

**CITY OF AZTEC
TIGER ART PROJECT**





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SECTION 1. PROJECT OVERVIEW

The City of Aztec in recent years has been undergoing a transformation with respect to beautification of the city. As a part of this effort, the City is looking at developing a Tiger Art Project (TAP) which will instill community pride and unity. The concept is that corporations, community organizations, small businesses, and individuals will participate in this venture resulting in the placing of painted tigers around the city. Funding and sponsorship of the TAP will contribute to funds for the following programs:

- Local student scholarships
- Trail enhancement projects
- Purchasing of additional fiberglass tigers

SECTION 2. WHY TIGER ART?

The mascot of the local school system is the Tiger and it is related to the concept of pride and excellence. As such, the City in supporting the school district and their students felt that the placement of tigers around the city would be supportive and provide both citizens and visitors an added visual experience. In addition, such art work will create opportunities for tourism and further image building.

SECTION 3. FUNDING OF TIGER ART PROJECT

There are various costs involved in the placement of a painted tiger. The costs include the following:

Purchasing

Purchase of the fiberglass tigers will initially be incurred by the City. For the Corporate Level Sponsorships, the sponsoring agency shall contribute funds to cover the cost of the original purchase of the fiberglass tiger. The initial cost of purchasing 10 tigers from an existing mold will be \$1,850 each plus shipping.

Shipping

The City shall incur the cost of shipping as tigers will be order in quantities of 10 to 15 to minimize shipping costs. Shipping is estimated at \$2,303 per trailer load.

Artwork

Artwork costs shall include the following:

- Paints/materials required for painting and/or decorating the tiger;



- Sealer to protect the artwork; and
- Artist's wages.

Costs of material may vary from \$200 to \$400 for paints and sealer. Artist costs is estimated from \$800 to \$1,200.

Installation

Cost for materials and labor on the installation of the tiger shall be incurred by the City. Costs are estimated at \$50 to \$100.

Plaques

Cost for plaque and installation is estimated at \$350 (1/16-inch), \$400 (1/8-inch) or \$450 (1/4-inch) for text only plaques.

SECTION 4. SPONSORSHIP LEVELS

The City has setup several levels of sponsorship. The funds contributed by a sponsor will determine the level of sponsorship:

Bronze Sponsorship (\$100 annually)

An individual or organization can sponsor a tiger for \$100 annually.

- The City retains ownership of the Tiger.
- Tiger location will be determined by the City.
- Tiger artwork can be submitted by sponsor and/or their artist, but will be approved by the City.
- Cost of the tiger artwork shall be incurred by the sponsor.
- Tiger installation will be done by the City.
- Plaque manufacturing shall be incurred by the sponsor (not covered by the \$100 sponsorship).
- Installation of the plaque will be done by the City.
- The Sponsor shall enter into an agreement for the maintenance of the Tiger. The sponsor shall keep the Tiger clean and all damage expenses shall be incurred by the sponsor.
- The \$100 annual fee shall be placed into an account specifically for parks & recreation trail enhancements.



Silver Sponsorship (\$250 annually)

An individual or organization can sponsor a tiger for \$250 annually.

- The City retains ownership of the Tiger.
- Tiger location will be determined by the City.
- Tiger artwork can be submitted by sponsor and/or their artist, but will be approved by the City.
- Cost of the tiger artwork shall be incurred by the sponsor.
- Tiger installation will be done by the City.
- Plaque manufacturing shall be incurred by the sponsor.
- Installation of the plaque will be done by the City.
- The Sponsor shall enter into an agreement for the maintenance of the Tiger. The sponsor shall keep the Tiger clean and all damage expenses shall be incurred by the sponsor.
- The \$250 annual fee shall be placed into an account specifically for parks & recreation trail enhancements or scholarships, to be specified by the City.

Gold Sponsorship (\$500 annually)

An individual or organization can sponsor a tiger for \$500 annually.

- The City retains ownership of the Tiger.
- Tiger location will be determined by the City.
- Tiger artwork can be submitted by sponsor and/or their artist, but will be approved by the City.
- Cost of the tiger artwork shall be incurred by the sponsor.
- Tiger installation will be done by the City.
- Plaque manufacturing shall be incurred by the city (covered by part of the \$500 sponsorship).
- Installation of the plaque will be done by the City.
- The Sponsor shall enter into an agreement for the maintenance of the Tiger. The sponsor shall keep the Tiger clean. All damage expenses shall be incurred by the City.
- The \$500 annual fee shall be placed into an account specifically for parks & recreation trail enhancements or scholarships, to be specified by the sponsor.



Platinum Sponsorship (\$2,500)

Private Property

An individual, organization, or business can sponsor a tiger for the purchase and delivery price of the tiger (\$2,500).

- The Sponsor retains ownership of the Tiger.
- Tiger artwork shall be at the discretion of the sponsor and/or their artist.
- Cost of the tiger artwork shall be incurred by the sponsor.
- Tiger location will be determined by the sponsor.
- Tiger installation will be the responsibility of the sponsor.
- Plaque dedication and installation shall be incurred by the sponsor.
- The Sponsor shall be completely responsible for the maintenance and care of the Tiger.

Platinum Sponsorship (\$2,500 plus \$100 annually)

Public Property

- The Sponsor retains ownership of the Tiger.
- Tiger artwork can be submitted by sponsor and/or their artist, but will be approved by the City.
- Cost of painting the Tiger will be at the sponsor's expense.
- Tiger location will be determined by the City but through consultation with the sponsor.
- Tiger installation will be done by the City.
- Plaque dedication will be paid by the sponsor. Installation will be done by the City.
- The annual \$100 fee will be placed in a special account reserved for scholarships or trail enhancements (to be specified by the sponsor). If not specified, the monies will go into a fund for future tiger purchases.
- The City shall be responsible for the maintenance of the Tiger.

SECTION 5. SITE SELECTION AND CRITERIA



Tiger artworks for public and private projects must be located in an exterior area which is accessible for public viewing.

Placement of a tiger will be dependent upon sponsorship level and who is sponsoring a tiger. For example all tigers sponsored by an organization of the Aztec Municipal School District will have their tiger placed at Koogle Middle School, or Tiger Sports Complex, or some other school campus. Private corporation sponsorship will have their tiger placed along Main Avenue or their business location. Other organizations will have options of Main Avenue, a city park, or other city property.

Private Property

- Installation of the tiger should be planned to complement the work and allow for unrestrained viewing from a variety of vantage points.
- Potential obstruction of growing trees, shrubbery, or future construction should be taken into account.
- The tiger shall be a permanent, fixed asset to the property.
- Each tiger shall be identified by a plaque stating the artist’s name, artwork title, and date the artwork was dedicated. The plaque may also contain information about the sponsor/sponsorship. The plaque will be placed in an appropriate location near the tiger that can be easily accessed by pedestrians.
- The property owner shall maintain and care of the tiger.

City-Public Property

The City of Aztec will make determinations on where Tigers can be placed around the city with respect to public property. Currently, the city has identified several locations:

<u>Location</u>	<u>Property Owner</u>	<u>Qty</u>
1. Main Avenue	City of Aztec	3 - 20
2. Northwest corner of N Ash Ave and W Chaco St	City of Aztec	3 - 5
3. Tiger Park & Reservoir	City of Aztec	6-12
4. Riverside Park	City of Aztec	6
5. Hartman Park	City of Aztec	6

School District Property

The City of Aztec and the Aztec School District will consult on the best location for the Tiger. Currently the following locations have been identified:

<u>Location</u>	<u>Property Owner</u>	<u>Qty</u>
1. Tiger Sports Complex	Aztec School District	6-12
2. Koogle Middle School (Football field / Campus)	Aztec School District	25



SECTION 6. PRIVATE OWNERSHIP AND MAINTENANCE REQUIREMENTS

Maintenance

All privately sited and owned tigers shall remain the property of the owner for the life of the Certificate of Occupancy. Title and ownership of the tiger can transfer to any successor. The owner of the tiger shall provide all maintenance necessary to preserve the work in good condition. It is highly recommended that the owner obtain and sustain insurance on the Tiger to cover costs of replacement or vandalism.

Removal or Alteration of the Work

Tigers installed onto private property can be removed or altered without the approval of the City.

Maintenance and Conservation

TAP policies spell out procedures, responsibilities, and methods of funding for the ongoing maintenance and conservation of tigers so that the City itself does not become burdened with this cost and responsibility, unless it chooses to do so. These delineations also prevent – to as full an extent as possible – the possibility that a tiger will fall into disrepair, become dirty, damaged, or even disappear. The conservation and maintenance of some tigers can be painstaking and require a large degree of care. The artist, City, and sponsor shall work out the tiger's maintenance techniques and schedule to ensure that the piece will remain in good condition for many years to come.



SECTION 7. ART SUBMITTAL REQUIREMENTS

To Participate

- Complete the TAP application (see Appendix A).
- Provide a completed artwork submission with a view from each side and a narrative description of your work.
- Write your name on each separate piece.
- Use the attached design/pose template for your artwork (see Appendix A).
- Restrict your artwork submission to 8.5 in x 11 in.
- Submit your completed application form, your tiger design(s) and any photocopies of your previous artwork.

You may submit more than one design; however, the City reserves the right to select only one design per artist. Designs chosen by the City for inclusion in the TAP Portfolio of Artists will not go into production until funding has been secured for that design.

Next Steps

The City of Aztec management team will serve as judges for:

- TAP design submissions.
- The aesthetic and technical quality and originality of the artist's previous work as evidenced by slides and other supporting materials will be reviewed.
- The appropriateness of the artist's proposal to the particular project and its probability of successful completion will be considered.

All selected designs will be compiled into a TAP Portfolio of Artists for sponsors to review. Once a sponsor has selected an artist for their tiger, the artist will meet with the sponsor and City representatives. Alternatively, sponsors may request the City to select an artist for their project. The selected artist(s) will receive detailed instructions for the production of their tiger from the City staff.

Project Rules

- Designs must be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. No obscene or profanity permitted.
- Artists shall not alter the basic form, as this may compromise its structural integrity. The contact points by which the tigers are attached to their bases cannot be altered or obstructed.
- Artists may paint, sculpt, transform, or adorn the tigers. Objects attached to the tigers must be affixed so that they cannot be easily removed or cause safety hazards. Attached objects must be weather-resistant.
- Artists have the option of adding items to the fiberglass forms to the degree that it does not compromise the structural integrity or create a safety hazard. Proposed additions must be made clear at the time of original design submission.

Tiger Art Project



- The tigers will be placed in outdoor areas for many months, fully accessible to the public. Artists should consider the weather and other elements, including sun, rain, wind, dirt, and people. Artists must develop designs that can withstand the elements and the public.
- Artists should consider that their designs might be purchased for long-term installation in an outdoor location.
- The Artist will apply a protective clear coat to the tigers prior to their public placement.
- The City evaluates all designs and retains the right to accept or reject any design.



SECTION 8. SCHOLARSHIP PROGRAM

Qualifications

The City of Aztec is announcing the availability of scholarships for local students. Monies are available for local students who meet the following qualifications:

- Graduating high school with a 3.0 GOA or higher (required); and
- Demonstrates participation in a community improvement project(s); or
- Demonstrates a financial need.

Criteria for Applicant

- Recipients must be 18 years old or under.
- Recipient should have volunteered with a local non-profit organization and participated in some form of community service program.
- Individuals may apply numerous times; however, they may receive only one grant per 12 months.
- Recipients are asked to give a presentation of their “portfolio” to the judging committee.
- Application must be complete (most answers will not disqualify your request).
- Funds must be used by local students for educational assistance.

Applications may be rejected for any or all of the following reasons:

- Age
- Incomplete application
- Grant awarded to same individual within the past 12 months
- No verifiable volunteer hours
- False information
- Duplicate application (already awarded for exact same project/program/need)

Deadline for submission for the current disbursement is the last day of May each year. Therefore, applications must be postmarked, faxed or hand-delivered using the information provided below by May 31st. Awards will be announced by June 30th of each year.



**APPENDIX A
(Application)**



TAP APPLICATION

Sponsoring Entity

Sponsor Name:

Mailing Address:

Phone:

Email:

Artist Information

Artist / Applicant Name:

Mailing Address:

Phone:

Email:

Design

Tiger Sculpture Theme or Name:

Materials to be Used:

How do you plan to take your design from concept to completed work?

Attach separate page if needed

I (artist) _____ understand that if my submission is selected and I design a tiger, all rights, title, and interest to the submitted design will become the sole property of the City of Aztec, New Mexico, and I relinquish all rights, title, and interest in the design and the finished tiger sculpture.

Applicant's Signature: _____

Date: _____



TEMPLATE

