

Frequently Asked Questions
City of Watsonville Funded Public Art Projects

Q: Do I need a City of Watsonville Business License?

A: You will need a business license in order to work with the City and to be compensated. You do not need a business license to submit a proposal or respond to a Request for Proposals (RFP) or Call for Artists and can obtain one if/when your proposal is selected.

Q: How do I get a City of Watsonville Business License?

A: You can download the application [here](#) and take it to the Community Development Department, 250 Main Street, Watsonville, CA. Information on current pricing is also available [here](#).

Q: When is proof of Insurance required to be provided?

A: The City of Watsonville requires insurance but the certificates and endorsements will only need to be provided if selected for a project and at the time of signing an Artist Agreement.

Q: Will I be required to sign an agreement with the City?

A: Prior to starting work, artists working with the City on a public art project are required to sign an Artist Agreement. Proof of current business license and insurance are required at time of signing.

Q: How can I get my project approved in the City of Watsonville?

A: Projects on public spaces, city buildings and rights-of-way or privately-owned commercial property that are visible from public spaces or rights-of-way must be approved by the Parks & Recreation Commission. To get approval, please fill out the Public Art Application and turn it in to the Parks & Community Services Department, 231 Union Street, Watsonville, CA. There is a \$200 processing fee that applies to commercial properties only and is due with your application. You will be contacted if any further information is needed and to inform you of the meeting date where your project will be presented so you can attend and speak if you wish. If you are working on a City funded project, you do not need to submit a Public Art Application, however, approval is still required by the Parks and Recreation Commission. City staff will work with you on this process.

Q: Where can I find more information on the Public Art Program for the City of Watsonville?

A: Please visit our website [here](#) or call our office at (831)768-3240 ask for Hilda Peralta, Project Manager.

Q: Where can I find current Request for Proposals (RFPs) or Calls for Artists?

A: Please visit our website [here](#) or call our office at (831)768-3240 and ask for Hilda Peralta, Project Manager.

Q: What is the Percent for the Arts Program?

A: The City Council just approved a new development fee that will be designated directly for art in the City of Watsonville. The fee applies to new residential development, commercial, industrial, and public development projects involving 2,000 Sq. Ft. or more of new floor area with a building construction valuation of \$500,000 or more shall be subject to pay .75% of building permit valuation and not more than \$75,000.

Exterior and interior modification and additions that include all remodeling of existing buildings of five or more units and all remodeling of existing commercial, industrial and public buildings exceeding \$250,000 excluding rehabilitation required for seismic safety shall be subject to pay .75% of building permit valuation and not more than \$75,000.

Building designed and dedicated primarily to nonprofit performing arts spaces or museum uses shall not be required to meet the Watsonville Public Art Program Allocation requirement for as long as the performing arts or museum uses are maintained with these buildings.