 14"H   | \$155               | \$150                 | \$145                 | \$140             |
|                          | 379E   | 11"H   | \$100               | \$95                  | \$90                  | \$85              |
| RABBIT - LG CROUCHING    | 281    | 47"H x 61"L x 25"W                           | \$995               | \$975                 | \$955                 | \$935             |
| - LG SITTING             | 272    | 36"H top of head x 30" nose-tail x 20"W      | \$595               | \$585                 | \$575                 | \$565             |
| RAM                      | 337    | 26"H x 32"L x 12"D                           | \$395               | \$385                 | \$375                 | \$365             |
| RAT - LG SITTING         | 227    | 36"H   | \$480               | \$470                 | \$460                 | \$450             |
| REINDEER - RESTING       | 388    | 64"H x 26"L x 14"D                           | \$750               | \$740                 | \$730                 | \$720             |
| RHINOCEROS               | 338    | 46"H x 92"L x 34"W                           | \$2,295             | \$2,265               | \$2,235               | \$2,205           |
| ROCKING HORSE ON TOY BOX | 258    | 32"H x 44"L x 10"D on 24"H x 46"L x 12"D Box | \$795               | \$785                 | \$775                 | \$765             |
| ROOSTER                  |        | See "CHICKEN"                                |                     |                       |                       |                   |
| RUNNERS                  |        |  |                     |                       |                       |                   |
| - MALE                   | 223    | 5'10"H ON 2.5"H BASE                         | \$1,495             | \$1,475               | \$1,455               | \$1,435           |
| - FEMALE                 | 224    | 5'6"H ON 2.5"H BASE                          | \$1,495             | \$1,475               | \$1,455               | \$1,435           |
| SEAHORSE on 2" base      | 343    | 58"H x 25"W x 10"D                           | \$610               | \$595                 | \$580                 | \$570             |
| SANTA CLAUS              | 318    | 70"H x 34"W x 26"D                           | \$1,395             | \$1,375               | \$1,355               | \$1,335           |
| SHEEP - "DOLLY"          | 520    | 36"H x 47"L x 16"D                           | \$945               | \$935                 | \$925                 | \$915             |
| - LG MERINO              | 521    | 49"H x 68"L x 16"D                           | \$760               | \$750                 | \$740                 | \$730             |
| - TT MERINO on base      | 139    | 19"H x 24"L x 8"D                            | \$195               | \$190                 | \$185                 | \$180             |
| SNOWFAMILY - SNOWPAPA    | 154    | 62"H x 30"D (BOTTOM BALL) ON BASE            | \$1,095             | \$1,075               | \$1,055               | \$1,035           |



Friday, October 28, 2016

To: Board of Directors, Clean & Safe Program

The Gaslamp Quarter Association, the non-profit merchants' association representing the more than 350 businesses in the historic Gaslamp Quarter, is proposing a public art campaign to celebrate the 150<sup>th</sup> Anniversary of the founding of "New Town" by Alonzo Horton. The campaign will feature 15 (fifteen) fiberglass rabbit statues, painted and decorated by artists, placed in the public right-of-way. A public arts subcommittee selected the icon of the rabbit to pay homage to the nickname of this area immediately prior to Horton's arrival, "Rabbitville".

The Association would like to partner with the Downtown San Diego Partnership and the Clean & Safe Program to help make this public art project a reality. Together, we will be able to leverage a greater network of interested parties. "Rabbitville" has the potential to attract visitors from all over San Diego. These visitors will not only patronize Downtown businesses, but the art itself will help further our shared goal of portraying Downtown as a trend-setting, innovative district.

Association staff has compiled a budget and full narrative of this project included herein. In summary, the Association is requesting **\$16,025 from our Placemaking line item** in the Clean & Safe budget to assist in paying for the following:

- \$8,775 for the rabbit statues
- \$2,250 for the metal stands on which the statues will be affixed
- \$2,500 for printing for guidebooks / maps
- \$2,500 for the shipping of the statues from the manufacturer and to the artists
- In Kind for installation and labor

**SUBTOTAL: \$16,025**

The Gaslamp Quarter Association would like to thank you for your consideration of this exciting partnership opportunity. Should you have any questions, please do not hesitate to reach out to us at (619) 233-5227 or by emailing alex@gaslamp.org.

Respectfully Submitted,

Alex Ward  
*Director of Operations*  
*Gaslamp Quarter Association*



# Budget

|  |                     |
|--|---------------------|
| <b>Expenses</b>                                    |                     |
| Fiberglass Statues                                 | \$ 8,775.00         |
| Shipping   | \$ 2,500.05         |
| Artists' Stipends                                  | \$ 7,500.00         |
| Printing (guidebooks & Maps)                       | \$ 2,500.00         |
| Permits  | \$ 5,000.00         |
| Ancillary Merchandise (t-shirts, key chains, etc.) | \$ 2,500.00         |
| Form Signage (plaques on Bases)                    | \$ 750.00           |
| Auto Body Clear Coat                               | \$ 250.05           |
| Animal Repair- before Auction                      | \$ 1,000.05         |
| Fabricated Metal Stand                             | \$ 2,250.00         |
| Installation and Labor                             | \$ 2,750.00         |
| <b>Projected Expenses Total</b>                    | <b>\$ 35,775.15</b> |
| <b>Income</b>                                      |                     |
| Sponsorships                                       | \$ 30,000.00        |
| Grant from PBID                                    | \$ 20,000.00        |
| Ads for Guidebooks or Maps                         | \$ 2,500.00         |
| Online and Silent Auction Sales                    | \$ 20,000.00        |
| Unveiling Party net revenue                        | \$ 10,000.00        |
| Merchandise Sales                                  | \$ 5,000.00         |
| <b>Projected Income Total</b>                      | <b>\$ 87,500.00</b> |



# “Rabbitville”: Public Art for Year 150

Public Art in the Gaslamp Quarter will enrich the lives of San Diego’s diverse citizens and its visitors. The Following is a summary of a public Art Program called “Rabbitville” that would be unveiled April 2017 and eventually auctioned off in November 2017.

To commemorate the Gaslamp Quarter’s 150<sup>th</sup> birthday and Alonzo Horton’s settling of New Town, we would like to do a public art campaign placing 15 rabbit sculptures (one for each decade) strategically placed around the 16 ½ block district to inspire community and interaction amongst our diverse group of visitors and locals. Visionary founder Alonzo Horton believed a dusty plain full of Rabbits or “Rabbitville” could become a world-class port, filled with tough, by-the-bootstraps merchants and an artisan class who would leave an indelible mark through the goods they produce and their architectural styles. Today the entrepreneurs inspired by the enduring spirit of their forefathers, are constantly evolving and perfecting their crafts. The Rabbit is a symbol paying homage to the old nickname for this part of town, and a marker of how we have grown to become the home to world-renowned chefs, artists, and a veritable laboratory of high-end food, drinks and culture.

Each fiberglass rabbit sculpture will be transformed by 15 different artists through paint/ textile. Each artist will submit an application for the project along with a conceptual sketch that will be approved by a public arts subcommittee.

Upon completion, March 30, the selected artist will return the completed piece back to be unveiled during the 150<sup>th</sup> birthday celebration in late April. Once the sculpture is returned, an (negotiable artist stipend/ commission) will be awarded along with tickets to the unveiling event.

After the unveiling event, each rabbit will be placed and secured in the district until November 2017. Upon that time the sculpture will be touched up and cleaned for auction, which will occur at the end of the year.

## **PARTIES INVOLVED**

### **Members of the Public Arts Subcommittee**

- Commit to regular subcommittee meetings
- Approve Sculpture design
- Approve Artist Prospectus application for Artists
- Review Artist Prospectus’ and select 15 artists to paint/ decoupage the sculpture
- Find metal fabricator for stands and plaques
- Allocate and installation from areas of the district
- Oversee proper installation of sculpture



### **GQA and Clean & Safe Staff**

- Compile Public Art Proposal
- Reach out for PBID for down payment from Gaslamp Quarter's placemaking budget of rabbit sculptures (seed money)
- Research different sculpture options to be selected by Public Art Subcommittee
- Put together Artist Prospectus application for Artists
- Compile Budget to be approved by Gaslamp Quarter Alliance
- Write up a sponsorship program to fund the program and help in marketing businesses and the district
- Form timeline for project
- Reach out to potential artists and distribute prospectus
- Compile sponsorship packages
- Fulfill requests for Artist's prospectuses and Sponsor information
- Create a Webpage about the Program that serves as a marketing piece, (stories about the artists, the historic connection, map of where the rabbits will be, plan a visit, press).

### **Cowpainters**

- Consult on the selection of the image
- Manufacture and ship the forms
- Supply information on painting and preserving the finished product.
- Help the artists with their technical questions
- Provide valuable details about other programs
- Access to unique "Artists' Hotline"
- Supply 15 sculptures of a rabbit to be submitted to 15 different artists to paint or decoupage

### **15 Commissioned Artists**

- Fill out Public Art Application
- Submit a PDF of the Concept drawing of what the artist plans on painting on the sculpture.
  - The Public Arts Committee reserves the right to revoke the application at any time.
- A Contract will be submitted and joint parties of the Arts Commission/ Artist will sign
- With approval, the sculpture will be shipped to the approved Artist
- The Artist will complete the sculpture according to contract/ timeline
- If selected for installation, the Applicant shall grant an irrevocable license to the Gaslamp Quarter Alliance to make photographic and other visual reproductions of the artwork for use in publications, social media, and any other publicity sponsored by the Gaslamp Quarter Association.



- The Gaslamp Quarter Alliance will arrange for the completed sculpture to be returned back to a designated warehouse, Whereby the stipend of \$(TB- negotiated) will be awarded to the artist as well as 2 tickets to the unveiling in April.
- In October 2017, the sculpture will be assessed and the artist may be called upon to clean up or repair the artwork if work is needed to preserve its quality, for the November Lamplighter Awards auction.

### **The City of San Diego**

- Approval of proper permitting in the public right of way.
- Discount on EMRA permitting fees?
- Dignitaries at unveiling ceremony or press conference.
- Joint press release

### **Member Businesses**

- Those member businesses approved by the Public Arts Subcommittee to have a "Rabbit Sculpture" affixed outside their business in the public right of way will be involved in soliciting artists to paint or decoupage sculptures.
- Sponsor the EMRA with staff's assistance.
- Promote the areas where the "Rabbit Sculptures" are through social media, tri-folds, and other platforms.

### **Sponsors**

- *Sponsorship deck pending*

### **Metal Stand Fabricator**

- Construct and affix the sculptures' base.

### **Plaque Company**

- Would list artist, sponsors, etc. and other pertinent information.

### **TIMELINE**

October 21, 2016

- Initial proposal to the Strategic Futures Subcommittee.

By October 31, 2016

- Draft Budget approved by \_\_\_\_\_



November, 8 2016

- Funds secured by PBID to put a 50% deposit on the Rabbit Sculptures

November 11, 2016

- 15 Sculptures/ rabbit forms are ordered

December 2016

- Artist Prospectus created and sent out to potential Artists
- Sponsorship Packets created and sent out to potential Sponsors

January 27, 2017

- Artist Applications Due

February 10, 2017

- Committee presented with proposals

February 17, 2017

- Committee selects final commissioned artists- and congratulatory letters are sent to selected artists with a contract and list of deliverables

March 3, 2017

- Rabbit Sculpture and stipend shipped to approved commissioned artist.

March 31, 2017

- Completed Rabbit Sculpture shipped back to 614 5<sup>th</sup> Ave. Suite E

April 29, 2017

- Rabbits unveiled at the 150<sup>th</sup> Birthday Event - "Longest Table Event on Island Ave"

May 2017

- Rabbit sculptures installed around approved areas of the Gaslamp Quarter as approved by the City of San Diego

October 2017

- Rabbit sculptures are detached from public Right of Way, and assessed for "clean up" by the sculpture's artist, preparing them for Auction



- Rabbit is marketed in Lamplighter Awards program getting potential owners to either show up for the event or place an online bid during the evening of the event

November 2017

- The 15 Rabbit sculptures will be auctioned off









