



**POLICY AND GUIDELINES FOR ARTWORK EXHIBITS  
WITH THE TOWN OF PRESCOTT VALLEY  
JUNE, 2012**

**Statement of Policy** It is the belief of the Town of Prescott Valley that visual art enhances public spaces and invites public participation and interaction. In cooperation with the Public Library and the Arts and Culture Commission, the Town of Prescott Valley offers free display space for the exhibition of artwork, crafts, and collections of unique, interesting or historically significant items. The provision of this exhibit will help in fostering public awareness of arts and culture and increase public knowledge of the Town's resources.

The Town encourages art exhibitions for civic, cultural, educational and recreational purposes. Exhibit space is made available on an equitable basis to individuals or groups with respect to artwork that best meet the standards for acceptance. Local and regional residents and organizations are invited to apply. Preference is given to applicants from Prescott Valley.

Town use of display areas takes precedence over any other use. The Town reserves the right, without notice, to cancel the use of the display area by exhibits if the Director determines that the display space is needed for Town purposes.

**Standards for Acceptance**

- All displays of original art (not including those produced or solicited by the Commission) must be reviewed and accepted by the Commission's Art Advisory Committee.
- The Commission reserves the right to refuse display space to exhibits that, in its opinion, do not further the mission, philosophy and beliefs stated above or pose a threat to public safety.
- The Town of Prescott Valley does not accept responsibility for ensuring that all points of view are represented in any single display. Granting of permission to display materials does not imply Town of Prescott Valley endorsement of content, nor will they accept responsibility for the accuracy of statements made in such materials.
- All displays will meet existing local, state and federal laws on obscenity, libel, defamation of character or invasion of privacy.
- All exhibits must adhere to established guidelines for display.

**Guidelines** The submitting applicant for the exhibition of artwork must present an application and a portfolio of the images requesting to be displayed following the established guidelines. A submission of an application does not guarantee acceptance.

**Application Guidelines** Application for exhibit space is made to the Prescott Valley Arts and Culture Commission. Acceptance of an exhibit is at the discretion of the Commission's Art Advisory Committee whose decisions may be appealed to the Director of Parks and Recreation. In exercising such discretion, the Art Advisory Committee will consider: artistic merit, degree of general public interest in the subject matter and medium/media of an exhibit, importance of the exhibit as a record or reflection of the times or of the community, and degree to which the exhibit will be responsive to and consistent with the mission of the Arts and Culture Commission.



- Individuals or groups wishing to exhibit artwork for display with the Town must submit a completed and signed application with required support documentation. Applications submitted either unsigned or without support documentation will not be accepted for consideration.
- Applications are available from the Town's Parks and Recreation Department or online via the Town's website ([www.pvaz.net](http://www.pvaz.net)).
- Applications will only be accepted at the Parks and Recreation Department's office located at 7501 E. Skoog Blvd
- Applications may be submitted only when the art piece is available for display. Space availability will be determined on a first-come, first-served basis pending approval of the application. The Art Advisory Committee or designated staff will respond to applications (approved/denied/further action necessary) within 30 days of receipt of the application

**Artwork Guidelines** Artwork will be displayed in various areas as approved. Prescott Valley is a diverse community with a long standing tradition of respect for the dignity and contribution of all members of the community. Therefore, the artwork must contain text, or graphics, or both, that are suitable for all ages and the community.

Display material must not contain text or graphics, or both that:

- Is likely to: • incite or produce an imminent lawless act
- disrupt the orderly operation of a town facility
- Is integral to criminal conduct or is in violation of the law
- Infringes on an intellectual property right (e.g. copyright, patent, trade or service mark)
- May reasonably be construed as: • False, fraudulent or defamatory
- Obscene matter
- Harmful matter for minors

Items of high value, extreme delicacy, or create an unsafe environment are generally not selected.

**Exhibit Guidelines** In presenting the exhibits, the Town does not in any way endorse or support the artist's viewpoint, opinion, position, or message.

The Town reserves the right to photograph and/or have photographed all works of art for promotional and/or record keeping purposes.

#### *Responsibility of the Exhibitor*

- The Exhibitor must agree to and comply with the policy, guidelines and rules outlined.
- Each piece must be appropriately framed, assembled, and wired for hanging. If the art piece(s) will not be hanging on a wall, then it is the artist's responsibility to provide the free standing display



case/stands/pedestals for their work. Installation of displays will be made in assigned areas and in the presence of a member of the Art Advisory Committee or designated staff member.

- **For hanging displays:** • Items must be wired and framed for hanging. It is the responsibility of the Exhibitor to provide the pieces in hanging condition that will integrate with the hanging display system provided by the Town.
- Protective covers should be Plexiglas in order to avoid broken glass if it breaks for any reason.
  
- **For free standing displays:** • Facilities will not provide free standing displays with cases/stands/pedestals for the artwork. If the Exhibitor proposes artwork that requires a display case/stand/pedestal the Exhibitor will provide for that need and receive prior approval by the Art Advisory Committee.
- Easels will not be permitted.
- The Exhibitor must deliver the artwork to the display location as scheduled in agreement with the Art Advisory Committee or designated staff.
- The Exhibitor must pick up the art from the facility by the specified date and time as the facility will not provide storage for the property of the Exhibitor.

*Responsibility of Arts and Culture Commission or designated staff:*

- Provide arrangement of displays within the assigned space with an agreed date and time for installation.
- Be present for all installation and/or removal of displays.
- Provide approved wall hanging apparatus for all displays.
- Creation and display of information boards for each individual entry indicating title of work, artist, medium, description of artwork, and availability of the artwork for purchase.
- Public notification of display with established dates and times for viewing.
- Serve as agent for all active displays made available for sale.
- Scheduling removal of artwork on a specified date and time.

*Exhibit Time Limits*

Scheduling of displays will be done by the Arts and Culture Commission or designated staff.

- Displays will be scheduled for a period not to exceed 60 days.
- Displays may remain longer, at the discretion of the Arts and Culture Commission if there is no display scheduled to follow the one requesting a longer display time.
- Maximum display time is 120 days.

*Sale of Artwork* Participating artwork in the Prescott Valley display is permitted to be sold if designated by the displaying artist/owner/curator.

- Artwork sold during the agreed exhibition period must remain on site for the duration of the exhibit and will be labeled as “sold”.
- All sales of active displays will be conducted by the Parks and Recreation Director with the understanding that 20% of the sales total will be donated to the Arts and Culture Commission for the sustainment and expansion of art display program at the Town of Prescott Valley.



**Cancellation** The Town reserves the right, without notice, to cancel the use of the display space by an Exhibitor if the Director determines that the display space is needed for Town purposes. Staff shall notify the Exhibitor of the cancellation, if reasonably possible, prior to the day of the event.

**Liability and Insurance** The Exhibitor acknowledges that a risk of damage, loss, vandalism or theft is inherent in a public display. Regardless of whether the Exhibitor has property or casualty insurance, the Town is not responsible or liable to the Exhibitor for damage or vandalism to, or loss or theft of, the art. The Town of Prescott Valley does not provide insurance coverage for exhibited items. There will be no special security provided for art work during the exhibit. The Exhibitor must complete and sign a liability waiver form listing the contents of the display and releasing the Town, its officers, employees, volunteers, or agents from liability in the case of the artwork's damage, loss, or theft.