



CITY OF CHILLIWACK PUBLIC ART

“This Is Chilliwack”

STREET BANNER DESIGN PROGRAM 2024

CALL TO ARTISTS AND DESIGNERS

ISSUE DATE: April 29, 2024

DEADLINE: May 8, 2024

ABOUT THE STREET BANNER DESIGN PROGRAM

The City of Chilliwack is seeking designs for its upcoming street banner program.

This program offers artists and designers an opportunity to submit proposals for original banner artwork that will be hung throughout the community of Chilliwack. Banners will be put on display starting in the summer of 2024, creating a vibrant visual presence.

Three applicants will be shortlisted for the “This Is Chilliwack” call-out program. The selected applicant will receive an honorarium of \$2,500 for their banner design and the remaining two applicants will receive \$250. Fabrication and installation costs are covered by the City and are not included in this fee.

Eligibility

This program is open to artists and designers at all levels of experience, currently living in British Columbia.

THEME: This Is Chilliwack

The “**This is Chilliwack**” Street Banner designs are encouraged to illustrate creative responses to this theme using a palette limited to five colours (suggested). Highly graphic elements are suggested, and artists must be prepared to adapt their proposed design to accommodate specifications for best print quality.

Note: The City may approach the artist at a future date to discuss potential inclusion of the artist’s design in the development of potential City branding.

How to Apply

The selected applicants will work with a committee in designing a concept that illustrates their own interpretation of the theme. The City of Chilliwack will be responsible for the fabrication and installation of the banners.

Applicants must supply:

- 1) A completed application form.
- 2) A written statement about your proposed design, and how it supports the banner theme (one page).
- 3) A biography (up to 350 words).
- 4) Your CV / resume/Catalogue.

For submissions, we accept digital images in JPG, PDF or TIFF format.

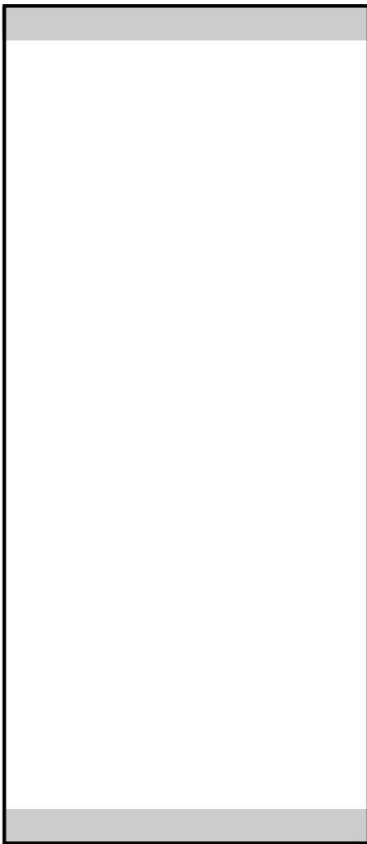
For production, we will need vector files in a scalable vector format, usually PDF or EPS.

Please Note: renderings of a design for this banner theme are not required at this point. We are looking for a written interpretation and a catalogue of existing work.

Design Specifications

Banner Dimensions

- Full-size street banners 30" W x 75" L
- Banner sleeve 3.25" on top and bottom edge
(avoid adding any important design elements in the upper and lower area)



Colour

The colour scheme for the street banner call-out is open. We strongly suggest high contrast, and a palette of no more than five highly chromatic colours containing maximum hue, plus black, white and grey.

For best print quality, we would recommend avoiding shading techniques. However, gradient colours can be achieved.

Best print results come from colours and images that take advantage of light passing through fabric. Designs should take into consideration that colours fade over the season. Darker colours typically hold their colour in outdoor settings over time much better than light or pastel colours.

Contrast

When creating your design, consider the effects of a colour combination on design legibility and visual interest. Examples below are for demonstration only and do not indicate colour preference.

EFFECTIVE CONTRAST	POOR VISUAL CLARITY
LOW CONTRAST LOW VISIBILITY	HIGH VISIBILITY COLOUR CHOICE

Other Design Considerations

- Designs must be effective from long viewing distances and short viewing duration. Small details and complicated designs are not generally effective. Take into account that banners will be viewed from the road at speeds of up to 50 km per hour.
- Designs must be non-commercial in theme.
- Designs must be original.
- **We don't encourage using words or letters in your design.** If you are using lettering in your design, choose a font size and style that can be read at a distance of 50 to 75 feet. Note that words will appear in reverse on one side of the banner.

DESIGNS THAT INCORPORATE LOGOS WILL NOT BE ACCEPTED.

Selection and Award

A selection panel formed by the City will review all proposals. Designs are reviewed based on the following criteria (order listed does not indicate the order of importance):

- Originality and creativity.
- Quality / effectiveness of design.
- Uniqueness of style.
- Degree to which the design reflects the theme.

The applicant whose banner design is selected will receive an honorarium of \$2,500, to be paid upon provision of the final design. The two other artists selected will be awarded \$250.

Selected Designs: Next Steps

A selected banner design will be announced when the competition is complete. The final design is scheduled to be sent to the Supplier responsible for banner production by May 31, 2024, with final production slated for completion by end of June, 2024. The artist may be required to make modifications to their design prior to production according to the production particulars below. The artist will agree to a guaranteed response time of 48 hours (made within office hours, 8:30 AM – 4:30 PM (PST), Monday – Friday excluding Public Holidays) to support requests by the City and/or the Supplier.

Production Particulars

The selected design will need to be produced as a high quality digital vector format (.ai .eps .pdf) or as .jpg files that are saved at each required print size, with a resolution of 300 dpi. If the file is not a vector format, each element of the drawing should be saved on a separate layer, with colours in solid coated pantone format identified for the production proof stage. The production team will review the files and make minor colour adjustments for colour fastness. A final production proof will be generated for artist review.

Copyright

The successful participant will retain copyright of their design and will grant the City license to use the selected design for the purpose of creating the street banner and for non-commercial promotional materials. At the end of the installation period, banners will be removed and discarded.

How to Submit your Proposal

Completed applications must be received no later than **4:00pm, Pacific Time, May 8, 2024**. There are two ways to submit your design:

1. Submit your application and required documents **online** using the form below; or
2. Drop off your application and required documents **in-person** to **City Hall Reception located at 8550 Young Road, Chilliwack, BC V2P 8A4 and attention Carol Marleau.**

Include a complete package must include one (1) original hard copy and one (1) electronic version in MS Word/PDF format submitted on a flash drive. The application must be enclosed and sealed in an envelope/package clearly marked:

Your Name
Street Banner Program – “This is Chilliwack”
City of Chilliwack
Recreation and Culture Department

Terms and Conditions

Once submitted, the application is subject to the *Freedom of Information and Protection of Privacy Act*. The City advises applicants that submissions may be subject to the provisions of *FOIPPA* and the *Community Charter*. Personal information provided in the submission will be collected pursuant to *FOIPPA* and the *Community Charter*. Personal information will not be released except in accordance with the *FOIPPA*. Questions about the collection of your personal information may be referred to Jacqueline Morgan of the Legislative Services and Communications Department via morgan@chilliwack.com.

The successful applicant will be required to sign an Assignment agreement as set on in Appendix “A”

Questions

Thank you for your interest! Applicants will only be contacted if their design is chosen. Questions regarding the Street Banner Program may be directed to Carol Marleau, Manager of Recreation Services and Corporate Wellness via marleau@chilliwack.com.

Application Form

Applicants must complete this form in addition to providing the attachments noted in the checklist below. Please ensure all information is in ink and legible.

1.	Full Name	
2.	Address (include postal code)	
3.	Phone #	
4.	E-mail Address	

Attachment Checklist

- ☐ A written statement about proposed design, and how it supports the banner theme (one page),
- ☐ A brief biography (up to 350 words), and
- ☐ CV/Resume/Catalogue.

I acknowledge that I understand and agree with the terms of the Street Banner Program process as described in this program guideline, and I verify the information included in the submission is complete and correct.

Applicant Signature

Date

Appendix A

ASSIGNMENT AGREEMENT

This **ASSIGNMENT AGREEMENT** dated for reference May 13, 2024

BETWEEN:

CITY OF CHILLIWACK, having its offices at
8550 Young Road South
Chilliwack, BC V2P 8A4

Carol Marleau, Manager of Recreation Services and Corporate Wellness

Marleau@chilliwack.com

AND:

Artists Name

Artist Address

Email:

Phone: 123-123-1234

(the “Assignor”)

BACKGROUND

- A. The Assignee issued a Call Out for interested parties to submit banner designs for the “This is Chilliwack” campaign and the Assignor responded by submitting their CVR/resume’ to the City (the “Works”);
- B. The Assignee wishes to use the final negotiated banner design submitted by the Assignor for the purposes of creating banners to be installed on streets and for other purposes as set out in this Agreement; and,
- C. The Assignor is the owner of all rights to the banner design and has agreed to assign all of the Assignor’s rights, title, copyright, and intellectual property in the banner design to the City subject to the terms and conditions set out in this Agreement and the City has agreed to accept that assignment.

THIS AGREEMENT WITNESSES that in consideration of the mutual covenants and agreements contained in this Assignment Agreement the Assignor and the Assignee covenant and agree with each other as follows:

1. The Assignor irrevocably sells, assigns, transfers, and conveys to the Assignee and the Assignee hereby accepts, all right, title, and interest in and to the Works including:
 - a. all copyright in the Works, whether registered or unregistered;
 - b. all of the Assignor's right, title, and interest in and to all copies and other tangible embodiments of the Works in any form or medium now or hereafter known or developed;
 - c. except as set out in section 4 herein, all royalties, fees, income, payments, and other proceeds now or hereafter due or payable to the Assignor with respect to any of the Works or use, sale, reproduction, or embodiment of the Works;
 - d. all claims and causes of action with respect to any of the Works including all rights to and claims for damages, restitution, and injunctive and other legal or equitable relief;
 - e. all other rights, privileges, and protection of any kind accruing to or held by the Assignor; and,
 - f. all moral rights vested in the Assignor as author and creator of the Works.
2. The Assignor guarantees, warrants, and agrees that:
 - a. the Assignor has the full right, power, and authority to enter into this Agreement;
 - b. the Assignor owns all right, title, and interest in the Works, free and clear of liens, security interests, and other claims, including intellectual property rights of any third parties, to the Works; and,
 - c. the assignment herein is not in conflict with any laws or agreements entered into by the Assignor.
3. The Assignor guarantees the Assignee the peaceful enjoyment of the rights assigned in this Agreement.
4. The Assignee agrees that it shall pay to the Assignor 33% of the net proceeds that may be received by the Assignee as a result of the sale of any banners created by the Assignee.
5. All representations, warranties, covenants, and agreements contained in this Agreement and all related rights to indemnification shall continue in full force and effect following the date of the Agreement noted above.
6. The Assignor shall indemnify and hold harmless the City and its councillors, directors, officers, and employees against all losses, damages, liabilities, claims, actions, judgments, settlements, interest, awards, penalties, fines, fees, costs, or expenses of whatever kind, including legal fees on a solicitor and own client basis, related to any actual or alleged inaccuracy in or breach or non-fulfillment of any representation, warranty, covenant, agreement, or obligation of the Assignor contained in this Agreement.

7. This Assignment Agreement constitutes the sole and entire agreement of the parties with respect to the subject matter contained in it and supercedes all prior understandings, agreements, representations, and warranties, both written and oral, with respect to the subject matter.
8. This Agreement and all matters arising out of or relating to this Agreement, are governed exclusively by the laws of the Province of British Columbia and the federal laws of Canada applicable in British Columbia and the parties irrevocably submit to the exclusive jurisdiction of the courts of the Province of British Columbia

The Assignor and Assignee have caused this Agreement to be executed as of the date above noted by their respective duly authorized signatories.

The Corporate Seal of CITY OF CHILLIWACK)

was hereunto affixed in the presence of:)

presence of:)

)

)

)

_____)
Mayor)

)

_____)
Corporate Officer)

The Assignor:)

)

_____)
Name:)