



3109 W. Dr. M.L. King Jr. Blvd., Suite 140
Tampa, FL 33607
P: 813-289-5488 / F: 813-513-2615
www.choosewestshore.com

Call to Artists: “Art in the Air” Public Art Banner Fundraiser

Program Objectives:

- Promote public art awareness in the Westshore District.
- Promote local professional artists and showcase their talent.
- Raise funds for public art initiatives through the Westshore District Foundation.

Program Overview:

The Westshore Alliance is seeking talented artists to submit original artwork for a new banner program in the heart of Tampa’s Westshore District, one of Florida’s most vibrant and fastest-growing business and hospitality hubs, titled the “Art in the Air” Public Art Banner Fundraiser (the “Fundraiser”). This is a unique opportunity for local and regional artists to contribute to the visual identity of a district seen by millions of visitors, residents, and professionals each year. The selected corridor sees over 22,000 daily vehicles.

The public art initiative will bring color and creativity to the streets through a curated series of vertical banners that celebrate the spirit, identity, and surroundings of Westshore. Artists are encouraged to draw inspiration from:

- The Westshore Districts dynamic urban fabric and evolving skyline.
- The nearby Tampa Bay waterfront, Tampa International Airport, and natural landscapes.
- The rich cultural heritage and diversity of the greater Tampa community.

Banners exhibiting selected artwork will be displayed on streetlight poles along W. Boy Scout Boulevard, from N. West Shore Boulevard to N. Dale Mabry Highway, for a period of 4 months. Sponsorship recognition will be displayed on the bottom approximately ten percent (10%) of each banner.

To celebrate the ‘Art in the Air’ banner program and its participants, selected artists will be featured at a public art reception, alongside the sponsor companies, Westshore Alliance Public Art Committee members, and Westshore Alliance Board of Directors.

General Information:

- Proceeds from the Art in the Air banners will fund future public art projects in the Westshore District through the Westshore District Foundation.
- The program is open to local Tampa Bay region artists; any professional artist with connections to the Tampa Bay Area – working or exhibiting locally – residency is not required.
- Up to 20 pieces of artwork will be selected.
- Artists may submit new or existing artwork.
- Artists may provide up to three (3) different pieces of artwork for consideration.
- Selected artists will agree to give the Westshore Alliance and Art in the Air selection committee the rights to use images and banners for promotional purposes.
- Selected artists will be featured in standalone social media and promotional posts by the Westshore Alliance.

The Westshore Alliance will continue the Westshore District’s transformation into a premier mixed-use district and cultivate a thriving community for residents and businesses.



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Design Guidelines:

Please note the following technical specifications:

- **Orientation:**
 - o Portrait (vertical) orientation is required.
- **Banner Size:**
 - o **30" wide by 90" tall** (live design area is approximately 30" wide x 72" tall with bleed)
- **File Format Required:**
 - o High resolution digital artwork only (minimum **300 DPI at full size**)
 - o Suggested minimum pixel dimensions: **2700 x 75600 pixels**
- **Design Considerations:**
 - o Bold, high-contrast compositions that read well from a distance
 - o Avoid text-heavy designs unless integral to the artwork
 - o Abstract, stylized, or pattern-based designs are encouraged
 - o Should not contain any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic or profane content.
 - o The final printed design may include subtle branding elements provided by the Westshore Alliance for program sponsors (to be added post-selection)

Artist Stipend:

For each entry, the Westshore Alliance will provide the artist with an honorarium of \$100 and a year-long entrepreneurial-level membership with the Westshore Alliance. Learn more about the entrepreneurial-level membership benefits [here](#).

Submission Deadline:

Please submit all entries by **Friday, February 13th, 2026 at 5P.M., Eastern Standard Time** via the website:

<https://www.choosewestshore.com/public-art-banner-campaign/>

Or email to Caroline Seccombe, Transportation and Planning Manager, seccombe@choosewestshore.com with the subject line "Art in the Air Fundraiser Entry– [Last Name]".

Selection Process:

The Selection Committee will be made up of representatives from the Westshore Alliance Public Art Committee. The committee will choose up to 20 pieces of artwork based on the "Westshore/Tampa Bay" theme and the artist's expressed creative interest and vision. The artists of the Entries selected will be notified by Friday, February 20, 2026.

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Selection Timeline:

Call to Artists released	December 12, 2025
Entry Submission Deadline	February 13, 2026
Selection Committee Review	February 16-19, 2026
Notification to Artists	February 20, 2026
Installation of Banners	June 1, 2026

Contact Information:

For any questions or additional information, please contact Caroline Seccombe, Transportation and Planning Manager – seccombe@choosewestshore.com / (813) 289-5488 ext.103

Terms & Conditions:

1. By submitting artwork (the “Entry” or “Entries”), You hereby accept all rules of the Fundraiser including the following Terms and Conditions.
2. **All Entries must be submitted by 5 P.M., Eastern Standard Time February 13, 2026.**
3. To submit, you must upload your Entries via the website (<https://www.choosewestshore.com/public-art-banner-campaign/>) and follow the on-screen instructions carefully.
4. By submitting Entries, you agree and acknowledge that the Westshore Alliance is permitted to receive your registration data. All personal information will be used by the Alliance in accordance with its Privacy Policy.
5. Images should be no smaller than 1MB and no larger than 5MB. Images should be JPEG files. All entrants must be able to supply a high-resolution image suitable for printing. Should you have any trouble, please email seccombe@choosewestshore.com.
6. Entries will be reviewed between February 16-19, 2026.
7. The decision of the Selection Committee of the Westshore Alliance Public Art Committee is final, and no negotiation will be entered into with respect to any such decision. The Selection Committee’s decision is completely discretionary, and it may reject any Entry for any or no reason.
8. Each artist can submit up to 3 different Entries. Each review will be based on a single image and not a series of images. Only digital files will be accepted due to printing requirements.
9. The Westshore Alliance reserves the right, in its sole discretion, to disqualify and remove any Entry that does not comply with the following requirements, even after the Entry is submitted. You warrant and represent, in respect of each entry submitted by you, as follows:
 - a. You are the sole owner and author of each Entry
 - b. You have the right to make your Entry available to the fundraiser
 - c. Each Entry does not contain personal information about you or any other person(s).

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d. Each Entry does not contain any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic or profane content

e. Each Entry does not contain any material that could constitute or encourage conduct which would be considered a criminal offense, give rise to civil liability, or otherwise violate any law

g. Each Entry does not infringe upon the copyrights, trademarks, contract rights, or any other intellectual property rights of any third person or entity, or violate any person's rights of privacy or publicity, and your Entry does not include:

i. Trademarks owned by third parties

ii. Copyrighted materials owned by third parties (including advertisements, billboards, signage, logos, etc.).

iii. Names, likenesses, or other characteristics identifying celebrities or other public figures, living or dead

iv. Any Artificial Intelligence (AI) generated content.

10. Entries which contain any commercial content that promote any brand, product, or service other than that of Westshore Alliance will be disqualified.

11. No animals were harmed or manipulated in the making of any Entry.

12. You agree to fully indemnify Westshore Alliance in respect of all royalties, fees and any other monies owing to any person by reason of your breaching any of the Terms and Conditions.

13. You must be 18 years or older to submit an Entry.

14. All entrants understand that all entries may be used by Westshore Alliance for marketing and promotional purposes. You hereby grant Westshore Alliance a non-exclusive, irrevocable license in each Entry throughout the world for all time in all media for any use connected to the promotion of you the author and Westshore Alliance event and/or Fundraiser, including, but not limited to:

(a) the review and selection of the artwork.

(b) displaying the selected entries on all websites owned by the Westshore Alliance.

(c) inclusion within any website, social media, brochures or similar collateral material.

(d) inclusion within any materials promoting the Westshore Alliance.

15. All entrants understand that all submitted information, including Entry name and description, may be shared with partners and media.

16. The Westshore Alliance assumes no responsibility for any incorrect, inaccurate or incomplete information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Fundraiser, and Westshore Alliance assumes no responsibility for technical, hardware or software failure of any kind, for lost network connections, garbled computer transmissions, other problems or technical malfunctions with regard to the Fundraiser. Westshore Alliance assumes no responsibility for any error, omission, corruption, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to or alteration of Entries. Westshore Alliance is not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, computer equipment, software, failure of any e-mail addressed to Westshore Alliance on account of technical problems, human error or traffic congestion on the internet or any website, or any combination thereof, including any injury or damage to Your or any other person's computer related to or resulting from participation

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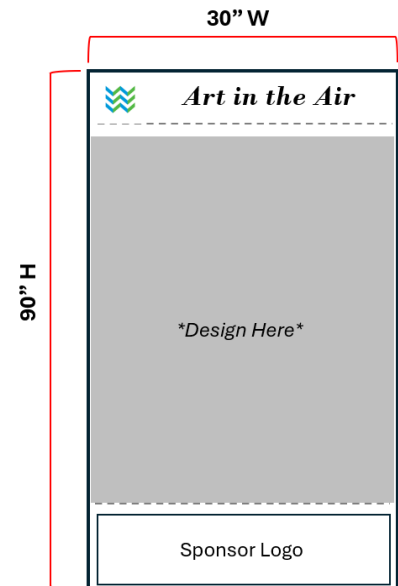
or downloading any materials related to the Fundraiser. If for any reason an Entry cannot be viewed, including infection by computer viruses, bugs, tampering, unauthorized intervention, fraud or technical failures, the Westshore Alliance assumes no responsibility.

17. In no event will Westshore Alliance, its affiliates, subsidiaries and related companies, its advertising or promotion agencies, or its officers, directors, employees, shareholders, representatives or agents be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential, special or punitive damages arising out of this Fundraiser.
18. You agree to participate in related publicity and to the use of your name and likeness for the purposes of advertising, promotion and publicity without additional compensation.

***2009 Banner Program**



***Banner Format Example**



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