



CITY OF MONTEBELLO  
Utility Box Beautification Program  
Call for Artists

Release Date:	June 17, 2021
Due By Date:	August 9, 2021
Announcement:	September 8, 2021



## **CITY OF MONTEBELLO UTILITY BOX BEAUTIFICATION PROGRAM**

The City of Montebello is issuing a Call for all School-Aged Montebello Artists in the 4<sup>th</sup> – 8<sup>th</sup> grades to participate in the Utility Box Beautification Program. Interested artists will need to complete an application to be reviewed and selected by the City of Montebello's Parks and Recreation Commission for consideration by the City Council. Up to twenty-five (25) participants will be selected and approved artwork will be placed on one of seventy-nine (79) available utility boxes throughout the City of Montebello as a wrap.

### **I. BACKGROUND**

The Utility Box Beautification Program is a public art effort designed to transform common traffic control utility boxes in the City, into distinctive works of art, creating a more vibrant, attractive cityscape. The program also celebrates local artists and their artwork, acts as a deterrent to graffiti, and involves the City residents in contributing to the beautification of the city.

### **II. ARTIST GUIDELINES AND REQUIREMENTS**

#### **A. Eligibility**

- 1. All artists must be residents of Montebello and be in grades 4<sup>th</sup> – 8<sup>th</sup> at the time of application submission.**
2. Entries must be the original design of the submitting artist.
3. Artwork must be suitable for viewing by all ages.
4. Artwork should cover all exposed sides of the utility box using the attached template
5. Members of the Parks and Recreation Commission, Montebello City Council and their families are ineligible.

#### **B. Artist Responsibilities**

1. Artists must submit original copy/copies of artwork wished to be considered to the Recreation and Community Services Department.
2. Artists may provide up to 2 designs for consideration.

#### **C. City Responsibilities**

1. Provide application and approved templates of the utility boxes to all applicants.
2. The City will contract with a third party vendor to convert artwork into a wrap and install on one of the utility boxes selected by the Parks and Recreation Commission after Council approval.
3. The Parks and Recreation Commission shall review, approve and select artwork submitted by artists.



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**D. Materials**

1. 8 ½" x17" template sheets for both the small and large utility box will be provided by the Recreation & Community Services Department.

**E. Suggested Artwork Categories**

1. Favorite Montebello memories
2. Family time fun at the park
3. Montebello through the years
4. Other Montebello related categories will be considered on a case-by-case basis.

**F. Criteria Used to Select Artwork**

The Parks & Recreation Commission's Arts & Culture Sub-Committee will score entries based on the following equally weighted criteria:

1. Creativity and innovation of design
2. Originality
3. Artistry
4. Visual Impact
5. Community Appropriateness and Content

**G. Artwork must not contain**

1. Written materials (words/sentences)
2. Political statements or persons
3. Religious references, symbols or numbers
4. Copyrighted or trademarked material
5. Corporate or organizational branding



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### H. Application Requirements

1. Pick-up an application packet at the Recreation and Community Services Office located at 1700 W. Victoria Ave, Montebello 90640.
2. Complete and sign the application form, and:
  - a. Include a detailed description describing your design theme. Indicate if your theme has specific relevance to the City of Montebello's history, culture and heritage or to a specific location. **This must be attached with your application.** Please limit description to one page or utilize the form field on the application.
  - b. Create full color, detailed concept drawings using the template provided.
  - c. Designs are accepted as a single sided full color drawing on 8 ½ " x 17" sheets using the template provided. Print identification at the bottom of each sheet as follows: **Artist Last Name, Artist 1st Initial (i.e. Smith, J.)**

### I. Read and sign:

1. The Utility Box Program Participant Release of Liability form.
2. The Artist's Application Form.

### J. Submission of Entry

1. Mail or deliver the signed application with the full color designs to the City of Montebello Recreation and Community Services Department. – 1700 West Victoria Ave.
2. Artist can submit up two (2) designs. Only one (1) design per artist will be chosen at a time.
3. Entries must be postmarked, emailed or hand delivered no later than Monday, August 9, 2021 at 5:00 p.m. to be considered for approval at the August 19, 2021 Parks and Recreation Commission Meeting.

### K. Selection Process and Criteria

1. Designs will be reviewed, approved and selected by the City of Montebello's Parks and Recreation Commission.

### L. Questions

Contact: Nadine Hernandez by email at [nhernandez@cityofmontebello.com](mailto:nhernandez@cityofmontebello.com)  
Contact: Recreation & Community Services at (323) 887-4540

### ATTACHMENTS

1. 8 ½" x 17" Design Template
2. Artist Application Form (Application and Diagram Template)
3. Utility Box Program Participant Release of Liability Form



## CITY OF MONTEBELLO UTILITY BOX BEAUTIFICATION PROGRAM APPLICATION

Instructions: This application must be filled out completely and submitted to the Recreation & Community Services Department along with artwork template and waiver, Attn: **Utility Box Beautification Program**.

**Please write legibly in black or blue ink only. Do not use pencil or other ink colors. All blanks must be completed or have N/A written.**

### 1. APPLICANT INFORMATION

Applicant Name \_\_\_\_\_

Applicant's Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

School \_\_\_\_\_

Current Grade \_\_\_\_\_

### 2. SUBMITTAL DESCRIPTION

Indicate if your theme has specific relevance to the City of Montebello's history, culture, heritage, geography or to a specific location

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>For Office Use Only:</b>
Date Submitted: _____
Date of Approval: _____

# CITY OF MONTEBELLO, CALIFORNIA

## UTILITY BOX BEAUTIFICATION PROGRAM PARTICIPANT RELEASE OF LIABILITY FORM

PLEASE PRINT OR TYPE

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_  
TELEPHONE#: \_\_\_\_\_ AGE ( ) DOB \_\_\_\_/\_\_\_\_/\_\_\_\_

Participant does hereby release the City of Montebello, California, ("City") its City Council, representatives, employees, volunteers, agents and/or assigns, as well as all other participants, from any and all claims, obligations, causes of action, and liability of any kind, arising from the Participant's involvement in any events conducted as part of the Utility Box Art Beautification Program, or in connection with any work, labor, or services performed by the undersigned for and on behalf of any of the participants in events conducted and sponsored by the Utility Box Art Beautification Program, City, or otherwise.

This release is intended as a full and complete release covering any possible claims, contingent or otherwise, involving personal injury or property damage which may arise in connection with the Utility Box Art Beautification Program. This release includes, although it is not specifically limited to, any claim for any injuries or damages which the undersigned may suffer in connection with the Utility Box Art Beautification Program related actions in connection with any work, labor, or services performed by the undersigned for or on behalf of City or the Utility Box Art Beautification Program, regardless of whether the undersigned is actually participating in said activities, any injury to the person or damage to property which may be suffered by the undersigned as the result of or arising out of the Utility Box Art Beautification Program.

The consideration for this release is the undersigned's participation in the Utility Box Art Beautification Program, the permission granted by City to the undersigned to enter onto City property or to participate in events and activities sponsored by the Utility Box Art Beautification Program, and the permission granted by City to the undersigned to engage in any City sanctioned or sponsored events. To the extent permitted by law, Participant agrees to protect, defend, hold harmless, and indemnify City, its Council, officers, employees, volunteers and agents, from and against all claims, injury, liability, loss, cost, and expense, arising out of, occurring by reason of, or in any way connected with Participant's participation in the Utility Box Art Program, except for acts arising out of the sole negligence of City.

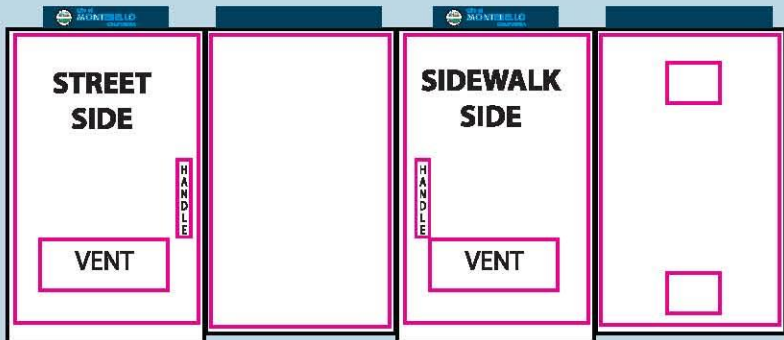
Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

# SMALL UTILITY BOX



**SAMPLE ONLY**



**Please keep important artwork away from edges.  
Be aware of handles and vent on template map.**

**Digital Media export at 300dpi print ready pdf or jpeg**



**Contest info  
Contact**

**Artist Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_