



CITY OF TREASURE ISLAND AGENDA COVER MEMORANDUM

May 3, 2016

Item No. I. 6.

DATE: May 3, 2016

TO: Reid Silverboard, City Manager

FROM: Amy Davis, Finance Director

SUBJECT: Consideration of a City Beach Sign Proposal

Background:

The City's regulatory signs at the beach serve as a partial list of don'ts for the beach per City Ordinances. We currently have an array of different signs with no standard for our beach access points. We do have very nice and standardized beach access point markers, but once at the access points, there is no eye appealing or standardized signage.

In an effort to enhance the City's beach access point's in-conjunction with promoting a community-wide message to keep our beautiful beach clean, a program to hold an Art Contest is being proposed. The Art Contest could be for youth only or for youth and adults, with the idea being that creating our new beach signs would involve the community and essentially be a community-engagement activity. Having a unique sign at each access point makes for a more interesting experience upon entering the City's beach and could attract more attention than a traditional City sign. Having a uniquely non-governmental looking sign at the access points may attract people's attention more effectively, in addition to serving as public art.

A draft of the Beach Sign Art Contest Rules (derived from the annual NOAA youth art calendar contest) and submittal form is attached. It is anticipated that we could advertise and release the rules to the schools and public at the end of August for a submittal due date of September 30th. A panel of 5 judges would be selected from community such as one from the City Commission; one from the Treasure Island/Maderia Beach Chamber of Commerce; one from the Islettes, Rotary or other Civic group, and two from neighborhood civic associations.

Sponsorships and fundraising would be conducted to generate money for the new signs. We propose the signs be installed by two wooden posts and a high-density foam that can be carved to represent 3-dimensional elements to add interest and beauty to the sign. An example of the detail that can be performed on this type of material is enclosed. The signs are proposed to be 4 x 4 feet or 4 x 3.3 feet for a more petite sign to allow the sign to compliment the different access point styles. This type of sign will have a life approximately 10 years. The larger signs will cost

Attachment: Res 16-49 (Res. 16-49 : Res 16-49, Beach Sign Proposal)

approximately \$1,200 for high-definition carving and installed and the smaller sign will cost \$950.

The winning art work would then be selected to be made into a unique sign for a beach access point. Fifteen of the busiest access points have been identified (attached) for 15 signs to be made with the artist's and sign sponsors name along the bottom of the sign. Additionally, the City will have a selection symbols that depict the City Ordinances as well as the hours of operation for the beach. By using symbols versus words, it will not only appear friendlier, but will translate across different languages for our many visitors.

Action:

Review the Beach Sign Art Contest proposal for feedback and thoughts towards adopting a resolution to allow such signs to replace the existing City signs, while promoting clean beaches, serving as public art while involving the community.

Attachments: pictures of the 15 proposed beach access points for sign-replacement

Attachment: Res 16-49 (Res. 16-49 : Res 16-49, Beach Sign Proposal)



BEACH SIGN ART CONTEST! CITY OF TREASURE ISLAND, FL



HELP US KEEP OUR
BEACHES CLEAN AND
BEAUTIFUL BY CREATING
NEW BEACH SIGNS.

GRAB YOUR ART
SUPPLIES, BE CREATIVE
AND SHOW US:

HOW TO KEEP OUR
BEACHES AND WATER
CLEAN?

WHAT ARE YOU DOING TO
HELP KEEP OUR BEACH
CLEAN AND BEAUTIFUL?

COMPETITION OPEN TO
ALL EVERYONE,
INCLUDING STUDENTS
KINDERGARTEN – 12TH
GRADE!
SUBMIT NO LATER THAN
FRIDAY, SEPTEMBER
30TH!

Entry form + artwork should be
mailed to:

ATTN: Beach Sign Art Contest
City of Treasure Island
120 108th Avenue
Treasure Island, FL 33706

Attachment: Res 16-49 (Res. 16-49 : Res 16-49, Beach Sign Proposal)



City of Treasure Island, FL

Beach Sign Art Contest

The City of Treasure Island, FL wants your help to keep our beaches clean and beautiful! We're looking for people, including students to use their original and inspiring artwork to help create our new beach signs.

CONTEST RULES

Criteria for Art & Description – Each entry must be composed of a piece of artwork **and** a description (on the entry form). All must meet the requirements below.

Eligibility – Any persons, including all students in grades Kindergarten through 12th grade from all US states and territories enrolled in recognized public, private, and home schools are eligible to participate. Schools, including home schools, must be in compliance with federal and state civil rights and nondiscrimination statutes. *Students must work individually.*

ARTWORK & DESCRIPTION REQUIREMENTS:

1. One entry per student or per person
2. The entries must be on a single sheet of 8.5" x 11" paper, landscape.
3. Use white, non-glossy paper; do not laminate.
4. Any art medium may be used (e.g., colored pencils, crayons, paint); however, computer graphics will not be accepted. Artwork must be hand-drawn by the student or person.
5. Artwork must be flat (e.g., no glued pieces or glitter) and able to be scanned.
6. Avoid using brand names in the artwork.
7. A description of no more than 75 words must accompany the artwork (space provided on the entry form).
8. Teachers may send in as many entries as they would like.
9. Label each entry on the back in pencil (marker bleeds through the artwork) with student's name, age and grade, along with the teacher's name, school name, address, and telephone number.

Entry Form – There should be one entry form filled out per student or person. Please ensure that the entry form is filled out completely and legibly. All entries (entry form + artwork) must be **submitted via mail (postmarked) no later than Friday, September 30th.**

Competition Process – A judging panel will collect all entries and select winners based on the proportion of entries received from different grade levels and up to 8 adult participants. Entries (artwork and description) will be judged on the creativity, artistic presentation, and ability to turn into a beach sign.

Entries (entry form + artwork) should be mailed to:

ATTN: Beach Sign Art Contest

City of Treasure Island

120 108th Avenue

Treasure Island, FL 33706

Top 15 Beach Access Points (In no particular order)

1. 102nd
2. 103rd
3. 117th
4. 119th
5. 120th
6. 124th
7. 125th
8. 126th
9. 127th
10. Beach Pavilion
11. Gulf Front Park
12. Island Inn
13. Sunset Chateau
14. Sunset Vista Park
15. Treasure Sands

102nd



103rd



117th



119th



120th



124th



125th



126th



127th



Beach Pavilion



Gulf Front Park



Island Inn



Sunset Chateau



Sunset Vista



Treasure Sands

