Street Banner Artists Program Open Call Guidelines

Program Overview

The Town of Qualicum Beach (the Town) is replacing the existing streetlight banners in the downtown core with new designs/artwork to stay up year-round. The intention of this replacement project is to renew the vibrancy of the Town's downtown area while supporting artists with a connection to the area.

The Town is inviting artists with a connection to Qualicum Beach to participate in the Street Banner Artists Program and submit their ideas for new banner artwork. Applicants can submit up to three (3) written ideas or past works for consideration and selection by the Review Panel.

Selected artists and their proposed designs will advance to the Design Phase and complete their works for review and approval by the Review Panel.

Artists will receive a $500 honorarium for their work, along with exposure and promotion through the Town's communication channels.

Submissions must be received by the deadline. Please review the guidelines in full before beginning your application.

SUBMISSION DEADLINE: JANUARY 18, 2026

Themes

Banner ideas/submitted work must align with one or more of the following themes:

1. Celebrating Qualicum Beach
2. Nature
3. History & Heritage
4. Arts & Culture
5. Active Lifestyle

Process

The process will follow the timeline below:

Date(s)	Steps
Dec 10	Open for submissions
Dec 17	Information session
Jan 18	**Submission deadline**
Jan 19-February	Review Panel evaluates submissions
February-March	Design phase: successful artists to design the banner(s)
March	Review Panel evaluates designs
March	Revision phase: artists to revise work (if applicable)
March	Final artwork to be approved by Review Panel
Spring 2026	Banners to be hung around community

Eligibility

Eligible Applicants

Eligible applicants must:

- Be a resident of Canada.
- Have a connection to Qualicum Beach (while you do not need to be a current resident, you must demonstrate how you or your artwork is connected to the area).
- Submit a completed application by the deadline.

Eligible Artwork

Eligible applicants can submit up to three banner ideas or completed works.

To be eligible, artwork must:

- Align with at least one of the program themes.
- Be of high-quality and family-friendly content.
- Not infringe on copyright laws. You must have full copyright ownership over your submissions. If you are submitting photographs of identifiable individuals, you must have their consent through a photo release form.
- Be provided in a format that aligns with banner specs, as described below.

The Town reserves the right to deny any artwork being hung if it is deemed inappropriate, harmful, or infringing copyright.

Artwork does not need to be new work. If you are applying with previously completed work, you must submit images of the work with your application.

Artwork does not have to be originally digital but must be able to be digitized and remain of high quality. The Town will have approved physical artworks digitized for printing on the banners, at no cost to the applicant. Types of artwork include but are not limited to:

- Photography
- Digital art
- Collage
- Painting and illustration
- Printmaking
- Mosaic

Banner Specs

Artwork must be of high-quality to be displayed on street banners. Banners will include space for the Town's wave as shown in Figure 1.

- **Full Banner Size:** 30" (77cm) wide x 61.5" (156 cm) long

- **Design Area Size:** The design area will be slightly covered. Figure 1 shows a sample of what this may look like. Final design is to be determined.

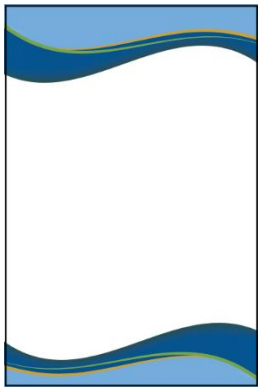

Figure 1: SAMPLE ONLY

Submission Process

Submission of an application **does not** guarantee that you will be selected to advance to the design stage.

Required Components

Applicants will be required to submit the following:

- **Contact Information:** Name, Email, Phone, Mailing Address
- **Biography:** Artist Biography
- **Connection to Qualicum Beach:** A description of your connection to Qualicum Beach.
- **Banner Ideas (up to 3):** Submit one of the options below:
    - Ideas/Visions:
        - A written description of your vision for the banner designs or artwork. This is not the completed artwork, but a vision for what you will create. You will be asked to demonstrate which theme each design best aligns with.
        - Sample of past work and brief descriptions of the work.
    - Completed Works:
        - Submissions of completed past works and brief descriptions of the work. You will be asked to demonstrate which theme each design best aligns with.
        - Confirm you own the copyright of the work. If you are submitting photos of identifiable people, each person must provide a signed photo consent form.

For more direction on how to complete each of the required components, refer to Appendix A: Evaluation Criteria.

How to Submit

To apply, complete the online submission form.

All applicants will receive an email confirmation that the Town has received their submission. If you do not receive your email confirmation, please contact qbtown@qualicumbeach.com

Deadline

Eligible applicants must submit their application by the program deadline. Incomplete or late applications will not be accepted.

SUBMISSION DEADLINE: JANUARY 18, 2026

If you are having any challenges submitting your application, please contact qbtown@qualicumbeach.com or call 250-738-2205.

Selection Process

Process

All complete applications will be reviewed by the Review Panel and evaluated based on the Evaluation Criteria outlined in Appendix A.

Selected banner designs or visions will be advanced to the Design Phase.

Review Panel

The Review Panel will consist of a representative from Town Council, the Chamber of Commerce and The Old School House (TOSH), along with two Town staff members.

Decisions

Only artists advanced to the design phase will be contacted.

Those who are advanced will be required to enter into an agreement with the Town. For a sample agreement, see Appendix B.

Design Phase

Artists will have time to transition their banner visions to completed artworks.

Artwork will then be submitted to the Review Panel for approval. Artists may be required to make revisions to their work and will be given time to revise.

Final Approval

The Review Panel will evaluate the final designs for approval.

Payment, Recognition & Copyright

Honoraria

All selected artists will receive a $500 honorarium per banner design.

Honoraria will be paid upon the Review Panel's approval of completed banner designs.

Recognition

All artists will be recognized and promoted by the Town through:

- The Town Website
- News Release
- Town Tidings
- Dedicated Town Facebook Post

Copyright

All artists retain full copyright ownership of their submitted work.

The Town will request the rights to reproduce the artwork for the purpose of replacing torn, weathered or broken banners. Artwork will not be reproduced by the Town for other purposes, unless written permission is given by the artist.

Appendix A: Evaluation Criteria

The criteria below will be used by the Review Panel to evaluate the submissions.

Application Section	Evaluation	Points
Contact Information	Submission included completed contact information	/1
Biography	Submission included a completed biography.	/1
	The applicant has confirmed they are able to provide artwork in alignment with the banner specs.	/5
Connection to Qualicum Beach	The artist has demonstrated a clear connection to Qualicum Beach, either through their lived experience or their banner vision/completed works.	/5
Banner Vision or Completed Works	The banner vision/completed works reflects at least one of the program themes.	/5
	The banner vision/completed works are appropriate for public display in the community.	/2
	The banner vision/completed works have balance with elements that are visually appealing.	/5
Past Works (if submitting vision)	If the applicant has submitted a vision: the submission included past works that demonstrates the artists ability to participate in this program.	/1
Copyright and Permissions (if submitting past works)	If the applicant has submitted completed works: they confirm they own the copyright, and photographs with identifiable individuals have the permission of the person photographed.	/1
	Total Points Available	**25**

Appendix B: Sample Agreement

Below is a sample agreement between the Artist and the Town. The agreement will be adjusted to the artist and banner artwork specifically.

STREET BANNER ARTISTS PROGRAM AGREEMENT

This agreement is made as of **DATE** between:

Artist Name ('the Artist')
Contact Information

AND

The Town of Qualicum Beach ('the Town')
Heather Svensen, Director of Corporate Services
hsvensen@qualicumbeach.com

FOR

The Street Banner Artists Program.

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Purpose

This agreement outlines terms, responsibilities, deliverables, timelines and payment process for the Street Banner Artists Program.

Scope of Work

The Artist will:

1. Provide X banner artwork in alignment with the submitted vision.
2. Ensure artwork is of high quality for enlarged display and in alignment with banner specs.
3. (If providing photography) Ensure that any identifiable individuals in the photographs have signed a photo consent form giving permission for the photo to be used in this program.
4. Complete any requested revisions to the artwork.
5. Complete all deliverables in alignment with the Timeline & Deliverables requirements.

The Town will:

1. Provide the Artist with all relevant information to support the design process and any requested revisions.
2. Provide the Artist with an honorarium for completed banners.
3. Complete all deliverables in alignment with the Timeline & Deliverables requirements.

The Town reserves the right to deny any completed artworks that are deemed inappropriate, harmful, or infringing copyright.

Timeline & Deliverables

Date/Timeline	Deliverable	Responsible Party
TBD	Banner Artwork provided to the Town	Artist
TBD	Review of Banner Artwork and request revisions	Town
TBD	Revise Artwork (if required)	Artist
TBD	Final Approval	Town

Payment

The Artist will receive $500 per banner design, up to X banner designs.

The Town will administer payment via direct deposit. Completion of a The Town's Electronic Funds Transfer (EFT) Authorization Form is required.

Banner Specs

Completed artwork must align with banner specs described below:

- **Full Banner Size:** 30" (77cm) wide x 61.5" (56 cm) long
- **Design Area Size:** (TBD)

If artwork is physical, the Town will have the work digitized for printing on the banner sizing.

Intellectual Property

All artwork remains under the ownership of the Artist.

The Town reserves the right to reproduce the artwork for the purposes of hanging the street banners or replacing damaged banners. The Town will not reproduce the artwork for other purposes, except where written agreement with the Artist exists.

Confidentiality

The Artist acknowledges that, in the course of performing this Agreement, they may receive or have access to information relating to the Town that is confidential, proprietary, or not yet publicly disclosed by the Town ("Confidential Information"). The Artist acknowledges and agrees that the Confidential Information is the property of the Town. The Artist shall keep all Confidential Information strictly confidential and shall not, either during the term of this Agreement or any time thereafter, disclose, release, or divulge any Confidential Information to any third party without the prior written consent of the Town, except where disclosure is required by law.

The Artist shall use Confidential Information solely for the purpose of fulfilling their obligations under this Agreement and shall take all reasonable steps to protect any Confidential Information in their possession or control from unauthorized use or disclosure. Upon completion or termination of this Agreement, or upon demand by the Town, the Artist shall return to the Town

SAMPLE

or securely destroy any and all Confidential Information in their possession or control, unless otherwise required by law.

For clarity, this clause does not restrict the Artist from discussing or displaying the final, publicly released banner design in their professional portfolio, unless the Town directs otherwise in writing.

This confidentiality clause survives the completion or the earlier termination of this Agreement for any reason.

Termination

Either party may terminate this agreement with written notice if the other Party fails to meet its obligations.

Agreement

The Parties have executed this agreement as of the date written above.

The Artist
Name: _____

Signature: _____

Date:_____

The Town
Name: _____

Title:_____

Signature: _____

Date:_____