



# COUNTY OF SANTA CRUZ

DEPARTMENT OF PARKS, OPEN SPACE & CULTURAL SERVICES  
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## NEWS RELEASE

**Date:** September 11, 2024

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### CALL TO ARTISTS – FLORAL PARK PUBLIC ART PROJECT

An artist will be selected to create a site-specific public art component for Floral County Park, located at 656 38th Ave. in Pleasure Point. Many elements of the 1990s-era play structure are no longer functional, and its sand surface makes it inaccessible to park visitors with mobility issues.

Playground upgrades will include a new structure and rubberized surfacing, which will increase accessibility for people who use wheelchairs. The proximity of the park to the iconic Pleasure Point tide pools inspired the playground's design concept, which was selected by the community during the outreach process.

Artists may propose a free-standing piece, a work that enhances or enlivens one or more of the already existing park elements, or educational art panels to compliment the tide pool design of the playground surfacing. It is recommended that artists visit the park to get a better sense of the location and public art opportunities. The budget for the project is \$6,750.

A "Call to Artists," which includes detailed information about the RFP process, and sample contract, are available on the County Parks website:

<https://parks.santacruzcountyca.gov/Home/AboutUs/WorkWithUs/CalltoArtists.aspx>.

The deadline for submitting a proposal is October 18, 2024.